



SAINTPETERSBURGSTATEUNIVERSITYOFINDUSTRIALTECHNOLOGIESANDDESIGN

HIGHERSCHOOLOFPRINTINGANDMEDIATECHNOLOGIES

PROGRAMME

**2018 Annual Young Scientists Research Conference
Youth Science Innovations
Media Industry and Content Management in the
Digital Age**



Working Language ENGLISH

Tuesday, 3 April

10:00 – 13:05 Room 221

11:40 – 13:05 Rooms 221, 120

13:45 – 16:45 Room 221

Thursday, 5 April

11:40 – 15:10 Room 127

13:45 – 15:10 Rooms 127, 120

15:20 – 18:20 Room 116

Friday, 6 April

18:30 – 20:00 Room 209

Day 1 Tuesday 3 April 2018

Section 1 Publishing & Advertising, 10:00-11:30, Room 221

Chair: Associate Professor Iu. V. Smirnova, PhD

1. Беседина Кристина Юрьевна, 1-ГИДА-5. The specific subculture of the Darknet. Scientific adviser Assoc. Prof. I. V. Liskovets, PhD.
2. Железнова Анастасия Андреевна, 1-ГИДА-5. E-book trading. Scientific adviser Assoc. Prof. Iu. V. Smirnova, PhD.
3. Илюхина Валерия Павловна, 4-ГИДА-1. Fashion boutiques - then and now. Scientific adviser Assoc. Prof. L.V. Nazarova, PhD.
4. Караякова Венера Маратовна, 1-ГИДА-11. The significance of modern interpretations of Arthurian legends. Scientific adviser Assoc. Prof. L.V. Nazarova, PhD.
5. Леонтьева Анастасия Вадимовна, 1-ГИДА-11. Hunting down the pleonasm. Scientific adviser Assoc. Prof. Iu.V.Smirnova, PhD.
6. Поленков Вадим Владимирович, 1-ГИДА-5. Soviet Literary underground. Scientific adviser Assoc. Prof. I. V. Liskovets, PhD.
7. Селеджи Полина Андреевна, 1-ГИДА-5. Marvel vs DC Comics: confrontation. Scientific adviser Assoc. Prof. Iu.V. Smirnova, PhD.
8. Смирнова Мария Владимировна, 1-ГИДА-5. Depression: prejudices and reality. Scientific adviser Assoc. Prof. L. V. Nazarova, PhD.
9. Стенников Дмитрий Александрович, 1-ГИДА-5. Plagiarism in Publishing. Scientific adviser Assoc. Prof. A. Yu. Muradyan, PhD.
10. Уразгали Камилла, Веденеева Александра Алексеевна, 1-ГИДА-5. Publishing Houses Abroad. Scientific adviser Assoc. Prof. A. Yu. Muradyan, PhD.
11. Чичуа Раиса Давидовна, 1-ГИДА-6с. In the search of lost books. Scientific adviser Assoc. Prof. L. V. Nazarova, PhD.
12. Шморгунова Елена Александровна, 1-ГИДА-5. Digitalization publishing in South Korea. Scientific adviser Assoc. Prof. L. V. Nazarova, PhD.

Section 2 Journalism, 11:40-13:05, Rooms 221, 120

Chair: Associate Professor Yu. D. Bagrov, PhD

1. Буданова Александра Игоревна, 1-ГИДА-12. The impact of Twitter on the behavioral patterns of the users. Scientific adviser Assoc. Prof. L. V. Nazarova, PhD.
2. Василенко Ангелина, 1-ГИДА-4. The Key Concepts of Fashion Journalism in the modern world. Scientific adviser Assoc. Prof. L. V. Nazarova, PhD.
3. Кодинцева Анастасия Павловна, 1-ГИДА-4. Why we do not have paparazzi in Russia. Scientific adviser Assoc. Prof. Yu.D. Bagrov, PhD.

4. Кудрявцева Полина Михайловна, 1-ГИДА-12. The reasons for French fashion media domination in the Russian market. Scientific adviser Assoc. Prof. L. V. Nazarova, PhD.
5. Кравцова Алина Станиславовна, 1-ГИДА-11. Writers of the Komi Republic. Scientific adviser Assoc. Prof. Iu. V. Smirnova, PhD.
6. Булычев Глеб Игоревич, 1-ГИДА-4. Role play in the digital age. Scientific adviser Assoc. Prof. I. V. Liskovets, PhD.
7. Лаврик Сергей Валерьевич, 1-ГИДА-12. History of digital data carriers. . Scientific adviser Assoc. Prof. I. V. Liskovets, PhD.
8. Орлов Андрей Кириллович, 1-ГИДА-3. The Russian mafia phenomenon. Scientific adviser Assoc. Prof. Yu. D. Bagrov, PhD.
9. Осипченкова Ирина Сергеевна, 1-ГИДА-4. Internet journalism. Scientific adviser Assoc. Prof. Iu. V. Smirnova, PhD.
10. Синякова Ольга Андреевна, 1-ГИДА-12. The reasons for mass readership tabloid popularity. Scientific adviser Assoc. Prof. L. V. Nazarova, PhD.
11. Стойлик Полина Юрьевна, 1-ГИДА-4. How to start a journalistic investigation. Scientific adviser Assoc. Prof. Iu.V. Smirnova, PhD.



Section 3 Publishing, Printing, Graphic Arts and Advertising, 13:05-15:10, Room221

Chair: Assoc. Prof. L. V. Nazarova, PhD

1. Ааб Яна Викторовна, 1-МГ-31. The main problems in writing sports biographies. Scientific adviser Assoc. Prof. L.V. Nazarova, PhD.
2. Климук Екатерина Юрьевна, 2-ГИДП-1. Mobile marketing. Scientific adviser Assoc. Prof. Iu.V. Smirnova, PhD.
3. Паршина Анастасия Александровна, 1-ГИД-9. Internet mems in learning. Scientific adviser Assoc. Prof. I. V. Liskovets, PhD.
4. Петрова Анна Вадимовна, 1-МГ-31. Content analysis in mass media. Scientific adviser Assoc. Prof. L.V. Nazarova, PhD.
5. Самойлова Анна Владимировна, 1-МГ-31. Reprint and facsimile publishing based on the experience in Russia. Scientific adviser Assoc. Prof. L.V. Nazarova, PhD.
6. Смирнова Алиса Васильевна, 3-ТИДА-3. Peculiarities of online information search process. Scientific adviser Assoc. Prof. L.V. Nazarova, PhD.
7. Сырбо Александра Владиславовна, 1-МГ-31. Feminist revolution in literacy: the past and present of women's bookstores. Scientific adviser Assoc. Prof. L. V. Nazarova, PhD.
8. Трусова Анастасия Игоревна, 1-МГ-31. The current state and potential future of e-books. Scientific adviser Assoc. Prof. L.V. Nazarova, PhD.
9. Хитрова Елизавета Дмитриевна, 2-ГИДП-1. Advertising agencies. Scientific adviser Assoc. Prof. Iu.V. Smirnova, PhD.


10. Шевченко Дарья Олеговна, 1-МГ-31. Book Trailer as a way to promote the book. Scientific adviser Assoc. Prof. L.V. Nazarova, PhD.
11. Юдина Дарья Андреевна, 1 ТИДА 5. The difference between editorials in Russian and foreign books. Scientific adviser Assoc. Prof. L. M. Rochikashvili, PhD.
12. Столяр Майя Романовна, 1-ГИД-9. Street arts and technology collaboration. Scientific adviser Assoc. Prof. I. V. Liskovets, PhD.
13. Кузнецова Мария Михайловна, 3-ТИДА-3. Anniversary of the Mayakovski Library. Scientific adviser Assoc. Prof. L. V. Nazarova, PhD.

 **Section 4 Graphic Arts & Advertising, 15:20-16:45, Room221**

Chair: Assoc. Prof. I. V. Liskovets, PhD

1. Баладина Екатерина Витальевна, 2-ГИДА-9. Books on psychology in our life. Scientific adviser Assoc. Prof. I. V. Liskovets, PhD.
2. Бондаренко Валерия Юрьевна, 1-ГИДП-1. Advertising influence. Scientific adviser Assoc. Prof. Iu.V. Smirnova, PhD.
3. Полозова Надежда Александровна, 1-ГИДП-1. Advertising in Japan. Scientific adviser Assoc. Prof. Iu.V. Smirnova, PhD.
4. Трещановская Ирина Ивановна, 1-ГИДП-1. IKEA Advertising. Scientific adviser Assoc. Prof. Iu.V. Smirnova, PhD.
5. Усатова Евгения Викторовна, 1-ГИДП-1. Social media and gender. Advertising influence. Scientific adviser Assoc. Prof. Iu.V. Smirnova, PhD.

Day2 Thursday 5 April 2018

 **Section 1-2 continued, 10:05-11:30; Section 4 ICT&Publishing, 11:40-13:05, Room127**

Chair: Senior lecturer M.L. Malyshev

1. Ганичев Леонид Александрович, 2-ГИДА-5. Journalistic ethics evolution. Scientific adviser Assoc. Prof. L. V. Nazarova, PhD.
2. Дрогобужская София Алексеевна, 1-ТИДА-3. The difference between calligraphy, lettering and typography. Scientific adviser Senior lecturer M.L. Malyshev.
3. Егорова Полина Денисовна, 1-ТИДА-1. Virtual reality. Scientific adviser Assoc. Prof. Yu. D. Vagrov, PhD.
4. Ефимова Анна Сергеевна, 2-ГИДА-5. The genre of graphic novel on the Russian book market. Scientific adviser Assoc. Prof. L. V. Nazarova, PhD.
5. Ишмакова Лиана Айратовна, 2-ГИДА-11. The role of book clubs in the society: then and now Scientific adviser Assoc. Prof. L. V. Nazarova, PhD.

6. Нахабцева Варвара Александровна, 2-ГИДА-11. The image of society in utopia and dystopia by V.F. Odоеvsky. Scientific adviser Assoc. Prof. L. V. Nazarova, PhD.
7. Яременко Александра Олеговна, 2-ГИДА-5. Projects of Tretyakov gallery: artists among people. Scientific adviser Assoc. Prof. L. V. Nazarova, PhD.

Section 5 Journalism, 13:45-15:10, Rooms 127, 120

Chair: Assoc. Prof. Yu. D. Bagrov, PhD

1. Журавлева Надежда Михайловна, 2-ГИДА-10. Political issues in Russian investigative journalism. Scientific adviser Assoc. Prof. L. V. Nazarova, PhD.
2. Иванова Ксения Эдуардовна, 2-ГИДА-10. Newspapers with live pictures in Russia. Is it reality or fantasy? Scientific adviser Assoc. Prof. Iu.V.Smirnova, PhD.
3. Ильина Екатерина Сергеевна, 2-ГИДА-4. The Internet hype reflection in quality press. Scientific adviser Assoc. Prof. Yu.D. Bagrov, PhD.
4. Миронова Ксения Юрьевна, 2-ГИДА-10. The image of the USA. Scientific adviser Assoc. Prof. Iu.V.Smirnova, PhD.
5. Светлакова Мария Валерьевна, 2-ГИДА-10. Narrowing genres in sports journalism as exemplified by the newspaper "Soviet Sport" Scientific adviser Assoc. Prof. L. V. Nazarova PhD.
6. Сечкарева Ангелина Анатольевна, 2-ГИДА-3. Is technology the new opiate of the masses? Scientific adviser Assoc. Prof. Iu.V.Smirnova, PhD.
7. Шумилова Арина Игоревна, 2-ГИДА-4. The age of information and telecommunication. Scientific adviser Assoc. Prof. Iu.V.Smirnova, PhD.

Section 6 Advertising, Journalism and Technologies, 15:20-16:45, Room116

Chair: Assoc. Prof. Iu. V. Smirnova, PhD

1. Васюренко Кирилл Олегович, 1-ТИДП-6. The necessity for Printing arts. Scientific adviser Senior Lecturer A.B. Komarova.
2. Ильина Полина Вячеславовна, 1-ТИДП-6. Printing damage on the environment. Scientific adviser Senior Lecturer A.B. Komarova.
3. Исакин Александр Андреевич, 1-МГ-29. Public personality as a media project. Scientific adviser Assoc. Prof. Iu.V.Smirnova, PhD.
4. Лялин Роман Александрович, 1-МГ-29. Advertising effectiveness in Instagram. Scientific adviser Assoc. Prof. Iu.V. Smirnova, PhD.
5. Маминаева Диана Дамировна, 1-МГ-30. The Second World War in the mirror of photojournalism. Scientific adviser Assoc. Prof. Yu.D. Bagrov, PhD.
6. Стельмах Денис Дмитриевич. 1-МГ-29. Features of personal brand promotion. Scientific adviser Assoc. Prof. Iu.V.Smirnova, PhD.

Chair: Senior Lecturer A. B. Komarova

1. Байниязова Айзада, 2-ТИДП-6. The comparative analysis of Kazakh, Russian and English writing and phonological systems. Scientific adviser A.В. Komarova.
2. Бондарь Илья Константинович, Анисимов Максим Анатольевич, Орлова Вероника Сергеевна, Тихомирова Мария Олеговна, 1-ТИДА-2. The History Of Printing And Ink Scientific adviser Senior Lecturer A. B. Komarova.
3. Долженко Андрей, 1-ТИДА-2. 3D Modeling. Scientific adviser Senior Lecturer A. B. Komarova.
4. Мусаелян Ангелина Норайровна, 1-ТИДА-2. Evolution of Digital Art. Scientific adviser Senior Lecturer A. B. Komarova.
5. Сулейманов Айхан Тофиг Оглы, 1-МГВ-29. Construction of a tourist cluster (based on the example of St. Petersburg). Scientific adviser Assoc. Prof. Iu.V.Smirnova, PhD.
6. Шеховцова Анастасия Ивановна, 1-МГВ-29. Analysis of non-verbal communication in TV advertising (based on “Blue Seduction” commercial) Scientific adviser Assoc. Prof. Iu.V.Smirnova, PhD.
7. Козвонина Екатерина Александровна, 2-МГЗ-31. Second hand book market in Russia: problems and prospect. Scientific adviser Assoc. Prof. L. V. Nazarova, PhD.
8. Кузовлева Анастасия, 2-ГИДП-1. William Shakespeare in Advertisement. Scientific adviser Assoc. Prof. Iu.V. Smirnova, PhD.
9. Бирюкова Мария, Illustrations in William Shakespeare’s publications. Scientific adviser Assoc. Prof. Iu.V. Smirnova, PhD.
10. Репина Анастасия Александровна, 1-ГИДА-5. The History of William Shakespeare's publications. Scientific adviser Assoc. Prof. Iu.V. Smirnova, PhD.

**Всероссийская научная конференция молодых
ученых**

Инновации молодежной науки

Высшая школа печати и медиатехнологий

**"Медиа индустрия и управление контентом
в век цифровых технологий"**

Высшая школа печати и медиатехнологий,
пер. Дзамбула, 13

Метро: Звенигородская



ВТОРНИК 3 АПРЕЛЯ

10:00 – 13:05 Аудитория 221

11:40 – 13:05 Аудитория 221, 120

13:45 – 16:45 Аудитория 221

ЧЕТВЕРГ 5 АПРЕЛЯ

11:40 – 15:10 Аудитория 127

13:45 – 15:10 Аудитория 127, 120

15:20 – 18:20 Аудитория 116

ПЯТНИЦА 6 АПРЕЛЯ

18:30 – 20:00 Аудитория 209