

ПРЕЗИДЕНТСКАЯ
АКАДЕМИЯ
ИНСТИТУТ УПРАВЛЕНИЯ
РАНХИГС САРАТОВ

Russian Presidential Academy of National Economy and Public Administration

Povolzhsky Institute of Management named after P.A. Stolypin

Department of Applied Linguistics and Cross-Cultural Communication

XXIV STUDENTS, POSTGRADUATE STUDENTS AND HIGH SCHOOL STUDENTS INTERNATIONAL SCIENTIFIC CONFERENCE

«COMMUNICATIVE CHALLENGES OF THE XXI CENTURY»

«KOMMUNIKATIVE HERAUSFORDERUNGEN DES XXI. JAHRHUNDERTS»

SARATOV

March 19, 2026

WE ARE HAPPY
to invite you to participate in
the XXIVth International Scientific Students', Postgraduate Students'
and High School Students' (9-11 forms) Conference

"**COMMUNICATIVE CHALLENGES OF THE XXI CENTURY**"

Russian Presidential Academy
of National Economy and Public Administration

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Department of Applied Linguistics
and Cross-Cultural Communication

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Working languages: *English and German*

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THURSDAY, MARCH 19, 2026

Registration 9:30

OPENING CEREMONY AND WELCOME CONFERENCE PARTICIPANTS

Room 1230 10:00-11:50

V.L. Cheplyaev, PhD, Associate Professor, Director of Povolzhsky Institute of Management named after P.A. Stolypin

O.Yu. Abakumov, PhD, Associate Professor, Head of the Scientific Research Department, Povolzhsky Institute of Management named after P.A. Stolypin

E.Yu. Strigankova, PhD, Associate Professor, Dean of Legal and Political Foundation of Administration Department, Povolzhsky Institute of Management named after P.A. Stolypin

D.A. Rozevatov, PhD, Associate Professor, Head of Applied Linguistics and Cross-Cultural Communication Department, Povolzhsky Institute of Management named after P.A. Stolypin

PLENARY

https://telemost.yandex.ru/j/28102133163978

Benkirane Nada, student
Peculiarities of Professional Communication in the Frame of an Aircompany
(Scientific Advisor Bobarykina N. A., PhD, Associate Professor, Saratov State Medical University named after V.I. Razumovsky)

Mikhalkina Svetlana Nikolaevna, student
Cultural Code Versus Program Code - the Theory of Linguistic Relativity in the Age of Deep Seek
(Scientific Advisor Kaminskaya E.V., PhD, Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin)

Kochetkova Ksenia Andreevna, student
The Problem of Digital Relations: Why AI Companions are a Challenge to Traditional Communication
(Scientific Advisor Smolskaya V.Yu., PhD, Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin)

SECTION 1

LANGUAGE. PROFESSIONAL AND BUSINESS COMMUNICATION

https://telemost.yandex.ru/j/28102133163978

Room 1230 12:00-14:00

Moderators: **Grishina E.A.**, Associate Professor; Povolzhsky Institute of Management named after P.A. Stolypin**, Rozevatov D.A.**, PhD, Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin**, Hramkova E.V.,** Director of the International Language Academy.

Sporova Anastasia Antonovna, student
Politically Correct Lexical Units in Paralympic English-language Media Discourse
(Scientific Advisor Grishenkova E.G., PhD, Associate Professor, Ulyanovsk State Technical University)

Shokotko Elizaveta Alekseevna, student
Linguistic Communication Trends in Online Spaces Among Young People
(Scientific Advisor Grishenkova E.G., PhD, Associate Professor, Ulyanovsk State Technical University)

Israelyan Yana Akobovna, student
Digital Diplomacy as a Tool of Strategic Communication
(Scientific Advisor Makshantseva E.A., PhD, Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin**)**

Petrova Veronika Romanovna, high school student
Women in Science: Ways of Reaching Professional Success
(Scientific Advisor Grishina E.A., Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin)

Bashkevich Sofya Andreevna, student
How Gen Z Is Reshaping Workplace Culture
(Scientific Advisor Smolskaya V.Yu., PhD, Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin)

Zaikina Anna Dmitrievna, student
The Power of Informal Communication: Public and Private Sector
(Scientific Advisor Balykina G.A., PhD, Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin)

Grishina Dana Kirillovna, student
From Empathy to Results: the Impact of a Manager's Emotional Intelligence on the Effectiveness of Team Communication
(Scientific Advisor Smolskaya V.Yu., PhD, Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin)

Garin Maksim Vadimovich, student
VR in Companies: Experience of Usage
(Scientific Advisor Grishina E.A., Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin)

Ludvig Grigory Sergeevich, student
The Role of Artificial Intelligence in Learning English
(Scientific Advisor Smolskaya V.Yu., PhD, Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin)

Ilina Viktoriya Sergeevna, student
An Innovative Model of Human Capital Management in the Context of Hybrid Work Environment
(Scientific Advisor Smolskaya V.Yu., PhD, Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin)

Surkova Anna Alexandrovna, postgraduate student
The Language of Public Oversight: how to make the official reports of public councils understandable and convincing to a wide audience?
(Scientific Advisor Veliyeva J. S., PhD, Professor, Povolzhsky Institute of Management named after P.A. Stolypin)

Drobot Anna Alekseevna, postgraduate student
Urban Development as a sphere of public interests
(Scientific Advisor Lipatov E. G., PhD, Professor, Povolzhsky Institute of Management named after P.A. Stolypin)

SECTION 2

MASS MEDIA AND POLITICAL COMMUNICATION

Room 1231 12:00-14:00

Moderators: **Smolskaya V.Yu.,** PhD, Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin, **Antonyuk E.Yu.**, PhD, Associate Professor**,** Povolzhsky Institute of Management named after P.A. Stolypin, **Mashkova E.B.** Commercial Director of the International Language Academy, **Khvostov Yaroslav,** student, Povolzhsky Institute of Management named after P.A. Stolypin, **Malysheva Yulia,** student, Povolzhsky Institute of Management named after P.A. Stolypin

Kuklycheva Elizaveta Andreevna, student
The Use of Artificial Intelligence in Public Administration: International Experience and Regional Perspectives
(Scientific Advisor Balykina G.A., PhD, Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin)

Ushakova Alexandra Ruslanovna, student
Social Media Communication Between Local Governments and Citizens
(Scientific Advisor Grishina E.A., Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin)

Pyataeva Polina Alekseevna, student
Bridging the Communication Gap: How Public Authorities Can Better Address the Needs of Disabled People
(Scientific Advisor Smolskaya V.Yu., PhD, Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin)

Akpasova Arina Timurovna
Virtual Museums as a Relevant form of Museum Communication
(Scientific Advisor Rozevatov D.A., PhD, Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin)

Abisheva Arina Maratovna, student
Efficiency on the Screen: Visual Communications in Public Administration
(Scientific Advisor Smolskaya V.Yu., PhD, Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin)

Ivanova Violetta Anatolyevna, student
Artificial Intelligence as a Translator: pros and cons
(Scientific Advisor Makshantseva E.A., PhD, Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin**)**

Yurtayeva Diana Sergeevna
The Impact of AI on Political Communication during Election Campaigns in EU Countries
(Scientific Advisor Strigankova E.Yu., PhD, Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin)

Zakharov Konstantin Sergeevich, postgraduate student
The Role of Online Communication in the Mobilisation of the Precariat
(Scientific Advisor Khlystunov S. Yu., PhD, Professor, Povolzhsky Institute of Management named after P.A. Stolypin**)**

SECTION 3

INTERCULTURAL COMMUNICATION

Room 1228 12:00-14:00

Moderators: **Kaminskaya E.V.**, PhD, Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin**, Makshantseva E.A.,** PhD, Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin, **Medvedev Semyon,** student, Povolzhsky Institute of Management named after P.A. Stolypin, **Dyaboshin Kirill**, student, Povolzhsky Institute of Management named after P.A. Stolypin

Matrosova Albina Alexandrovna, student
Intercultural Dialogue and Identity: The Case of the Tatar Community in the Saratov Region
(Scientific Advisor Makshantseva E.A., PhD, Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin**)**

Chergina Polina Alekseevna, student
The Notion of Cultural Code in English-Speaking Culture
(Scientific Advisor Balashova D. Yu., PhD, Associate Professor,
Saratov State Law Academy)

Gribanova Natalia Glebovna, student
Features of International Negotiations: The Case of Russia and the United States
(Scientific Advisor Vorontsova Yu.V., Volga Institute (branch) VSUJ (RPA of the Ministry of Justice of Russia)

Dyukich Anastasia Mikhailovna, student
The Predominance of English as the Lingua Franca of Science Facilitates Global Communication
(Scientific Advisor Vorontsova Yu.V., Volga Institute (branch) VSUJ (RPA of the Ministry of Justice of Russia)

Yurchenko Victoria Maksimovna, Atyasova Sofia Sergeevna, students
Symbolism of Colour in Different Linguocultures
(Scientific Advisor Smolskaya V.Yu., PhD, Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin)

Kholina Pelageya Alexandrovna, student
Stereotypes as a Dynamic Element of Cross-Cultural Adjustment
(Scientific Advisor Makshantseva E.A., PhD, Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin**)**

Gusarova Anastasia Dmitrievna, student
Generation-Z Lingvocommunicative Challenges: Understanding Issues
(Scientific Advisor Strigankova E.Yu., PhD, Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin)

Berezhnaya Alexandra Alekseevna, Rogozhina Anna Olegovna, students
ChatGPT as an Intercultural Mediator
(Scientific Advisor Antonyuk E.Yu**.**, PhD, Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin)

Shadrin Nikita Sergeevich, student
The Importance of Idioms in the Context of Academic Mobility: Myth or Reality?
(Scientific Advisor Strigankova E.Yu., PhD, Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin)

Gavrisov Dmitry Nikolaevich, Iskhakov Timur Vakilevich, students
Cultural Intelligence as a Key Communication Skill in the Modern World
(Scientific Advisor Smolskaya V.Yu., PhD, Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin)

Kharitonova Yana Alexandrovna, student
Intercultural Socialization of a Bilingual Child in a Multilingual Family: Risks and Opportunities
(Scientific Advisor Strigankova E.Yu., PhD, Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin)

Dzhema Darya Dmitrievna, Ganina Margarita Alekseevna, students
Spanish Business: Gestures in Negotiations
(Scientific Advisor Zatonskaya O.V., Senior Lecturer, Povolzhsky Institute of Management named after P.A. Stolypin)

Markov Nikita Dmitrievich, postgraduate student
Sacred Texts as a Means of Intercultural Communication: Universal Meanings of Religious Traditions
(Scientific Advisor Biryulin I. V., PhD, Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin)

SEKTION 4

SOZIALE, KULTURELLE SPRACHLICHE ASPEKTE DER KOMMUNIKATION

Runder Tisch

Room 1212 12:00-14:00

Moderation: Dr. **Schapowalow J.A**., Dozent für Deutsch, **Tichonowa Varvara**

Gurinova Walerija Sergeewna, Studentin
Feminismus in den deutschen und russischen Frauenzeitschriften
(Wissenschaftlicher Betreuer Dr. Schapowalow J.A., Stolypin-Wolga-Instituts für Verwaltung**)**

Odnowortschenko Marianna Konstantinowna, Studentin
Anglizismen in den deutschen Zeitungen: Wortbildung und Semantik
(Wissenschaftlicher Betreuer Dr. Schapowalow J.A., Stolypin-Wolga-Instituts für Verwaltung**)**

Kalistratowa Mariia Alexandrowna, Studentin
Der Deutsche Kultur-code: Warum Ordnung Wichtig Ist?
(Wissenschaftlicher Betreuer Dr. Schapowalow J.A., Stolypin-Wolga-Instituts für Verwaltung**)**

Michalkina Swetlana Nikolaewna, Studentin
Die deutsche Verwaltungssprache: Eine linguistische Analyse ihrer Merkmale, Funktionen und Probleme am Beispiel der Bürger-Verwaltungs-Kommunikation
(Wissenschaftlicher Betreuer Dr. Schapowalow J.A., Stolypin-Wolga-Instituts für Verwaltung**)**

Dubrowina Alina Dmitriewna, Studentin
Deutschland als Einwanderungsland: Erfolge und Misserfolge in der interkulturellen Kommunikation
(Wissenschaftlicher Betreuer Platunowa E. Dozent, Stolypin Wolga Institut für Verwaltung**)**

Chosinow Schamil Ruschanowitsch, Borissow Nikita Andreewitsch, Studenten
Umgangssprache und Hochdeutsch: Was ist der Unterschied und warum ist das wichtig?
(Wissenschaftlicher Betreuer Dr. Schapowalow J.A., Stolypin-Wolga-Instituts für Verwaltung**)**

Sitnik Alisa Andreewna, Studentin
Das deutsche Modell der Humankapitalentwicklung
(Wissenschaftlicher Betreuer Platunowa E. Dozent, Stolypin Wolga Institut für Verwaltung**)**