

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

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

«COMMUNICATIVE CHALLENGES OF THE XXI CENTURY»

«KOMMUNIKATIVE HERAUSFORDERUNGEN DES XXI. JAHRHUNDERTS»

SARATOV

March 14, 2024

WE ARE HAPPY
to invite you to participate in
the XXIInd 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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and Cross-Cultural Communication

March 14, 2024

Working languages: *English and German*

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THURSDAY, MARCH 14, 2024

Registration 9:30

OPENING CEREMONY AND WELCOME CONFERENCE PARTICIPANTS

https://telemost.yandex.ru/j/04618154995710

Room 336 10:00-11:30

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

I.N. Ivanova, Doctor of Science, Professor, Deputy 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

E.G. Grishenkova PhD, Associate Professor, Ulyanovsk State Technical University

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

Abbas A. Ahmed, Professor of the Russian Language Department, Iraqi University of Samarra.

PLENARY

https://telemost.yandex.ru/j/04618154995710

Temryukova Polina Mihailovna, student
Traditional Approaches and New Paradigms in Management and Marketing
(Scientific Advisor Orlova T. A., PhD, Associate Professor, Institute of industry management, the Presidential Academy (Moscow)

Chesnokova Marta Nikolaevna, student
Virtual Ways to Promote Cultural Image of Russia
(Scientific Advisor Balykina G.A., PhD, Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin)

Shustova Sofia Alekseevna, student
Does Truth Springs from Argument?
(Scientific Advisor Makshantseva E. A., PhD, Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin)

SECTION 1

LANGUAGE, PROFESSIONAL AND BUSINESS COMMUNICATION

https://telemost.yandex.ru/j/04618154995710

Room 336 11:40-15:00

Moderators: **Zatonskaya O.V.**, Senior Lecturer; Povolzhsky Institute of Management named after P.A. Stolypin**, Khachaturyan A.R.** student, Povolzhsky Institute of Management named after P.A. Stolypin, **Tureshova A.T.** student, Povolzhsky Institute of Management named after P.A. Stolypin

Danilevich Anastasia Olegovna, student
Complex Of Marketing and Management in The System of Innovative Entrepreneurship
(Scientific Advisor Orlova T. A., PhD, Associate Professor, Institute of industry management, the Presidential Academy (Moscow))

Gurnina Anna Vladimirovna, student
Nonverbal Communication in Aspect of Cultural Diversity
(Scientific Advisor Orlova T. A., PhD, Associate Professor, Institute of industry management, the Presidential Academy (Moscow))

Shegirbayev Ozhet, student
Intergovernmental Communications Within the Framework of Eurasian Integration
(Scientific Advisor, Tamarchina N.A., Institute of Law and National Security RANEPA)

Volkova Daria Andreevna, student
What is HR brand?
(Scientific Advisor Grishenkova E.G., PhD, Associate Professor, Ulyanovsk State Technical University)

Bulenschikova Darya Andreevna, student
The Communicative Behaviour in Creating a Civil Servant' Positive Image
(Scientific Advisor Grishina E.A., Senior Lecturer, Povolzhsky Institute of Management named after P.A. Stolypin)

Chulisov Alexander Vyacheslavovich, Rogozhina Anastasia Olegovna, students
Communication in the IT Sphere
(Scientific Advisor Zatonskaya O.V., Senior Lecturer, Povolzhsky Institute of Management named after P.A. Stolypin)

Surkova Alexandra Vitalievna, student
Public Speaking and its Role in Business Communication
(Scientific Advisor Zatonskaya O.V., Senior Lecturer, Povolzhsky Institute of Management named after P.A. Stolypin)

Klimova Anzhelika Alexandrovna, student
Management Communication in the Field of Self-Defense of Constitutional Rights of the Individual
(Scientific Advisor Smolskaya V. Yu., PhD, Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin)

Kappes Grigoriy Alekseevich, student
The Impact of Computer-Mediated Communication on Interpersonal Relations
(Scientific Advisor Grishina E.A., Senior Lecturer, Povolzhsky Institute of Management named after P.A. Stolypin)

Vasyakina Anastasia Alexandrovna, student
The Ministry of Foreign Affairs of the Russian Federation as a Body Forming the Brand of the State
(Scientific Advisor Rozevatov D.A., PhD, Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin)

SECTION 2

MASS MEDIA AND POLITICAL COMMUNICATION

Room 335 11:40-15:00

Moderators: **Makshantseva E.A.,** PhD, Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin, **Romanov I.,** student, **Arzyamova A.**, student, Povolzhsky Institute of Management named after P.A. Stolypin

Bobrov Artem Vladislavovich, postgraduate student
The Role of Artificial Intelligence in Political Communication: Opportunities and Ethical Challenges
(Scientific Advisor Smolskaya V.Yu., PhD, Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin)

Borovik Vladislav Maksimovich, postgraduate student
The Reaction of the Regional Authorities to the Spread of Fake Information on Social Networks
(Scientific Advisor Birjulin I. V., Povolzhsky Institute of Management named after P.A. Stolypin)

Ragulina Marina Sergeevna, student
Means Of Representing the Professional and Business Qualities of a Female Politician (Based on the Print Media)
Scientific Advisor Pivovarchik I.V., PhD, Associate Professor, Yanka Kupala State University of Grodno)

Galaktionova Marina Arielevna, student
The Impact of Media on Social Stability: The Case of Sudan.
(Scientific Advisor Smolskaya V.Yu., PhD, Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin)

Akhmedova Farida Mazlumovna, student
Diplomatic Protocol as a Means of Political Communication
(Scientific Advisor Zakharova E. N., PhD, Associate Professor, Saratov State University named after N. G. Chernyshevsky)

Ryzhkova Victoria Vyacheslavovna, postgraduate student
Propaganda as a Technology of Political Manipulation
(Scientific Advisor Rozevatov D.A., PhD, Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin)

Sotskova Anna Dmitrievna, postgraduate student
The Role of the Messenger Telegram in Anti-Crisis Communication of "Borderland" Governors
(Scientific Advisor Rozevatov D.A., PhD, Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin)

Balakireva Aleksandra Romanovna, postgraduate student
Citizens' Environmental Rights: The Role of the Media in Creating an Ecological Culture in Society
(Scientific Advisor Smolskaya V.Yu., PhD, Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin)

Ryzhkova Alyona Alexandrovna, student
Misrepresentation of Facts in Mass Media. Legal Aspect.
(Scientific Advisor Arefeva E.S., Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin)

Volodin Maksim Vasilevich, student
Political Communications in Modern Society
(Scientific Advisor Scorokhodova O.S., Povolzhsky Institute of Management named after P.A. Stolypin)

Smykalova Darya Sergeevna, student
Mass Media. The Way to Provide with Truthful Information
(Scientific Advisor Arefeva E.S., Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin)

SECTION 3

INTERCULTURAL COMMUNICATION

Room 334 11:40-15:00

Moderators: **Grishina E.A.**, Senior Lecturer, Povolzhsky Institute of Management named after P.A. Stolypin**, Zharkova Yu.A.,** student, Povolzhsky Institute of Management named after P.A. Stolypin, **Vostrikova A.A.** student, Povolzhsky Institute of Management named after P.A. Stolypin

Sergeeva Maria Andreevna, student
Positive Organizational Culture and Its Creation in Different Cultures
(Scientific Advisor Balykina G.A., PhD, Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin)

Zhulina Polina Olegovna, student
The Paraverbal Level in Intercultural Communication (Using the Example of The English - Russian Language Pair)
(Scientific Advisor Rust A**.** M**.**, Senior Lecturer, Povolzhsky Institute of Management named after P.A. Stolypin)

Surkova Anna Aleksandrovna, student
Russia And Belarus: Experience of Interaction Between Government and Civil Society Institutions
(Scientific Advisor Bryantsev I.I., PhD, Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin)

Maslov Danila Denisovich, student
The Influence of Language on Identity in A Multicultural Society in Russia
(Scientific Advisor Kaminskaya E.V., PhD, Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin)

Stikhina Vladislava, student
International Communication
(Scientific Advisor Vorontsova J. V., Lecturer, Volga Institute (branch) All-Russian States University of Justice (RLA) of the Ministry of Justice of Russia)

Safarova Karina Timurovna, student
Gender In Communication
(Scientific Advisor Fedunina S.M., Professor, Doctor of Science, Povolzhsky Institute of Management named after P.A. Stolypin)

Gutov Grigorii Viktorovich, student
Managerial Behaviour Models in the Field of Organizational Communication:Socio-cultural approach
(Scientific Advisor Strigankova E.Yu., PhD, Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin)

SECTION 4

LANGUAGE AND COMMUNICATION – KEYS TO PROFESSIONAL SUCCESS

Room 129 11:40-15:00

Moderators: **Kaminskaya E.V.**, PhD, Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin, **Israelyan Ya.,** student, **Kuzmenko N.**, student, Povolzhsky Institute of Management named after P.A. Stolypin

Yudaeva Anna Alekseevna, student
Choosing a Professional Career: Intercultural Aspect
(Scientific Advisor Sarkisyan K. R.
Teacher, School №55)

Kurakina Sofya Evgenevna, student
Career Development in Eco-Tourism
(Scientific Advisor Grishina E.A**.**, Senior Lecturer, Povolzhsky Institute of Management named after P.A. Stolypin)

Panina Maria, Davydova Zlata, students
Issues of Cross-cultural Communication: Overcoming Misunderstanding
(Scientific Advisors, Dyboshina T. S., Khalilova E. V. Teachers, Lyceum-boarding school 64)

Miloserdova Anastasia Romanovna, student
The Influence of Linguistic Diversity as a Communicative Challenge in a Professional Activity of the Modern World Aspect
(Scientific Advisor Ter-Pogosova N. G., Teacher, School №1)

Vinogradova Elizaveta Sergeevna, Ignateva Vera Andreevna, students
Language in the Translation Field
(Scientific Advisor Iznairova EkaterinaYurievna, Teacherof English, Lyceum of Humanities)

Smolskiy Nikita Olegovich, student
The Language Proficiency in Achieving Career Success
(Scientific Advisor Gorshkova L.A., Teacher, LAS**)**

SECTION 5

COMMUNICATIVE PRACTICES FOR ACADEMIC RESEARCH

Communication Coach-Session

Room 321 12:10-15:00

Moderator: **Striganko va E.Yu**., PhD, Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin,

Bokova Kseniya, student, Povolzhsky Institute of Management named after P.A. Stolypin)
Berkutov Egor, student, Povolzhsky Institute of Management named after P.A. Stolypin)
Gutov Grigorij, student, Povolzhsky Institute of Management named after P.A. Stolypin)
Israelyan Yana, student, Povolzhsky Institute of Management named after P.A. Stolypin)
Kozorez Sofiya, student, Povolzhsky Institute of Management named after P.A. Stolypin)
Krivoruchkina Arina, student, Povolzhsky Institute of Management named after P.A. Stolypin)
Latkova Anna, student, Povolzhsky Institute of Management named after P.A. Stolypin)
Maslov Danila, student, Povolzhsky Institute of Management named after P.A. Stolypin)
Matrosova Albina, student, Povolzhsky Institute of Management named after P.A. Stolypin)
Samsonova Olga, student, Povolzhsky Institute of Management named after P.A.Stolypin)
Sidorina Olga, student, Povolzhsky Institute of Management named after P.A. Stolypin)
Sokolinskaya Elizaveta, student, Povolzhsky Institute of Management named after P.A.Stolypin)
Boligatova Anna, student, Povolzhsky Institute of Management named after P.A. Stolypin)
Shakleina Sofya, student, Povolzhsky Institute of Management named after P.A. Stolypin)
Sheina Viktoriya, student, Povolzhsky Institute of Management named after P.A. Stolypin)

SEKTION 6

SOZIALE, KULTURELLE SPRACHLICHE ASPEKTE DER KOMMUNIKATION

Runder Tisch

Raum 509 11:40-15:00

Moderation: Dr. **Schapowalow J.A**., Dozent für Deutsch, **Samsonowa Olga Andreevna**

Studentin des Stolypin Wolga Instituts für Verwaltung

Gerasimov Ivan Wladimirowich
Besonderheiten der Jugendsprache (am Bespiel des Kiezdeutschen)
(Wissenschaftlicher Betreuer Dr. Schapowalow J.A., Stolypin-Wolga-Instituts für Verwaltung**)**

Stradymova Polina Aleksandrovna
Freiwilligenarbeit.Wenig Geld,aber viel Gewinn.
(Wissenschaftlicher Betreuer Platunova E. Dozent, Stolypin Volga Institut für Verwaltung**)**

Kriworuchkina Arina Witaliewna
Wortbildungsmodelle der Anglizismen (am Beispiel der deutschen Presse)
(Wissenschaftlicher Betreuer Dr. Schapowalow J.A., Stolypin-Wolga-Instituts für Verwaltung**)**

Taschewa Mariya Vadimovna
Internationale Geschäftskontakte
(Wissenschaftlicher Betreuer Platunova E. Dozent, Stolypin Volga Institut für Verwaltung**)**

Sokolov Nikita Alexandrowitsch
Deutsche Krise **(**Wissenschaftlicher Betreuer Platunova E. Dozent, Stolypin Volga Institut für Verwaltung**)**