

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

XXIII Students, Postgraduate Students and High School Students International Scientific Conference

«Communicative Challenges of the XXI Century»

«Kommunikative Herausforderungen des XXI. Jahrhunderts»

SARATOV

March 18, 2025

WE ARE HAPPY
to invite you to participate in
the XXIIId 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

March 18, 2025

Working languages: *English and German*

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TUESDAY, MARCH 18, 2025

Registration 9:30

OPENING CEREMONY AND WELCOME CONFERENCE PARTICIPANTS

Room 336 10:00-11:50

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 ResearchDepartment, 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

Dzhashi Marina Enrikovna
Crosss-Cultural Intelligence as a Tool of Leadership in Modern Communication
(The journalist, the specialist in psychology, linguistics and crosss-cultural communication, Moscow)

Ten Natalia Alekseevna
Building a Personal Brand on Social Media in 2025
(Deputy General Director of the Autonomous Non-commercial Organization “Institute of Legal Literacy and Entrepreneurship Support”)

Samsonova Olga Andreevna, student
Types of Managerial Communication in the United States and Russia
(Scientific Advisor Makshantseva E. A., PhD, Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin)

SECTION 1

LANGUAGE, PROFESSIONAL AND BUSINESS COMMUNICATION

Room 405 12:10-14:00

Moderators: **Zatonskaya O.V.**, Senior Lecturer; Povolzhsky Institute of Management named after P.A. Stolypin**, Tertilova Victoria,** student, Povolzhsky Institute of Management named after P.A. Stolypin, **Dryanina Polina** student, Povolzhsky Institute of Management named after P.A. Stolypin

Prihod'ko Arina Romanovna, student
Neuromarketing: how emotions drive consumer behavior
(Scientific Advisor Orlova T.A., PhD, Associate Professor, Russian Presidential Academy of National Economy and Public Administration, Moscow)

Surkova Anna Alexandrovna, student
Directions for Improving the Development of Cooperation between the Public Chamber of the Russian Federation and Foreign Public Structures
(Scientific Advisor Teislina O.G., PhD, Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin)

Kilimichenko Alina Alekseevna, postgraduate student
Management Measures to Prevent Professional Burnout of Teachers of Educational Institutions: Domestic and Foreign Experience
(Scientific Advisor Moiseenko N. V., PhD, Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin)

Garin Maksim Vadimovich, student
Networking in the Civil Service
(Scientific Advisor Grishina E.A., Senior Lecturer, Povolzhsky Institute of Management named after P.A. Stolypin)

Sergeeva Maria Andreevna, student
Communicative Culture as a Tool for Professional Growth of a Government Employee
(Scientific Advisor Balykina G.A., PhD, Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin)

Ishchenko Elena Konstantinovna, student
The Role of Phraseologisms in English
(Scientific Advisor Kaminskaya E.V., PhD, Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin)

Sidorova Anastasia Dmitrievna, Smirnova Anastasia Sergeevna, students
Effective communication of a business analyst with stakeholders as a key to successful optimization of business processes
(Scientific Advisor Smolskaya V.Yu., PhD, Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin)

Mikhalkina Svetlana Nikolaevna, student
2024's Words of the Year: A Linguistic Analysis
(Scientific Advisor Kaminskaya E.V., PhD, Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin)

Shtriker Anna Evgen'evna, student
Developing Professional Communication Skills: through Volunteering

(Scientific Advisor Balykina G.A., PhD, AssociateProfessor, Povolzhsky Institute of Management named after P.A. Stolypin)

Rogozhina Anna Olegovna, Djema Daria Dmitrievna, student
Linguistic specifics of the expression of feelings among different ethnic groups. Using the example of Tatars and Russians
(Scientific Advisor Zatonskaya O.V., Senior Lecturer, Povolzhsky Institute of Management named after P.A. Stolypin)

Harutyunyan Samvel Pargevich, postgraduate student
Interaction of Youth of the Municipal District and Local Administration in Order to Implement Municipal Youth Policy: Organization and Possible Problems
(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 12:10-14:00

Moderators: **Smolskaya V.Yu.,** PhD, Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin, **Sokolinskaya Elizaveta,** student, **Krivoruchkina Arina**, student, Povolzhsky Institute of Management named after P.A. Stolypin

Baranova Sofia Alekseevna, Boltinova Victoria Dmitrievna, students
Ethical Considerations of AI in Customer Interaction
(Scientific Advisor Orlova T.A., PhD, Associate Professor, Russian Presidential Academy of National Economy and Public Administration, Moscow)

Kozyreva Anastasia Valeryevna, student
Fakes in the Media as a Modern Challenge (Scientific Advisor Rozevatov D.A., PhD, Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin)

Shcheglova Kristina Tigranovna, student
Cancel Culture: Media Mechanisms of Public Accountability
(Scientific Advisor Orlova T.A., PhD, Associate Professor, Russian Presidential Academy of National Economy and Public Administration, Moscow)

Aksenevich Polina Pavlovna, student
Idioms in political discourse
(Scientific Advisor Grishina E.A., Senior Lecturer, Povolzhsky Institute of Management named after P.A. Stolypin)

Gutov Grigorii Viktorovich, student

Sociocultural Foundations of East Asian Behaviour Model in the Political Sphere
(Scientific Advisor Strigankova E.Yu., PhD, Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin)

Riabinicheva Vitaliia Dmitrievna, student
Quotation in political communications
(Scientific Advisor Grishenkova E.G., PhD, Associate Professor, Ulyanovsk State Technical University)

Ushakova Alexandra Ruslanovna, student
Misinformation Online and its Influence on Public Perception
(Scientific Advisor Grishina E.A., Senior Lecturer, Povolzhsky Institute of Management named after P.A. Stolypin)

Pushkareva Alexandra Alekseevna, student
The Trump-Biden Election Debate: Linguistic and Cultural Analysis
(Scientific Advisor Grishenkova E.G., PhD, Associate Professor, Ulyanovsk State Technical University)

Kappes Grigoriy Alekseevich, student
The Role of AI in Forming New Communication Strategies in Social Networks
(Scientific Advisor Grishina E.A., Senior Lecturer, Povolzhsky Institute of Management named after P.A. Stolypin)

Matyushkin Maxim Evgen'evicch, student
The past, present future of artificial intelligence technologies
(Scientific Advisor Kaminskaya E.V., PhD, Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin)

Kochetkova Ksenia Andreevna, student
Mass media and social networks as a tools of political communication
(Scientific Advisor Smolskaya V.Yu., PhD, Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin)

Ilina Viktoria Sergeevna, student

(Scientific Advisor Smolskaya V.Yu., PhD, Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin)

SECTION 3

INTERCULTURAL COMMUNICATION

Room 336 12:10-14:00

Moderators: **Grishina E.A.**, Senior Lecturer, Povolzhsky Institute of Management named after P.A. Stolypin**, Ivanova Violetta,** student, Povolzhsky Institute of Management named after P.A. Stolypin, **Matrosova Albina** student, Povolzhsky Institute of Management named after P.A. Stolypin

Hasanova Diana Ovhanovna, student
Cultural Code in the Age of Globalization
(Scientific Advisor Orlova T.A., PhD, Associate Professor, Russian Presidential Academy of National Economy and Public Administration, Moscow)

Chesnokova Marta Nikolaevna, student
Potential of Computer Games in the Country' s Cultural Image Promotion
(Scientific Advisor Balykina G.A., PhD, Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin)

Israelyan Yana Akobovna, student
Holding Intercultural Negotiation. Cultural Codes for Achieving Successful Results.
(Scientific Advisor Arefeva E. S., Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin)

Medvedev Semen Pavlovich, student
Lingua franca, anglica, et futurum
(Scientific Advisor Kaminskaya E.V., PhD, Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin)

Smirnova Veronika Aleksandrovna, student
The influence of music on the cultural formation and functioning of the population
(Scientific Advisor Antonyuk E.Yu., PhD, Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin**)**

Balabukha Ksenia Denisovna, student
Smile as an Instrument of Communication in Different Cultures
(Scientific Advisor Makshantseva E.A., PhD, Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin**)**

Ivanycheva Victoria Mihailovna, Amel'chenko Sofia Olegovna, students
Postcrossing
(Scientific Advisor Zatonskaya O.V., Senior Lecturer, Povolzhsky Institute of Management named after P.A. Stolypin)

Abramova Anastasia Andreevna, student
Language as a reflection of national culture: comparison of Russia and England
(Scientific Advisor Antonyuk E.Yu., PhD, Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin)

Zemlanaya Sofya Alekseevna, Chilingarian Manana Mgerovna, students
The impact of cultural factors on shaping a country's international image
(Scientific Advisor Smolskaya V.Yu., PhD, Associate Professor, Povolzhsky Institute of Management named after P.A. Stolypin)

Gribanova Natalia Glebovna, student

Linguocultural aspect of communication in Russia
(Scientific Advisor Vorontsova Yu.V., Volga Institute (branch) VSUJ (RPA of the Ministry of Justice of Russia)

SECTION 4

LANGUAGE AND COMMUNICATION – KEYS TO PROFESSIONAL SUCCESS

Room 129 12:10-14:00

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 **Israelyan Ya.,** student, **Kuzmenko N.**, student, Povolzhsky Institute of Management named after P.A. Stolypin

Vinogradova Elizaveta Sergeevna, student
English Language in the Field of Sports
(Scientific Advisor IznairovaEkaterinaYurievna, Teacherof English, Lyceum of Humanities)

Ignateva Vera Andreevna, student
The Role of English Language in the Modeling Business
(Scientific Advisor IznairovaEkaterinaYurievna, Teacherof English, Lyceum of Humanities)

Valeria , student

(Scientific Advisor Grishina E.A., Senior Lecturer, Povolzhsky Institute of Management named after P.A. Stolypin)

Antipov Egor Aleksandrovich, student
Chat GPT & Deep Seek
(Scientific Advisor Mamysheva L. A., Teacher, Lyceum "Solaris")

Yudaeva Anna Alekseevna, student
Foreign Language Learning in Russia. Trends and Perspectives
(Scientific Advisor Sarkisyan K. R., Teacher, School №55)

Abrosimov Anton Nikolaevich, student
The Norms of Morality as the Basis of the Spiritual and Moral Development of the Individual and the Cultural Code of Society
(Scientific Advisor Vasilkova Evgeniya Viktorovna, English teacher, Humanitarian and Economic Lyceum)

Smolskiy Nikita Olegovich, student

(Scientific Advisor Gorshkova L.A., Teacher, LAS**)**

SEKTION 5

SOZIALE, KULTURELLE SPRACHLICHE ASPEKTE DER KOMMUNIKATION

Runder Tisch

Raum 511 12:10-14:00

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

Studentin des Stolypin Wolga Instituts für Verwaltung

Taschewa Mariya Vadimovna
Künstliche Intelligenz bei der Überwindung der Sprachbarriere
(Wissenschaftlicher Betreuer Platunova E. Dozent, Stolypin Volga Institut für Verwaltung**)**

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

Khramenkowa Anna Alekseewna
Der Vergleich des Verwaltungssystems in Russland und in Deutschland am Beispiel der russischen und deutschen Städte
(Wissenschaftlicher Betreuer Dr. Schapowalow J.A., Stolypin-Wolga-Instituts für Verwaltung**)**