

Conference programme

«The Multipolar World in the Mirror of Contemporary Young Media communicators»

November 19, 2024 10:00-17:00

**The Institute of Geopolitical Communications of RUDN University,
Mass Communications Department of the Faculty of Philology of RUDN University (Russian Federation)**



**The Faculty of International Regional Studies and Regional Management of
Russian Presidential Academy of National Economy and Public Administration (Russian Federation)**



**State autonomous educational institution Moscow Metropolitan Governance Yury Luzhkov University
(Russian Federation)**



University of Buraimi (Sultanate of Oman)



**College of Language and Communication (CLC) of HQ – Arab Academy for Science and Technology
(Alexandria, Egypt)**



**Institute of Journalism and Communication of Kyrgyz National University named after J. Balasagyn
(Kyrgyz Republic)**



The III All-Russian Student Scientific and Practical Conference with International Participation:

Plenary

(Online-Offline)

**RUDN University
Faculty of Philology**

Miklukho-Maklaya str. Miklukho-Maklaya, 10, bld. 2

Room 535 (Offline)

10.00.-13.10

<https://calendar.app.google/RaYUc6NCF4xSu9J86>

Opening of the conference

10.00

| | | | | |
|----|--|---|--|-------|
| 1 | Associate Prof. Dr. Bulgarova Bella Akhmedovna | The Expansion Of The International Scientific Cluster At RUDN University Is An Example Of The Dynamic Development Of An International University | Associate Prof. Of Mass Communication Department Of RUDN University, Supervisor of International Scientific Projects, RF At INTI International University (Malaysia), Visiting Professor of Alnoor University, Editor-In-Chief Of Al-Noor Journal For Digital Media Studies. Russia | 10.10 |
| 2. | Prof. Dr. Abeer Mohammed Refky Associate Prof. Dr. Bassant M. Attia | Exploring AI Applications In Media And Education: A New Era Of Learning | Dean Of College Of Language And Communication (CLC) HQ – Arab Academy For Science And Technology Alexandria, Egypt Associate Professor ,The Head Of Media Department At The College Of Language And Communication, Arab Academy For Science And Technology Alexandria, Egypt | 10.20 |
| 3. | Dr. Sarbast Moslem | The Critical Thinking In Research: A Key To Academic Success | School Of Architecture Planning And Environmental Policy, University College Dublin TOP 2% Scientists In World Ireland | 10.30 |
| 4. | Dr. Asma Hamyar Al Azzani | AN INVESTIGATION OF STUDENTS' ASSESSMENT ENGAGEMENT WITHIN HIGHER EDUCATION: A CASE STUDY OF GENERAL FOUNDATION PROGRAM STUDENTS AT THE UNIVERSITY OF BURAIMI | University Of Buraimi, Al Buraimi, Oman | 10.40 |
| 5. | Dr. Ebrahim Douzandeh Dr. Adnan | Challenging The Monopolar Western Narrative: Iranian National Identity Through The Discourse Of Its Official Tourism Website | University Of Buraimi, Al Buraimi, Oman | 10.50 |

| | | | | |
|---|---|--|---|--------|
| | Bataineh Dr. Aisha Abdulaziz Al Marbuii Dr. Halima Al Badi | | | |
| 6 | Luca Di Nicola | New Media and Technology: How Global Communication is Changing | IT Project Manager in Cloud, BlockChain, AI, Blue Economy projects Italy | 11.00 |
| 7 | Grigoreva N.G. Morozova I.V. | A Vital Tool That Secures Communication Through Centuries | Associate Prof.Dr. Associate Prof.Dr. State University Of Cinematography Named After S.A.Gerasimov (VGIK) Moscow Metropolitan Governance University Russia | 11.10 |
| 8 | Sara Tabatabaei | Meme Marketing | Data Scientist PhD Student RUDN University Russia | 11.20 |
| 9 | Yulia Shetsyankova Erturk | The Position Of Women In Modern Russian Society Is Influenced By A Number Of Factors | Istanbul University Faculty Of Communications Turkey | 11.30 |
| MAIN SESSION Moderators: Elias Roula (RUDN University) Sara Tabatabaei (RUDN University) | | | | |
| 10 | Chen Fenglan Bulgarova Bella Akhmedovna | The Postmodern Expression Of New Media | PhD Student RUDN University Russia | 11.40. |
| 11 | Mondal Papiya Ullah Md Tauhid | The Power Of Cinema: Bollywood As India's Cultural Ambassador | PhD Student Master Student RUDN University Russia | 11.50 |

| | | | | |
|----|--|---|--|-------|
| | Bulgarova Bella Akhmedovna | | | |
| 12 | Ma Fei | Existing Problems With Generative Ai In Applications | PhD Student RUDN University Russia | 12.00 |
| 13 | Ju Yang Han Chaochao | RESEARCH ON THE DIGITAL COMMUNICATION PATH OF CHINESE TRADITIONAL CULTURE | PhD Student RUDN University Russia | 12.10 |
| 14 | Kayan Jomaa Bulgarova Bella Akhmedovna | THE VITAL ROLE OF YOUNG CORRESPONDENTS IN CONFLICT ZONES: TECHNOLOGY AND CHALLENGES | PhD Student RUDN University Russia | 12.20 |
| 15 | Diana Tayara | UNDERSTANDING SOCIAL MEDIA ALGORITHMS | PhD Student RUDN University Russia | 12.30 |
| 16 | Oke Boluwatife Daniel Bulgarova Bella Akhmedovna | Media Language In Nigeria And Africa: A Unique Blend Of Culture, Context, And Connection | Master Student RUDN University Russia | 12.40 |
| 17 | Guo Zihao Bulgarova Bella Akhmedovna | Media Governance And Truth In The Post-Truth Era: Challenges And Implications For State-Controlled Media Markets In China | Master student RUDN University Russia | 12.50 |
| 18 | Nourhan Elnaggar, Laila Moustafa, Abdullah Ali, Ali Yehia, Areej Ahmed, Heba Khaled, Nour Ashraf, Noureen Weam Abeer Refky Silvana El-Banna Salma Samy Haidy Eissa Hoda Mohamed | The Iconography Of Resistance In The Feature Film <i>Farha</i> (2021): A Multimodal Critical Discourse Analysis | BA Student Arab Academy For Science, Technology And Maritime Transport College Of Language And Communication (CLC) – Alexandria Language And Translation Department Alexandria, Egypt | 13.00 |

Break time

13.10-13.30

**Room 535 (Offline-Online)
RUDN University**

Faculty of Philology**13.30-17.00****Moderators:**

Elias Roula (RUDN University)
Sara Tabatabaei (RUDN University)
Ma Fei (RUDN University)
Chen Fenglan (RUDN University)

Miklukho-Maklaya str. Miklukho-Maklaya, 10, bld. 2

<https://calendar.app.google/RaYUc6NCF4xSu9J86>

| | | | | |
|----|--|--|--|-------|
| 19 | Garichev M.V. Grigoreva N.G. | HOW BRANDS USE NEW MEDIA TO ADVERTISE THEIR PRODUCTS | Moscow Metropolitan Governance University Russia | 13.30 |
| 20 | Hagar Mohamed Serry , Alaa Kamal El-Din Mohamed, Amira Hossam Fouad, Khadija Uthman Abd Ar-Raheem, Mai Mahmoud Fawzy, Yasmeen Hesham Mohamed Dr Iman Mahfouz Dr Sara Yehia Laila Ahmed Haya Mostafa | Exploring The Synaesthetic Translation Of Culturally-Contextualised Metaphors In Nizar Qabbani's "A Testament To Resilience" | BA Student College Of Language And Communication- Arab Academy For Science, Technology And Maritime Transport Alexandria, Egypt | 13.40 |
| 21 | An Xiaoyu Bulgarova Bella Akhmedovna | ANALYSIS OF THE IMPACT OF Digital MEDIA TECHNOLOGY ON ARTISTIC CREATION | Master Student RUDN University Russia | 13.50 |
| 22 | Chen Nuoxi | THE IMPACT OF ARTIFICIAL INTELLIGENCE ON THE NEWS AND MEDIA INDUSTRY: TAKING CHATGPT AS AN EXAMPLE | PhD Student RUDN University Russia | 14.00 |
| 23 | Saakyan A.A. Filatova V.D. | HOW DOES FAKE NEWS AFFECT THE IMAGE OF A FEMALE LEADER? | Russian Presidential Academy Of National Economy And Public Administration Russia | 14.10 |
| 24 | Gehad Moustafa Mansour Khaled Gamal | SOCIALIZING THE EDUCATIONAL PROCESS:A CONTENT ANALYSIS OF EGYPT'S MINISTRY OF EDUCATION FACEBOOK PAGE | Master Student College Of Languages & Communication – Alexandria Arab Academy For Science, Technology And Maritime Transport Alexandria, Egypt | 14.20 |

| | | | | |
|----|--|---|--|-------|
| 25 | Roba Elqouery Mohamed Belal Khaled Gamal | REVOLUTIONIZING THE FILM EXPERIENCE: USES OF VR TECHNOLOGY FOR ENHANCING CINEMATIC PRODUCTION AND CONSUMPTION | Master Student College Of Languages & Communication – Alexandria Arab Academy For Science, Technology And Maritime Transport Alexandria, Egypt | 14.30 |
| 26 | Amira Ibrahim, Gehad Mansour ,Yara Medhat, Yasmine Allam Fatma El-Sayed | CONTENT CREATORS PERCEIVING OF ETHICAL GUIDELINES | Master Student College Of Languages & Communication – Alexandria Arab Academy For Science, Technology And Maritime Transport Alexandria, Egypt | 14.40 |
| 27 | Nourane Elhagar Khaled Gamal | EXAMINING THE RELATIONAL DYNAMICS IN THE REALM OF TECHNOLOGY AND CULTURE | Master Student College Of Languages & Communication – Alexandria Arab Academy For Science, Technology And Maritime Transport Alexandria, Egypt | 14.50 |
| 28 | Haya Moustafa, Haneen Ayman Sarah Yehia | A NARRATOLOGICAL STUDY AND ANALYSIS OF THE PSYCHOLOGICAL DECLINE IN CHARLOTTE PERKINS GILMAN’S “THE YELLOW WALLPAPER”: AN ECLECTIC APPROACH | BA Student College Of Languages & Communication – Alexandria Arab Academy For Science, Technology And Maritime Transport Alexandria, Egypt | 15.00 |
| 29 | Agafonova Anna | Fighting Fake News In A Globalized World | Russian Presidential Academy Of National Economy And Public Administration Russia | 15.10 |
| 30 | Maryam Feudjio Bulgarova Bella Akhmedovna | The Influence Of Foreign Media In French-Speaking African Countries | Master student RUDN University Russia | 15.20 |
| 31 | Kurbatova S. | LAW FIRMS ADVERTISING IN RUSSIA AND IN ENGLISH SPEAKING COUNTRIES: DESCRIPTIVE ANALYSIS OF TALKING WITH NO WORDS | Kutafin Moscow State Law University (MSAL) Russia | 15.30 |
| 32 | Sofia Chuikova Chinenaya Tamara Yurievna | The Topic Of Public-Private Partnership In Chinese And British Media | Russian Presidential Academy Of National Economy And Public Administration Russia | 15.40 |

| | | | | |
|--|---|--|--|-------|
| | | | | |
| 33 | Roula Elias | News Perception and Prioritization: A Look Over Syrian Refugees Case | PhD Student RUDN University Russia | 15.50 |
| 34 | Karmyshin A.K | THE IMPACT OF MASS PSYCHOLOGY IN OUR LIVES | RUDN University Russia | 16.00 |
| <p>Online Session 1.</p> <p>https://calendar.vandex.ru/event/2291056965?applyToFuture=0&event_date=2024-11-18T21%3A00%3A00&layerId=28438440&show_date=2024-11-19</p> <p>Moderators:</p> <p>Mondal Papiya (RUDN University)</p> <p>Ullah Md Tauhid (RUDN University)</p> <p>13.30-17.00</p> | | | | |
| 35 | Lisitsyna Vera Andreevna | CURRENT PROCESSES IN THE LANGUAGE AND STYLE OF TELEGRAM-CHANNELS OF UNIVERSITIES (ON THE EXAMPLE OF “RUDN STUDENT'S LIFE”» TELEGRAM- CHANNEL) | RUDN University Russia | 13.30 |
| 36 | Li Xue | MEDIA MARKETING HELPS CULTIVATE EMERGING MARKETS -THE CASE OF CHINESE BRAND “VOOLGA” | PhD Student RUDN University Russia | 13.40 |
| 37 | Ksenia Zyunova | CREOLIZED TEXTS OF ADVERTISING POSTERS OF MEDICAL CENTRES OF OBSTETRICS AND GYNECOLOGY IN RUSSIA, USA AND ARAB COUNTRIES | Kuban State University(KUBSU) Russia | 13.50 |
| 38 | Chen Niyu | A Brief Analysis Of The Development Trend And Social Impact Of New Media Technology | PhD Student RUDN University Russia | 14.00 |
| 39 | Shesterikova Marina | Linguistic Representation Of The Term ‘Victim-Blaming’ By Male Authors (Based On The Articles About Domestic Violence In The Newspaper ‘New York Times’) | RUDN University Russia | 14.10 |
| 40 | Osipova Irina Yurievna Guo Zihao | The Problem Of Computer Game Localization | RUDN University Master Student Russia | 14.20 |
| 41 | Poplavskaya N.V. Sun Siwen | HOW AI CHANGES THE SERVICE MODEL OF NEWS, CHINESE NEWS APPLICATIONS EXPERIENCE | RUDN University PhD Student Russia | 14.30 |

| | | | | |
|---|---|--|---|-------|
| 42 | Sayad W. N. | ETHICAL STANDARDS IN THE NEWS COVERAGE OF THE ARMED CONFLICT IN GAZA 2023 ON CNN | PhD Student RUDN University Russia | 14.40 |
| 43 | Reimers Ekaterina Dmitrievna Khatnyuk Alisa Ruslanovna | THE ROLE OF USER-GENERATED CONTENT IN SHAPING MEDIA TRENDS | RUDN University Russia | 14.50 |
| 44 | Tretiakova K. A. | MOST COMMON HEALTH PROBLEMS AMONG DOCTORS AROUND THE GLOBE: ATTITUDE AND TREATMENT | RUDN University Russia | 15.00 |
| 45 | Adetunbowale E. Babalola | THE USE OF DIALECTS IN MEDIA: USE OF EKITI DIALECT ON RADIO PROGRAMS IN EKITI STATE NIGERIA | Master Student RUDN University Russia | 15.10 |
| 46 | Ergeshova Aizhan Altynbekovna | Media resources through the eyes of young media communicators: The impact of social networks | Institute of Journalism and Communication Zhusup Balasaga Kyrgyz National University Bishkek, Kyrgyzstan | 15.20 |
| 47 | Bolotbekov Nursultan | The influence of media text on the audience | Institute of Journalism and Communication Zhusup Balasaga Kyrgyz National University Bishkek, Kyrgyzstan | 15.30 |
| 48 | Isamatova Asel | New media | Institute of Journalism and Communication Zhusup Balasaga Kyrgyz National University Bishkek, Kyrgyzstan | 15.40 |
| 49 | Bektursunova Sumaya Bektursunovna | Media Literacy and Media Consumption in Kyrgyzstan | Institute of Journalism and Communication Zhusup Balasaga Kyrgyz National University Bishkek, Kyrgyzstan | 15.50 |
| <p>Online Session 2. Moderators: Ju Yang (RUDN University) Han Chaochao (RUDN University)</p> <p>13.30-17.00 https://calendar.yandex.ru/event/2291145119?applyToFuture=0&event_date=2024-11-18T21%3A00%3A00&layerId=28438440&show_date=2024-11-19</p> | | | | |
| 50 | Xue Yuanfang | A STUDY OF THE CURRENT STATE AND TRENDS IN THE DEVELOPMENT OF CHINESE MEDIA CONVERGENCE | RUDN University Russia | 13.30 |
| 51 | Xing Lu | Children's Popular Science Magazines In The Digital Media | PhD student RUDN University | 13.40 |

| | | | | |
|----|---|--|---|-------|
| | | Environment: Innovation And Transformation | Russia | |
| 52 | Metelkina P.A. Bulgarova Bella Akhmedovna | Use Of Speech Strategies As A Way To Psychological Impact And Attraction Of The Audience In Media Discourse (On The Basis Of The Widespread Media Platforms And Video Hosting Sites) | RUDN University Russia | 13.50 |
| 53 | Li Mingyang | STEREOTYPES IN CROSS-CULTURAL CONTEXTS BASED ON JOURNALISM AND COMMUNICATION PERSPECTIVES | RUDN University Russia | 14.00 |
| 54 | Chen Fei | Adapting To Modern Media Trends: The Role Of New Technologies In Cctv's Media Convergence Strategy | PhD student RUDN University Russia | 14.10 |
| 55 | MOHAMMED W.A. | Social Media Platforms And Their Role In Shaping Public Opinion In A Multipolar World | PhD student RUDN University Russia | 14.20 |
| 56 | Mozhina Daria | Media Trends And New Technologies | RUDN University Russia | 14.30 |
| 57 | Zhu Xiaoya | A Study Of The Effects And Functions Of Intercultural Communication In Social Media During The Digital Age. | PhD student RUDN University Russia | 14.40 |
| 58 | Babayan Leona Levonovna Bulgarova Bella Akhmedovna | The Role Of Stereotypes In Cross-Cultural Communication | RUDN University Russia | 14.50 |
| 59 | Boyuan Wen | How China and Russia respond to the blockade of Western discourse system | PhD student RUDN University Russia | 15.00 |
| 60 | Lashkevich E.G. Solodkaya A.G | Media and PR: the problem of imposing beauty standards on the masses | PhD student RUDN University Russia | 15.10 |
| 61 | Lvov G.B Solodkaya A.G. | TRENDS AND TENDENCIES F PR AD MODERN GAMING INDUSTRY: COMPUTER GAMES AS A PR TOOL INDIGITAL MEDIA | RUDN University Russia | 15.20 |
| 62 | Kononova I.I. | WHY WE SYMPATHIZE WITH | RUDN University | 15.30 |

| | | | | |
|----|--|--|---|-------|
| | Bulgarova Bella Akhmedovna | ANTAGONISTS: A CASE STUDY OF THE MANGA “DEATH NOTE” | Russia | |
| 63 | Samokhina Sofia Dmitrievna Bulgarova Bella Akhmedovna | Mayakovski’s Atheism As Form Of Fighting With Eternal Human Vices. | RUDN University Russia | 15.40 |
| 64 | Du Jiafeng Bulgarova Bella Akhmedovna | Transforming Perceptions: The Role Of New Media In Revitalizing Agriculture Through Innovative Television Programming | Master student RUDN University Russia | 15.50 |
| 65 | Riedho Dharmawan Bulgarova Bella Akhmedovna | Media As A Tool For Shaping National Image In The Era Of Multipolarity | Master student RUDN University Russia | 16.00 |
| 66 | Fan Zekun Bulgarova Bella Akhmedovna | Exploring The Symbiotic Relationship Between AI And Journalists | Master student RUDN University Russia | 16.10 |

Offline-Online Session 3
Moscow Metropolitan Governance University
Room 417
Moderators:

Associate Prof. Dr.
Grigoreva N.G

Associate Prof. Dr.
Roginko E.V.

<https://calendar.app.google/KPvzUJFJyknZkTpC6>

13.30-17.00

| | | | | |
|----|--|---|---|-------|
| 67 | Budoyan V.V. Denisenko E.E. Smelikov K.S. | PSYCHOLOGY OF MASS MEDIA | Moscow Metropolitan Governance University Russia | 13.30 |
| 68 | Karpeeva A. Fedotova M. | THE IMPACT OF CULTURAL DIFFERENCES ON INTERNATIONAL | Moscow Metropolitan Governance University Russia | 13.40 |

| | | | | |
|----|--|---|--|-------|
| | | NEGOTIATIONS BASED ON THE EXAMPLES OF RUSSIA, INDIA AND SAUDI ARABIA | | |
| 69 | Aranovich Alexander Yakovlevich | The Influence Of Stereotypes On The Process Of Mass Communication | Moscow Metropolitan Governance University Russia | 13.50 |
| 70 | Lomaeva Anastasia Dmitriyevna | Mass Communication And Cancel Culture | Moscow Metropolitan Governance University Russia | 14.00 |
| 71 | Ermakov Pavel Vyacheslavovich | Psychology Of Mass Communication: Methodological Aspects | Moscow Metropolitan Governance University Russia | 14.10 |
| 72 | Derendyaeva L.D. | Advertising As A Means Of Mass Communication | Moscow Metropolitan Governance University Russia | 14.20 |
| 73 | Voronina M.D. Meshcherikova A.Yu. | USING STOP-MOTION ANIMATION IN EDUCATION | State University Of Cinematography Named After S.A.Gerasimov (VGIK) Russia | 14.30 |
| 74 | Antonova A. E. | THE IMPACT OF DIGITAL DIPLOMACY ON CURRENT POLITICAL IMAGE OF COUNTRIES | Moscow Metropolitan Governance University Russia | 14.40 |
| 75 | Abramenko A.G. Grigoreva N.G. | Meme Culture And Its Influence On Modern Society | Moscow Metropolitan Governance University Russia | 14.50 |
| 76 | Kitiya G. Sh. Grigoreva N.G. | Moscow In Photographs | State University Of Cinematography Named After S.A.Gerasimov (VGIK) Russia | 15.00 |
| 77 | Kolosova A.V., Grigoreva N.G. | How The Media Help Be A Good Leader | Moscow Metropolitan Governance University Russia | 15.10 |