



**INTERNATIONAL RESEARCH  
AND EDUCATIONAL FORUM**

# **EURASIA 2022:**

## **THE SOCIAL AND HUMANITARIAN SPACE IN THE ERA OF GLOBALIZATION AND DIGITALIZATION**

**Venue 1**  
**SOUTH URAL  
STATE UNIVERSITY**

**DIGITAL SOCIETY.  
HUMANIZATION.  
GLOBALIZATION:  
REGION IN THE FOCUS  
OF CHANGES**



# **PROGRAM**

**April 6–8, Chelyabinsk 2022**

**April 7, 2022**

## VENUE 1

### DIGITAL SOCIETY. HUMANIZATION. GLOBALIZATION: THE REGION IN THE FOCUS OF CHANGES

*South Ural State University (Venue 1)*

76 Lenin Prospekt (Main University Building), 786 Lenin Prospekt (University Building 5), 78B Lenin Prospekt (Sigma building)

**09.00 – 17.00** **International Interdisciplinary Scientific Conference The Digital Transformation of**  
local time **Media Systems and Communications. Global Context**

**09.00 – 10.00** **Registration**

**10.00 – 12.30** **Plenary. The Philosophy of a Digital Civilization and the**  
**Transformation of Media Communications (Venue 1.0)**

Conference Hall,  
Sigma building,  
78B Lenin  
Prospekt

Moderators:

**Sergey Ilchenko**, Doctor of Philology, Professor of the Higher School of Journalism and Mass Communications of St. Petersburg State University;

**Lidiya Lobodenko**, Doctor of Philology, Professor of the Department of Journalism, Advertising and Public Relations, Director of the Institute of Media, Social Sciences and Humanities of South Ural State University

Secretary: **Olga Perevozova**, Candidate of Sciences (Pedagogy), Associate Professor of the Department of Journalism, Advertising and Public Relations of the Institute of Media, Social Sciences and Humanities of South Ural State University

**Welcome address by:**

**Lidiya Lobodenko**, Doctor of Philology, Professor of the Department of Journalism, Advertising and Public Relations, Director of the Institute of Media, Social Sciences and Humanities of South Ural State University

**Reports:**

1. **S. L. Urazova (Gerasimov Institute of Cinematography)**. Digital Society and Modern Media Systems
2. **S. V. Tikhonova (Saratov State University)**. Media Philosophy of the Digital Era: Main Trends
3. **V. F. Oleshko (Ural Federal University named after the First President of Russia B. N. Yeltsin)**. Journalism Students of the Digital Era as Typical Representatives of Youth
4. **E. A. Zvereva (Tambov State University named after G. R. Derzhavin)**. The Main Drivers of the Global Media Landscape Development
5. **S. I. Simakova (Chelyabinsk State University)**. Regional Mass Media as a Tool of Forming the Media Aesthetic Code of a City

6. **T. V. Chernigovskaya (St Petersburg University)**. Homo Sapiens vs. Artificial Intelligence: Illusions vs. Reality
7. **D. N. Sergeev (Ural State Law University)**. Criminal Law in the Era of Digital Civilization
8. **A. M. Shesterina (Voronezh State University)**. The Specifics of a Region's Representation in the Latest Audio-visual Media
9. **S. P. Barmatova (Bryansk Branch of the Russian Presidential Academy of National Economy and Public Administration)**. Multi-sided Truth as the Modern Social Reality and Information Technology
10. **O. V. Matskevich (Moscow Academy of the Investigative Committee of the Russian Federation)**. Digital Communication and the Problems of Interaction with Remote Employees

### Questions and discussion

#### The following people are invited to participate in this plenary:

O. S. Kuzub (Siberian State Medical University), E. E. Yatsenko (Centre for National Unity), T. L. Kaminskaya (Financial University under the Government of the Russian Federation), V. A. Timshin (Vyatka State University), R. V. Dautova (Kazan Federal University), I. V. Erofeeva (Transbaikal State University), D. V. Nerents (Russian State University for the Humanities), A. I. Dorokhova (Sirius University of Science and Technology), A. S. Sumsкая (Ural Federal University named after the First President of Russia B.N. Yeltsin), P. F. Sumsкой (Ural Federal University named after the First President of Russia B.N. Yeltsin), E. G. German (State Committee for Archives of the Chelyabinsk Region), Yu. V. Dmitrieva (Minin University), K. R. Nigmatullina (St Petersburg University), O. M. Davydov (Chelyabinsk eparchy), L. S. Makrova (Lobachevsky University), E. A. Ostrivnaya (Rostov State University of Economics), G. S. Belolipskaya (Astrakhan State University), E. M. Krizhanovskaya (Perm State University), Z. M. Khadyeva (Chelyabinsk State University), and other registered participants

### **13.30 – 15.15** Section 1. Current Practices of Digital Communication and Transformation of Media Behaviour (Venue 1.1)

Room 309,  
Sigma building,  
78b Lenin  
Prospekt

Supervisors:

**S. L. Urazova**, Doctor of Sciences (Philology), Associate Professor,  
Gerasimov Institute of Cinematography

**L. P. Shesterkina**, Doctor of Sciences (Philology), Associate Professor,  
Head of the Department of Journalism, Advertising and Public Relations of  
the Institute of Media, Social Sciences and Humanities of South Ural State  
University

Secretary: **O. Yu. Kharitonova**, Candidate of Sciences (History),  
Associate Professor of the Department of Journalism, Advertising and  
Public Relations of the Institute of Media, Social Sciences and Humanities  
of South Ural State University

**Keynote reports:**

1. **V. M. Latenkova (Media Industry Academy)**. Mediatization of the Modern Social and Cultural Discourse in VR
2. **I. V. Erofeeva (Transbaikal State University)**. The Values of a Region's Media Image in the Era of Digitalization
3. **M. N. Buleava (South Ural State University)**. Transmedia Storytelling in Socially-focused Media Projects
4. **O. M. Skibina (Orenburg State Pedagogical University)**. The Corporate Press of the Orenburg Region as a Form of Business Journalism
5. **E. N. Vasilyeva (South Ural State University)**. Feedback as a Mandatory Component of the Modern Internet Communication
6. **B. V. Lebedeva (St Petersburg University)**. Monetization of the Content from the TV Channel Pyatnitsa (Friday) on Social Media
7. **A. R. Marfitsyna (South Ural State University)**. TikTok as a Channel of Online Communication: The Specific Features of the Journalism Content
8. **O. S. Subanova (OOO TOPATET KONSALTING)**. Think Global, Act Local: Russian Regions on WeChat

**The following people are invited to participate in this section:**

A.M. Shesterina (Voronezh State University), I. A. Dymova (Orenburg State University), G. E. Adygezalova (Kuban State University), N. S. Gegelova (Institute of International Law and Economics named after A.S. Griboedov), S. I. Simakova (Chelyabinsk State University), Yu. A. Potapov (North-Western Branch of the Russian State University of Justice), V. V. Katermina (Kuban State University), E. Dolzhenkova (Peter the Great St. Petersburg Polytechnic University), N. A. Argylov (Far Eastern Federal University), L. A. Kovaleva (Chelyabinsk State University), S. M. Danileyko (Institute of Agroecology, Branch of South Ural State Agrarian University), G. A. Filippova (Minin University), A. Yu. Mokhorova (Peter the Great St. Petersburg Polytechnic University), and other registered participants

**13.30 – 15.45 Section 2. Digital Technologies in Solving of Environmental Problems (Venue 1.2)**

Room 308,  
Sigma building,  
78B Lenin  
Prospekt

Supervisor: **E. P. Emchenko**, Candidate of Sciences (Philosophy), Associate Professor of the Department of Philosophy of the Institute of Media, Social Sciences and Humanities of South Ural State University

Secretary: **I. V. Baturina**, Candidate of Sciences (History), senior lecturer of the Department of Philosophy of the Institute of Media, Social Sciences and Humanities of South Ural State University

**Keynote reports:**

1. **M. V. Dymova (Ministry of Ecology of the Chelyabinsk Region)**. The Formation of Ecological Culture among the Chelyabinsk Region Residents
2. **A. V. Lagunov (Coordination Council for Ecology under the Governor of the Chelyabinsk Region)**. Do We Need a Hardcopy of the Red Book?

3. **F. S. Panov (Public Chamber of the Chelyabinsk Region)**. Non-government Initiatives and their Practical Implementation in Industrial Cities: The Experience of Using Information Technologies
4. **D. V. Valko (South Ural University of Technology)**. The Prospects of Using Data Science in Social and Ecological Research
5. **L. N. Chipysheva (Centre for Education Development of the Chelyabinsk Region)**. Online Interaction of Educational Organisations as an Effective Mechanism of Forming the Student Ecological Culture
6. **N. V. Kalashnikov (Ecology Centre for Children)**. Using Modern Information and Communication Technologies for the Ecological Education of Children
7. **E. V. Grednovskaia (South Ural State University)**. Eco Memes and their Role in Solving Environmental Problems
8. **E. P. Emchenko (South Ural State University)**. The Practice of Social Design within the IV Open City Contest of Projects EKO-proektor

**The following people are invited to participate in this section:**

E. I. Veisberg (South Ural Federal Research Centre for Mineralogy and Geo-ecology of the Ural Branch of the Russian Academy of Sciences), K. A. Pelyovina (Autonomous Non-commercial Organization Zeleny gorod), N. V. Sulenyova (Saint Petersburg State Institute of Film and Television), A. S. Sums kaya (Ural Federal University named after the First President of Russia B.N. Yeltsin), and other registered participants

**13.00 – 14.45 Section 3. Pressing Gender Issues in Modern Russian Society in the Context of Digitalization and Globalization (Venue 1.3)**

Room 311,  
Sigma building,  
78b Lenin  
Prospekt

Supervisor: **E. I. Salganova**, Candidate of Sciences (Sociology), Associate Professor, Head of the Department of Sociology of the Institute of Media, Social Sciences and Humanities of South Ural State University

Secretary: **N. V. Antonova**, Candidate of Sciences (Philosophy), Associate Professor of the Department of Sociology of the Institute of Media, Social Sciences and Humanities of South Ural State University

**Keynote reports:**

1. **A. A. Avdashkin (South Ural State University)**. Migration from Kyrgyzstan: the Gender-specific Aspect
2. **N. V. Antonova (South Ural State University)**. The Essence of the Misogyny and Misandry in Modern Russian Society
3. **L. I. Belova (South Ural State University)**. The Representation of Female Images in Theatre during the Thaw Period: The Sociological Aspect in a Historical Retrospective
4. **E. M. Valeeva (South Ural State University)**. Gender Identity as a Current Trend
5. **E. I. Salganova (South Ural State University)**. The Modern Status and Specifics of Inter-ethnic Relations between Chelyabinsk Region Residents and Migrants from Asian Countries: the Gender-related Aspect

6. **A. A. Taradanov (Chelyabinsk State University).** Family and Gender

**The following people are invited to participate in this section:**

N. A. Gafner (Chelyabinsk State University), S. V. Odiakov (South Ural State University), R.R. Mukhametova (Municipal Public Institution Centre for National Unity, Chelyabinsk), K.K. Lisitsyna (State-financed Institution Youth Resource Centre), S.S. Bredikhin (Municipal Public Institution Centre for National Unity, Chelyabinsk), E. V. Shchetinina (Chelyabinsk Institute for Professional Education Development), and other registered participants

**14.00 – 16.00 Section 4. Potential for Dialogue in the Geopolitical Space of Europe and Asia (Venue 1.4)**

Room 314,  
Sigma building,  
78В Lenin  
Prospekt

Supervisor: **L. I. Shestakova**, Candidate of Sciences (Engineering), Associate Professor, Head of the Department of International Relations, Political Science and Regional Studies of the Institute of Linguistics and International Communications of South Ural State University

Secretary: **E. G. Prilukova**, Doctor of Sciences (Philosophy), Associate Professor, Professor of the Department of International Relations, Political Science and Regional Studies of the Institute of Linguistics and International Communications of South Ural State University

**Keynote reports:**

1. **N. I. Zavyalova (South Ural State University).** Digitalization of Non-profit organisations in Russia and Implementation in the Creative Industry
2. **A. A. Sergunin (St Petersburg University).** International Cooperation in Social Sciences and Humanities as a Factor of Sustainable Development of the Arctic Zone of the Russian Federation
3. **E. V. Boyko (Situation Centre of the Governor of the Chelyabinsk Region).** Snezhinka (Snowflake), a Gamechanger in Research Collaboration
4. **M. Yu. Gutenev (South Ural State University).** Russian Science Diplomacy in the Arctic Region
5. **L. I. Shestakova, V. N. Maksimova (South Ural State University).** Geoinformation Portals as a Tool for Analyzing and Responding to the Deviant Behaviour of Young People, Including on Social Media
6. **A. A. Olar (South Ural State University).** Reflection of Gender Diversity in the Chinese Language
7. **N. N. Koshkarova, E. S. Boyko, K. Yu. Guzhakovskaya, E. E. Shchelkanova (South Ural State University).** The 2022 Winter Olympics Representation in Foreign Mass Media
8. **O. I. Prosvirina (South Ural State University).** The Social and Political Activism of Young People as a Factor of Regional Development
9. **E. G. Prilukova (South Ural State University).** Images and Figures in the Media Space: The Nature of Power

10. **M. D. Besedin (South Ural State University)**. The Specific Features Political Processes in Modern Countries in the Context of the Pandemic
11. **V. E. Feigin (South Ural State University)**. Security Problems in Central Asia in the Context of China's Position
12. **I. V. Grudochko (South Ural State University)**. The Experience of Organizing the Archaeological Practical Training for the South Ural State University Students in the Regional Studies Programme
13. **R. N. Bondarenko (South Ural State University)**. The Meaning of the Central Eurasia for the Russian Federation's Policy

**The following people are invited to participate in this section:**

A. A. Vasilyeva (Chelyabinsk Regional Centre for Navigation-and-information Technologies), A. V. Baksanova (South Ural State University), Yang Weiyu (V.I. Vernadsky Crimean Federal University), E. N. Garifullina (South Ural State University), Yu. V. Poliakova (South Ural State University), K. Yu. Guzhakovskaya (South Ural State University), Z. M. Khadyeva (Chelyabinsk State University), V. K. Chachina (South Ural State University), D. S. Kazantseva (South Ural State Vocational Education Institution of Technology), D. V. Lukashenko (South Ural State University), G. T. Bezkorovaynaya (Plekhanov Russian University of Economics), Yu. P. Solovyeva (South Ural State University), K.G. Margaryan (South Ural State University), and other registered participants

**15.00 – 16.45 Section 5. Forming an Enterprise Image in the Space of Eurasia (Venue 1.5)**

Room 313,  
Sigma building,  
78b Lenin  
Prospekt

Supervisor: **A. N. Chumikov**, Doctor of Sciences (Politics), Professor, Director General of the International Press Club PR Agency, Moscow

Secretaries:

**A. B. Cheredniakova**, Doctor of Sciences (Pedagogy), Associate Professor of the Department of Journalism, Advertising and Public Relations, Director of the Institute of Media, Social Sciences and Humanities of South Ural State University;

**I. N. Lychagina**, Candidate of Sciences (Pedagogy), Associate Professor of the Department of Journalism, Advertising and Public Relations, Director of the Institute of Media, Social Sciences and Humanities of South Ural State University

**Keynote reports:**

1. **O. V. Perevozova (South Ural State University)**. Environmental Texts on the Internet Mass Media as a Factor of Forming the Behavioural Intentions and Attitudes of the Population
2. **I. N. Lychagina (South Ural State University)**. Project-based Learning and Teaching and Research Laboratories in the System of Training Bachelor's Degree Students in Advertising and Public Relations Programmes: The Image Assets of Universities in the Digital Technologies Era

3. **A. G. Leshukov (Chelyabinsk State Institute of Culture)**. Digitalization Trends in Childrens' Playing Environment
4. **A. G. Lavrova (Arta Design School)**. The Role of Social Media in the Formation of a Region's Image
5. **O. N. Zaykova (South Ural State University)**. Internet Memes in the Formation of a Region's Image (on the Example of the Chelyabinsk Region)
6. **A. B. Cheredniakova (South Ural State University)**. Environmental Advertising and the ESG Culture of Enterprises in the System of Eco Media and in the Formation of a Region's Image

**The following people are invited to participate in this section:**

Alikhonzoda Shokhrun (Tajik National University), A. V. Vysotskaya (Chelyabinsk State Institute of Culture), Yu. A. Zaudina (Chelyabinsk State Institute of Culture), D. I. Kiyutina (Chelyabinsk State Institute of Culture), P. A. Abdullina (Chelyabinsk State Institute of Culture), P. D. Demchenko (South Ural State University), and other registered participants

**15.00 – 16.45 Section 6. Problems of the Legal Regulation of Digitalization in the State and Society (Venue 1.6)**

Room 401,  
University  
Building 5,  
786 Lenin  
Prospekt

Supervisor: **E. V. Titova**, Candidate of Sciences (Law), Associate Professor, Head of the Department of the Constitutional and Administrative Law, Director of the Institute of Law of South Ural State University

Secretary: **T. P. Podshivalov**, Candidate of Sciences (Law), Associate Professor, Deputy Director for Research of the Institute of Law of South Ural State University

**Keynote reports:**

1. **E. V. Titova (South Ural State University)**. Developing Research on the Law Digitalization by the Institute of Law of South Ural State University and Implementing the Results into the Training of Lawyers
2. **E. A. Gromova (South Ural State University)**. Experimental Modes of Creating Digital Innovations: Foreign Practices and Russian Realia
3. **E. M. Ofman (South Ural State University)**. Digital Behaviour of Employee and Employer: Challenges of Labour Legislation
4. **G. S. Rusman (South Ural State University)**. Using Digital Technology in Criminal Proceedings: on the Example of Forensic Enquiry
5. **A. A. Dmitrieva (South Ural State University)**. Legal Regulation of the Security Measures in the Context of the Criminal Proceedings Digitalization
6. **T. P. Podshivalov (South Ural State University)**. Law in the Digital Environment
7. **K. M. Arslanov (Kazan Federal University)**. Blockchain in Civil Circulation: History, Current Status, and Prospects for Development



8. **M. A. Bazhina (Ural State Law University)**. The Specifics of Contractual Work of Transport Activity Subjects in the Context of the Economy Digitalization
9. **R. N. Salieva (Institute of Problems in Ecology and Mineral Wealth of the Tatarstan Academy of Sciences)**. The Legal Framework and Mechanisms of the Digital Transformation of the Fuel and Energy Complex Organisations

**The following people are invited to participate in this section:**

I. V. Shesteriakova (Moscow State Linguistic University), E. V. Abbasova, (Chelyabinsk Branch of the Russian Presidential Academy of National Economy and Public Administration), P. RP. Abbasov (Chelyabinsk Branch of the Russian Presidential Academy of National Economy and Public Administration), A. V. Petrov (North-Western Branch of the Russian State University of Justice), E. Yu. Cherepanin (Ural Branch of the Russian State University of Justice), D. V. Lorents (Immanuel Kant Baltic Federal University), N. V. Rubtsova (Novosibirsk State Technical University), Yu. L. Shumskikh (Buzuluk Institute of Humanities and Technology, Branch of Orenburg State University), A. A. Rets (Main Investigative Directorate of the Ministry of Internal Affairs of Russia for the Chelyabinsk Region), R. N. Morodumov (Vladimir Kikot Moscow University of the Ministry of Internal Affairs of Russia), N. A. Sheshko (VneshEkonomAudit), V. A. Kromina (Bar Council of the Kurchatovsky District of the City of Chelyabinsk), S. V. Rezvov (Russian Investigative Committee for the Chelyabinsk Region), Yu. A. Kurilova (Russian Investigative Committee for the Chelyabinsk Region), A. D. Saransky (Russian Investigative Committee for the Chelyabinsk Region), A. S. Vnukov (Investigative Department for the City of Kopeysk of the Russian Investigative Committee for the Chelyabinsk Region), and other registered participants

**9.45 – 11.20 Master class on Virtual Journalism for students**

Presenter: **O. R. Samartsev**, Doctor of Sciences (Philology), Associate Professor, Head of the Department of Journalism, Philology, Records Management, and Library Science, Director of the Media Center of Ulyanovsk State University

Room 446,  
Main University  
Building, 76  
Lenin Prospekt

**9.45 – 11.20 Master class on Crisis Management Communications for students**

Presenter: **A. N. Chumikov**, Doctor of Sciences (Politics), Professor, Director General of the International Press Club PR Agency, Moscow

Room 239,  
Main University  
Building, 76  
Lenin Prospekt

**11.00 – 12-30 Game training. Migrants in the Modern Age**

Presenter: **R. R. Mukhametova**

Room 210,  
Main University  
Building, 76  
Lenin Prospekt

- 12.00 – 14.00 Presentation. Dialogues with Socrates: Communication with the Socrates-2020 Adaptation Chat Bot Prototype in the International Student Environment** Room 312, Sigma building, 78В Lenin Prospekt
- Moderator: **S. V. Borisov**, Doctor of Sciences (Philosophy), Professor of the Department of Philosophy of the Institute of Media, Social Sciences and Humanities of South Ural State University
- 12.00 – 14.00 Master class. Virtual Media Projects: Illusion and Reality (Venue 1.7)** Room 1012, Main University Building, 76 Lenin Prospekt
- Presenters: **Wannes Heirman**, PhD in Social Sciences, Professor at the University of Antwerp (Antwerp, Belgium), Academic Adviser of the International Research Laboratory of Virtual Reality at South Ural State University, **A. V. Krasavina**, Deputy Academic Adviser of the International Research Laboratory of Virtual Reality at South Ural State University
- 12.30 – 14.00 Intensive training. Strategy and Tactics of the Ufights Negotiation Technology** Room 234, Main University Building, 76 Lenin Prospekt
- Presenter: **K. K. Lisitsyna**
- 13.30 – 15.00 Master class. Social Start-ups as a Tool of Social Design and Communication in the Sociologist's Professional Sphere** Room 325, University Building 3, 87 Lenin Prospekt
- Presenters: **A. Yu. Kosarev**, **V. V. Froidenberger**
- 13.35 – 15.10 Master class on Fake Control for students** Room 239, Main University Building, 76 Lenin Prospekt
- Presenter: **S. N. Ilchenko**, Doctor of Philology, Professor of the Higher School of Journalism and Mass Communications of St. Petersburg State University
- 15.00 – 17.00 Workshop. Trends in Modern Law: Globalization, Digitalization and Humanization** Room 401, University Building 5, 786 Lenin Prospekt
- Presenter: **A. V. Spiridonova**, Candidate of Sciences (Law), Associate Professor of the Department of Business, Competition and Ecological Law of the Institute of Law of South Ural State University

## April 8, 2022

- 10.00 – 14.00 International Scientific and Educational Youth Forum Communication Leaders of the 21st Century (1.8)** Room 239, Main University Building, 76 Lenin Prospekt
- Supervisor: **L. P. Shesterkina**, Doctor of Sciences (Philology), Associate Professor, Head of the Department of Journalism, Advertising and Public Relations of the Institute of Media, Social Sciences and Humanities of South Ural State University

Secretary: **A. R. Marfitsyna**, lecturer on Journalism, Advertising and Public Relations of the Institute of Media, Social Sciences and Humanities of South Ural State University

**10.00 – 12.00 Round table. Fake News in the Narrative (Venue 1.9)**

Room 168,  
Main University  
Building, 76  
Lenin Prospekt

**Presentation of the Russian version of a textbook on Journalism, Fake News and Disinformation published jointly by South Ural State University and UNESCO, and presentation of Fact-Checking and Verification study guide**

**Moderators:**

**N. N. Koshkarova**, Doctor of Sciences (Philology), Professor of the Department of International Relations, Political Science and Regional Studies of the Institute of Linguistics and International Communications of South Ural State University

**A. V. Krasavina**, Candidate of Sciences (Philology), Associate Professor of the Department of Journalism, Advertising and Public Relations of the Institute of Media, Social Sciences and Humanities of South Ural State University

**Questions for discussion:**

- The Specific Features of Fake News on Social Media (on the Example of the Republic of Dagestan)
- Bots as a Source of Fake News Generation and Distribution: The Mechanisms for Detecting them and Neutralizing their Effects
- Psychological Effects (Like the Rashomon effect and the Mandela Effect), which Lead to Unintentional Misrepresentation of Information
- Fake News: A Creative Solution or Mystification?
- Fake, Deepfake, Post-truth: The Linguistic Interpretation of Destructive Social Phenomena
- The Mechanisms of Fake News Detection
- The Sociocultural and Axiological Features of Fake News
- The Mechanisms of Fake News Creation
- Fake News as a Political Provocation
- COVID-19 Fakes

**The following people are invited to participate:** D. N. Adashchik (Pyatigorsk State University), A. A. Antonova (Experimental Academic School), A. A. Gnedash (Kuban State University), P. A. Ibragimova (Dagestan State University), E. N. Klemenova (Rostov State University of Economics), I. V. Kozhukhova (Chelyabinsk State University), O. N. Kondratyeva (Kemerovo State University), L. V. Litvinova (Transbaikal State University), A. N. Moreva (Minin University), N. B. Ruzhentseva (Ural State Pedagogical University), N. V. Solovyeva (Perm State University), L. V. Ukhova (Yaroslavl State Pedagogical University named after K.D. Ushinsky), R. I. Khasanova (Kazan Federal University), S. V. Chugrov (Moscow State Institute of International Relations), and other registered participants

**10.00 – 12.00 Round table. Digital Humanities: Practices of Interdisciplinary Projects of the SUSU Institute of Media, Social Sciences and Humanities**

Room 312,  
Sigma building,  
78B Lenin  
Prospekt

Moderator: **S. V. Borisov**, Doctor of Sciences (Philosophy), Professor of the Department of Philosophy of the Institute of Media, Social Sciences and Humanities of South Ural State University

**Questions for discussion:**

- Main Areas of Research in Digital Humanities
- Modern Methods of Data Analyzing, Structuring, Measuring, and Accessing the Information in the Humanities
- Crowd Sourcing in Digital Humanities
- Modern Models of the Humanities Development in the Digital Environment
- The Problems and Discussions around Digital Humanities

**The following people are invited to participate:** Andrei Nutas (West University of Timișoara, Romania), O. S. Kuzub (Siberian State Medical University), S. S. Ignatovich (Kuban State University), S. G. Nestertsova (South Ural State University), I. V. Baturina (South Ural State University), N. V. Zhdanova (South Ural State University), E. V. Grednovskaia, (South Ural State University), E. P. Emchenko (South Ural State University), R. V. Penner (South Ural State University), E. I. Salganova (South Ural State University), S. V. Morozova (South Ural State University), S. O. Sheremetyeva (South Ural State University), K. E. Rezvushkin (South Ural State University), and other registered participants

**10.00 – 12.00 Master class. Intercultural Communications in Modern Society**

Room 210,  
Main University  
Building, 76  
Lenin Prospekt

Presenter: **S. S. Bredikhin**, Candidate of Sciences (Philosophy), Associate Professor of the Department of Sociology of the Institute of Media, Social Sciences and Humanities of South Ural State University

**10.00 – 12.00 Workshop. GIS for Analysing and Predicting Regional Development (Venue 1.10)**

Room 152,  
Main University  
Building, 76  
Lenin Prospekt

Presenter: **V. N. Maksimova**, Candidate of Sciences (Pedagogy), Associate Professor of the Department of International Relations, Political Science and Regional Studies of the Institute of Linguistics and International Communications, Director of the Geoinformation Systems Research and Education Centre at South Ural State University

**Topics for discussion:**

- The Importance and Effectiveness of GIS Projects for Society's Social and Economic Development – **Valentina Maksimova**, Associate Professor of the Department of International Relations, Political Science and Regional Studies, Director of the Geoinformation Systems Research and Education Centre at South Ural State University

- Using GIS Technologies to Solve Regional Food Security Issues (on the Example of the Agricultural Sector) – **Anastasiya Ignatyeva**, programming engineer of the Geoinformation Systems Research and Education Centre
- Using Technologies for the Development of Human Resources (on the Example of the Chelyabinsk Region' Healthcare System) – **Alexey Ulyanov**, Director of the Information and Analysis Centre of the Chelyabinsk Region
- Online Monitoring of the Environmental Conditions Based on the Analysis of Streaming Geodata – **Vladimir Shepelyov**, leading research fellow, Associate Professor of the Department of Automotive Engineering of South Ural State University
- Implementation of the Town-planning Approach when Creating Environmental GIS – **Aleksandr Bobylev**, chief engineer of AO Uralmarksheideriya, Candidate of Sciences (Geography), Associate Professor of the Department of Town Planning, Engineering Networks and Systems of South Ural State University
- The Problems of Training GIS Users – a topic for open discussion

**10.00 – 12.00 Presentation of the dictionary Ecology of Human Existence: Part II Media Ecology**

Moderator: **D. V. Solomko**, Candidate of Sciences (Philosophy), Associate Professor of the Department of Philosophy of the Institute of Media, Social Sciences and Humanities of South Ural State University

Room 434,  
Main University  
Building,  
76 Lenin  
Prospekt

**11.00 – 12.00 Exhibition Elena Shchetinkina. Eurasian Dimension of Art**

Supervisors: **N. P. Parfentyev**, Director of the Cultural Theory and History Research and Education Centre, **A. V. Razuev**, Director of the Art Gallery South Ural State University

Art Gallery  
(Room 111),  
Main University  
Building,  
76 Lenin  
Prospekt

**11.30 – 13.00 Workshop. Media Ecology as a Self-care Practice**

Presenter: **R. V. Penner**, Candidate of Sciences (Philosophy), Associate Professor of the Department of Philosophy of the Institute of Media, Social Sciences and Humanities of South Ural State University

Room 701,  
University  
Building 36,  
87 Lenin  
Prospekt

**13.30 – 15.00 Interuniversity Student Science-to-practice Conference with International Participation Dialogue in the Geopolitical Space: As Viewed by Young People (Venue 1.11)**

Supervisor: **N. N. Koshkarova**, Doctor of Sciences (Philology), Professor of the Department of International Relations, Political Science and Regional Studies of the Institute of Linguistics and International Communications of South Ural State University

Secretary: **E. S. Boyko**, senior lecturer of the Department of International Relations, Political Science and Regional Studies of the Institute of Linguistics and International Communications of South Ural State University

Room 168,  
Main University  
Building, 76  
Lenin Prospekt

**13.30 – 15.00 Round table. Research Practices of Studying the Digital Society, Humanization, and Globalization by Contemporary Russian Sociologists (2000–2022): Trends and Dynamics**

Room 210,  
Main University  
Building,  
76 Lenin  
Prospekt

Moderator: **L. I. Belova**, Candidate of Sciences (Culture Studies), Associate Professor of the Department of Sociology of the Institute of Media, Social Sciences and Humanities of South Ural State University

**Questions for discussion:**

- Life Trajectories of Young People in the 21st Century: Prospects and Opportunities
- Sociological Research Studies of the Relevant Problems in Education
- Students of the Digital Technology Era: Meanings of Life in the Realia of the Russian Society
- People of the Future: The Social Behaviour, Identity, and Attitudes of the New Reality Youth

**The following people are invited to participate:** E. A. Beliaeva (Ural Federal University named after the First President of Russia B.N. Yeltsin), N. A. Gafner (Chelyabinsk State University), S.S. Bredikhin (Centre for National Unity of the City of Chelyabinsk), A. A. Taradanov (Chelyabinsk State University), A.Yu. Kosarev (Rus Charitable Foundation), R.R. Mukhametova (Centre for National Unity of the City of Chelyabinsk), V.V. Froidenberger (South Ural State University), E.I. Salganova (South Ural State University), N.V. Antonova (South Ural State University), E. M. Valeeva (South Ural State University), S. V. Odiakov (South Ural State University), and other registered participants

**12.00 – 13.00 Summarizing the results. Report by the venue supervisor**

Room 239,  
Main University  
Building,  
76 Lenin  
Prospekt

Supervisor: **L. P. Shesterkina**, Doctor of Sciences (Philology), Associate Professor, Head of the Department of Journalism, Advertising and Public Relations of the Institute of Media, Social Sciences and Humanities of South Ural State University