



Council of University Rectors
of the Chelyabinsk Region

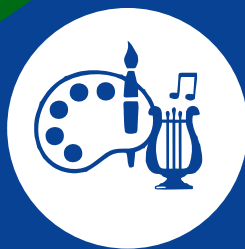


INTERNATIONAL RESEARCH
AND EDUCATIONAL FORUM

EURASIA 2022:

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

Venue 4.1 | CULTURE AND ARTS
CHELYABINSK STATE INSTITUTE OF CULTURE | IN THE MODERN WORLD



PROGRAM

April 6–8, Chelyabinsk 2022

April 7, 2022

VENUE 4.1

“CULTURE AND ARTS IN THE MODERN WORLD”

Chelyabinsk State Institute of Culture (Venue 4.1)

36a Ordzhonikidze Street

09.00 – 17.00 International Scientific Conference “The Digital Future of Culture and Arts: Digital
local time Products, Digital Communication, Digital Users”

09.00 – 10.00 Registration

10.00 – 12.00 Plenary “The Humanitarian Potential of the Digitalization of Culture
and Arts” (Venue 4.1.0)

Institute Council
Assembly Hall,
36a Ordzhonikidze
Street

Moderator: **Sergei Sinetskii**, Doctor of Sciences (History of Culture),
Candidate of Sciences (Pedagogy), Professor of the Department of
Philosophy and History of Culture, Vice-Rector of the Chelyabinsk State
Institute of Culture

Welcome address by:

Olga Astafyeva, Doctor of Philosophy, Professor, Director of Research
and Education Centre “Civil Society and Social Communications” of the
Institute of Public Administration and Civil Service, Professor the
UNESCO Chair of the Russian Presidential Academy of National
Economy and Public Administration, Moscow

Reports:

1. **L. B. Zubanova (Chelyabinsk State Institute of Culture)**. Digital
Socialization in the 21st Century: A Culture of Looking Ahead or of
Slowing Down?
2. **O. V. Shlykova (Russian Presidential Academy of National Economy
and Public Administration, Moscow)**. Digital Technologies in
Promoting Cultural Institutions: Theoretical and Practical Aspects
3. **M. A. Miasnikova (Ural Federal University named after the First
President of Russia B.N. Yeltsin, Yekaterinburg)**. Theatre in a Digital
Environment: Problems and Prospects
4. **I. D. Tuzovskiy (Chelyabinsk State Institute of Culture)**. The
Humanitarian Potential of the Digital Era

Questions and discussion

15.30 – 17.00 Section 1. The Cultural Policy of Community: International
Communications in Eurasian Scientific Space (Venue 4.1.1)

Room 3208,
36a Ordzhonikidze
Street

Supervisor: **O. N. Astafyeva**
Secretary: **L. B. Zubanova**

Keynote reports:

1. **S. B. Sinetskii (Chelyabinsk State Institute of Culture)**. Chelyabinsk as
a Centre of Cultural Policy Infrastructure of the Eurasian Community

2. **V. S. Neveleva (Chelyabinsk State Institute of Culture).** Philosophical Ideas of Eurasianism: Relevant Meaning and Value in the Modern World
3. **E. A. Kari-Yakubova (State Academy of Choreography of Uzbekistan, Tashkent).** Preserving the Authenticity of Local Uzbek Dance Schools in the Modern World
4. **L. N. Nikolaeva (Chelyabinsk State Institute of Culture).** International Cooperation of the Chelyabinsk State Institute of Culture: Problems and Prospects of Development

The following people are invited to participate in this section:

E. G. Syrkina (Children's School of Arts No.4, Chelyabinsk),
T. O. Denisova (Chelyabinsk State Philharmonic Hall), S. Sh. Umerkaeva (Moscow City University), O. M. Gromova (Chelyabinsk State Folk Culture Centre), D. A. Malysheva (Directorate of Festivities and Mass Cultural Events of the Chelyabinsk Region), D. A. Mozalevskaya (Belarusian State University), D. Kairatkyzy (Al-Farabi Kazakh National University), V. E. Ablyeva (State Academy of Choreography of Uzbekistan), N. U. Yarychev (Kadyrov Chchen State University), E. B. Mirzalieva (Institute of Professional Development for Teaching Staff for the Jambyl Region, Branch of the Institute of Professional Development "Orleu", Republic of Kazakhstan), A. R. Yaginova (Ogarev Mordovia State University), and others

12.00 – 14.30 Section 2. Digital Informational Resources in Scientific and Educational Communication (Venue 4.1.2)

Room 43,
36a Ordzhonikidze
Street

Supervisors: **J. V. Gushul, I. V. Stepanova**
Secretary: **K. I. Drobinina**

Reports and master classes:

1. **I. V. Stepanova (Chelyabinsk State Institute of Culture). Master class.** Director's Creative Diary: From Notes in the Margins to Online Notebooks
2. **T. Yu. Karpova (Chelyabinsk State Institute of Culture). Master class.** Conceptual Framework of the Creative Economy: Search for Definitions
3. **P. R. Izosimova (Kemerovo State Institute of Culture).** Cultural Institution Slogans as an Element of Their Brand: Nominative and Voluntative Functions
4. **J. V. Gushul (Chelyabinsk State Institute of Culture). Master class.** Informational Resources of Creativity in All its Forms: Content Analysis of Publications
5. **E. M. Popova (Chelyabinsk State Institute of Culture).** Digital Informational Resources as a Factor of Self-improvement in Professional Competences for a Bachelor of Musical Pedagogy

The following people are invited to participate in this section:

I. V. Sinitsina (Secondary General School No.94 of the City of Chelyabinsk), N. P. Sitnikova (Scientific Library of the Chelyabinsk Region), N. R. Safina (Vocational Educational Institution of Culture of

the Tchaikovsky South Ural State Institute of Arts), D. Kairatkyzy (Al-Farabi Kazakh National University), A. E. Beliakova (Children's School of Arts No.9), G. I. Gribkova (Moscow City University), and others

11.00 – 13.00 Section 3. Virtual Museums of South Ural Artists as an Example of the Digital Future of Culture (the Neyasov Museum) (Venue 4.1.3)

Room 244,
76 Lenina Street

Supervisor: **N. V. Parfentyeva**
Secretary: **T. O. Novikova**

Keynote reports:

1. **N. V. Parfentyeva, N. P. Parfentyev (South Ural State University).** Recreation of the Idea Behind the Vasily Neyasov's Painting "Reunification of the Volga Peoples with Russia" (1948–1984)
2. **A. V. Razuev (South Ural State University).** Manifestation of National and Ethnic Identity in Paintings
3. **T. O. Novikova (South Ural State University).** Digitalization and Virtualization of the Artistic Heritage: On the Issue of the Scientific Assessment of the Phenomenon

The following people are invited to participate in this section:

A. K. Demchuk (Tchaikovsky South Ural State Institute of Arts), I. N. Morozova (Chelyabinsk State Institute of Culture), D. A. Mozalevskaya (Belarusian State University), D. Kairatkyzy (Al-Farabi Kazakh National University), V. V. Butenko (Icil Zlatoust Law Vocation Education Institution), N. K. Fedoseeva (Chelyabinsk State University), K. F. Akramova (Children's School of Arts No.1 of the Kopeysk Urban District), T. V. Ivanovskaya (Centre for Cultural and Information Activity of the Chelyabinsk Culture Department), and others

12.00 – 14.00 History Club. Fate of National Culture in the Context of Globalization (Venue 4.1.4)

Room 49,
36a Ordzhonikidze
Street

Presenter: **E. V. Tishchenko**

Reports:

1. **M. G. Smirnov (Chelyabinsk State University).** Specific Features of Intercultural Communication with Countries in the Far East in Modern Conditions
2. **V. S. Tolstikov (Chelyabinsk State Institute of Culture).** Radioecological Conditions in the Eurasian Space

12.00 – 18.00 International Scientific Forum “Reading at the Eurasian Intersection” (Venue 4.3)

11.00 – 12.00 Registration

12.00 – 14.30 Plenary Session. Reading in the Context of the Digital Flow Turbulence: an Attempt at Harmonization (Venue 4.3.0)

Institute Council
Assembly Hall,
36a Ordzhonikidze
Street

Moderator: **Violetta Askarova**, Doctor of Sciences (Philology),
Candidate of Sciences (Pedagogy), Professor

Welcome address by:

Vladimir Rushanin, Doctor of Sciences (History), Professor, Rector of Chelyabinsk State Institute of Culture

Reports, posters, presentations:

1. **S. B. Sinetskii (Chelyabinsk State Institute of Culture)**. Poster. 10 Books of a Culturally Educated Person: Promoting the Reading of Quality Fiction
2. **V. Ya. Askarova (Chelyabinsk State Institute of Culture)**. Creating a Reading Nation in the Context of Relevant Cultural Policy
3. **T. G. Galaktionova (St. Petersburg University)**. Reading as a Means of Developing a Personality Potential: Pedagogical Aspects of the Problem
4. **E. O. Galitskikh (Vyatka State University)**. Dialogue between the Author and the Reader: Search for New Meanings
5. **E. S. Romanicheva (Moscow City University)**. Reading and Literature in the Digital Era
6. **V. Ya. Askarova (Chelyabinsk State Institute of Culture), Yu.P. Melentyeva (History of Book Culture Research Centre of the Russian Academy of Sciences, Moscow)**. Presentation. *Reading: Encyclopaedic Dictionary*

Questions and discussion**15.00 – 18.00 Section 1. Literature, Books, Reading: The Realization of Humanitarian Potential in the Digital Era (Venue 4.3.1)**

Supervisor: **A. V. Shtoler**
Secretary: **M. V. Artamonova**

Room 12,
36a Ordzhonikidze
Street

Keynote reports:

1. **N. I. Diskaya (Scientific Library of the Chelyabinsk Region)**. Reader and Writer: the Library as a Cultural Mediator
2. **M. V. Artamonova (Chelyabinsk State Institute of Culture)**. Modern Forms of Communication between Reader and Writer: Practices of Ural Libraries
3. **A. V. Berezina (Russian State Children's Library)**. Librarians on Teenagers Reading Fantastic Fiction: Research Results
4. **G. M. Kachenya (Chelyabinsk State Institute of Culture)**. Folklore and Sensory Integration from the Point of View of Psychoanalysis
5. **A. V. Shtoler (Chelyabinsk State Institute of Culture)**. Reading Infrastructure as an Object of Sociocultural Design
6. **V. V. Korostelina (Russian Presidential Academy of National Economy and Public Administration)**. Relevant Issues in Promoting the Publishing Business Academic Programme among University Applicants. Possible Solutions

7. **I. V. Ivanova (Obukhovskoye village library. Branch of Municipal Public Institution of Culture “Pritobolny Central Library”).**

Discipline and Care for Readers in Libraries: Objects and Spaces

The following people are invited to participate in this section:

E. I. Khusainova (Vocational Educational Institution of Culture of the Tchaikovsky South Ural State Institute of Arts), T. A. Surova (Kemerovo State Institute of Culture), M. M. Martsinkevich (Unified Museum of the Ural Writers, Museum “Literary Life of the Urals in the 19th Century”, Yekaterinburg), D. Kairatkyzy (Al-Farabi Kazakh National University), V. V. Butenko (Icil Zlatoust Law Vocation Education Institution), hieromonk Tikhon (Gleb Kireev) (Chelyabinsk eparchy of the Russian Orthodox Church), Ya. M. Oskina (Saint-Petersburg State Institute of Culture), and others

15.00 – 18.00 Section 2. Young Russian Readers in the Age of Digital Technology: Motivation and Practice (Venue 4.3.2)

Supervisor: **V. Ya. Askarova**

Secretary: **L. S. Yatsushkina**

Institute Council
Assembly Hall,
36a Ordzhonikidze
Street

Keynote reports:

1. **N. L. Zykhevskaya (South Ural State University).** Media in Literary Education: From New Practices to New Approaches
2. **E. A. Kolosova (Russian State Children’s Library).** Reading and Libraries in the Life of Children and Teenagers: Results of Sociological Research as of 2021
3. **N. M. Kurikalova (Project of Russian Hospital Schools “Learn-and-Know”, School No.109, Moscow).** Webquests in an Art Gallery of a Medical Institution In-Patient Facility (Experience of the Federal Project of Russian Hospital Schools UchimZnaem (WeTeachAndKnow)).
4. **E. V. Lebedeva (Project of Russian Hospital Schools UchimZnaem (WeTeachAndKnow), School No.109, Moscow).** Using Modern Literature and the Classics as an Effective Resource to Introduce Schoolchildren to Reading (Experience of Teaching Children Undergoing Long-term Treatment at a Hospital School in the Federal Project UchimZnaem (WeTeachAndKnow)).
5. **N. S. Tolkacheva (Central Library System of Kalininsky District, Library-Branch 1, Saint Petersburg).** Strategy of Satisfying the Reading and Sociocultural Needs of Young People at Public Libraries
6. **A. V. Solina (Vocational Educational Institution of Culture of the Tchaikovsky South Ural State Institute of Arts).** Fanfiction as a Tool for Promoting the Reading of the Classics
7. **L. S. Yatsushkina (Chelyabinsk State Institute of Culture).** Network Reading Communities as a Space for Discussing Books and Reading
8. **A. V. Sokolov (Saint-Petersburg University of the Humanities and Social Sciences), A. Ya. Askarova (Chelyabinsk State Institute of Culture), E. S. Romanicheva (Laboratory of Sociocultural Educational Practices of the Moscow City University).** Presentation of

the multi-authored monograph “Young Readers in the Age of Digital Technology: Universal Meanings in the Context of a Regional Research”

The research has been conducted with the financial support of RFBR and the Chelyabinsk Region within research project No.20-412-740015.

The following people are invited to participate in this section:

I. V. Sinitsina (Secondary General School No.94 of the City of Chelyabinsk), I. V. Nikolaeva (Vocational Educational Institution of Culture of the Tchaikovsky South Ural State Institute of Arts), Ya. D. Mudriakov (International Institute of Design and Service), D. Kairatkyzy (Al-Farabi Kazakh National University), V. V. Butenko (Icil Zlatoust Law Vocation Education Institution), and others

15.00 – 17.00 Section 3. The Development of Current Reading Practices in Libraries: Possibilities of Library Influence. Russian and Foreign Experience (Venue 4.3.3)

Room 26,
36a Ordzhonikidze
Street

Supervisor: **N. P. Sitnikova**

Secretary: **A. V. Solina**

Keynote reports:

1. **N. A. Stefanovskaya (Fundamental Library of Derzhavin Tambov State University).** The Library as a Moderator of Family Reading
2. **N. P. Sitnikova (Scientific Library of the Chelyabinsk Region).** Relevant Bibliography Formats as a Tool of Developing Active Reading
3. **G. Ya. Grevtseva (Chelyabinsk State Institute of Culture).** Methods and Techniques of Developing the Information Competence of Students in the Process of Teaching them How to Read Scientific Texts
4. **O. P. Gorbat (Chelyabinsk Regional Library for Young Readers).** Media Education: The Role and Place of Libraries
5. **A. E. Leskova (Scientific Library of South Ural State University).** Studying the Effectiveness of the SUSU Scientific Library’s Events on Developing the Information Culture among Bachelor’s Degree Students
6. **L. G. Dombrovskaya (Agricultural Vocational Education Institution of Katarkol settlement, Republic of Kazakhstan).** The Experience of Using the Method of Meaningful Reading in Working with a Primary Source in a Lesson: *Life and Legacy of Shokan Ualikhanov*

The following people are invited to participate in this section:

R. G. Akilova (Village Model Library of Abubakirovo settlement, Republic of Bashkortostan), Ya. V. Skipina (Library No.28, Chelyabinsk), E. S. Kamyshnikova (Municipal Public Institution of Culture Central Library System, Chelyabinsk), I. V. Ivanova (Obukhovskoye village library. Branch of Municipal Public Institution of Culture “Pritobolny Central Library”), Ya. M. Oskina (Saint-Petersburg State Institute of Culture), and others

10.00 – 12.00 **Section 4. Student quick-fire questions round. New Approaches to Studying Literary Texts (Venue 4.3.4)**

Room 3207,
36a Ordzhonikidze
Street

Supervisor: **E. A. Selyutina**
Secretary: **O.G. Usanova**

Keynote reports:

1. **E. A. Selyutina (Chelyabinsk State Institute of Culture)**. “How We Write”: Narrative about the Author in the Context of Studying Author Strategies of the 21st Century
2. **N. M. Kucherenko (Chelyabinsk State Institute of Culture)**. Artistic Detail as a Marker of Sociocultural Shifts in the Soviet Society (Based on Youth Prose Materials of the Thaw Period)
3. **N. A. Neustroeva (Chelyabinsk State Institute of Culture)**. Cultural and Historical Contexts in *The Exchange*, a novel by Yu. Trifonov
4. **M. V. Artamonova (Chelyabinsk State Institute of Culture)**. Specifics of the Literary Mythology in *Circe*, a novel by Madeline Miller
5. **S. O. Zaikin (Chelyabinsk State Institute of Culture)**. Readers as Creators of Reputation: *Normal People* by Sally Rooney in the Reception by the Reading Public
6. **A. S. Naumova, P.A. Chalova (Chelyabinsk State Institute of Culture)**. The Protest against the Predetermination of Female Social Roles in H. Ibsen’s play *A Doll’s House*
7. **A. I. Shulga (Chelyabinsk State Institute of Culture)**. Mythologization of the Soviet Daily Life in *The Queue*, a Novel by V. Sorokin
8. **V. V. Rylova, V.A. Ragozina (Chelyabinsk State Institute of Culture)**. Spiritual Ode and Variations of the Odic Canon in the Works by Russian Authors of the 18th Century: On the Formation of Lyrical Genres
9. **I. A. Tsvetkova (Chelyabinsk State Institute of Culture)**. Literature of the Peter the Great Era in the Evolutionary Aspect: Traditional Genre of the Tale as Interpreted by F. Prokopovich
10. **I. S. Malkova (Chelyabinsk State Institute of Culture)**. Slave Narratives as Seen by E. Nekrasova in her novel, *Skin*
11. **M. S. Lantukh (Chelyabinsk State University)** Intergeneric Transitions of Literary Texts

14.30 – 16.00 **Round table. Informational Analytics and Landscape Research in the Activity of Scientific Libraries (Venue 4.1.5)**

Room 43,
36a Ordzhonikidze
Street

Moderator: **J.V. Gushul**, Candidate of Sciences (Pedagogy), Associate Professor

Questions for discussion:

- Patents as a Business Tool
- Trademark as a tool of Business Development and Protection
- What Is a Production Prototype and What is it For? Principles and Approaches to Patenting

- Regional Intellectual Property Market: Main Analytics Trends
- Patent Landscape of the Chelyabinsk Region: Information Analytics Tools

The following people are invited to participate: E. V. Teslya (Siberian Institute of Business and Information Technology, Omsk), S. M. Gurevich (PATENTICA company, Saint Petersburg), R. Kh. Bagautdinova (Siberian Branch of the Russian Academy of Sciences, Omsk Branch of the Sobolev Institute of Mathematics), T. Yu. Karpova (Chelyabinsk State Institute of Culture), I. V. Sinitsina (Secondary General School No.94, Chelyabinsk), N. P. Sitnikova (Scientific Library of the Chelyabinsk Region), and others

16.30 – 20.00 Festival “Human and Eternal Cinema” (Venue 4.1.6)

Moderator: **N. V. Telezhnikov**, Associate Professor, Head of the Department of Film Making and Television

- Screening of festival films; discussion
- Meet-the-artist event with film director Vadim Abdrashitov (Moscow)

M.D. Smirnov
Concert Hall,
36a Ordzhonikidze
Street

10.00 – 12.00 Master class. Informational Resources in Culture: from Rare Collections to Digital Ones. The Digital Informational Content of Eurasia (Venue 4.1.7)

Presenter: **J. V. Gushul**

Room 26,
36a Ordzhonikidze
Street

18.00 – 19.00 Master class. Folk Dance: Traditions and New Interpretations in the Context of Neighbouring Cultures and Intercultural Interaction in the Eurasian Space (Venue 4.1.8)

Presenter: **K. A. Novikov**

This research was conducted with the financial support of the Governor of the Chelyabinsk Region within research project No.21-2-000248 “Dance and Education Forces / Dances of the Peoples of the Chelyabinsk Region”

State Historical
Museum of the
South Urals,
100 Truda Street

April 8, 2022

10.00 – 16.30 International Scientific Conference “Cultural Initiatives” (Venue 4.4)

10.00 – 12.00 Plenary “Proactive Practices of Young Researchers of Culture and Arts” (Venue 4.4.0)

Moderator: **Sergei Sinetskii**

Institute Council
Assembly Hall,
36a Ordzhonikidze
Street

Reports:

1. **I. D. Gul (Chelyabinsk State Institute of Culture)**. Research by Students of the Chelyabinsk State Institute of Culture (Results of 2021)
2. **A. N. Terekhov (Chelyabinsk State Institute of Culture)**. Student Research Society in Modern Sociocultural Spaces: Realia and Prospects
3. **N. V. Skripina (Chelyabinsk State Institute of Culture)**. Maintaining and Developing the Institute Image through Creative Student Projects and Contests

Questions and discussion

14.00 – 16.30 Section 1. Traditional Festive Culture of Ural Peoples to Form and Strengthen Identity in the Context of a Eurasian Worldview (Venue 4.4.1)

Room 3301,
36a Ordzhonikidze
Street

Supervisor: **L. N. Lazareva**
Secretary: **I. V. Stepanova**

Keynote reports:

1. **K. A. Krylov (Saint Petersburg Conservatory named after N.A. Rimsky-Korsakov, Folklore and Ethnographical Centre named after A.M. Mekhentsov).** Folklore and Ethnographical Expeditions as a Mechanism of Preserving and Promoting the Traditional Folk Culture of the Chelyabinsk Region
2. **O. M. Gromova (Chelyabinsk State Folk Culture Centre).** Traditional Folk Culture in Branding of Regions
3. **D. A. Malysheva (Directorate of Festivities and Mass Cultural Events of the Chelyabinsk Region).** Relevant Trends of Producing Shows: Regional and Cultural Context
4. **Girijesh Kumar (College – Techno Main Salt Lake sector-5, India, Kolkata (West Bengal)), O.V. Grishanina-Moshkina (Chelyabinsk State Institute of Culture).** Semantics of Numbers in Festivities: a Dialogue between Two Countries and Cultures (Russia – India)
5. **L. N. Lazareva (Chelyabinsk State Institute of Culture).** Traditional Holidays of the Ural Peoples in the Formation of Natural Sociocultural Spaces
6. Awarding the winners and participants of the **Eurasianism as Viewed by Young Researchers Research Project Contest**

The following people are invited to participate: R. R. Nurgaleeva (Tchaikovsky South Ural State Institute of Arts), T. S. Filatova (Chelyabinsk Pedagogical Vocational Education Institution No.2), I. Yu. Kholodkova (Chelyabinsk State Industrial and Humanitarian Technical School named after A. V. Yakovlev), E. A. Kari-Yakubova (State Academy of Choreography of Uzbekistan), T. N. Moiseenko (International Friendship Centre of the Chelyabinsk Region), and others

14.00 – 16.30 Section 2. Contemporary Choreographic Art: Creative Exploration in the Educational Space of Eurasia (Venue 4.4.2)

Room 3604,
36a Ordzhonikidze
Street

Supervisor: **K. A. Novikov**
Secretary: **T. M. Dubskikh**

Keynote reports:

1. **T. M. Dubskikh (Chelyabinsk State Institute of Culture).** Folk Dance: Traditions and New Interpretations in the Context of Neighbouring Cultures and International Interaction in the Eurasian Space
2. **T. B. Predeina (Chelyabinsk State Institute of Culture).** Innovative Solutions as a Tool for Developing the Creative Potential in Choreography Classes

3. **V. I. Panferov (Chelyabinsk State Institute of Culture).** Formation of Professional Competences as a Tool for Ensuring High Creative Level of Choreographer Training
4. **E. A. Kari-Yakubova (State Academy of Choreography of Uzbekistan, Tashkent).** Preserving the Authenticity of Local Uzbek Dance Schools in the Modern World
5. **K. A. Novikov (Chelyabinsk State Institute of Culture).** Aesthetic Education of Young People Through Traditional Choreography of the Chelyabinsk Region
6. **V. E. Ablyaeva (State Academy of Choreography of Uzbekistan, Tashkent).** Crimean Tatar Dance: Yesterday, Today, Tomorrow

12.00 – 14.00 Philosophy Club. Towards the 100th Anniversary of the Philosophy of Russian Eurasianism (Venue 4.1.9)

Presenters: **V. S. Neveleva, Ya. D. Mudriakov**

Room 3206,
36a Ordzhonikidze
Street

12.00 – 13.40 Laboratory of the Psychology of Creativity. The Creative Person at the Crossroads of the Development of Civilization (Venue 4.1.10)

Presenter: **G. M. Kachenya**

Room 49,
36a Ordzhonikidze
Street

14.00 – 16.00 Contest for masters of rhetoric. Voices of the Eurasian Space (Venue 4.1.11)

Organizer: **S. M. Sokovikova**

Room 3304,
36a Ordzhonikidze
Street

12.00 – 16.00 All-Russian Scientific Conference “Space and Time: As Reflected in Modern Cinematography” (Venue 4.1.12).

Moderator: **M. V. Onipkina**

Room 3305,
36a Ordzhonikidze
Street

Welcome address by:

Zhamila Dvinyatina, Candidate of Sciences (Philology), senior lecturer at St. Petersburg University, film expert

Reports:

1. **N. V. Telezhnikov (Chelyabinsk State Institute of Culture).** Expressing the Space-Time Continuum as a Basis of the “Ontological Allocation” of a Film Author
2. **A. A. Tatishchev (Herzen University, Institute of Human Philosophy).** Wired Cinema in the Discourse of Object-oriented Ontology and Posthumanism
3. **The following people are invited to participate:** A. K. Demchuk (Tchaikovsky South Ural State Institute of Arts), D. Kairatkyzy (Al-Farabi Kazakh National University), T. A. Averintsev (South Ural State Humanitarian Pedagogical University), and others

09.00 – 10.00 Literary-bibliographical Laboratory. Eurasianism Ideas in Russian Literature (Venue 4.1.13)

Presenters: **J. V. Gushul, L. N. Tikhomirova**

Room 15,
36a Ordzhonikidze
Street

10.00 – 11.00 Master class. Informational Resources in Art: Electronic Libraries, Collections, Databases, and Websites as a Way to Transcend Physical Limitations. Digital Informational Content of Eurasia (Venue 4.1.14)

Presenter: **J. V. Gushul**

Room 15,
36a Ordzhonikidze
Street

Continuation of the International Scientific Forum Reading at the Eurasian Intersection

12.30 – 14.30 Section 5. Transmedia Technologies as a Tool of Dialogue with Literature (Venue 4.3.5)

Supervisor: **N. P. Terentyeva**

Secretary: **Ya. O. Shebelbayn**

Reading room of
the
Scientific Library,
69 Lenin Prospekt
(2nd floor)

Keynote reports:

1. **E. S. Romanicheva (Moscow City University).** Media in Literary Education: From New Practices to New Approach
2. **E. V. Rumbakh (Educational Centre No.2 of the City of Chelyabinsk).** Book Trailer as a Transmedia Text in a Literature Class
3. **S. S. Voronin (Gymnasium No.80 of the City of Chelyabinsk).** Literary Characters on Social Media
4. **A. A. Kondakova (Lyceum No.11 of the City of Chelyabinsk), M.E. Burmistrov (Lyceum No.11 of the City of Chelyabinsk).** Website of Iosif Brodsky: Museum of Feelings
5. **N. P. Terentyeva (South Ural State Humanitarian Pedagogical University).** Living Word in Transmedia Projects of Philology Students. The Our Balcony Project.

Methodological polylogue:

Moderator: **N.P. Terentyeva**

1. **A. I. Plaksina (Chelyabinsk State University).** *Cheloveki* Longread: Multimedia School Project
2. **I. A. Safiulin (South Ural State Humanitarian Pedagogical University).** Tatiana's Letter to Onegin – Video Version
3. **E. I. Sirotina (South Ural State Humanitarian Pedagogical University).** Audio Adaptation of Stories from the *Just So Stories* by Rudyard Kipling
4. **A. R. Yusupova (South Ural State Humanitarian Pedagogical University).** Using Book Trailers in Literature Classes
5. **V. S. Savelyeva (South Ural State Humanitarian Pedagogical University).** Transmedia Tools of a Literary Quest
6. **A. E. Sazonova (South Ural State Humanitarian Pedagogical University).** Literature to the Third Power Project: Preliminary Practice Experience

7. **S. A. Atamanova (South Ural State Humanitarian Pedagogical University)**. The Faces of Dubrovsky Project: System of Characters in the Novel
8. **I. E. Kurushkina (South Ural State Humanitarian Pedagogical University)**. The *What Do You Read?* Podcast Project
9. **V. S. Strelnikova (South Ural State Humanitarian Pedagogical University)**. Comparing an Episode of an Epic Work and its Film Adaptation in a Literature Class

The following people are invited to participate: J. V. Gushul (Chelyabinsk State Institute of Culture), I. V. Sinitsina (Secondary General School No.94 of the City of Chelyabinsk), L. G. Dombrovskaya (Agricultural Vocational Education Institution of Katarkol settlement, Republic of Kazakhstan), I. V. Ivanova (Obukhovskoye village library. Branch of Municipal Public Institution of Culture “Pritobolny Central Library”), and others

14.00 – 16.00 Round table. South Urals: Between Europe and Asia: Historical Discourse (Venue 4.1.15)

Room 49,
36a Ordzhonikidze
Street

Moderator: **E. V. Tishchenko**, Candidate of Sciences (History), Associate Professor

Questions for discussion:

- Ethnocultural Traditions in the Processes of Inter-ethnic Interactions in the South Ural Region
- Muslim Education Development in the South Ural Region
- Development of Historical Reconstruction in the South Ural Region
- Problem of Preserving the Cultural Heritage of the Eurasian Peoples
- Specifics of the Concepts of Modern Eurasianism
- Problems and Prospects of International Cooperation Development in the Eurasian Space

The following people are invited to participate: D. O. Mironov (Glinka Opera and Ballet Theatre), N. D. Nikitenko (Ural State Law University), T. E. Shakhova (History Museum of the Agapovsky Municipal District), N. A. Antipin (Unified State Archive of the Chelyabinsk Region), I. A. Marcheuskaya (State Historical Museum of the South Urals), V. V. Tishchenko (Ural State Law University), V. V. Butenko (Icil Zlatoust Law Vocation Education Institution), hieromonk Tikhon (Gleb Kireev) (Chelyabinsk eparchy of the Russian Orthodox Church), T. V. Gerasimova (Department of Culture and Youth Policy of the Administration of the City of Snezhinsk), V. G. Tishchenko (South Ural State University), I. V. Andreeva (Chelyabinsk State Institute of Culture), and others

14.00 – 15.00 Summarizing the results. Report by the venue supervisor (Venue 4.1.16)

Institute Council
Assembly Hall,
36a Ordzhonikidze
Street

Supervisor: **S. B. Sinetskii**, Doctor of Sciences (History of Culture), Candidate of Sciences (Pedagogy), Professor of the Department of Philosophy and History of Culture, Vice-Rector of the Chelyabinsk State Institute of Culture

