

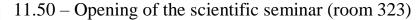




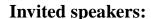


scientific seminar





Moderator - Novik Angelina Vladimirovna



11.55 – Creative Industries and Media in China – Baranova Elena Vladimirovna, professor, doctor of political sciences, Geng Yuqing, master student

Speakers:

- 12.10 Media communication at universities in China *Sun Yitong (Supervisor: Elena Korshuk)*
- 12.20 The Case of Hongyadong Traditional Cultural Attraction Center Promotion Zou Peng (Supervisor: Anna Markovich)
- 12.30 The theoretical concept of the notion "FAMILY": how to understand family values *Liu Yanxi (Supervisor: Inna Belyaeva)*
- 12.40 The image of a modern film actor in the Chinese Internet environment: cultural and communication aspect *Li Ruonan (Supervisor: Inna Belyaeva)*
- 12.50 Current models of communication with the audience of traditional media in the Internet *Mei Wen (Supervisor: Victoria Korshuk)*
- 13.00 Short video: a new type audio-visual Internet communication *Zhang Xue* (*Supervisor: Elizaveta Khmel*)
- 13.10 Interview as a genre of television and videoblogging: production and communication specifics Xu Jie (Supervisor: Alesya Kuzminova)





- 13.20 Typical characters of chinese television programs and specifics of their presentation *Wang Di (Supervisor: Aleksandr Davydik)*
- 13.30 Modern forms and methods of impact on the television audience opinion *Lei Wenyu (Supervisor: Alesya Kuzminova)*
- 13.40 The trends of Chinese video blogging Wen Xiangyi (Supervisor: Elizaveta Khmel)
- 13.50 Promotion of Chinese culture in social media *Hu Han (Supervisor: Oksana Charnyakievich)*
- 14.00 Chinese folk song as part of national heritage: media promotion formats Wu Yidi (Supervisor: Ekaterina Loktevich)
- 14.50 Chinese national musical culture and new media: communication strategies and tactics *Li Xiao (Supervisor: Ekaterina Loktevich)*
- 15.00 Closing of the scientific seminar

