



11.50 – Opening of the scientific seminar (room 323)

Moderator - Novik Angelina Vladimirovna

Invited speakers:

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 Charnyakiievich)*

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

