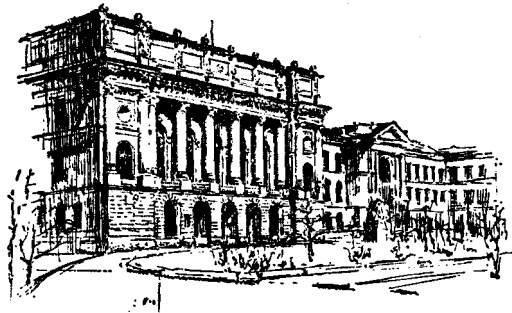


PETER THE GREAT ST. PETERSBURG POLYTECHNIC UNIVERSITY

XIIth International Scientific and Theoretical Conference

COMMUNICATIVE STRATEGIES OF THE INFORMATION SOCIETY

23-24 OCTOBER 2020



CONFERENCE PROGRAM

St. Petersburg
2020

PROGRAM COMMITTEE

- Alfred Nordmann – Professor of Philosophy and History of Science and Technoscience, Darmstadt Technical University (Germany), [nordmann@phil.tu-darmstadt.de/](mailto:nordmann@phil.tu-darmstadt.de)
- Laurent Moccozet – Researcher at the Computer Science Centre, University of Geneva, Switzerland, Laurent.Moccozet@unige.ch
- Stephen Cottrell, University of London (Great Britain), Stephen.Cottrell.1@city.ac.uk
- Valeriy V. Vyatkin, Luleå tekniska Universite (Sweden).
- Hans-Rolf Tränkler, Bundeswehr University Munich (Germany).
- Tatiana A. Gavrilova, St. Petersburg State University (Russia).
- Yu. S. Vasil'ev, Peter the Great St. Petersburg Polytechnic University (Russia).
- Jukka Pekka Bergman, Lahti University of Technology (Finland).
- Paul Josephson, Colby College (USA).
- Nataliya D. [Pankratova](#), National Technical University of Ukraine (Ukraine)
- Violetta N. Volkova, Peter the Great St. Petersburg Polytechnic University (Russia).
- Elena A. Iakovleva, St. Petersburg State University of Economics (Russia).
- Peeter Mürsepp, Tallinn University of Technology (Estonia).
- Igor Dukeov, LUT University (Finland).
- Galina V. Gorelova, Southern Federal University (Russia).
- Irina A. [Brusakova](#), Saint Petersburg State Electrotechnical University (Russia).
- Johan Siebers, Middlesex University London (UK).
- Igor Klyukanov, Eastern Washington University (USA).
- Elena Fell, Empedocles: European Journal for Philosophy of Communication (UK).
- Bencion Fleishman, Dr. of Technical Sc., Prof. (New York, NY, USA).
- Alia R. Massalimova, Al-Farabi Kazakh National University (Kazakhstan).
- Nadezhda Almazova, Peter the Great St.Petersburg Polytechnic University (Russia).
- Vladimir I. Ignatyev, Novosibirsk State Technical University (Russia).
- Natalia A. Lukianova, Tomsk Polytechnic University (Russia)
- Olga D. Shipunova, Peter the Great St.Petersburg Polytechnic University (Russia).
- Aktolkyn T. Kulsariyeva, Abai Kazakh National Pedagogical University (Kazakhstan).
- Van Qi, Tsinghua University (China).
- Olga A. Zolotareva, Polesye State University (Belarus)
- Naim Katz, Carnegie Mellon University (USA).
- Giuliano Di Bernardo, Trento University (Italy).
- Hermes Varini, Trento University (Italy).
- Stefano Maria Capilupi, University of La Sapienza (Italy).
- Igor B. Arefiev, Maritime University of Szczecin (Poland).
- Leon Bazil, Montclair State University (NJ, USA).
- Zanna Bober, MTU “EVRIKA” (Estonia).

Section 1. Information Society: philosophy, technology, politics.

Boris Isaev, Irina Ignatyeva, *St. Petersburg State University of Aerospace Instrumentation, Herzen State Pedagogical University of Russia*

Post-industrial revolution: cultural, economic and political changes

Ignatyev Vladimir Igorevich, *Novosibirsk State Technical University*

“Digital Worshippers”: What has already taken Place and can Hardly be stopped.

Vladimir A. Tunda, Elena A. Tunda,

Siberian Branch of the Russian Academy of Sciences, Tomsk State University

ETHICS OF SCIENCE IN THE MODERN INFORMATION SOCIETY

Dyakov Alexandr Vladimirovich, *Saint-Petersburg State University*.

The experience of the historian of philosophy in the comparative perspective

Vlasova Olga Alexandrovna, *Saint-Petersburg State University*.

History of Philosophy in the Dialogue of Sciences

Mezentsev Sergei Dmitrievich, *Moscow State University of Civil Engineering*.

Towards the Information Society, or the Vector of Human Development

Ivanov Evgenii, *Herzen State Pedagogical University*

The epistemological aspect of historical narrative semantics in the information society

Section 2. System analysis of information and communication technologies

Violetta N. Volkova, Alla E. Leonova, Elena V. Romanova, Yury Yu. Chernyy

Peter the Great St. Petersburg Polytechnic University, Research Center for Electronic

Computing, Moscow State University of Civil Engineering – Russian Technological

University, Institute of Scientific Information for Social Sciences of the Russian Academy of Sciences

Engineering as a Coordinating Method for the Development of the Organization and Society

Galina P. Chudesova, *University ITMO*

TRANSITION TO DIGITAL MEDIUM IN INFORMATION-AND-COMMUNICATION

BONDS WITHIN THE SYSTEM OF MANAGEMENT OF SCIENCE -INTENSIVE

ENTERPRISE

Aleksandr E. Karlik, Elena A. Iakovleva and Vladimir V. Platonov

St. Petersburg State University of Economics

Semantic Modelling for the Communication Mechanism of the Production System

Anastasiya V. Potapova, Galina S. Tibilova, Andrey V. Ovcharenko and Natalia V.

Diachenko, *Peter the Great St. Petersburg Polytechnic University, St. Petersburg state*

unitary firm "St. Petersburg information and analytical centre", Russian State

Hydrometeorological University

Designing a Network of Expert Systems for Identifying Recipients of Public Services

Vetrova E.N., Lapochkina L.V., Khakimova G.R., Komarov A.G.

Saint-Petersburg State University of Economics,

Northern (Arctic) Federal University named after M.V. Lomonosov,

Communication aspects of the development of the technological ecosystem of the macroregion

Andrei N. Vinogradov, Igor P. Tishchenko, Egor S. Ivanov,

Peoples' Friendship University of Russia, Ailamazyan Program Systems Institute of RAS

Convolutional neural networks for the segmentation of multispectral Earth remote sensing images

Gennady I. Korshunov and Elena A. Frolova, *State Autonomous Educational Institution of the Higher Education "Saint-Petersburg State University of Aerospace Instrumentation",*

Peter the Great St. Petersburg Polytechnic University

Systems Analysis of Physical Processes: Its Application in the Creation of Cyber-Physical Systems

Andrey Nikolaevich Firsov, Natalia Vladimirovna Sorokina.

Peter the Great St. Petersburg Polytechnic University.

Mathematical models and solution of problems of the transfer theory in technical systems

based on the problem of filtration of the Poisson process

Marina V. Bolsunovskaya, Svetlana V. Shirokova, Tamara M. Dudarenko, Aleksandra

V. Loginova, *Peter the Great St. Petersburg Polytechnic University*

Building Information Modeling Technology in Construction Companies

Galina F. Malykhina, Lotfi Zarour, Dmitry Kratirov,

Peter the Great St. Petersburg Polytechnic University

Analysis for Determining the Free-Gas Fraction in Oil Well Flow

Section 3. Communicative strategies in state administration and public self-government.

Elvira Bragina, Natalya Shilova, Alyona Pashina, *Industrial University of Tyumen*

Strategic communications in public administration

Yuliia Turchenko, Kira Horiacheva, Oleksandr Dzhus,

Taras Shevchenko National University of Kyiv

Competition projects as an element of partnership between government bodies and civil society organizations

Alexander Pletnev, Olga Ignatjeva, *Saint-Petersburg University of Internal Affairs*

Ministry, Saint-Petersburg State University

Development of Social Entrepreneurship in the Information Society on the Example of Saint Petersburg

Struchkova Daria Arkadievna, *Peter the Great St. Petersburg Polytechnic University*

Analysis of memes about the Constitution

Kira Horiacheva, Yulia Turchenko, Oleksandr Dzhus,
Military Institute of Taras Shevchenko National University of Kyiv
Non-governmental organizations as an important instrument in ensuring stability in European Union

Popova Olga I., Rotanova Mira B., Fedorova Marina V.
Ural State Economic University, Linguistic University of Nizhny Novgorod
TRANSFORMATION OF THE IMAGE OF EKATERINBURG FROM BEING INDUSTRIAL INTO CULTURAL

Section 4. Intelligent Environments and Digital Subculture of modern information society

Inna B. Romanenko, Sergey I. Bogdanov, Konstantin V. Sultanov and Aleksey A. Voskresenskiy,
Herzen State Pedagogical University of Russia
EXPERTOCRACY: INFORMATION AND POWER IN THE KNOWLEDGE SOCIETY

Olga Shipunova, Elena Pozdeeva, Lidiya Evseeva and Larisa V. Mureyko
Peter the Great St. Petersburg Polytechnic University,
Emperor Alexander I St. Petersburg State Transport University

Young Students' Attitude toward Expert Knowledge
Alexander Pletnev, Olga Ignatjeva,
Saint-Petersburg University of Internal Affairs Ministry, Saint-Petersburg State University

The Newest Virtualization Trends: from the Future to the Post Future
Svetlana Belikova, Valeria Kukareko.
Rostov branch of the Russian customs Academy
On the issue of the use of systems with artificial intelligence in the customs sphere in the context of the digital transformation of the economy.

Chirkova Elena I., Zorina Elena M., Chernovets Elena G.
Saint Petersburg State University of Architecture and Civil Engineering
Adaptive Testing in E-Learning in High School
Mustafin Rustam,
Peter the Great St. Petersburg Polytechnic University

Comparison of correspondence chess and online blitz
Elena P. Panova, Natalya Bocharnikova, Elena V. Khripunova, Irina V. Chyirich
Moscow Polytechnic University, Volgograd State Social Pedagogical University,
Volgograd State Social Pedagogical University
TEACHING RUSSIAN AS A FOREIGN LANGUAGE USING DIGITAL TECHNOLOGIES (PROJECT ACTIVITY METHOD)

Section 5. Interaction in sociotechnical environments: Human resources, Web resources and PR technologies.

Vera D. Mishina,
South Ural State University (national research university)
The current trend in the research of interaction between leaders and followers in socio-technical environments

Valeriy V. Kotelnikov, Evgeniya V. Kazanskaya,
Rostov State University of Economics
MARKETING COMMUNICATION AND INTERACTION SYSTEMS FOR SMALL BUSINESSES

Marina V. Bolsunovskaya, Ekaterina S. Voronina, Svetlana V. Shirokova, Aleksandr V. Leksashov,
Peter the Great St. Petersburg State Polytechnic University,
Gazpromneft-Digital solutions, LLC

Justification for choosing an information system for planning work at an industrial enterprise
Leandre Y. Dossou, Galiya Gabitova, Dmitry Kuznetsov.

Peter the Great St. Petersburg State Polytechnic University, Parametric Technology GmbH
DEVELOPING INDUSTRIAL POLICIES IN WEST AFRICAN COUNTRIES

Zatonskaya Tatyana.
Al-Farabi Kazakh National University.
Kazakhstan Media Transformation in the Digital Age.

Vladimir A. Tunda, Elena A. Tunda,
Tomsk State University
ON THE ISSUE OF COMMUNICATION STRATEGIES OF THE INFORMATION SOCIETY

Elena V. Komarova,
Moscow State Institute of International Relations
Effects of Social Media on the Migrant Image Formation

Section 6. Problems of cross-cultural communication.

Olga I. Zhukova, Evgeny F. Kazakov, Oleg F. Gavrilov and Evgeny O. Gavrilov
Kemerovo State University of Russia,
Kemerovo Institute of Plekhanov Russian University of Economics
Language Communications as a Way of Expressing and Construction of Russian Culture
Olga Vladimirovna Glukhova, Tatyana Evsyukova,
Rostov State University of Economics

Post-pandemic values in global culture and language
Tatyana V. Evsyukova, Evgeniya V. Kazanskaya,
Rostov State University of Economics
FRAME REFLECTION OF THE ENGLISH LANGUAGE DISCOURSE IN UNIVERSITY COMMUNICATION

Daria Lavkhaeva,
Saint Petersburg State University
Political correctness as a tool of tolerance

Ruslan T. Saduov,
Bashkir State University,
Cultural and Linguistic Landscape of Ufa

Section 7. Personality in Information and Network Society

Irina Tolstikova, Olga Ignatjeva, Konstantin Kondratenko, Alexander Pletnev
ITMO University, Saint-Petersburg State University,
Saint-Petersburg University of Internal Affairs Ministry
Digital behavior and personality traits of Generation Z in a global digitalization environment
Andrei I. Ponomarev,
Saint Petersburg Electrotechnical University

Moral responsibility in AI-human relations

Irina Berezovskaya, Olga Shipunova, Svetlana Kedich, Nina Popova

Emperor Alexander I St. Petersburg State Transport University,

Peter the Great St. Petersburg Polytechnic University,

Affective and Cognitive Factors of Internet User Behaviour

Daria Bylieva, Peter the Great St. Petersburg Polytechnic University,

Analysis of the selfie's background

Ivashchenko Yana Sergeevna.

Novosibirsk State Technical University, Novosibirsk State Pedagogical University

GASTRONOMIC CULTURE IN RUSSIAN INTERNET: DISCOURSIIVE SEMANTIC ANALYSIS

Boris S. Pavlov, Vera I. Pavlova, Dmitry A. Saraykin, Valentina I. Dolgova

Ural Branch of Russian Academy of Sciences,

South Ural State Humanitarian-Pedagogical University

Matrimonial Volunteering in the Professional Socialization of Children in the Digital Environment

Section 8. Technologies of Behavior and Consciousness Manipulation.

Tretyakov Ivan L., Peter the Great St. Petersburg State Polytechnic University

Information and manipulative technologies implemented under the guise of psychological assistance.

Victoria Ryabukhina, Head of the School "Psychodynamic Communication", Expert of the Public Chamber of the Russian Federation

Evolutionary adaptations as technologies for manipulating human behavior and consciousness

Miletskiy Vladimir Petrovich, Pisareva A.N.

Saint-Petersburg State Electrotechnical University «LETI»

The level and forms of political activity of Russian users in online mode (exemplified of the social network "Vkontakte»)

Kochmarev Maxim Yuryevich. Peter the Great St. Petersburg State Polytechnic University

RESEARCH OF THE MEASURE "NATASHA - WE ALL DROPPED" IN SOCIAL NETWORKS

Savina Diana, Peter the Great St. Petersburg State Polytechnic University

FICTIONAL STATES IN CINEMA

Section 9. Traditions and new education formats

Yatsenko O. Yu., Bespyatova E. B., Toguzova L.I., Efremenko V.V.

The State University of Management (GUU), Russian Technological University RTU-MIREA

Designing the subject-object environment in Internet education: the ethics of the individual and the ethics of society.

Solovyeva T., Vitkovskaya I. Pskov State University

Philosophy of Interpenetration of Traditions and Innovations in Primary School Teacher Training

Leontyeva Veronika Leonidovna, Pokrovskaia Nadezhda Nicolaevna, Ababkova

Marianna Yurievna, Peter the Great St. Petersburg Polytechnic University, Herzen State Pedagogical University of Russia, Saint Petersburg Electrotechnical University "LETI"

Intellectual networking in digital education – improving testing for enhanced transfer of knowledge

Gennady Bakulev, Natalia Grigoreva, Asya Utkina.

Russian State Institute of Cinematography

Using Video Content to Develop Communication Skills

Svetlana Belikova, Valeria Kukareko. Rostov branch of the Russian Customs Academy

Features of formation of intellectual and cultural potential of customs specialists.

Gonets Anna Vladimirovna. National Research Tomsk Polytechnic University.

The effective contract concept in the dynamics of changes in Russian education

Teslenko Irina Vladimirovna, Ural Federal University

The development strategy of professional educational organizations through the eyes of students

Valentina I. Dolgova, Natalya V. Mamylna, Natalya A. Belousova, Alexey N. Bogachev

South Ural State Humanitarian Pedagogical University

Professional support for the physical culture of the subject of digital space