



Министерство науки и высшего образования РФ
ФГБОУ ВО «Новосибирский государственный технический университет»,
Факультет гуманитарного образования,
кафедра иностранных языков гуманитарного факультета

Китайский политико-правовой университет, кафедра иностранных языков

Сианьский университет иностранных языков, Институт русского языка

Национальный университет Узбекистана имени Мирзо Улугбека
Факультет зарубежной филологии, кафедра немецкой филологии.

ПРОГРАММА

XVII Международной научно-практической конференции

Актуальные проблемы современного общества.
Язык, культура и технологии в изменяющемся мире

*Urgent Problems of Modern Society.
Language, Culture and Technology in the Changing World.*



26 – 27 ноября 2020 года
Новосибирск



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26 ноября

ТОРЖЕСТВЕННАЯ ЦЕРЕМОНИЯ ОТКРЫТИЯ КОНФЕРЕНЦИИ

10:00 – 10:30

Приветственное слово

- **Мелехина Е.А.**, канд. пед. наук, доцент, декан ФГО, зав. кафедрой ИЯ ГФ НГТУ

Представители университетов-соорганизаторов конференции:

- магистранты Пекинского политико-правового университета
- магистранты Сианьского университета иностранных языков
- **Иванникова А.А.**, студентка гр.ИЯ-87, ФГО НГТУ «2020 in a Nutshell»
- **Проскурина А.В.**, канд. филол. наук, доцент каф. ИЯ ГФ НГТУ, ответственный за проведение конференции

10:30 – 13:00

Пленарное заседание

10:30 – 11:00

«Ценности современной китайской молодежи (по результатам лингвистических экспериментов)» (на русском языке), Цун Фэнлин, д-р юрид. наук, доцент, директор Института русского языка и русской литературы Пекинского политико-правового университета, Дубкова О.В., канд. филол. наук, доцент, иностранный специалист, профессор Сианьского университета иностранных языков.

11:00 – 11:30

«Multicultural Influences on Russian Nicknaming Practices (Case Study: Characteristic Nicknames of Persons with Reference to Fictitious Worlds)», Цепкова А.В., канд. филол. наук, доцент кафедры английского языка НГПУ.

11:30 – 12:00

«Second Foreign Language Study. From School to Your Future Career Track. Preferences, Pros and Cons, Opportunities. Present Situation in Russian State Schools as a Possible Future Trajectory for Universities and Job Market. The English Monopoly – is It Forever?», Бакурова М.В., переводчик, преподаватель испанского и английского языков.

12:00 – 12:30

«Interpreter and Turbulent Time. How to Live through the Crisis and Find New Perspectives», Ткаченко О.Л., переводчик, преподаватель английского и немецкого языков.

12:30 – 13:00

«My Observations on Teaching English in Novosibirsk», Douglas Green, MA in Teaching English to Speakers of Other Languages .

ПРОГРАММА МАСТЕР-КЛАССОВ (на русском языке)

13:00 – 14:00

«Магистерские программы во Freie Universität Berlin», Тобиас А. Стюдеманн, Leiter des Verbindungsbüros der Freien Universität Berlin in Moskau, Director Liaison Office of Freie Universität Berlin in Moscow, представитель Freie Universität Berlin в Москве.

14:00 – 15:00

«Стипендиальные программы DAAD для обучения и научных стажировок в Германии для студентов, выпускников вузов и аспирантов из России», Молодцова Т.Н., переводчик международной службы НГТУ, консультант информационного центра DAAD в Новосибирске.

15:00 – 17:00

«На учебу в Германию по стипендии: стратегия и тактика подготовки документов», Зандер Э.А., канд. экон. наук, научный сотрудник Отто-фон-Герике-Университет, г. Магдебург.

27 ноября

ПРОГРАММА МАСТЕР-КЛАССОВ (на английском языке)

10:00 – 11:00

«Foreign language bookshop: Where English turns into a source of pleasure and cracks the code of life opportunities», Коченкова О.М., методист магазина иностранной книги Магеллан BOOKS, руководитель образовательных программ «Magellan Classes» (TKT, CPE).

11:00 – 12:00

«International requirements to teaching writing», Пазий Е.А., руководитель экзаменационного центра EF English First.

12:00 – 13:00

«**English and Second Language Acquisition Education**», Douglas Green, MA in Teaching English to Speakers of Other Languages.

13:00 – 14:00

«**Diversification for interpreters. Tour guiding for international travelers**», Ткаченко О.Л., переводчик, преподаватель английского и немецкого языков.

14:00 – 15:00

«**Developing productive skills: Speaking at B2/C1**», Claire Barnes, Cambridge Assessment English presenter, teacher trainer.

15:00 – 15:30

«**How to Organize an Effective Exam Preparation Environment Using Innovative Educational Platforms**», Пименова А.Д., руководитель экзаменационного центра по приему международных экзаменов департамента Cambridge Assessment English – Magellan Exams Centre RU158.

15:30 – 16:00

ПОДВЕДЕНИЕ ИТОГОВ КОНКУРС НАУЧНЫХ СТАТЕЙ НА ИНОСТРАННЫХ ЯЗЫКАХ

Language in the dialogue of cultures

Тарабакина Анна Константиновна, канд. филол. наук, доцент кафедры ИЯ ГФ НГТУ
Шевченко Ольга Геннадьевна, канд. филол. наук, доцент кафедры ИЯ ГФ НГТУ

Belskaia A.V. **Russian-English Linguistic Creativity in Russian Stand-Up Comedy**, Far Eastern Federal University, Vladivostok, Russia

Bolotina E.A. **COVID-Neologisms in the English-Speaking Media and the Means of Their Word Formation**, Novosibirsk State Technical University, Novosibirsk, Russia

Efanova M.A. «**Terminological System**» and «**Terminology Field**»: Integral and Differential Features, Novosibirsk State Technical University, Novosibirsk, Russia

Eremina A.A. **Intertextuality of Transmedia Projects (Based on a Film Adaptation of L. Carroll's "Alice's Adventures in Wonderland" by Tim Burton)**, Novosibirsk State Technical University, Novosibirsk, Russia

Goncharuk A.A. **Language Representation of the Image of Russia in the American Media Discourse**, Novosibirsk State Technical University, Novosibirsk, Russia

Gusakova V.E. **Antonymy in Russian Sign Language: Formal Differences Within Antonym Pairs**, Novosibirsk State Technical University, Novosibirsk, Russia

Khripkova A.V., Ryzhova E.A., Krylova K.E., Smirnova A.A. **The Event of 2020 That Changed Languages Forever**, State Budgetary Educational Institution School №1412, Moscow, Russia

Koltochikhina E.E. **The Status and Peculiarities of Fanfiction as a Phenomenon of Contemporary Popular Culture**, Novosibirsk State Pedagogical University, Novosibirsk, Russia

Korotkikh S. V. **Multimodal Representation of Sympathy in Films: Linguo-Cultural Aspect**, Novosibirsk State University, Novosibirsk, Russia

Kuvaldina E.A. **Foreign Language Accent in the Intercultural Environment of a Modern University**, Far Eastern Federal University, Vladivostok, Russia

Lebedeva D.S. **Defining Phraseology in Chinese Linguistics: Types of Phraseological Units in Chinese and Russian Linguistics**, Novosibirsk State Technical University, Novosibirsk, Russia

Loskutov K.S. **International Legal Text as an Example of a Multicultural Dialogue**, Novosibirsk State Technical University, Novosibirsk, Russia

Moiseeva D.S. **The Japanese Language in the English Language, The Institute of International Relations**, Yekaterinburg, Russia

Muzyka K.S. **Cultural and Linguistic Features of British and American Humor**, Novosibirsk State Technical University, Novosibirsk, Russia

Popova S.A. **Types of Allusions in Emma Yarlett's Illustrated Book for Children "Nibbles, The Book Monster" (2016)**, Novosibirsk State Pedagogical University, Novosibirsk, Russia

Rakhmetova E.S. **Connotative-Syntagmatic Analysis of Expressive Collocations in Oscar Wilde's Poetic Works**, Novosibirsk State Technical University, Novosibirsk, Russia

Shelepova Yu.V. **Les Particularités de la Constuction et de L'utilisation des Phraséologismes dans le Roman d'Andrei Makine "Le Testament Français"**, Université technique d'état de Novossibirsk, Novossibirsk, Russie

Tarasova V.V. **Typology of "Lecturer-Student" Verbal Reactions in Chinese Academic Discourse**, Siberian Federal University, Krasnoyarsk, Russia

Voronina A.A. **The Linguistic Means of Expressing Political Correctness in the English Media Discourse (Based on Anti-Ableist Lexis)**, Novosibirsk State Technical University, Novosibirsk, Russia

Yakimova A.V. **Specific Features of Social Media Discourse (On the Example of Instagram)**, Novosibirsk State Pedagogical University, Novosibirsk, Russia

Yurganova P.I. **Linguocultural Peculiarities of Lifestyle Vlogs (Based on the Video Blog "The Labrant Fam")**, Novosibirsk State Pedagogical University, Novosibirsk, Russia

Yuzhakova Yu.A. **Linguistic Features of Advertising Texts (Based on Russian, English and German Texts on Instagram)**, Novosibirsk State Technical University, Novosibirsk, Russia

Zhumadilova Y.D. **Conceptual Metaphor as an Effective Persuasive Tool in the TED Talks**, Novosibirsk State University, Novosibirsk, Russia

Мяо Ицзя **Символика чисел в русской и китайской культуре**, Китайский политико-правовой университет, Пекин, КНР

Чжан Лу **Лингвокультурологические особенности языка российской рекламы**, Китайский политико-правовой университет, Пекин, Китай

Юань Е. **Анализ системы суждений в рассказе А.П. Чехова «Хамелеон»**, Сианьский университет иностранных языков, Сиань, КНР

Information technologies in translation practice

Ивлева Марина Анатольевна, канд. филол. наук, доцент кафедры ИЯ ГФ НГТУ
Кондрашева Елена Валерьевна, ст. преподаватель кафедры ИЯ ГФ НГТУ

Alexeenko A.A. **Equivalence of Translation of Advertising Text (Based on Advertising Texts for Perfume and Cosmetics Products)**, Novosibirsk State Technical University, Novosibirsk, Russia

Balabueva D.E. **Features of Translation Comics as Creolized Text**, Novosibirsk State Technical University, Novosibirsk, Russia

Belova S.A. **Ludic Function of Author's Toponyms in the Original and Translated Versions of Stories from V. Pelevin's Collection '4 by Pelevin: Stories'**, Novosibirsk State Technical University, Novosibirsk, Russia

Bogomaz P.G. **The Problem of Idiom Translation in Audiovisual Translation (Based on the Film «The Parent Trap» and Its Translation)**, Novosibirsk State Technical University, Novosibirsk, Russia

Dolgova N.V. **Ways of Conveying Speech Peculiarities of the Characters in the Novel “The Adventures of Huckleberry Finn” by M. Twain**, Novosibirsk State Technical University, Novosibirsk, Russia

Fedorenko O.V. **Peculiarities of Internet Communication Using Machine Translation in Social Networks**, Novosibirsk State Technical University, Novosibirsk, Russia

Khomyakova N.A. **Peculiarities of Translation of Animated Films into Russian**, Novosibirsk State Technical University, Novosibirsk, Russia

Kozin V.S. **Peculiarities of Videogames Localization from English into Russian**, Novosibirsk State Technical University, Novosibirsk, Russia

Minasyan A.A. **The Peculiarities of Translation of English IT Marketing Texts into Russian**, Novosibirsk State Technical University, Novosibirsk, Russia

Pentsakova Ya. O. **Translation of Culture-Bound Terms in Cross-Cultural Communication**, I. Ya. Yakovlev Chuvash State Pedagogical University, Cheboksary, Russia

Shevela S.A. **Intersemiotic Adaptation of Hyperbole: Multimodal and Pragmalinguistic Aspects**, Novosibirsk State University, Novosibirsk, Russia

Slobodkina V.V. **The Problem of Translating Onymic Puns from English into Russian (Based on the Novel “The Stars’ Tennis Balls” by S. Fry and Its Translation)**, Novosibirsk State Technical University, Novosibirsk, Russia

Soltangazinova D.S. **Methods of Translation of Phraseological Units in Public Speeches from English into Russian**, Federal Governmental State-Financed Educational Institution of Higher Education Altai State Pedagogical University (AltSPU), Barnaul, Russia

Znamenshchikova Ju. I. **The Problem of Translating Jokes while Making Subtitles to English Audiovisual Work by Means of the Russian Language (on the Material of TV Series “The Office”)**, Dostoevsky Omsk State University, Omsk, Russia

West-Russia-East: intercultural dialogue

**Олейников Игорь Валерьевич, канд. ист. наук, доцент кафедры МОuP НГТУ
Онал Инна Олеговна, ст. преподаватель кафедры ИЯ ГФ НГТУ**

Budnikova D.I., Prokhoda A.D. **Russian Foreign Policy and Its Relations with the East and West**, Novosibirsk State Technical University, Novosibirsk, Russia

Cherepovskiy O.S. **International Conflict over the Senkaku Islands**, Novosibirsk State Technical University, Novosibirsk, Russia

Korabelnikova A.V., Ukolova A.A. **THE USA – Color Revolution or Civil War?** Novosibirsk State Technical University, Novosibirsk, Russia

Morozova K.N. **Impact of the Pandemic on Container Sea Transportation in the China-Russia Direction**, Siberian Transport University, Novosibirsk, Russia

Nikitin K.A., Stepanova A.S. **West-Russia-East: Problems of Intercultural Dialogue**, Novosibirsk State Technical University, Novosibirsk, Russia; Municipal Budget Educational Organization Secondary General Education School № 99, Novosibirsk, Russia

Educational technologies in the digital age

**Цепкова Анна Васильевна, канд. филол. наук, доцент кафедры английского языка НГПУ
Помуран Наталья Николаевна, канд. психол. наук, доцент, доцент кафедры ИЯ ГФ НГТУ**

Dmitrienko E.V. **Experiment on Identification of «False Friends of the Translator» as a Problem of Interlingual Interference (When Teaching Translation from German to Russian to Students of Linguistics)**, Novosibirsk State Technical University, Novosibirsk, Russia

Gazaliev R.A. **Novice Teacher Needs in the Process of Professionalization**, Novosibirsk State Technical University, Novosibirsk, Russia

Gurbanova S.A. **Organization of Autonomous Learning in Foreign Language Classroom via Mobile Applications**, Novosibirsk State Technical University, Novosibirsk, Russia

Kashirina A.M., Smakotina N.A., Gulomova R.R., Polukeeva T.M. **Pandemic Impact on the Use of E-Tech in Education**, Novosibirsk State Technical University, Novosibirsk Russia

Manashova V.D. Digital Technologies: **The Main Purpose of Electronic Linguo-Culturological Dictionary «Russian Traditional Costume» and its Use in Teaching Russian as a Foreign Language**, National Research Tomsk State University, Tomsk, Russia

Medvedeva E.V. **CLIL Potential on the Basis of a History Lesson for Lower-Secondary Students**, Novosibirsk State Technical University, Novosibirsk Russia

Miroshin E.V. **Organization of Distance Learning Based on the Moodle Platform at the Kuzbass State Agricultural Academy**, Kuzbass State Agricultural Academy, Kemerovo, Russia

Plaksina E.A. **The History of the Development of Pedagogical Technology in Teaching Foreign Languages**, Novosibirsk State Technical University, Novosibirsk, Russia

Pyankova A.D., **Methodological Potential of Infographics in Teaching English to Young Learners**, Novosibirsk State Pedagogical University, Novosibirsk, Russia

Rivera K.J. **Articulatory-Acoustic Difficulties Experienced by Spanish-Speaking Students Learning English Phonetics in Russian-Speaking Groups**, Far Eastern Federal University, Vladivostok, Russia

Shifman D.V. **Functional Aspects of Code-Switching in the EFL Classroom**, Novosibirsk State Technical University, Novosibirsk, Russia

Sibirtseva Ya.E. **Teaching Foreign Languages Applying Technology of Critical Thinking in Distance Education**, Novosibirsk State Technical University, Novosibirsk, Russia

Teplukhin S.N. **Blended Learning Models in Teaching ESL**, Novosibirsk State Technical University, Novosibirsk, Russia

Tikhomirova N.L. **Language and Culture and Their Connection in the Lessons of Russian as a Foreign Language**, Saint Petersburg State University, Saint Petersburg, Russia

Tkach A. I. **Formation of Professional Identity of Undergraduate Students of a Non-Linguistic Major: The Problem and Possible Solutions**, Novosibirsk State University, Novosibirsk, Russia

Yurchenko M.A. **Teaching Foreign Languages to Generation Z**, Novosibirsk State Technical University, Novosibirsk, Russia

Globalization of business, technological progress and society of the future

Щербакова Наталья Александровна, канд. экон. наук, доцент, доцент кафедры менеджмента НГТУ
Казачихина Ирина Анатольевна, канд. филол. наук, доцент кафедры ИЯ ГФ НГТУ
Богатырева Оксана Александровна, ст. преподаватель кафедры ИЯ ГФ

Buller S.D. **Influence of Chronophobia on Labor Processes in the Organization**, The Altai branch of the Russian Presidential Academy of National Economy and Public Administration, Barnaul, Russia

Burmanov S.A., Anosova E.I. **Technological Determinism and Its Manifestation in Society**, Novosibirsk State Technical University, Novosibirsk, Russia

Chebykina A.N., Myakisheva M.A **Ways of Manipulation in Advertising**, Siberian State University of Railways, Novosibirsk, Russia

Chernykh P.A. **Symbiosis of the State and Business in the Conditions of the Digitalization of the Economy**, Altai Branch of the Russian Presidential Academy of National Economy and Public Administration, Barnaul, Russia

Danilkina N.A., Samokhvalov Ja.D., Lukyanova E.E. **The Impact of an Outbreak of a New Coronavirus on Art**, State Secondary Educational Institution School №1412, Moscow City University, Moscow, Russia

Ivanov I.A. **Modified Synchronous Three-Phase Generator for Power Supply of Autonomous Consumers**, Novosibirsk State Technical University, Novosibirsk, Russia

Kashirina A.M., Krestyanova A.S., Mikhailova S.L., **The Effect of Coronavirus Infections on the Use of Contactless Payment Method**, Novosibirsk State Technical University, Novosibirsk, Russia

Kosorukov A.S., Kolesnikov N.O., **Introduction of the Electronic Version of the Du-46 Journal on the Railway**, Siberian Transport University, Novosibirsk, Russia

Menshikova A.A. **Ontological Global Crisis in IT-Society**, Tomsk State University, Tomsk, Russia

Murzaeva A.B., Gyngazov I.V. **Application of the Military Industry in the Civil Sphere**, Novosibirsk State Technical University, Novosibirsk, Russia

Rettikh A.A., Lyutaeva P.S. **Characteristics of Formal and Informal Leadership in the Student Group**, Russian Academy of National Economy and Public Administration under the President of the Russian Federation Altai Branch, Barnaul, Russia

Tregubova E.D., Raikin G.R. **Looking for the Perfect Remote Operation Interface**, Russian Presidential Academy of National Economy and Public Administration, Altai State University Barnaul, Russia

Vinnikova Y.D. **Social Perceptions of Harassment**, Altai Branch of the Russian Presidential Academy of National Economy and Public Administration, Barnaul, Russia

Zapkova A.O. **Psychological Characteristics of Superstitions and Their Popularity in Modern Society**, Russian Presidential Academy of National Economy and Public Administration, Barnaul, Russia

СЕКЦИЯ НЕМЕЦКОГО ЯЗЫКА

*Макарова Юлия Александровна, ст. преподаватель кафедры ИЯ ГФ НГТУ
Осолодченко Марина Николаевна, ст. преподаватель кафедры ИЯ ГФ НГТУ*

Глобализация бизнеса и цифровизация экономики

Kenchkhadze Y.E. **Das Ursprungsland der Waren als Schlüsselement der Zolltarifregelung im Außenhandel**, Sibirische Staatliche Universität für Eisenbahntransport, Nowosibirsk, Russland

Schmidt K.F. **Zollverwaltung in der Russischen Föderation: Zustand und Perspektiven**, Sibirische Staatliche Universität für Eisenbahntransport, Nowosibirsk, Russland

Язык в диалоге культур

Askar A.A. **Konnotativer Aspekt der Semantik deutscher onomatopoetischer Verben der Rede**, Nowosibirsker Staatliche Universität, Nowosibirsk, Russland

Majdanjuk J.N. **Vergleiche mit Farbbezeichnungen in der modernen deutschen Sprache**, Nowosibirsker Staatliche Universität, Nowosibirsk, Russland

Kokora J.V. **Entlehnungen und Neologismen der deutschen Sprache als soziolinguistische Erscheinung**, Staatliche Kuban-Universität, Krasnodar, Russland

Ebert K.V. **Besonderheiten der Bildung und Verwendung von Eigennamen in Volksmärchen**, Nowosibirsker Staatliche Technische Universität, Nowosibirsk, Russland

Образовательные технологии в цифровую эпоху

Mintschenko A.A. **Verwendung von Sprachkorpora zur Bildung lexikalischer Fähigkeiten von Studenten**, Institut für Philologie, Journalismus und interkulturelle Kommunikation, Südliche Föderale Universität, Rostow-am-Don, Russland

Технический прогресс и общество будущего

Tjuterewa A.R. **Struktur und Funktionen von deutschsprachigen Microblogs**, Südliche Föderale Universität, Rostow am Don, Russland

КОНКУРС ВИДЕО-ВЫСТУПЛЕНИЙ

*Бовтенко Марина Анатольевна, д-р пед. наук, доцент, директор регионального
ресурсно-методического центра ИДО НГТУ*

*Кучина Светлана Анатольевна, канд. филол. наук, доцент, доцент кафедры ИЯ ГФ НГТУ
Алтынбекова Гульжан Жанатовна, преподаватель кафедры ИЯ ГФ НГТУ*

Gusakova V.E. **Antonymy in Russian Sign Language: Formal Differences Within Antonym Pairs**, Novosibirsk State Technical University, Novosibirsk, Russia

Koltochikhina E.E. **The Status and Peculiarities of Fanfiction as a Phenomenon of Contemporary Popular Culture**, Novosibirsk State Pedagogical University, Novosibirsk, Russia

Korabelnikova A.V., Ukolova A.A. **THE USA – Color Revolution or Civil War?** Novosibirsk State Technical University, Novosibirsk, Russia

Miroshin E.V. **Organization of Distance Learning Based on the Moodle Platform at the Kuzbass State Agricultural Academy**, Kuzbass State Agricultural Academy, Kemerovo, Russia

Plaksina E.A. **The History of the Development of Pedagogical Technology in Teaching Foreign Languages**, Novosibirsk State Technical University, Novosibirsk, Russia

Popova S.A. **Types of Allusions in Emma Yarlett's Illustrated Book for Children "Nibbles, The Book Monster" (2016)**, Novosibirsk State Pedagogical University, Novosibirsk, Russia

Soltangazinova D.S. **Methods of Translation of Phraseological Units in Public Speeches from English into Russian**, Federal Governmental State-Financed Educational Institution of Higher Education Altai State Pedagogical University (AltSPU), Barnaul, Russia

Yurchenko M.A. **Teaching Foreign Languages to Generation Z**, Novosibirsk State Technical University, Novosibirsk, Russia

Yurganova P.I. **Linguocultural Peculiarities of Lifestyle Vlogs (Based on the Video Blog "The Labrant Fam")**, Novosibirsk State Pedagogical University, Novosibirsk, Russia

Чжан Лу **Лингвокультурологические особенности языка российской рекламы**, Китайский политико-правовой университет, Пекин, КНР

Юань Е. **Анализ системы суждений в рассказе А.П. Чехова «Хамелеон»**, Сианьский университет иностранных языков, Сиань, КНР

КОНКУРС ЭЛЕКТРОННЫХ ПОСТЕРНЫХ ДОКЛАДОВ

Бовтенко Марина Анатольевна, д-р пед. наук, доцент, директор регионального ресурсно-методического центра ИДО НГТУ

Кучина Светлана Анатольевна, канд. филол. наук, доцент, доцент кафедры ИЯ ГФ НГТУ
Алтынбекова Гульжан Жанатовна, преподаватель кафедры ИЯ ГФ НГТУ

Manashova V.D. Digital Technologies: **The Main Purpose of Electronic Linguo-Culturological Dictionary «Russian Traditional Costume» and Its Use in Teaching Russian as a Foreign Language**, National Research Tomsk State University, Tomsk, Russia

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