



Modern Culture and Communication

Saint Petersburg State University, Russia
University of Wrocław, Poland

International Conference Modern Culture and Communication, MCC-2019 8-10 June 2019 Wrocław (Poland)

Saturday 8.06.2019

Hall A, Institute of Political Sciences (Wrocław, Koszarowa street, 3)

20 minutes of speech or presentation and 10 minutes for discussion

I. Image and communication

8.00 – 9.00 registration

9.00 – 9.20 welcoming of the guests

What is an image?

Chair: M. Kostyszak

9.20 – 10.00	World of Order <i>Borys Sokolov</i>
10.00 – 10.30	Urbild, or Primeval Image - archetypical thinking in German thought <i>Leon Miodoński</i>
10.30 – 11.00	Archetype and image. Matrix images <i>Ilona Błocian</i>
10.40 – 11.10	Discursive characteristics of the communicative image <i>Larisa Morina</i>
11.10 – 11.40	coffee break

The understanding of an image

Chair: Boris Sokolov

11.40 – 12.10	Hermeneutical Reason as the "art of understanding" <i>Leszek Kleszcz</i>
12.00 – 12.30	Body / Image / Text: analysis of forms of biographical in culture <i>Ludmila Artamoshkina</i>
12.30 – 13.00	Modern museum as a translator of the imaginary: practices of cultural memory representation in regional museums of Russia <i>Julia Zherdeva</i>
13.00 – 14.30	lunch break

Image – power – media

Chair: Ludmila Artamoshikina

14.30 – 15.00	Visual communication in modern daily life and the aesthetics of the human image Danil Dorofeev
15.00 – 15.30	Image and hegemony. Some (critical) remarks about Habermas' theory of communication Karol Morawski
15.30 – 16.00	coffee break
16.00 – 16.30	Image of touch and noise: toward new dimensions of media aesthetics Marina Zagidullina
16.30 – 17.00	Stereotyping and misinterpretation of the images and symbols in the culture, history and mass-media as a main cause of misunderstanding in communication Anna Belikova

Sunday, 9.06.2019

Room 144, Institute of International Relations (Wrocław, Koszarowa street, 3)

II. Culture and communication

The image of the contemporary world

Chair: Ilona Błocian

9.00 – 9.30	Globalization and the post-industrial world Victor Guykin
9.30 – 10.00	Pornculture - modern redefinition of eroticism <i>Eligiusz Lelo</i>
10.00 – 10.30	Transformation of the visual component of the media content in social networks <i>Svetlana Simakova, Irina Topchii</i>
10.30 – 11.00	The development of the biographical method in the Humanities by using the approaches of the digital humanities <i>Dmitry Prokudin, Liudmila Artamoshkina, Karol Morawski</i>
11.00-11.40	coffee break

Image – language – media

Chair: Dmitry Prokudin

11.40-12.10	Multimedia as a basis for the convergence of various languages of communication <i>Svetlana Simakova</i>
12.10-12.40	On the distinction between the terms 'dysphemism', 'slang', 'vulgarism' and 'invective' <i>Mariia Cheporukhina</i>

12.40-13.10	Speech manipulation in mass media and its language instruments (as exemplified by the online version of ‘The Sun’ newspaper) <i>Ekaterina Shaporina</i>
13.10-14.40	coffee break

Culture – art – communication

Chair: Leszek Kleszcz

14.40-15.10	How does artistic cinema build ecological meanings? <i>Maria Kostyszak</i>
15.10-15.40	There is culture to the problem of teaching. A role of artistic advance-guard is in a world culture <i>Margarita Simonova, Ludmila Nakhova, Stanislava Butyrina</i>
15.40-16.10	coffee break
16.10-16.40	Integration of the European theatrical culture into the Crimean society: the historical experience <i>Snizhana Shendrikova</i>
16.40-17.10	Fashion as a communication tool in the modern city <i>Yulia Maltseva, Larisa Morina</i>

Monday, 10.06.2019

Room 144, Institute of International Relations (Wrocław, Koszarowa street, 3)

Image – man – communication

Chair: Karol Morawski

9.00-9.30	Gaston Bachelard's theory of four poetic temperaments. On the affinity of the poet <i>Kamila Morawska</i>
10.00-10.30	Visual anthropology and intercultural communication: Korean anthropological films about northern indigenous

	peoples of Russia Jung <i>Gon Park</i>
10.30-11.00	Paradoxes of the Russian avant-garde: Utopian strategies of social communications <i>Taisia Paniotova, Maxim Romanenko,</i>

11.00 – transfer to the center; a trip around the old center of Wroclaw;

The end of the conference

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