



UNDERWOOD

THE EDITION OF THE URAL INSTITUTE OF HUMANITIES

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NEW PROFESSION

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of the Master's degree program
«Digital Humanities»

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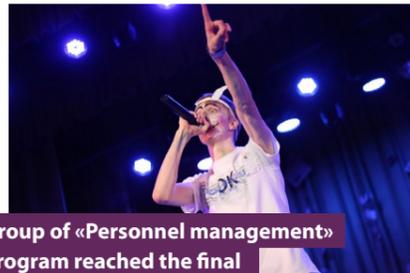
Digital in humanities



Ural Institute of Humanities and Institute of Fundamental Education Debut 2019



19 groups performed



Group of «Personnel management» program reached the final



Photo: Danil Ilyukhin, Alexandra Mikhailova, Alisa Poghosyan

Dear readers, we are glad to welcome you again on the pages of «Underwood»! We tell you about the life of our beloved Ural Institute of Humanities! Our team is growing every year, and we have shared with you the stories of students and staff of the UIH for the fifth time.

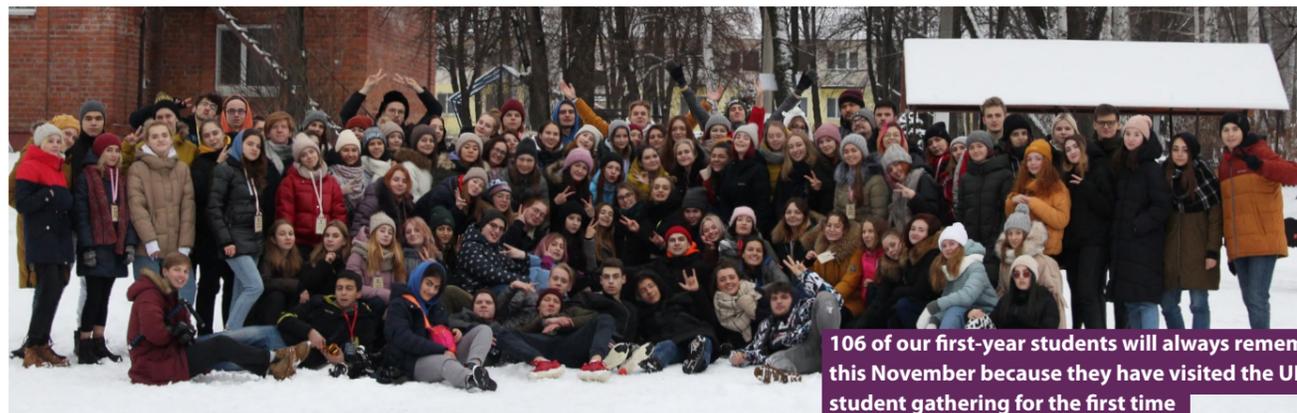
Sure, the modern world communicates in a completely different format: Instagram stories, Telegram channels, five messengers for three tasks. We have already learned what big data is, and we are used to contactless payment. Is the sphere of humanities changing with the development of technology? You have known the answer, and we will tell you more about where it leads.

First, no matter what profession you choose, «advanced computer skills» will not help you in your career. However, the ability to analyze «big data» will help a lot. The answer to this request of students and employers was the new Master's degree program of the UIH «Digital Humanities». Anna Plotnikova, the scientific supervisor of the program, told us about the lessons by SKB Kontur and the examples of interdisciplinary projects (p. 4–5). We also talked with UIH graduate Peter Shterkel, who independently built a career path from a History Faculty student to a project manager at SKB Kontur (no, this is not advertising!). If you really want to dive into the world of IT, but you are afraid, it is a sign (p. 10).

Secondly, the classical Humanities education is also being transformed today. See pages 6–7 to know something new about the life of UIH translators and designers and their colleagues from MSU and FEFU. Discussing digitalization, we could not avoid the topic of social networks: we have collected tips for you about the topics search for publications, holding the attention of the audience and SMM project management. Our students and staff involved in personal, expert and business blogs have told us all the information (p. 15–16).

Talking about trends in the network, podcasts, literary public pages, we have not forgotten about the most important thing — life offline. Take a pencil, open the central pages and go through the checklist with us, which will help you be conscious and separate online and offline. Okay, Google? See you soon!

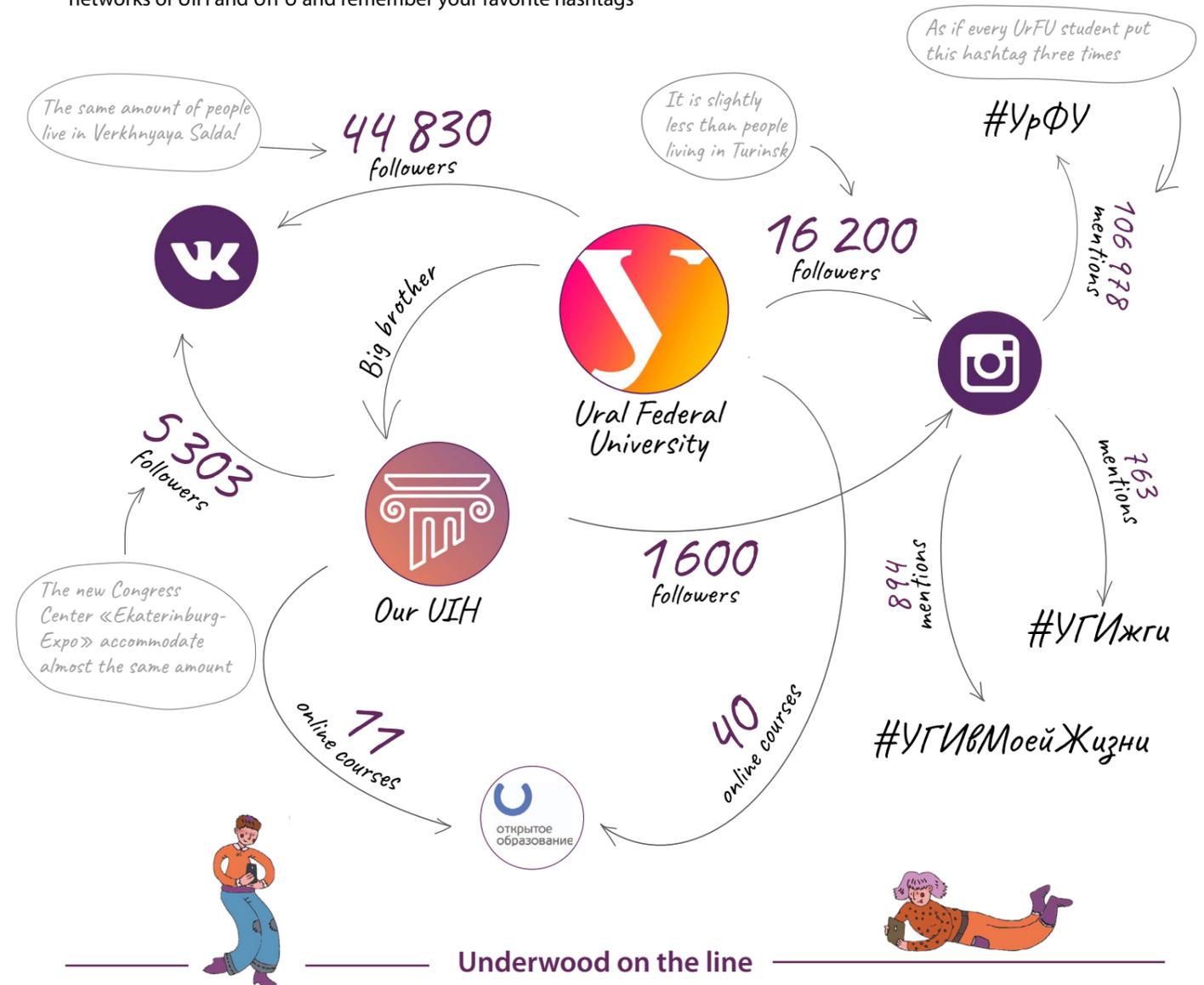
The Editors of the "Underwood"



106 of our first-year students will always remember this November because they have visited the UIH student gathering for the first time

Subscriptions

We will clearly understand how many people follow the key social networks of UIH and UrFU and remember your favorite hashtags



Underwood on the line

Сайт: urgi.urfu.ru/ru/student/underwood/
«Ундервуд» размещен на русском и английском языках на сайте института.

«ВКонтакте»: vk.com/ugi_urfu
В обсуждениях группы Союза студентов УГИ вы также найдете все выпуски журнала.

Underwood in Russian and English is on the Institute website.

You can also find Underwood in the Students' Union of UIH in VKontakte.

Dear friends, we need to know your opinion!

Tell us what you like about Underwood, what you would like to read more about, what people and stories you want to learn.

Maybe you have something to tell? We'd love to hear it.



Take the survey by QR-code or by the link in the electronic version of «Underwood» on the website or "Vkontakte"





Photo: Danil Ilyukhin

**Anna Plotnikova:
"It's a challenge
to ourselves"**

While doing our research on the usage of computer technologies in the modern humanities we talked to Anna Plotnikova, the supervisor of the Digital Humanities master's program. The program opened for the first time this year, and it has already drawn the attention of many students. In this article we're going to explore what this peculiar program is about, what the educational process looks like, and why it's so important to be 'up-to-date' for a modern Humanities student

— Anna Mikhailovna, could you tell us more about the Digital Humanities program?

— It is a new master's program at the Ural Institute of Humanities. Officially, the program is supervised by the Philological Faculty but it was designed as an interdisciplinary one. It was developed by the UrFU humanities scholars in collaboration with SKB Kontur. The program's goal is to combine the knowledge of all fields of the humanities with digital technologies. In a sense, it's a challenge to ourselves.

— What are your primary goals?

During the first stage we're going to collaborate with SKB Kontur and polish the curriculum in order to balance the technical and the liberal aspects of the program.

— How was the idea to create the new program conceived?

— The idea to implement a program like this was first mentioned in the spring of 2019. I think it has to do, first and foremost, with the requirements of the present day. Digital methods are in great demand in many fields of the humanities, from sociology of games and historical demography to linguistic geography and corpus prosody. Many Humanities seniors strive to expand their knowledge into the fields of programming, IT, and data analysis in order to secure a job

in the future. It is an opportunity to expand one's research options, and to apply new knowledge to the solution of scholarly tasks as well.

TWO DAYS A WEEK THE STUDENTS ATTEND CLASSES AT SKB KONTUR WHERE THEY STUDY BUSINESS ANALYSIS

— I see how students of humanities are interested in the program. Do STEM students apply as well?

Yes, they certainly do. All 12 people enrolled in the program at the moment come from different educational backgrounds. It is noteworthy that the main reason STEM graduates have chosen this program is their desire to learn how to apply their knowledge in the field of humanities, while Humanities students strive to expand their career options by obtaining knowledge in the IT. Digital Humanities is one of the educational fields where Humanities students and STEM students work together and enrich each other. It means that this program will suit graduates of all backgrounds.

— Where will the graduates work?

— The program is aimed to nurture future analysts, people who know how to gather, process and analyze data of any sort. It may be data extracted from different historical or textual sources, or it may be results of business statistics, as the skills we aim to develop are quite universal. This is why SKB Kontur is interested in our students, and some of them have already got the offer to work for the company.

— What does the educational process look like?

— Two days a week the students attend classes at SKB Kontur where they study business analysis. The rest of the week they

study the usage of digital technology in academia. There is a great range of courses in the curriculum. For instance, I teach the Theory of Communication general course, which is a universal discipline that can be of use to any specialist establishing relationships in a professional environment.

HUMANIXTIES AND STEM STUDENTS WORK TOGETHER AND ENRICH EACH OTHER

— Can the program be changed if students wish so?

— Yes, their opinions are taken into consideration. They formulate their wishes — to add more classes on statistics, for instance, or to invite a professor they like to teach more classes — and we try to meet them in the middle. We know that the program is still raw, and it's our goal to find the balance between what feels right to the students and what will meet their future employers' expectations.

— How exactly do the fields of the humanities and the digital technology intertwine?

— Since I'm a linguist, I'll give an example from my own field of knowledge. In order to study a certain linguistic phenomenon — for example, how a meaning of a word have change over the years, or the evolution of a grammar structure — we work with huge sets of texts that are called linguistic corpuses. Creating and developing corpuses like these is a difficult task that takes a lot of time and effort, and calls for applicable skills in the field of computer sciences, as well as for deep knowledge of linguistics.

A little bit more self-evident example would be the systems of automatic translation that, over the last few decades, have become an ordinary tool widely utilized in our everyday life. Such systems may be based on different math algorithms that process linguistic data in many different ways. Likewise, problems that require a scholar to have 'double competence' in order to solve them exist in many areas of the humanities.

STUDENTS ARE READY TO LEARN, AND THEY UNDERSTAND THAT THERE'S NO MATCH FOR THIS PROGRAM

— So, digital technologies are widely implemented in the studies of humanities?

— Of course. People of the modern age live in a digital world, and this digitalization will inevitably permeate into research practice. For instance, there's a valuable archive of folk material that has been collected by students and professors during their field trips and stored at the Philological Faculty since the 1940's. This material only exists in the form of manuscripts. Now, our goal is not only to digitize it, but to put it into a format accessible by researchers based hundreds of kilometers away from Yekaterinburg. In order to do that we'll have to digitize and systematize the data according to different parameters, describe each folklore text in details, and create a convenient search engine. This is one of the scholarly projects we're planning to work on. The future of academia depends

A student's opinion



Tatiana Kruchkova,
a first-year student of the Digital Humanities master's program

— I have chosen this master's program because I got an Intellectual Systems in the Humanities bachelor's degree and wanted to continue my education in this field. We obtained a good basic knowledge in the humanities during those 4 years, and now I would like to get more practice in the analysis and the digital sphere, a more specialized job.

This term we've been having classes at SKB Kontur, it's been very interesting. For example, we have writing classes where we are taught to write texts of different genres, from technical to marketing ones. We also have classes on business strategies and data visualization. We are taught not by theoreticians but by people who've been working in their fields for a long time, so these classes have a real practical value. A writing class, a class on Excel, a class on business strategies, a programming class — it's hard to cover all of them without splitting in half. Perhaps we'll be given some basic knowledge and will be able to choose a specialization we'd like to stick with in the future.

on interdisciplinary projects that will allow us to combine the humanities with IT.

— How will the Digital Humanities program be developing?

— It's hard to say now what digital technology will look like and be able to do 3-4 years in the future. Changes in this field are much more rapid than in the humanities. Perhaps there's a sharp turn awaiting us ahead. In any case, digital technology is the future, which is why, even in the field of humanities, more scholarly projects are going to require programming skills and different methods of automatic extraction and analysis of data. We won't be able to solve many problems that academia will face during the next decades without the help of the people that are now studying this program.

In the future, this program may form the foundation for the development of new interdisciplinary research projects based in different departments of the Ural Institute of Humanities. Thanks to developing this new educational program today, tomorrow we'll be able to implement and realize scientific projects that seem an unattainable dream to us now.

Yana Sapsa, UGI-373403

Is the progress moving forward?

There is a perception that a humanitarian is a person with a pen in a hand and a pile of paper and books, far cry from gadgets and apps. We've decided to check out what the situation is in reality. For that purpose, we've asked around some students and professors of the Humanities from Ural Federal University, Moscow State University and Far East Federal University about digitalization in training



Angelica Silaeva, a third-year student of the faculty «History of Art» at UIH

— During the study process we've been shown around the UFU's museum which is endowed with the interactive augmented reality tablets, and we see into other technologies by ourselves.

Talking about the reciprocity between technologies and art, it's well worth making mention of Art and Science and Media Art. Art and Science is an artist's piece of work at the interface of Sciences and Arts, the process of implementing the scientific technologies, different mechanisms in artwork. For example, the Internet enables everyone to create his own reality, it means that Sciences and Arts are moving in the same direction. There's the technobiological art in which biological materials are used together with modern technologies. Media Art is a combination of an artwork with reality. George Fifiield, an American trustee, said that there're no forces of friction or the law of gravity in the computer and an artist can combine some images, filters and colours and taste freedom of creativity.

The master's programme named «Digital Art» was run in 2018 at the School of Digital economy at FEFU. In the learning process students combine Sciences and Arts using digital technologies in creating art projects. As a result, the presentations of the art installations and the graduate students' projects in any field are held. This focus area aims at managing the community of people who are ready to self-develop in new types of technologies and use them in art, design, media, and architecture. By the way, one can see the artworks of some graduate students at the Ural Industrial biennial of Contemporary Art.



Ekaterina Belyaeva, a head of the master's programme «Digital Art» of the School of Digital Economy at FEFU

— In our Master's programme students are learning to work with such technologies as VR and AR, interactive and tracking systems, audio visual installations, robots, visual programming, etc. But our programme isn't only about the reciprocity of Sciences and Arts. We're reconsidering a person in the digital society. We have a manifest named Digitocene which takes a meaning in the accelerated reaction on the positivism's crisis and the information age's crisis. One can find out more about it on the Magistrature's site pushing the button «The presentation of the programme» (dafefu.cc).



Darya Saltaeva, a third-year student of the faculty «International Policy Studies» at UIH

— The digitalization have affected out field of study too. For instance, we always use laptops or tablets on lessons for learning purposes. We pass some exams using computers. It's so-called Detached Test Check. Nowadays no field of study does without digitalization, including mine. We are being told about different Internet resources where we should take the information since we've been freshmen.

For example, we were advised to use the online-library «Fallow deer» in writing term papers and graduate works, the online-magazines «Politico-social sciences», «Russia in the global policy», etc. Professors recommend us to use such web portals and they obtain the information from these sources by themselves. That's why I wish we had more 'technical assistants' in the frame of our speciality to get to know with the current situation in the world or to find one or another article on the necessary theme more quickly.



Asya Orlova, a third-year student of the faculty «Translation Theory and practice» at Lomonosov Moscow State University

— Now we're working in the linguaphones. It's the special classrooms equipped with computers and headphones. All the computers are connected with a professor's computer. Putting on headphones, we are listening to foreign speech and simultaneously translating. At the same time the professor is switching over between the students, listening, bringing them to stop and correcting mistakes. At first, to translate in this way isn't easy, but gradually the logic and the structure of a text are lining up in a head, you're earning the skill of translation and the process is becoming easier. Also, our training aimed at the 'unmachined' technics.

One of them is shadowing. The video of a speaker's speech on political and economical themes is turned on. We are listening to him and immediately repeating the words which were said by him. Everything is in English. Such technique develops the skill of foretelling the following words of a speaker, helps to hone our articulation and to catch some phonetic singularities of the language. One more technique is instruction. Everyone of us prepares a short speech of an interview or an educational video like TED Talks showing its conception and logical chain of the text. After that all group provide simultaneous translation: the same video is turned on and everyone perform an oral speech in turn.

Talking about modern technologies, there're the lingual archives — British National Corpus and Corpus of Contemporary American English. One can find their sites in the Internet. They contain all the possible language contexts where a word as a lingual unit exists. One can get to know the collocations, sustainable combinations of words, and the frequency of using a word in sizable texts. Moreover, there're CAT-tools. It's the programmes for written translation which are used by some translation companies. They automatically divide a text on equal parts between translators and contain a glossary which splendidly makes all translator's lives easier.



Elizaveta Chistyakova, a fourth-year student of the faculty «Contemporary translation and the theory of translation» at UIH

— ES about my faculty in general, I'm inclined to think that the level of digitalization depends on a particular speciality and his preferences. For instance, the simultaneous translation is done in an old-fashioned way. There's nothing new to enter, except the equipment. The machine translation is the translation with the usage of any kind of programme. It provides for written translation. But given that the computer not always can translate idioms, for example, the machine translation isn't stimulated. In fact, the professors prefer doing everything in manual way. Such method gains a foothold that the translation with the usage of technologies is less adequate. Of course, it's so, if one only relies on them. However, if to halve the process, I misdoubt that the result will be harmed but in this case the translator's energy will be less wasted. Everything has reflected on the educational plan too. We don't have the subjects that are connected with technologies, except the course «The Informational technologies in the translator's profession». During the classes we've been using the translator - we copied and pasted the text. The students get to know with the apps on the level of online-translators and online-dictionaries. They're available and simple in-use.



Alyona Chirkova, a third-year student of the faculty «Publishing industry» at UIH

— The process is becoming faster, more convenient and thoroughly more beneficial with digitalization. At our department students are got acquainted with different types of programmes, web portals, and sites. For instance, every person can find an answer on a question connected with grammar in a minute on the site «Gramota.ru». All the information is given with links on the dictionaries and other authoritative sources. There are the subjects in our educational plan that are focused on learning programmes specifically. They make the typograthy more emollient and convenient. For example, «application program package», «The basis of typograthy», «The editorial preparation of electronic publications», etc. Also, a homework in «Vk» is a frequent occurrence. Students can ask a professor to pinpoint some details, send a performed task or discuss against each other the strategies of performance. It ceased to be something unusual a long time ago. It's very suitable for everybody.

**Indira Gabbasova, UGI-373302,
Konstantin Potashev, UGI-373308**

Peter Shterkel:

“I know the examples of philologists who have become creators of programs”

“Underwood” decided to find out why so many IT-companies are looking for humanitarian employees. We invited our university’s graduate Peter Shterkel who has his first degree in history and now works in «SCB Kontur». Peter told about working in bank sphere with humanitarian degree, his own department and required people. (Spoiler: they are various)

History + economy faculties

— I was interested in everything — math, physics, history. When I brought application documents to Ural state university the history faculty’s door was the nearest so I entered this faculty. My specialty was the history of law. However during the studying I tried not only to learn history but also to develop myself in other various ways. There was an advertisement about refresher courses (which is now the university of retraining and career development) in economics. I was fascinated so it was my first meeting with economics theory. After the graduation I was employed as the assistant of world economics history department. Two years of postgraduation and I decided to work and earn money. I was lucky to be employed by «Bank24.ru» which was quite progressive at that moment. I was working here for seven years. Then moved to «SCB Kontur» — there had just opened the department of interaction with banks. So my previous experience was useful.

“APPLYING FOR A VACANCY IN A BIG COMPANY DON’T FORGET TO MAKE UP YOUR SOCIAL MEDIA PAGES”

From the basics and ground up

— I’m a manager of development’s projects. It has a nice ring, doesn’t it? I’m a person who modifies the product to make it more competitive. There aren’t any difficulties in financial technologies except engineering. This boggles humanitarians’ minds. If you have a good head on your shoulders, it will be quite easy to manage any position. Entering the bank it took me about two weeks to grasp bookkeeping — it was out of view at the university. Just carefully read the documents about accounting and started working as operationist. It’s possible for a person with humanitarian degree to work at any bank position, even as a programmer.

It’s a stereotype that only mathematics and physicists but not philosophers have an opportunity to become programmers. Actually, it’s not true! I know the examples of philologists who have become creators of programs. Interested in programming — start work from the basics and ground up. In technology office or technical support. Only practice makes perfect.

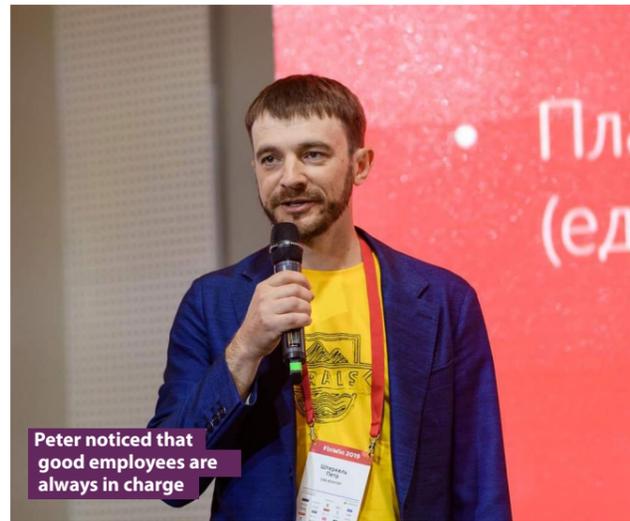


Photo from the personal collection

Peter noticed that good employees are always in charge

Divide and conquer

— The favorite quotation of Dmitry Bugrov: “Communication is our profession”. And this is the difference between humanitarian and technological faculties. Negotiation is although difficult but exciting. This skill was improved in the university.

The most difficult is delegation of functions and tasks prioritization. My principles are to perform work properly, to do everything in time and to respond to all messages. As a result you fall behind of some tasks, work long hours. In this situation it’s important to change your mind and carry out the task to achieve the aim.

Experienced or not

— Any company is looking for the employees of two types: experienced or not. You can get a job without previous experience in any time. The position is quite simple (trade or call-center manager) and the salary is lower than expected. However in 1–2 years you’ll be able to get a promotion — good employees are always in charge. It’s necessary to be competitive and promote yourself.

It’s difficult to describe my department’s perfect applicant. When HR are looking for applicants for massive vacancies they have an average profile of a candidate. However marketing analysts and managers are chosen individually. Potential managers are always told in advance that they should be responsible for communication with banks — they should be mature. We also search for experienced in corporate sales and negotiation with bank governors. Then interview: through communication a CV we understand is this person appropriate or not. We also analyze social medias. Therefore applying for a vacancy in a big company don’t forget to make up your social media pages.

The first thing we are looking for are skills. Your specialization is less important.

Innokenty Lavrenov, UGI-376009

From Finland with Love

We have told about international exchange programs for UrFU students several times on the pages of «Underwood». Studying in different countries from West to East often inspires you to pack a suitcase and buy a plane ticket. All you need is just to be brave. Elena Khorkova, a Philology faculty student, was brave enough to go to study abroad. She was glad to share her experience of life in Finland

It was bound to happen...

Lena Khorkova heard about the student exchange programs long ago. Since then she dreamed of discovering the world. Entering the Master’s degree program of UrFU, she learned about the call for applications of the University of the Arctic exchange program with a scholarship. This program unites universities of Scandinavia, the USA, Russia, and Canada. Lena immediately understood — she cannot lose such opportunities. She chose Tampere University. Besides, she had a friend had gone to this university, so Lena could ask a lot of questions to her.

— This semester in Finland was the best time in my life, — Elena admits, — It was important for me to find at Tampere University the program I was interested in — the English language and literature. I really wanted to study in Europe, so Finland was the perfect option. Moreover, I always liked the Northern countries, their nature and their culture.

Lena has been studying abroad for five months. Let’s agree: it is a lot of time. Firstly, she was afraid of the thought that she would have to live alone in a foreign country for a long time, especially since this was her first serious trip. However, her desire to try new things was stronger than fear. So she told herself firmly that such change could come only once, and everything else in Russia would wait.

Get on with Finland in English

The Finns speak Finnish and Swedish. Elena did not know these languages. Nevertheless, she was lucky: most Finns understand English, there were not any problems with communication. An interesting fact: many Finnish shop assistants easily switched to the Russian language!

«I have always lacked conversational practice in English,» — Elena says, — Despite a fairly high level, I still had a language barrier. But after a few days in Tampere, I spoke English fluently. And since I had been talking only with the locals for all these months, it was very unusual for me to switch to Russian.

Russia vs Finland

The main thing why Elena came thousands of kilometers away is to get acquainted with foreign education and try herself as a European student. Sure, education in Russia and Finland is different. For example, abroad you can choose as many favorite courses as you want.

— At UrFU there were 12 courses during the first semester, all of them were obligatory, — Lena tells, — In Finland I had only 6 courses, and everyone wondered why I had taken so many.



Photo from the personal collection

«THE FINNISH EDUCATION SYSTEM WAS DECLARED AS ONE OF THE BEST IN THE WORLD, AND I TOTALLY AGREE WITH IT»

Lena noticed a big difference in attitude to studying: Finnish students study less than Russian students. But there are similarities: student life with many traditions and holidays. In Finland, the main studying thing is group work and forming one’s own opinion. Freedom of interpretation is important, there are no tedious theoretical lectures and stressful oral exams.

— Tampere University is very modern: there are a great library, professional teachers from different European countries, and a friendly atmosphere (across the country as well), — the girl shares her impressions, — Because of that, I confess that I didn’t want to go home. Recently I read that the Finnish education system was declared as one of the best in the world, and I totally agree with it.

Starting point

It is true that after traveling, any person, their thoughts and aims change. For Lena, the trip to Finland was the starting point in a new life.

— I stopped being afraid of changes, found very good friends from all over the world, learned a lot of interesting things at the university courses, understood a lot of things about my country and myself, visited Norway, Sweden and Germany (I had dreamed about it), stopped doubting myself... I even can’t remember all the events! — says Elena

Now, after graduating from the master’s degree program, the student plans to continue studying abroad. This exchange program allowed her to look at another life outside her native country. A new Lena with a large desire to continue opening the world returned to Russia!

Victoria Yuzbasheva, UGI-193301

A modern conversation

about timeless poetry

Modern poetry for you is a shocking image of poets and classic poems are boring? It's time to change your mind. Our philology students have made a public page "Nesovremennik" on VK. There they fight with literary stereotypes. We asked creators about the idea of this page and its singularity



Ilya Fedorov, 2nd year of magistracy student at the philology faculty

— It's begun from Leo Tolstoy. Writing my graduate thesis about "Anna Karenina" I found an interesting fact that Tolstoy wanted to create a magazine titled "Nesovremennik". This name was set against Nekrasov's "Sovremennik" which was influenced by political ideology. In contrast there should've been only one criterion for texts in Tolstoy's magazine — esthetics.

Slava Glazirin, Sasha Bredihin and I decided to make this idea come true. At first we thought that it should be a big project like "Arzamas" entirely dedicated to poetry. Then we understood that we hadn't had enough money, experience and a team. Therefore our project was divided into a number of smaller projects: public page "Nesovremennik", literary club at the faculty and YouTube channel.

The main singularity of our page is content and quality of the texts. We publish not just tables of lines with rhythm (or without). The idea of "Nesovremennik" is publishing not only the poetry. Some authors were published completely, others are endless: Pushkin, Mandelstam, Sedakova, Kazarin, Tarkovsky and so on. However we can't only publish Pushkin and Mandelstam! Now we are looking for new Russian and foreign authors. By the way, enhancing your literary knowledge is a good reason to subscribe our page. Where else you'll be able to read poems of Hamo Sahyan and Vadim Mesyats in one day?

Moreover we write posts about poetry: essays and analyses of texts. Sometimes we make interlinear translations of poems. And we also organize contests with good books as prizes.



Nadezhda Chernoskutova, graduate of the philology faculty, designer of the public page

— From my point of view, readers of "Nesovremennik" feel that the page is created by partial and qualified people. Editors make serious efforts to select the information. Every post is not just sharing their literary experience but a continuous search. As a reader I like that "Nesovremennik" is an anthology of the greatest texts. It creates your literary taste.



Photo from the personal collection



Alexandre Bredikhin, 2nd year of magistracy student at the philology faculty

— We are not going to stop on VK. Want to develop our project on other platforms like YouTube and Instagram. On our channel we are planning not only to praise good thing but also to swear at bad. Besides we don't want to be framed by analyses of poems. We want to tell more about poetry. For example, about broking space and time by poetry, its connection with music, sleep... We want to know unknowable things. At the moment we have an excellent platform. If we had found a page like that when we were 1st year students, it would have been really great.

Creators are connected with some contemporary writers and their creative union produces lots of benefits.



Vyacheslav Glazirin, postgraduate student at the philology faculty

— In 2014 I met my Yuriy Kazarin — my teacher and friend. In winter 2016 I first time visited him in country Kamenka, where he has been living for about 15 years. We were sitting at the second floor, wearing old quilted jackets and felt boots, talking about poetry. I thought that it would be good to have a person who will write all our conversations with Yuriy Victorovich — the greatest contemporary writer from my point of view. Then I decided that this person should be me. The book has been already done. I hope that it would find a publisher.

Do you want to find a new way of looking at the poetry and meet new authors? So you can't miss "Nesovremennik". By the way! The guys are organizing a team so they are looking for designers, SMM-managers and programmers. If you want to take part in a great project and make something useful — write them.

Sofia Yuzhakova, UGIM-281204

From the point of view of young cinema

Timothy Janlin with the movie «F5», Lida Salina and her movie called «Mama», the «Recommendation» by Semyon Halperin, Lisa Skvortsova with a great cycle of the «World Lullabies», the «Girl-idiot» Zoe Kireeva. If you have never heard these names, then, probably, you've never been to the «Kinoproba» — the international short film festival which is held annually in Ekaterinburg. It was conducted in a large hall of the «Dom Kino» for the sixteenth time

Young and revelant, there's no other way of describing the cinema which is presented on the festival. Moreover, it is international, it's also called festival-workshop of the film school «Kinoproba». This is why at the event a public gets acquainted with young, unknown filmmakers firstly. And, as you can see, not only from Russia, each year the number of countries only increases. In numbers, it is more than 100 filmmakers from the USA, Japan, Poland, Bulgaria, Kazakhstan and elsewhere.

If you ever decide to come to «Kinoproba» and watch a film, then it takes from 1 to 30 minutes. Short and meaningful are a mantra of a short film. These films are different not only in timing, but also in genre. At the film festival you can get to either if it is a cartoon or a serious documentary. All of it is for young cinematographers so they won't be limited in the expression of thoughts.

However, even that freedom has requirements such as movie resolution is 720 HD or higher, made this or last year (in our case it's 2018), conformity with the rules of the festival, and English subtitles. It sounds worse than it actually is, even if a picture is taken not like in the «rules of cinematography», it never stops the jury to greatly appreciate every movie which made with love and sincerity to a film executive.

Everyone knows Lily Nemchenko at «Kinoproba», this person is responsible for the whole process at the event. Aside from the fact that she is the director of the festival, she is also Associate Professor of ethics, aesthetics, and a history of culture UrFU. But it's not the only thing that connects the university with cinema. Many volunteers at the event are our teachers and students. They help with the preparatory phase, they meet guests and festival participant, they are coordinating the work of sites, and, of course, they translate.



«Kinoproba»s Director Ms Liliya Nemchenko

Adrew Yakimov who is a postgraduate student at the Philosophy Department of the Ural Institute of Humanities has been working with the festival for several years starting from an ordinary spectator and reaching the position of festival's SMM-manager. It's interesting to note that it was Ms Nemchenko as a former thesis supervisor who has told him about the festival. — 2 years ago at the «Kinoproba» a decision had been made to form a student jury comprising students from various departments of UrFU and I entered this board. It was a wonderful experience. In the morning, we arrived at the «Cinema House» and spent the whole day on watching the films discussing them during lunch or coffee breaks. At the end it was extremely challenging to choose a winner from a kaleidoscope of talents — says Mr. Yakimov.

Similar festivals exist in Russia but it's the educational part that has an importance for the organizers. A thought that this festival is for watching movies can be misleading because there're workshops, lectures for young cinematography newbies by experienced film directors and producers. During a workshop, the spectators even had an opportunity to produce a short animation film by creating characters and scenery using bits of old photos then writing a screenplay and make these characters alive.

Still in doubt whether to attend the festival? Lost in trying to pick up a movie to watch? We recommend improvising. The moment you glance at the program of any cinema festival, choose a picture at the first sight. That's the way to understand the meaning of international «Kinoproba»: each person has his/her own vision. You will have the opportunity to see numerous issues including family quarrels, challenges of friendship or fictitious fiction from different angles.

Tatyana Seleznyova, UGI-463303



Listening to our university

Podcasts as a means of working with publicity is a relatively recent thing which still have quickly gained popularity. They turned out to be comfortable both for listeners and content-makers and a familiar format of broadcasting had only heated the interest to the new type of media. Students and professors of Ural Federal university weren't left behind. We have talked with creators of the podcasts born in UrFU and learned, why create podcasts in an academic environment, where to start and how to overcome difficulties



"We will call you back"
(UrFU)



5
issues

As soon as VKontakte had released a new instrument "Podcasts", students got the idea of using it. But choosing the topic of the podcast wasn't easy, since it had to aim to a big targeted audience and offer something useful to all of the students.

— The topic of a career is brought up quite often in the university — mentions the curator and the mastermind of a media center Gleb Deryabin. — We decided that the podcast will be devoted precisely to it. The discussion can be endless: talking about who the employers look for, how to find the place, where you wouldn't work under pressure and how to become the specialist in your sphere.

"WE WANT THE PODCAST TO BE HELPFUL FOR EACH",
— GLEB DERYABIN

The whole project is done by efforts of four students: the curator, two hosts and an editor. The first figures for the podcasts were found by chance: the Yandex's director of strategic marketing Andrey Sebrant, the Mail.ru Group's universities relation director Sergei Mordanov and the Yandex's director of technology distribution Grigory Bakunov were speaking at the "Peak IT" open day in UrFU. The podcast's team quickly prepared for the recording and wedged in their timetables.

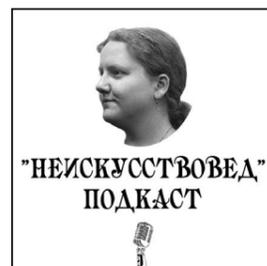
From now on, the team plans not to limit themselves on IT-companies and invite people of various professions so the podcast will be interesting to listen for students of all specialties presented in the university. Moreover, there is an idea of inviting not only the employers but students, having an interesting job experience.

The podcast was originally recorded on the university television basis. In the near future the podcasts' team is aiming to move to the "Gorodskaya Redaktsiya" project's podcast recording room. The conditions of the recording matter not less than the topic.

— Unfortunately, one of the issues with Elena Babushkina,

the main editor of "The Village" edition in Yekaterinbourg, was not released,— says Gleb. — We were recording not in our regular place but in a coworking and the sound was very poor.

The podcast's team is open for new people. For example, it's possible to put yourself in the host's shoes or simply share an interesting idea.



"No-art critic"
(the department of art studies, culturology and design)



6
issues

The author of the "No-art critic" podcast Anastasiya Cherusheva holds a degree as a document specialist and can be met by anyone in the department direction as Anastasiya is a deanery's inspector. Here partly lies that very "no-art critic" — the sight of a so-called outside person. In addition. The project can be supported by students — not yet cultural experts, not yet art critics.

"I WANT TO TELL PEOPLE ABOUT PEOPLE",
— ANASTASIYA CHERUSHEVA

And of course everything does not turn upon the art itself, "No-art critic" is about people, about their lives in the institute and in the profession.

— Graduates and students, whom I talk to, are very interesting people, who already have their own projects, they have things to say, they have their opinion,— mentioned Anastasiya Evgenyevna. — I found awesome the idea of us talking about each other.

After the idea to acquaint everyone in a virtual space, the department found radiomicrophones and an audioboard — that was enough to start the recording of the podcast. Anastasiya Evgenyevna took up the roles both of a host and an editor.

The guests of the podcast are the friends of Anastasiya Evgenyevna. She invites those, who can share an interesting experience. For instance, this summer an "open mic" (open microphone — editor's note) was held for the students, who had spent their practical training profitably and were ready to speak about it. It is planned to try a new format — not just an interview but a discussion of the topical questions with a group of experts. Until then, the talk with the Head of the department of story of art and museology Tamara Galeeva is in making.

Studying art, familiarizing with the latest products of cinema and literature, listening to stories of achievements or travels, discussing relationships or learning lifehacks for self-education — today you can find podcasts on any topic.

Listen to, become a figure of a podcast or start recording your own — in all, surf's up!

Elena Smogorzhevskaya, UGI-363403

Media: closer than you think

To scroll social networks, to read the posts from bloggers, to upload stories of where we have been to and what we have done. Did you recognize yourself? Popular accounts of peers push us to share the thoughts and useful content on our page. To start monetizing the blog, to teach online the aspects of the specialized field and to inspire thousands of people... It's time to change the dreams into plans. Using the example of students and teachers of UIH we are figuring out how to develop the blog and to create your own media projects

4 year
blog

19,8 k
followers

@linstasya



Fulfilling myself in a new format

What is it like to teach the language and not to know the reaction of audience? Tatiana Tomarishina, beginner at blogging and teacher of Italian language from the Department of Linguistics and professional communication in foreign languages, conducts Italian lessons via live streamings on Instagram. We will tell you what prompted the teacher to switch over to a new format.

— Tatiana Viktorovna, why did you decide to conduct classes in live streams? — I got a desire to find out how can I teach in another format, what would be the response from such practice. I've already gained the experience and had understanding of how to teach in the classroom, where students sit in front of you, with whom you communicate directly. In fact I was telling the same there but I saw only the screen. The maximum that people can write during the live streaming is a comment.

— What was the most difficult at the start? — I think to get around. These days

I inspire as a role model

Anastasiya Yashina, a student of the third year of Journalism, leads a blog, works as a model and does SMM. She likes to inspire the auditory to achieve their goals, to tell about their life, to share ideas and useful life hacks, to recommend where you can go and what to cook. She shared with us her thoughts on how to make your page memorable, so that people would be interested in you, would follow you, leave likes and comments.

— Tell us, how did you come up with an idea of starting the blog?

— I decided to immerse myself in the Instagram system and to understand how it works: by what means to increase the involvement of audience, how to make the feed look beautiful and how to write so as to get the response from followers. So my personal diary on Instagram turned into a blog.

— What is the most difficult thing in the process of blogging in your opinion?

— The most difficult is to shake up your followers so that they react, write and express their opinion. The right decision will be to please subscribers and to waken in them a sense of victory. For example,

2,8 k
followers

15 years of
teaching Italian

200 potential learners over one
streaming on Instagram

@tomarishina



there are a lot of those who lead some courses. Having looked at them, I had a thought, why I couldn't also tell you how I see Italian.

— What is your learning system? — Since October 2018, I decided to conduct live streams every week. I have parsed an excerpt from the book in Italian and I was explaining interesting expressions, tenses. People followed my account and showed their interest after the streaming had started. From 1 June 2019 I started my own three-months course of Italian for beginners, during which twice a week I conducted lessons through live streams. In September I launched it again.

— Do viewers get the homework? — I give

I give away tickets to the cinema, and everyone is happy.

— How to make a blog attractive and memorable?

— You have to be genuine! Then your audience and those, who you are interested, will reach out to you. Do what you like, what you get a thrill out of. It is the only way to attract the audience. My success lies in creating beautiful photos and regular sincere posts.

— In the beginning, many face the problem of topic selection for posts. Where do you get ideas from?

— I draw inspiration from everywhere. The whole life for me is a miracle, in every single day might be found something new. Pinterest (a website for storing visual bookmarks — editor's note), is the most helpful one, of course.

— Why do they read you, what do you think?

— I think I'm like a friend from American films — you know, like Reese Witherspoon in «Legally Blonde.» I give people a feeling of happy life, I can laugh, cry or inspire them to something cool.

it every time at the end of the streaming in order to solidify the knowledge and acquired skills. This is how I attract the viewers who don't just watch but they do something themselves. Those who wish may send the work for a paid check. They wrote to me that they didn't have time to watch the streaming and I found my saving in IGTV (videoapp from Instagram — editor's note.). There I post videos on pronunciation, on student's books or on levels of Italian.

Continuation on p. 16

Continuation. Beginning on p. 15

We believe in what we do

To accompany city projects in social networks, to create and set up adverts, to take photos and make video content... and at the same time to be a third-year student. The 2CHINK team, which managed to become popular in a year, are students of «Media Communications». Alexander Varakin, project creator, shared with us his experience on how to work being a student of university.

3rd year of
"Mediacommunications"

4 team
members

8 projects
a year

**Creative
laboratory
2CHINK**



— What was the origin of the project?

— The idea to create our own media project came quite spontaneously: we wanted not only promote the projects at university but to earn money from it.

— Where did you start your work from and how did you find the first big project?

— We started working in autumn 2018 with the promotion of three cover bands. There have been already an understanding, how to organise the work and where to go. Looking for clients is not easy, we often check hh.ru but no one's been found there yet. A lot of orders come from the university, this is a great advantage of teachers-practitioners on «Media Communications». That is how we found our first large-scale project SANDARINA: my teacher was Ekaterina Shikhova, the organizer of the festival. We joined their working process through the Team work system (a programme for projects and tasks management – editor's note). It was difficult because we were often coming up with ideas on the spot and we had to update the content plan. The most significant thing I noted: it

is important to prepare competently a technical specification for the designer and send him the final text, so that the result will satisfy everyone.

— Tell us about the difficulties in a team work?

— There are four of us in the team: me, Alexander Temnikov, Alisa Pogosyan и Vyacheslav Antonov. We are friends, and working together is difficult, but it is real. For example, we often talk about work when we have personal matters. We don't have enough time to hold separate meetings, so we discuss projects while drinking coffee or meeting each other at university. I live in one room with Sasha, that is why we can discuss something even at 3 a.m. This is the reason why the boundaries of working hours are blurring. Another difficulty was to determine who from the team will communicate with the client – for a constructive work we must interact on equal terms and allocate duties in the team clearly. We came to the conclusion that we will choose one person for the new project. For example, at SANDARINA the person who knew

all the tasks and news was me. One of the benefits is that it is easier for you to contact. And the main key to success is to believe in what you are doing.

— Share with us how do you develop your skills?

— If you are really interested, you will be able to find a lot of useful material and forums for development. Among groups on «Vkontakte» I can recommend «SMM planer» and «Blog of lazy SMMer.» Also, if you have a specific request, you will always find a video tutorial on YouTube. We went to VK Delta Day as well in Yeltsin Center, where we learned a lot about opportunities for business in V Kontakte.

— Do you get a return on work? What were the achievements and failures?

— The efforts made are paid off since it's a cool experience, besides we get paid for it. Concerning the failures the most important thing at work with the customer is to sign the contract and to note down the dates of payments. By doing this you are calm that you will get paid with money. We still receive money from the project, for example. Moreover, we should allocate the tasks better because sometimes we have burning deadlines. Accompaniment of the world projects – AIBA World Boxing Championships – 2019 might be considered as a success. We came across this project thanks to the URFU media centre because the university was one of the organizers

Angelina Melyukhina, UIH-373403

Summarizing the recommendations

1. *The right decision will be to awaken in your followers the sense of victory.*

2. *Do what you like, what you get a thrill out of.*

3. *If you're sharing useful content, give a consolidation task.*

4. *Save important videos in IGTV.*

5. *Draft the technical specification for the team thoroughly*

6. *Divide tasks and responsibilities clearly among team members.*

Underwood

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