

2024 Communication Strategies in Digital Society Seminar (ComSDS 2024)

**Saint Petersburg, Russia
10 April 2024**



**IEEE Catalog Number: CFP24P41-POD
ISBN: 979-8-3503-4852-1**

**Copyright © 2024 by the Institute of Electrical and Electronics Engineers, Inc.
All Rights Reserved**

Copyright and Reprint Permissions: Abstracting is permitted with credit to the source. Libraries are permitted to photocopy beyond the limit of U.S. copyright law for private use of patrons those articles in this volume that carry a code at the bottom of the first page, provided the per-copy fee indicated in the code is paid through Copyright Clearance Center, 222 Rosewood Drive, Danvers, MA 01923.

For other copying, reprint or republication permission, write to IEEE Copyrights Manager, IEEE Service Center, 445 Hoes Lane, Piscataway, NJ 08854. All rights reserved.

****** This is a print representation of what appears in the IEEE Digital Library. Some format issues inherent in the e-media version may also appear in this print version.***

IEEE Catalog Number:	CFP24P41-POD
ISBN (Print-On-Demand):	979-8-3503-4852-1
ISBN (Online):	979-8-3503-4851-4
ISSN:	2768-4865

Additional Copies of This Publication Are Available From:

Curran Associates, Inc
57 Morehouse Lane
Red Hook, NY 12571 USA
Phone: (845) 758-0400
Fax: (845) 758-2633
E-mail: curran@proceedings.com
Web: www.proceedings.com

CURRAN ASSOCIATES INC.
proceedings
.com

Contents

Preface	2
AI for Tainment Communications: Potential and Pitfalls	3
<i>Marianna Yu. Ababkova, Irina A. Ilyina, Irina Yu. Melnikova</i>	
Digital Twins in Healthcare System: Communication between Society and Law	9
<i>Ildar Begishev, Albina Shutova, Elvir Akhmetshin, Veronika Denisovich, Elvira Latypova, Ruslan Gilmanov</i>	
Professional Communication Between Patients and Doctors When Using Augmented Reality Technology	13
<i>Ildar Begishev, Albina Shutova, Chiara Gallese, Kirill Dolgoplov, Olga Perepadya, Liliya Ryabova</i>	
Analysis of Ethical Risks in Interactions within Professional Networking Communities for Helping Professionals	16
<i>Irina M. Bogdanovskaya, Anna B. Uglova, Boris A. Nizomutdinov, Jilia V. Petrova</i>	
Media Literacy and AI-technologies in Digital Communication: Opportunities and Risks	21
<i>Ilya A. Bykov, Mariia V. Medvedeva</i>	
Parsing the Big Data for PR-purposes in Digital Society	25
<i>Ilya A. Bykov</i>	
The Impact of “Live Hotlines” on the Dynamics of Conflict Communications in the Digital Space	29
<i>Ekaterina M. Enikeeva, Anastasia V. Kulnazarova, Artur I. Rafikov, Denis V. Shutman</i>	
Assessing the Impact of Digital Services on Value-based City Management	33
<i>Olga Filatova, Alina Meteleva, Yulia Slav</i>	
Features of Communication of the Chairmen of Regional Public Chambers on the VKontakte Social Network Site	37
<i>Alexander Frolov, Elena Isaeva, Ruslan Gabaydulin</i>	
Social Rating as a New Form of Communication in the Digital Space	43
<i>Alexander Frolov, Elena Isaeva, Egor Grebenko</i>	
Artificial Intelligence as a Driver of Strategic Communications in the Period of Deep Mediatization	49
<i>Dmitrii P. Gavra, Elena V. Bykova, Irina A. Baikova</i>	
Communication Strategies for the Competition of the Show Business Actors in the Digital Environment	52
<i>Dmitrii P. Gavra, Liudmila V. Balakhonskaya, Vitaly V. Balakhonsky</i>	
The Digital Transition of Local Newspapers: New Communication Strategies for Audience Retention	60
<i>Aleksandr A. Hradziushka, Nikita A. Argylov, Palina A. Babuk</i>	
The Power of Digital Platforms in Journalism: Strategies and Practices for Adapting Content in TikTok	65
<i>Aleksandr A. Hradziushka, Ina I. Minchuk, Palina A. Babuk</i>	
Benefits of Applying Digital Communication Technologies in Educational Activities of Modern Universities	70
<i>Elena Kirillova, Elena Merzon, Elvir Akhmetshin, Artemiy Kozachek</i>	
Transmedia Digital Communications in Public Administration System	75
<i>Anna M. Kuzmina</i>	
Immersive «Post-Internet» Technologies in Media Communications and Journalism	79
<i>Anna M. Kuzmina, Alexey E. Kuzmin</i>	
Eye-Tracking Study into Patterns of Attention to Environmental Media Texts among Youth Audiences in the Context of the Communicative Strategy	83
<i>Lidiya Lobodenko, Irina Matveeva, Liudmila Shesterkina, Eugene Zagoskin</i>	
Value Conflict as a Factor of Digital Discourse	89
<i>Galina V. Lukyanova, Denis S. Martyanov</i>	
Personal and Institutional Communication Strategies on Social Media	93
<i>Denis S. Martyanov, Galina V. Lukyanova</i>	
Development of a Methodology for Assessing the Quality and Communication Capabilities of Government Telegram Bots	96
<i>Boris Nizomutdinov, Andrei Chugunov, Gleb Khudiakov</i>	

On the Issue of New Generation’s Media Consumption Specifics: Key Motives, Trends and Problematics	101
<i>Veronika S. Novikova</i>	
The Issue of Corporate Citizens Digital Communication Efficiency under the Network-Centric Governance	105
<i>Larisa V. Sharakhina</i>	
Crowdfunding as an Online Integration Platform for Social Interaction in the Digital Society	109
<i>Natalia V. Shashkova, Maria E. Kudryavtseva, Maria S. Sigaeva</i>	
Digital Brand Reputation Management to Promote Goods on Internet Platforms	113
<i>Alexey S. Shimichev, Mira B. Rotanova</i>	
Specifics of Hybrid Communications in the Digital Space	118
<i>Alexey S. Shimichev, Mira B. Rotanova</i>	
Corporations’ Digital Rating Systems and their Perception by Audience	123
<i>Alexander V. Sokolov, Papik Babajanyan, Yuri Golovin</i>	
Perception of Political Information in Online Communication on the Social Network VKontakte: Features of Content Consumption by Student Representatives	129
<i>Alexander V. Sokolov, Daria Vasilyeva</i>	
Main Directions for Improving the Online Reputation of Technical Universities	136
<i>Tatiana R. Teor, Irina A. Ilyina, Valeriia V. Kulibanova</i>	
The Problem of Communicating with Generative AI	142
<i>Larisa G. Tyutelova, Ekaterina S. Shevchenko, Valeria N. Lisovitskaya, Viacheslav D. Shevchenko</i>	
New Media : Tools and Practices in the Field of Catering	146
<i>Aleksandra V. Zakharova, Elena Yu. Karmalova, Alexey D. Krivososov</i>	
Digital Populism in Social Media	150
<i>Dmitry K. Zarubin, Vera A. Achkasova</i>	
Author Index	153