

## SPbPU students took part in the 3rd Russian-Kyrgyz Media Forum in Issyk-Kul

The 3rd Russian-Kyrgyz Student Media Forum was successfully held on the basis of the educational and recreation complex of the Kyrgyz-Russian Slavic University «Zhashtyk» on the shore of the picturesque lake Issyk-Kul in Kyrgyzstan. Organized by the Ministry of Science and Higher Education of the Russian Federation with the support of RTU MIREA, the forum brought together 100 active representatives of student media from 11 Russian and 6 Kyrgyz universities.

The opening ceremony on the first day of the forum was marked by welcoming speeches by Valery Falkov, Minister of Science and Higher Education of the Russian Federation, and Bakhtiyar Orozov, Minister of Science, Higher Education and Innovation of the Kyrgyz Republic.



Peter the Great St. Petersburg Polytechnic University was represented at the forum by media students: Yuri Gres, Ekaterina Esipova and Leila Makarevich.

In his speech, Valery Falkov noted: Modern media communications... — it's a profession, a type of human activity that has always attracted people. Here you will not only improve your professional skills, exchange experiences, but also get

to know the guys who represent different universities in Russia and Kyrgyzstan. You will make new friends, new good acquaintances for life.

Ekaterina Esipova, a student at SPbPU, shared her impressions: The Media Forum is a wonderful opportunity for cultural and professional exchange between students. The exchange of experience takes place not only between students from Russia and Kyrgyzstan, but also between universities in each country. The forum was attended by Russian students from St. Petersburg, Moscow, Krasnoyarsk and Lugansk. We listened to lectures from experts in the field of journalism and culture, worked on group projects on technological leadership, and in our free time enjoyed nature on the beach of Lake Issyk-Kul, which can rightfully be called a place of strength.



The main theme of the forum — «Technological Leadership» — was reflected in the rich program. The participants attended lectures and master classes by experts, joined international teams to develop joint projects.

Russian Russian Russian Russian Language Ambassador Arina Martynova, a specialist in youth work at the Pushkin State Institute of the Russian Language, addressed the audience on the second day, presenting the «Ambassadors of the Russian Language» program for the development of international cooperation and the promotion of the Russian language and culture through games and interactive forms.



A lecture on «Modern technologies and Information culture» was also held at the forum. It was conducted by Artyom Belyaev, senior lecturer at the Department of IVT of the Kyrgyz-Russian Slavic University (KRSU). The speaker spoke about the key trends in the development of digital technologies and their impact on the media industry, paying special attention to the practical application of neural networks. Using the example of ChatGPT, Artyom Belyaev showed how to create programming projects, evaluate the accuracy of results and verify them, giving participants valuable recommendations on the use of modern digital tools in journalism and media.

Polytechnics actively participated in all the events of the forum, contributing to the strengthening of creative ties between the youth of Russia and Kyrgyzstan.

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