

**6th INTERNATIONAL MULTIDISCIPLINARY
SCIENTIFIC CONFERENCE ON SOCIAL SCIENCES AND ARTS**

S G E M 2 0 1 9

CONFERENCE PROCEEDINGS

VOLUME 6



SCIENCE & ARTS

ISSUE 6.1

**CULTURAL STUDIES, ETHNOLOGY AND FOLKLORE,
LITERATURE AND POETRY, HISTORY OF ARTS,
CONTEMPORARY ARTS, PERFORMING AND VISUAL ARTS,
ARCHITECTURE AND DESIGN**

11 – 14 April, 2019

Vienna, Austria

DISCLAIMER

This book contains abstracts and complete papers approved by the Conference Review Committee. Authors are responsible for the content and accuracy.

Opinions expressed may not necessarily reflect the position of the International Scientific Council of SGEM.

Information in the SGEM 2019 Conference Proceedings is subject to change without notice. No part of this book may be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without the express written permission of the International Scientific Council of SGEM.

Copyright © SGEM2019

All Rights Reserved by the SGEM International Multidisciplinary Scientific Conference on SOCIAL SCIENCES and ARTS

Published by STEF92 Technology Ltd., 51 “Alexander Malinov” Blvd., 1712 Sofia, Bulgaria

Total print: 5000

ISBN 978-619-7408-75-1

ISSN 2367-5659

DOI: 10.5593/sgemsocial2019V/6.1

**SGEM INTERNATIONAL MULTIDISCIPLINARY SCIENTIFIC CONFERENCE ON
SOCIAL SCIENCES AND ARTS**

Secretariat Bureau

E-mail: scienceart@sgemvienna.org

URL: www.sgemvienna.org

CONFERENCE PROCEEDINGS CONTENTS

SECTION CULTURAL STUDIES

1. CULTURE AND COMMUNICATIVE PRACTICES ON A CONTEMPORARY SOCIAL STAGE: ISSUES AND CONTROVERSIES, As.Pr.Evgeniya Kuznetsova, As.Pr.Olga Goryacheva, As.Pr. Gulchachak Patenko, University of Management, Russia	3
2. DISCOURSE ON CULTURAL LITERACY IN LATVIA: CRITICAL OVERVIEW, Ilze Kacane, Alina Romanovska, Daugavpils University, Latvia	9
3. EXPLORING THE CULTURAL HERITAGE EXPERIENCE IN THE EUROPEAN UNION, Prof. DSc. Calin Veghes, Bucharest University of Economic Studies, Romania	17
4. FEMALE ISSUES IN KOREAN ART-HOUSE CINEMA, Assoc. Prof. Dr. Rumiya Tangalycheva, Saint Petersburg State University, Russia	25
5. IF RELIGION IS AN EVOLUTIONARY ADAPTATION WHICH PARTICULAR RELIGION CAN BE RECKONED AS THE BEST ADAPTED ONE?, Ignacy Nasalski, Jagiellonian University, Poland.....	33
6. NEW MEDIA AND ORGANIZATIONAL COMMUNICATION. A MULTIPLE ANALYSIS OF ROMANIAN BANK ONLINE ENVIRONMENT, Victor-Alexandru Briciu, Arabela Briciu, Stefania-Maria Gaitan, University Transilvania of Brasov, Romania.....	41
7. ON THE ETHICAL VALUES OF BUSINESS AND TECHNOLOGY EDUCATION ACCORDING TO ERICH FROMM'S SOCIAL PEDAGOGY VIEWS, Assoc. Prof. Dr. Ibraim Didmanidze, Dr. DIT Zebur Beridze, Assist. Prof. Dr. Irma Bagrationi, Batumi Shota Rustaveli State University, Georgia.....	53
8. POSTMODERN STRATEGIES OF TAMING DEATH AND CHANGES IN THE BURIAL CULTURE IN POLAND, Anna Karnat, Pedagogical University of Cracow, Poland.....	63
9. ST. VALENTINE'S DAY IN BORDERLAND: THE SPECIFICITY OF PERCEPTION IN LATGALE REGION (LATVIA), Researcher Dr. Oksana Kovzele, Daugavpils University, Latvia	71
10. THE POPULARITY OF THE LATVIAN NATIONAL COSTUME TODAY, Dr. Anete Karlson, University of Latvia, Latvia	81

- 11. TO WHAT EXTENT ARE UNIVERSITY STUDENTS OF HUMANITIES IN SLOVAKIA THEORETICALLY PREPARED FOR INTERCULTURAL COMMUNICATION? THE RESULTS OF THE SURVEY AT THE UNIVERSITY OF PRESOV IN PRESOV.,** Assoc. Prof. PaedDr. ThDr. Monika Zavis, PhD. - ThDr. Radovan Soltes, PhD., Comenius University Bratislava, Slovakia.....89
- 12. UNDERSTANDING THE ROLE OF CULTURE AND CULTURAL LITERACY IN POLICY DOCUMENTS OF LATVIA,** PhD Alina Romanovska, PhD Ilze Kacane, Daugavpils University, Latvia.....97
- 13. VALUE ORIENTATIONS OF YOUNG PEOPLE IN THE CONTEXT OF THE GLOBAL MIGRATION CRISIS,** Prof. Dr. Savrutskaya E., Prof. Dr. Zhigalev B., Prof. Dr. Ustinkin S., Prof. Dr. Bondareva S., Assoc. Prof. Nikitin A., Linguistic University of Nizhny Novgorod, Russia105

SECTION ETHNOLOGY AND FOLKLORE

- 14. THE EXPRESSION OF SORROW IN DOBROGEA'S TRADITIONAL MUSICAL FOLKLORE,** Rosu Adrian, Ovidius University of Constanta, Romania.....115

SECTION LITERATURE AND POETRY

- 15. "AS A LIGHT IN THE NIGHT" ("THE LAMENTATION OF DOCTOR FAUSTUS": AN INTERPRETATION),** E. Selezneva, E.Kartseva, D.Tavberidze, RUDN University, Russia125
- 16. "THE MISSISSIPPI RIVER IN MARK TWAIN'S BOOKS AS A RESERVOIR FOR STUDYING AMERICAN CULTURE",** Assoc. Prof. Dr. Irina Idilova, Moscow Institute of Physics and Technology, Russia.....133
- 17. ABOUT MAIN TRENDS OF EPIGRAMMATIC ART DEVELOPMENT IN EUROPEAN LITERATURE (FROM ANTIQUITY TILL NOWADAYS),** Assoc. Prof. Nedbailik S.R., Dr. Meltzer R.I., Petrozavodsk State University, Russia142
- 18. HYBRID CENTERS OF MODERNITY IN THE EARLY TWENTIETH CENTURY: DUBLIN AND BUCHAREST,** Adina Ciugureanu, Ovidius University of Constanta, Romania.....149
- 19. INFINITE LONDON: THE REAL AND IMAGINARY CITY IN PETER ACKROYD'S HAWKSMOOR AND LONDON: THE BIOGRAPHY,** Ph.D Student Alina Cojocaru, Ovidius University of Constanta, Romania157

20. INTERTEXTUAL SONGS OF INNOCENCE IN FOER S "EXTREMELY LOUD AND INCREDIBLY CLOSE", Eduard Vlad, Ovidius University of Constanta, Romania.....	165
21. KAZAKH NOVEL: ART WORLD AND CONFLICT, Shara Mazhitayeva, Kamshat Toleubaeva, Aitbai B. Zhumagulov, Zhandos K. Smagulov, Botagoz S. Sateeva, Karaganda State University, Kazakhstan.....	173
22. NIKOLAY KARAMZIN'S 'LETTERS OF A RUSSIAN TRAVELLER' AS PRE-ROMANTICISM LITERATURE AND A TRAVELLER'S GUIDE, Assoc.Prof. Oksana Anossova, PhD, Peoples- Friendship- University- of- Russia- RUDN- University, Russia.....	181
23. POSTCOLONIAL NOVEL OF ANTON BALÓH: THE LAND OF FORGETTING (KRAJINA ZABUDNUTIA), Monika Adamicka, Constantine the Philosopher University in Nitra, Slovakia.....	189
24. SOCIALLY INVOLVED POETRY, Kinga Anna Gajda, Jagiellonian University, Poland.....	197
25. SYMPHONY OF FORMS IN "LILJA", Nataliya Ogurechnikova, RUDN University, Russia	205
26. THE IMPORTANCE OF ROMA LITERATURE IN SLOVAKIA AND THE MAPPING OF ITS CURRENT SITUATION, Gizela Tothova, Constantine the Philosopher University in Nitra, Slovakia.....	223

SECTION HISTORY OF ARTS

27. DIOSCURI - CASTOR AND POLLUX. ASPECTS OF THEIR SYMBOLISM AND ARTISTIC REPRESENTATIONS, Assoc. Prof. Sinziana Romanescu, Ovidius University of Constanta, Romania.....	233
28. MODELLING REPETITION, REMEMBERING, AND TIME-TRAVEL IN MIKLOS ERDELY'S OEUVRE. A HUNGARIAN NEO-AVANTGARDE EXPERIMENT WITH LEAVING SPACE AND TIME, Peter Kohalmi, MTA TKI, Hungary.....	241
29. MOSAIC RESCUE AND RESTORATION AS A MISSION (POSSIBLE), Magdalena Kracik Storkanova, Art a craft Mozaika, Pavla Bauerová Czech Republic	249
30. SPANISH ART EXHIBITIONS IN RUSSIA: THE SOCIOCULTURAL CONTEXT, Morozova Anna V., Saint-Petersburg State University, Russia	259

SECTION CONTEMPORARY ARTS

- 31. ANALYZING EMOTIONAL LINES IN CO-EVOLUTIONARY ART,** Patricia Hernandez, Cayetano Jose Cruz, Vicente Albarran, University of Seville, Spain.....269
- 32. CONNECTIONS BETWEEN ARTISTIC FORM AND MORPHOGENETIC THEORY,** Assoc. Prof. PhD. Adriana Micu, Technical University of Iasi, Romania.....279
- 33. LANDSCAPE AND VIDEOART: THE NEW LANDSCAPE OF THE ANTHROPOCENE.,** Cristina Sanz Martin, University of Malaga, Spain287
- 34. THE CONCEPTS OF NATIONALISM AND PATRIOTISM IN THE ITALIAN COMMEMORATIVE MONUMENTS OF FIRST WORLD WAR,** Prof. Emanuele Stochino, University of Brescia, Italy.....293
- 35. THE INNOCENCE OF THE MEDUSA - THE EXILE IN THE CITY OF THE SELF. AN ANTHROPOLOGY OF EXILE,** Assoc. Prof. Dr. Cristea Alina, Ovidius University of Constanta, Romania.....301

SECTION PERFORMING AND VISUAL ARTS

- 36. COMPARATIVE STYLISTIC ASPECTS DEDUCTED FROM THE ANALYTICAL APPROACH OF WORKS: „IL PRIGIONIERO“ BY LUIGI DALLAPICCOLA AND „MARIANA PINEDA“ BY DORU POPOVICI,** Associate Professor Loredana Viorica Iatesen, PhD, George Enescu National University of Arts of Iasi, Romania311
- 37. DIFFERENTIAL TYPOLOGIES OF IGOR STRAVINSKY AND ARNOLD SCHOENBERG, REVEALED BY THE MUSIC ON PSALM TEXTS,** Assist. prof. Alexandra Belibou, Prof. Petruta Coroiu, Transilvania University of Brasov, Romania321
- 38. ECSTASY AND EUPHORIA – CROSSING BOUNDARIES IN IGNACY ZALEWSKI’S MUSIC,** Iwona Swidnicka, The Fryderyk Chopin University of Music in Warsaw, Poland.....327
- 39. FARINELLI, A COMPLEX PERSONALITY OF THE EIGHTEENTH CENTURY,** FAGARASAN RADU-CORNELIU, Ovidius University of Constanta, Romania.....335

40. MUSIC BY FELIKS NOWOWIEJSKI. FROM GERMAN ROMANTICISM TO POLISH NATIONAL TRADITION, PhD Ilona Dulisz, University of Warmia and Masuria, Poland	343
41. THE CURIOUS ASPECTS OF AUDIONARRATOLOGY IN STEREOSCOPIC CINEMATIC VR, Assist. Prof. Aigars Ceplitis, M.F.A, RISEBA University, Latvia	351
42. VALUE MESSAGES IN THE EDUCATIONAL PROCESS: MUSIC AS A MEDIUM AND A MESSAGE, Antonija Huljev, Vesnica Mlinarevic, University of Osijek, Faculty of Education, Croatia	359
43. ‘MORE THAN GOOD SHAPE’ – BAUHAUS IDEAS IN POLISH AND EUROPEAN MUSIC, Assoc. Prof. dr hab. Katarzyna Szymanska, Fryderyk Chopin University of Music, Poland.....	367

SECTION ARCHITECTURE AND DESIGN

44. APPLICATION OF WOODEN CONSTRUCTION JOINTS IN CONTEMPORARY INTERIOR, Assoc. Prof. Dr. Ing. arch. Peter Daniel, Mgr. art. Mgr. Tatiana Lesajova, Slovak University of Technology - Faculty of Architecture, Slovakia	379
45. ARCHETYPE OF A DETACHED HOUSE IN CONTEMPORARY POLISH ARCHITECTURE, Assoc. Prof. Dr. Barbara E. Gronostajska, Joanna Gronostajska, Wroclaw University of Science and Technology, Poland.....	387
46. ARCHITECTURE AS THE ART OF DISCOVERING A LOCATION, Assoc.Prof.Dr. Magdalena Kozien-Wozniak, Cracow University of Technology, Poland.....	395
47. ARCHITECTURE OF THE ELEMENTS - WATER - AN ATTEMPT TO CONTROL NEW LIVING ENVIRONMENT, Ph.D. Roman Czajka, Ph.D. Andrzej Sobolewski, Wroclaw University of Science and Technology, Poland	403
48. AXE – THE TOOL SUPPORTING PLANNING AND IMPLEMENTATION OF THE DESIGN PROCESS, Magdalena Mach MA, Professor Maria Dziedzic, Stanislaw Poltorak PhD, Piotr Hojda PhD, Michal Kracik PhD, Academy of Fine Arts in Krakow, Poland.....	411
49. BERLIN NEUE NATIONALGALERIE. A CONTEMPORARY VIEW OF THE CONSTRUCTION OF THE PLACE, Prof.PhD. Jesus Marco i Llombart, USJ University, Spain	419

50. BETWEEN TRADITION AND MODERNITY AND IN SEARCH OF A NATIONAL STYLE AT THE BEGINNING OF 20TH CENTURY - A CHAPEL OF OUR LADY OF CZĘSTOCHOWA AT THE INSTITUTION FOR NERVOUSLY AND MENTALLY ILL IN KRAKOW-KOBIERZYN, PhD. Arch. Anna Staniewska, Cracow University of Technology, Poland	427
51. CAMPUS OF WROCLAW UNIVERSITY OF SCIENCE AND TECHNOLOGY - A CASE STUDY OF CONTEMPORARY CREATION OF ACADEMIC ARCHITECTURE IN POLAND., Ph.D. Andrzej Sobolewski, Ph.D. Roman Czajka, Wroclaw University of Science and Technology, Poland	435
52. CENTRAL AIRPORT IN POLAND - POLISH HUB IN THE GLOBAL AIR TRANSPORT SYSTEM, Dr. Jakub Blachut, Cracow University of Technology, Poland	443
53. CHRZANOW ON 19TH-CENTURY AUSTRIAN MAPS., Marta Slusarczyk, Cracow University of Technology, Poland	449
54. CRITICAL ANALYSIS OF URBAN SUSTAINABILITY ASSESSMENT FRAMEWORKS, Lecturer Dr. Arch. Gaman Marius Stelian, Assoc. Prof. Dr. Arch. Branea Ana-Maria, Assist. Dr. Arch. Badescu Stefana, Politehnica University Timisoara - Faculty of Architecture, Romania	457
55. DECODING THE USE OF DESIGN IN PUBLIC SERVICES, Assoc. Prof Aija Freimane PhD., Art Academy of Latvia, Latvia.....	465
56. EXPRESSION AND DELICACY – TEMPORARY ARCHITECTURE OF CARMODY GROARKE STUDIO, MSc Eng. Marcin Gierbienis, Cracow University of Technology, Poland.....	473
57. IMPACT OF ARCHITECTURE ON CHILDREN’S MUSEUM VISITORS, Natalia Filova, Assoc. Prof. Lea Rollova, Slovak University of Technology - Faculty of Architecture, Slovakia	481
58. INDUSTRIAL HERITAGE EDUCATION BY VIRTUAL REALITY, Ing. Arch Vladimir Hain, PhD, Ing Arch. Roman Hajtmanek, Assoc. Prof. Ing. Eva Kralova, PhD., Slovak University of Technology - Faculty of Architecture, Slovakia.....	489
59. INTERIOR RECONSTRUCTION OF THE NEONATOLOGY DEPARTMENT, ST. CYRIL AND METHOD HOSPITAL, BRATISLAVA - CASE STUDY, Assoc. prof. Ing. arch. Branislav Puskar, PhD., Ing. Dusan Koclik, ArtD., Slovak University of Technology - Faculty of Architecture, Slovakia.....	497
60. MODERN RUSSIAN VISION OF “SMART PEOPLE” IN URBAN DEVELOPMENT, MA Vorobeva O., PhD Manzhula E., PhD Yashina A., North-West Institute of Management RANEPA, Russia	503

61. REVOLUTION OF INTERIOR DESIGN - AVANT GUARD DWELLINGS IN INTERWAR PERIOD, Dr. Jadwiga Urbanik, Wroclaw University of Science and Technology, Poland	511
62. SOCIAL CONTENT IN ARCHITECTURAL EDUCATION, The case of Le Villette neighbourhood in Turin Prof. Paola Gregory, Politecnico di Torino, Italy ..	521
63. SPECIAL ECONOMIC ZONES - SPACE, ARCHITECTURE AND PEOPLE, Dr. Jakub Blachut, Cracow University of Technology, Poland	529
64. THE CITY OF REDEMPTION. LARGE PRISON STRUCTURES IN THE WILHELMINE PERIOD OF GERMAN EMPIRE. SPATIAL PLANS, STRUCTURE, ARCHITECTURAL COSTUMES., Dr. Eng. Arch. Sebastian Wroblewski, Wroclaw University of Technology, Poland	537
65. THE CLASSROOM OF MY DREAMS! THE IMPACT OF INVOLVING SECONDARY SCHOOL STUDENTS IN THE REFURBISHMENT OF THEIR CLASSROOM IN “FINE ARTS HIGH SCHOOL” OF TIMISOARA, ROMANIA, Research assistant PhD. student Brindusa Raluca Havasi, Lecturer Daniela Negrisanu PhD., Teacher of graphic design, Doctor of Fine Arts, Eugenia-Rodica Dragoi-Banciu, Politehnica University Timisoara - Faculty of Architecture, Romania	545
66. THE FABULOUS WORLD OF JOHN HEJDUK, Arch. Gianfranco Guaragna PhD Assist. Prof., University of Trieste, Italy	553
67. THE INFLUENCE OF WESTERN ARCHITECTURE ON IRANIAN ARCHITECTURE DURING THE REIGN OF NASER AL-DIN SHAH QAJAR (1848-1896) (BY ANALYZING HIS DIARIES IN EUROPE), Msc. Sahand Riyahi, Ao.Univ.Prof. Dipl.-Ing. Dr.techn. Erich Lehner, Vienna University of Technology, Austria	561
68. THE INTERRELATION BETWEEN FUNCTIONAL AREAS IN DIFFERENT TYPES OF THEATRES, Dr. Pawel Amalowicz, Wroclaw University of Science and Technology, Poland	569
69. THE ROLE OF GEOMETRY FOR THE CONSTRUCTION OF THE TEATRO CONTINUO IN MILAN, Prof. Cristiana Bartolomei, Dr. Anna Chiara Benedetti, Dr. Caterina Morganti, PhD. Giorgia Predari, Universita di Bologna, Italy... ..	577
70. THE SCHOOL OF MY DREAMS! ANALYSING ASPECTS OF PARTICIPATORY SCHOOL DESIGN INDICATED BY 188 PRIMARY, SECONDARY AND HIGH-SCHOOL STUDENTS FROM SIX SCHOOLS IN THREE CITIES OF ROMANIA, Research assistant PhD. student Brindusa Raluca Havasi, Lecturer Daniela Negrisanu PhD., Research assistant PhD. student Oana Simionescu, Politehnica University Timisoara - Faculty of Architecture, Romania	585

71. THE THIRTEEN LETTERS OF JOSEF FRANK , Arch. PhD Assist. Prof Gianfranco Guaragna, University of Trieste, Italy	593
72. THE VISUAL IMAGE AND FUNCTION OF MAIN TRAFFIC HIGHWAYS OF THE 19th CENTURY IN EUROPEAN CITIES (Part One) , Assist. Prof. Mg. Arch. Silvija Ozola, Riga Technical University, Latvia.....	599
73. THE VISUAL IMAGE AND FUNCTION OF MAIN TRAFFIC HIGHWAYS OF THE 19th CENTURY IN EUROPEAN CITIES (Part Two) , Assist. Prof. Mg. Arch. Silvija Ozola, Riga Technical University, Latvia.....	617
74. TRADITION AND INNOVATION IN ORTHODOX ARCHITECTURE , Assist. Arch. Dr. Constanta Carmina GHEORGHITA, Technical University of Iasi, Romania.....	625
75. UNIVERSITY-INDUSTRY COLLABORATION IN MALAYSIA’S URBAN PLANNING EDUCATION , Asst. Prof. Dr. Rustam Khairi Zahari, Assoc. Prof. Dr. Raja Noriza Raja Ariffin, Prof. Dr Ibrahim Ngah, International Islamic University Malaysia, Malaysia.....	633
76. URBAN QUALITY, MOBILITY, LIFE QUALITY: A GRAMMAR FOR THE RENAISSANCE OF THE CITY. A PROPOSAL FOR THE NEW “BARRIO DE LA INDUSTRIA” IN SANT ADRIÀ DE BESÒS, BARCELONA , Assoc.Prof.Dr. Mario Cerasoli, Dr. Ilaria Pandolfi, Roma Tre University, Italy.....	641
77. WALKABILITY AND THE BUILT ENVIRONMENT: A LITERATURE REVIEW , Assoc.Prof.Dr. Raja Noriza Raja Ariffin, Dr. Rustam Khairi Zahari and Dr. Nur Hairani Abd Rahman, University of Malaya, Malaysia.....	649
78. WATERFRONTS AS INTEGRAL PART OF CITIES: ADAPTATION AND RE-USE OF HARBOUR’S INDUSTRIAL HERITAGE IN BRATISLAVA , Ing. arch. Nina Bartosova, PhD, Slovak University of Technology - Faculty of Architecture, Slovakia	657