



RĪGA STRADIŅŠ UNIVERSITY INTERNATIONAL STUDENT CONFERENCE 2022

Abstract Book

SOCIAL SCIENCES



RĪGA STRADIŅŠ
UNIVERSITY

RSU SP



Rīga Stradiņš University
**INTERNATIONAL STUDENT
CONFERENCE 2022**

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Abstract Book

SOCIAL SCIENCES



Rīga, Latvia

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Preface

Dear students, dear professors, dear guests!

On behalf of Rīga Stradiņš University, it is my great honour and pleasure to welcome you all to Rīga Stradiņš University International Student Conference "Health and Social Sciences". Currently, it is the largest student scientific conference in Northern Europe.

We are meeting at a very stressful time for the whole world. However, our technological capabilities ensure that we can still proceed to carry out research.

Today, we welcome 295 students from 17 countries, for example, from Germany, Portugal, Poland, USA, Lithuania, Estonia and also from Ukraine. You will have the opportunity to present your studies, participate in workshops and master classes, as well as meet leading lecturers from all over the world. You are welcome!

You will present your theses in both medical and social sciences across the conference's 22 sections. In addition, 21 international jury members from 10 countries will participate in the conference. This testifies to the outstanding research capabilities of RSU students.

This conference is a significant event for each participant as it brings together students and experts from different fields. Rīga Stradiņš University aims to be a modern, prestigious university that is recognised in Europe and worldwide and that has the individual at its core – our students, professors, researchers and all academic and administrative staff are all essential to our team.

Dear students! I hope that you all will experience a conference where you will acquire many creative ideas and forge new professional contacts.

I wish you a productive and successful conference!

Professor Aigars Pētersons
RECTOR OF RĪGA STRADIŅŠ UNIVERSITY

Dear friends and guests of Rīga Stradiņš University,

As organizers, we are glad to have you with us during this difficult time that COVID-19 has brought. International Student Conference of Rīga Stradiņš University this year will be held both: online and onsite!

Despite all challenges we have faced, it is a pleasure that we received a huge amount of applications from more than 15 different countries. Our team has come a long way to provide you with the best of what hybrid conferences can provide! I hope you will enjoy our keynote speakers, plenary sessions, and workshops that will explore new horizons for all of you! Let's start this two-day-long journey with enthusiasm, curiosity, and hope that soon we will be able to meet in person!

Take care and stay safe!

Aija Tumova
CHAIR OF THE INTERNATIONAL STUDENT
CONFERENCE 2022 ORGANISING COMMITTEE

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COMMUNICATION

REPRESENTATION OF FEMINIST IDEAS IN AN INSTALLATION IN AN URBAN ENVIRONMENT AND THEIR DIGITAL VISUALIZATION IN IRREPLACEABLE TOKENS (NFT)

Author: *Madara Iveta Orlova*¹

Scientific research supervisor: Mg. Sc. Soc. *Anna Peipiņa*¹

¹ *Rīga Stradiņš University, Latvia*

Keywords. Installation; Urban environment; Feminism; NFT; Digital art; Communication

Objectives. The aim is to create an environmental installation that incorporates the idea of feminism: in relation to violence against women: sexual, physical, emotional and economic violence. Transform your installation into digital art - nft.

Art is also a form of communication through which to interact with society. Through this way of communicating with anologians, I want people who watch my installation to think about this topic, which I think is important. Violence against women and gender inequality is also a topical and important issue in our country. Converting the installation digitally would make it more modern and also more accessible.

Materials and methods. The materials would use the necessary literature related to art installation, feminism in art, digital art and also NFT.

Results. As a result, an installation (three in total) would be created in an urban environment (Riga). The installation would consist of clothes hangers with texts related to sexism and so on: "You drive almost as well as a man," "Don't say so, because men don't like it." Then convert the texts on the hangers to digital (create a gif) and upload them to the NFT platform.

DOCUMENTARY SHORT FILM ABOUT LATVIJAS RADIO 5/PIECI.LV

Author: **Roberts Kalvāns**¹

Scientific research supervisor: Asst. Prof. Dr. art. **Dita Rietuma**¹

¹ *Rīga Stradiņš University, Latvia*

Keywords. Documentary; Short film; Latvijas Radio; Radio; Radio for youth; Charity marathon

Objectives. The goal of this work is to produce an informative documentary short film about Latvijas Radio 5/Pieci.lv. The film would allow the audience to look behind the scenes at the only radio which is multimedia and produces content for the youth. The film will focus on two important figures in the Latvijas Radio 5/ Pieci.lv.

The goal of this work is to produce an informative documentary short film about Latvijas Radio 5/Pieci.lv. The film would allow the audience to look behind the scenes at the only radio which is multimedia and produces content for the youth.

Materials and methods. This short documentary is an observational-style documentary slightly mixed with the participatory style. The narrative will follow the two main protagonists as they share their story and experience of working in the most multimedia radio in Latvia and the only radio in Latvia which was created for the youth.

Results. The result is expected to be a short film that manages to inform and educate the audience about behind the scenes of Latvijas Radio 5. The film will be approximately 10 minutes long and will mostly contain interviews.

Conclusions. With this film, the author will try to give more insight into the daily workings and behind the scenes of Latvijas Radio 5/Pieci.lv through a documentary short film.

SUSTAINABILITY IDEAS IN FASHION PHOTOGRAPHY BASED ON THE REUSE OF CLOTHING

Author: *Anna O. M. Singelmann*¹

Scientific research supervisor: Assist. Prof. Dr. paed. *Alnis Stakle*¹

¹ *Rīga Stradiņš University, Latvia*

Keywords. Fashion photography; Raw materials; Sustainable ideas; Reusability; Second hand clothing

Objectives. Prolonged use of clothing is a way to use resources more efficiently, which, in turn, is one factor that significantly reduces the negative environmental impact of production. The objective of this paper is to develop a photo series, based on theoretical concepts of sustainable ideas within fashion photography and visual culture in order to visualize second-hand clothing and raw material potential for reusability. Furthermore, develop an informative webpage that will convey these concepts and conclusions to the public.

Materials and methods. Author will examine the relevant literature to find out and explain the term – fashion photography. The thesis will include mentions and analysis of companies and interest groups already participating in popularizing the reusability of clothing. The practical part of the thesis will include the development of the fashion photo series and creation of a webpage to raise awareness of how the fashion industry affects nature and sustainable fashion trends.

Results. The fashion photo series developed by the author will inform the public and draw attention towards the importance and potential of reusability of clothing as fashion items and raw materials. The photos will be available at the website and product owners are permitted by the author to use them as advertisements.

Conclusions. Fashion photography, through its primary task of visualizing and creating a consumer desire for a fashion item, can be used to promote second-hand clothing and recycled materials. It can transfer information and generate a positive public attitude. Examples of good practice show that experienced fast-fashion companies and start-ups in sustainable fashion take opportunities to reuse and recycle materials and try to attract consumers of this market niche. Still, photography can also significantly increase the value of clothing and accessories with noticeable wear. In this respect the quality of the production and material is an essential condition.

HYBRIDITY OF PHOTOGRAPHY AND POETRY IN AN AUTOETHNOGRAPHIC PHOTO STORY

Author: *Alise Tīdena*¹

Scientific research supervisor: Assist. Prof. Dr. paed. *Alnis Stakle*¹

¹ *Rīga Stradiņš University, Latvia*

Keywords. Photography; Poetry, Autoethnographic; Photo story

Objectives. Photograph and poetry are two different types of expression, but they complement each other by interacting with each other, creating a more powerful reflection of the vision of the world. By analysing theoretical knowledge and good practice, make an autoethnographic photobook based on hybridity of photography and poetry.

Materials and methods. The main task is to study theoretical literature on photography and poetry, collect information on the interaction between photography and poetry, create visual representation of poetry in photographs and to come to conclusions on the results obtained. The method is: analysis of examples of literature and good practice and development of creative work.

Results. The preliminary results of the study we will have an autoethnographic photo story that shows us how different forms of art can complement each other, making something more meaningful.

Conclusions. The provisional conclusions are that photograph and poetry are two different types of expression, but they complement each other by interacting with each other, creating a more powerful reflection of the vision of the world.

MULTIMEDIA CONTENT THAT IS SUITABLE FOR VISITORS WITH DISABILITIES: EXAMPLES OF GOOD PRACTICE OF THE ART MUSEUM RIGA BOURSE AND MUSEUM OF LITERATURE AND MUSIC

Author: *Līva Elizabete Lāce*¹

Scientific research supervisor: Doc. *Agita Lūse*¹

¹ *Rīga Stradiņš University, Latvia*

Keywords. Persons with disabilities; Exhibitions making; Museums; Universal design; Functional disorder; Multimedia content

Objectives. Everyone, regardless of their disability or status, has the right to participate in society, to feel part of any cultural activity, including museums. Observing the accessibility of the existing museums in Latvia and their expositions to people with disabilities, there is a need to make improvements.

Materials and methods. The author would conduct a study on two museums in Riga, which offer benefits to visitors with special needs, that is by comparing the common and different aspects of the accessibility of the content of the exhibitions. One quantitative method will be used - content analysis, which will be used to analyze the multimedia content of museum websites. As well as four methods of qualitative research. First, an observation, which will be used to observe museum visitors in interaction with the museum's exposition. Second, mapping, which will provide an opportunity to illustrate museum expositions. Third, an expert interview with a museum or exhibition curator. Fourth, a partially structured interview with museum visitors.

Results. The content analysis will gather information about the good practice and principles of the involvement of people with disabilities. Later, the evaluation of museums practice will bring insight of the accessibility of the exhibition and the cultural life to people with disabilities. Finally, this study will encompass analysis that shall provide solutions for better practice.

Conclusions. The provisional conclusions are that results will reveal the reality of how accessible and supportive the available services are. Also, author will endeavour to compare two museums, thus comparing two different approaches. The author intends to gather information that will provide the most effective solutions for the accessibility of museums to disabled people. Thereby, advancing the general inclusivity of disabled people in today's Latvian social and cultural life.

CREATIVE BACHELOR'S THESIS: AUDIOVISUAL SERIES "A DOCTOR IN YOUR LIVING ROOM" FOR ADOLESCENTS

Author: *Evita Januškeviča*¹

Scientific research supervisor: Prof. Dr. sc. soc. *Anda Rožukalne*¹

¹ *Rīga Stradiņš University, Latvia*

Keywords. Audiovisual formats; Television; Genres; Narrative; Media audiences; Youth; Health communication; Medical journalism

Objectives. The main objective is to explore adolescents' media use habits and learn about audiovisual broadcasting formats, as well as interview types to create an audiovisual broadcasting series "A Doctor in your living room", addressed to youth audience, so they can get answers to their questions from doctors regarding mental and physical health.

Materials and methods. In the creative part of my bachelor's thesis, a total of three TV broadcasting series will be filmed. Each part will be 15-20 minutes long. The show will be divided into three parts starting with five minute discussions starring two teens who share experience, feelings, concerns about a mental or physical health topic. This will be followed by a 10-minute conversation with a specialist of a specific medical field - this part will give the show a context, as the doctor will explain the course of a disease, the characteristics of the identification of the disease, and comment on statistics. In the last part of the show, it is planned to play an educational game, which will consist of 5 to 10 questions with three possible answers on the topic of the show. The two young people who present shall be the participants. Whether or not the young person answers correctly, the doctor will comment on each answer to shed light and understanding of the topic. The TV show "A Doctor in Your Living Room" will be offered for publication on the Latvian Television Youtube channel "LTV 16+".

Results. The result of the bachelor's thesis is to find out how can the format of the series be used to engage young people in being aware of their health, changing their behaviour and habits, and understanding health-related content.

Conclusions. The new broadcasting series "A Doctor in Your Living Room" will be like a safe space for young adults to share their concerns, ask their questions and feel understood, as well as more educated on different health related topics. And as a result, the series will change young people's behavior and habits to prevent potential unhealthy decisions.

FRAMING OF THE COVID-19 PANDEMIC IN LTV1 PROGRAMME “AIZLIEGTAIS PAŅĒMIENS”: ANALYZE OF INFORMATION SOURCES

Author: *Signe Fūrmane*¹

Scientific research supervisor: Mg.art. *Jānis Juzefovičs*¹

¹ *Rīga Stradiņš University, Latvia*

Keywords. Framing, Covid-19; mass media communication in a crisis; Latvian Television

Objectives. The aim of the study is to find out what frames the Latvian Television (LTV) program “Aizliegtais paņēmiens” uses to reflect the Covid-19 pandemic.

Materials and methods. The study will be based on framing theory and quantitative content analysis. Of the program “Aizliegtais paņēmiens” in the episodes about the Covid-19 pandemic will be coded: the theme; information sources; attitude and position of information sources and editorial towards Covid-19 and vaccination; arguments used (messages offered) by information sources and editorial. After obtaining empirical materials, will be created a typology of frames, according to which the frames used in the program will be identified and analyzed. The sample will be consisted of episodes of the program, the main topic of which is related to Covid-19 (pandemic; restrictions; government support; mechanisms to combat the pandemic; vaccination, etc.) and which came out from January 2020 to December 2021.

Results. Using quantitative content analysis and framing analysis will determine what frames the program “Aizliegtais paņēmiens” used to reflect the Covid-19 pandemic, and how diverse the used frames are.

Conclusions. A successful study will result in answers to questions:

1. What are the role and tasks of the media in crisis situations and in representing topics that are controversial, complicated, complexes, and divides society?
2. How does the Latvian Television program “Aizliegtais paņēmiens” reflect the Covid-19 pandemic?

DETERMINATION OF AGENDA-SETTING DURING THE COVID-19 PANDEMIC: QUANTITATIVE ANALYSIS OF LATVIAN RADIO 1 NEWS BROADCAST “DIENAS NOTIKUMU APSKATS”

Author: *Marta Dobrovoļska*¹

Scientific research supervisor: Mg.art. *Jānis Juzefovičs*¹

¹ *Rīga Stradiņš University, Latvia*

Keywords. LR1; Latvian Radio 1; Agenda-setting; Covid-19; Pandemic

Objectives. The aim of this study is to find out and determine what is affecting the agenda-setting in Latvian Radio 1 news broadcast “Dienas notikumu apskats” while reporting Covid-19 pandemic.

Materials and methods. Study will be based on the agenda-setting theory and gatekeeping theory, as for the method- quantitative content analysis will be used to analyze parts of the broadcast where Covid-19 is mentioned and talked about. With this method it will be possible to get answers to the main 2 research questions (what are the main sources of news information and what is the origin of the news).

Results. As a result of this study, author should be able to determine what is affecting the agenda-setting in Latvian Radio 1 news broadcast “Dienas notikumu apskats” while reporting Covid-19 pandemic; to have overall understanding about the content of the news in this period of crisis, and also get answers to research questions.

Conclusions. The objective of this study will be achieved and research questions answered. Detailed conclusions of this bachelor's thesis will be made after finishing research.

USE OF DIGITAL TECHNOLOGIES AT RIGA STRADINS UNIVERSITY DURING COVID-19

Author: **Vendiņa Abola** ¹

Scientific research supervisor: Doc. Dr. iur. **Ivans Jānis Mihailovs** ¹

¹ *Rīga Stradiņš University, Latvia*

Keywords. Rīga Stradiņš University; Digital technologies; Covid-19; Distance learning; Problems; Changes; Feedback; Communication

Objectives. Since the pandemic began students' motivation and attitudes have changed. Acquisition of knowledge is difficult and certain practical classes are not allowed in person, therefore students lose motivation to develop and improve. Interoperability is implemented remotely using digital technologies and other programs that complicate feedback between students and faculty. The aim of the work is to find out the use of digital technologies in the distance learning process of Riga Stradins University, as well as their main problems, challenges, students' attitude and motivation.

The key point for distance learning to be as high-quality as face-to-face is digital technology. This is the first time this kind of serious situation has been new to everyone, so it was a challenge for everyone at first. Teachers taught as they could and with what they could. Over time, RSU made changes and agreed on a major digital technology program, Zoom. Not only studies but also communication, feedback is difficult. It is not as emotional and physical a connection as it would be in person.

Materials and methods. Questionnaire: 100 students from 3 different study faculties - communication, medicine, public health, and social welfare.

Interview the administration of Riga Stradins University (management of study faculties, dean, head of the IT department - a total of 4 interviews).

Interview 2 students from each faculty (communication, medicine, public health, and social welfare)- a total of 6 interviews.

Results. The results should be both subjective and objective. This will allow you to understand the overall view of the use of RSU digital technologies during distance learning and the position of students. Digital technologies are very important in the development of students and without them, it would not be possible to improve.

Conclusions. The aim of the interview and questionnaire are to find out what changes and developments are in digital technologies during the distance learning processes at Riga Stradins University. Interviews with students- to see students' physical and moral attitudes toward distance learning.

PODCAST “ULTRASPĒKS” (“ULTRAPOWERS”). ULTRAMARATHONIST EXPERIENCE STORIES

Author: *Ieva Cepliša*¹

Scientific research supervisor: Mg. soc. *Anna Peipiņa*¹

¹ *Rīga Stradiņš University, Latvia*

Keywords. Podcast, interview; Sports journalism; Experience stories; Ultramarathon; Running; Inspiration; Life goals

Objectives. The objective of my creative work is to create a podcast “Ultraspēks” (“Ultrapower”), where in 8 episodes will bring together as many different experiences as possible about ultramarathon runners. Ultramarathonists who run distances of 100 and more kilometers have been chosen as guests. In these stories, listeners will find out how to run such long runs, learn experiences and revelations why to do it, and how running changes lives in general. Through the experience of ultramarathonists, we will also talk about such topics that are always relevant and for those who are unfamiliar with running – motivation, time planning, achieving goals, health, sleep, support, injuries. In the episodes, we will discover the “ultra-power” of these runners, which helps to run ultramarathons as well as achieve other goals.

Materials and methods. In the theoretical part I will look at all the necessary literature on podcasts, sports journalism, interviews and the types and course of ultramarathons. In the part of the concept, I will describe the process of creating episodes of my creative product – podcast: episode topics and questions, descriptions of the interviewees, the course of the interviews and process of editing, publishing podcast.

Results. Through experience stories in 8 episodes, people will learn more about this sport and get inspired to achieve their goals. The podcast will be published in the RSU Student media.

Conclusions. It is important to create a podcast now, because of the rapid development of podcasts as a platform and easily accessible way to listen it, it is way to inform the public about such a sport and inspire the achievement of goals, as well as to develop podcasts as a platform and experience stories in sports journalism.

ANALYSIS OF LATGALE REGION MUNICIPAL COMMUNICATION MODELS WITH YOUTH AUDIENCE (EXAMPLE OF DAUGAVPILS)

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¹ *Rīga Stradiņš University, Latvia*

Keywords. Latgale; Local municipalities; Youth audience; Communication models

Objectives. The number of young people in the Latgale region is decreasing every year, as well as the population as a whole. In order to keep the population of the region constant and increase it in the future, it is very important how local municipalities communicate with young people. Local governments are the public administration institutions that come into the closest contact with the population and their problems. The aim of the work is to find out and provide an assessment of how communication with the youth audience is implemented in various municipalities of the Latgale region.

Materials and methods. The theory is mainly based on communication models – possible communication tactics and strategies that can be used in communication between the public administration and society, and the specifics of the youth audience as a recipient of the message. Two methods will be used – document analysis (municipal communication plans, strategies, guidelines, etc. describing the communication model with the youth audience) and in-depth interview with those responsible for communication in municipalities.

Results. As a result of the research, will be identified communication models that are used by Latgale region municipalities to address the youth audience. An assessment will be made of the adequacy of the communication models chosen by Latgale region municipalities to address the youth audience.

Conclusions. The provisional conclusions are that not all municipalities use appropriate communication models. Not everything that is written in the plan corresponds to the actual operation. The results obtained will be comparable between different local governments.

ANALYSIS OF CLIMATE CHANGE NARRATIVE IN LATVIAN INTERNET NEWS PORTALS (LSM.LV, TVNET.LV, DELFI.LV, LA.LV, NRA.LV, DIENA.LV), IN THE CONTEXT OF THE CLIMATE CONFERENCE IN GLASGOW

Author: *Paula Vilcina*¹

Scientific research supervisor: Mg. sc. pol. *Vineta Kleinberga*¹

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Keywords. Climate change; Latvian news portals; Narrative; Content analysis; Quantitative analysis

Objectives. Only 11% of Latvia's population believe that climate change is the most serious problem in the world, and only 4% of the population believe it is the most important issue for Latvia. The media are essential communicators that reflect, shape and strengthen attitudes towards climate change in society. This study is based on confidence, that narrative forms a model of action against climate change. The aim of the research is to discover the most popular narratives about climate change in Latvian Internet news portals, as well as differences between them.

Materials and methods. For this research the author is using qualitative content analysis and will analyze articles of six most popular Latvian Internet media portals from October 30 to December 30, articles will be selected by keywords automatically by media monitoring. Each article will be analyzed by a codebook.

Results. As a result, the author wants to get a deeper understanding of how climate change narratives are created in the media, as well as how narrative building is different in different media and what are the most popular narrative in Latvia's Internet news portals.

Conclusions. Temporary results show that the media is dominated by the narrative that climate change is real and is happening. Climate change is mainly addressed in the context of global events and developments.

APPLICATION OF BEHAVIOURAL ECONOMICS PRINCIPLES IN THE STRATEGY OF ATTRACTING NEW EMPLOYEES. SIA “ZZ DATS” EXAMPLE

Author: *Paulis Artūrs Putniņš*¹

Scientific research supervisor: Lect. *Vita Savicka*¹

¹ *Rīga Stradiņš University, Latvia*

Keywords. SIA “ZZ Dats”; Communication; Strategic communication; Behavioural economics; Employees; Attracting employees

Objectives. Nowadays, the lack of IT specialists is a global problem, so one of the biggest challenges for every IT company and also for SIA “ZZ Dats” is to attract new employees. Over the past 2 years, during the Covid-19 pandemic, there has been a growing demand for IT professionals to help companies find digital solutions to the problems caused by the pandemic. Aim of the research is - to evaluate how and with what principles of behavioral economics the company SIA “ZZ Dats” communicates with potential employees in order to attract them.

Research question - How are the principles of behavioral economics manifested in the communication of the company SIA “ZZ Dats” with the potential employee?

Materials and methods. On this research the author is using following research methods: Qualitative content analysis - will be used to study and evaluate the company's SIA “ZZ Dats” communication with a potential new employee. Semi-structured interview - will be conducted with new, engaged employees, who started to work at SIA “ZZ Dats” in 2021 to find out what were the factors that helped to make a choice in favor of SIA “ZZ Dats”.

Results. At the end of the research, the author wants to get an idea of how a potential new employee has decided to start an employment relationship in a particular company. Factors that influenced his choice have been identified.

Conclusions. After the development of a successful research, the author will be able to provide recommendations to the company SIA ZZ Dats on what could be a way to attract new employees more effectively.

“ANALYSIS OF THE CREATIVE HANDWRITING OF JAPANESE ANIMATION DIRECTOR HAYAO MIYAZAKI”

Author: *Eliza Dzerve*¹

Scientific research supervisor: Asst. Prof. Dr. art. *Dita Rietuma*¹

¹ *Rīga Stradiņš University, Latvia*

Keywords. Creative handwriting; Japanese animation

Objectives. The bachelor's thesis topicality relates to the popularity of Hayao Miyazaki films. More and more people around the world watch Japanese animation movies. The films made by Hayao Miyazaki are Japanese animation classics. Another point which should be brought up is that at the end of 2021 the director announced that he will be coming out of retirement. The last full-featured film was produced in 2013. The goals of the bachelor's thesis are to find out the key features of Japanese animation and to understand which Japanese animation elements appear in films directed by director Hayao Miyazaki. Subject matter: What elements of creative style describe films made by Hayao Miyazaki?

Materials and methods. I am analyzing nine films produced by Hayao Miyazaki which are Howl's moving castle, My Neighbor Totoro, Spirited away, Ponyo, Arrietty, Kiki's delivery service, The wind rises, Princess Mononoke, Castle in the sky. I will be using color theory, analysis of narrative, and montage analysis to determine the creative handwriting of the director Hayao Miyazaki.

Results. In his films, he thinks not only about the story but how it's going to look. He follows the trends at the time and makes sure that it's well written and drawn. The combination of color, sound, and storytelling makes his films so unique and draws each and every viewer deeper into the animated world.

Conclusions. Hayao Miyazaki is a Japanese animation master. He himself has directed multiple films and TV series and in my bachelor's thesis, I looked at just a few of them. Each and every film was a masterpiece with not only the perfect color palette but also the story itself. His films tend to be long but they're always exquisite. He not only constructs the perfect story but each story's character arc is unique and that's what makes him such a great director.

USE OF BEHAVIORAL ECONOMICS PRINCIPLES IN ANTI DRUNK-DRIVING ROAD TRAFFIC SAFETY DIRECTORATE SOCIAL CAMPAIGNS

Author: *Nameda Zelle*¹

Scientific research supervisor: Assoc. Prof. Dr. philol. *Ilva Skulte*¹

¹ *Rīga Stradiņš University, Latvia*

Keywords. Visual communication; Mass media; Vaccination; Content analysis

Objectives. The purpose of this scientific research is to study how vaccination is portrayed in the visual materials of four different Latvian news media portals.

Materials and methods. This study will analyse the visual coverage of vaccination in four different Latvian news media – Delfi.lv, Lsm.lv, Liepājniekiem.lv, Latgales laiks. To achieve the goal of this study, the method of general scientific cognition and the method of visual content analysis will be used. The theoretical part of the research will provide insights into visual communication theories and other previously conducted research on the subject. The empirical part of the paper will consist of visual content analysis and analysis of the results. Publications for visual content analysis will be found using Google Advanced search by entering specific keywords in the search bar: vaccination, vaccine, vaccines.

Results. As a result of this scientific research, data on the visual coverage of vaccination in the Latvian news media portals (Delfi. lv, Lsm. lv, Liepājniekiem. lv, Latgales laiks) will be collected. This data will be processed in the data analysis and statistical analysis software SPSS and will be used to find out how vaccination is shown in the news media, whether it is conducive to vaccination, what the associations of these images are, and whether there is a correlation between these data.

Conclusions. Visual coverage of Covid-19 vaccination on news portals is predominantly negative, the most common images are with vaccine preparations, syringes, doctors wearing masks, the vaccination process, and people without any emotions getting vaccinated. Dark or neutral tones dominate the images. Images often have an appalling or neutral tone that does not create associations that promote vaccination. These images are the first thing that the reader sees and makes their associations and interpretations with the subject.

THE ROLE OF INTERNAL COMMUNICATION IN MOTIVATING EDUCATIONAL EMPLOYEES TO BE VACCINATED AGAINST COVID-19

Author: *Annemarija Moiseja*¹

Scientific research supervisor: Lect. *Vita Savicka*¹

¹ *Rīga Stradiņš University, Latvia*

Keywords. Behavioral Economics; Behavior change communication; Social campaigns; Anti-drunk-driving campaigns; Road safety

Objectives. Since 2020, a new virus called Covid-19 has taken over the world, in Latvia, affecting human health and changing daily routines. Due to poor human health statistics, at the end of 2020, medicine introduced vaccines around the world that better protect against the side effects and disease caused by the Covid-19 virus. When the situation did not change, employers had the right to ask employees to be vaccinated against the virus so that they could continue working in a safer environment.

The aim is to evaluate the internal communication methods of the educational institutions Carnikava kindergarten "Piejūra", Riga Jugla Highschool and Jāzeps Vītols Latvian Academy of Music, which were used to motivate their employees to be vaccinated.

Materials and methods. Quantitative research method or survey of employees of educational institutions. Qualitative content analysis, which will be used to systematically classify the data. The structure of the work in three parts - a review of the theory, a description of the methodology and the empirical part, as well as conclusions.

Results. During the research, the author wants to find out what internal communication methods the selected educational institutions used to motivate their employees to be vaccinated.

Conclusions. The methods of internal communication used by each selected educational institution are different. The role of internal communication in each educational institution is significant. Internal communication is like the key to a cohesive team and the feeling that we are all one for and with each other. The study shows how differently it is applied, understood and varied through internal communication.

CAUSES OF RAPID DEVELOPMENT OF PODCAST CONTENT FORMATS IN LATVIA

Author: *Rebeka Ozolniece*¹

Scientific research supervisor: Dr. philol. *Dite Liepa*¹

¹ *Rīga Stradiņš University, Latvia*

Keywords. Podcasts; Podcast popularity; Audience engagement; Content diversity; Qualitative research approach

Objectives. By carrying out qualitative research on the opinion of Latvian podcast creators, the author will develop benchmarks for the analysis of podcast content formats. The expansion of the criteria will be supported by scientifically proven facts found in the latest research papers. The author will then determine the quality of podcasts, which, in turn, determines their popularity and variety of formats.

Materials and methods. Using Google Scholar, Gemius and other popular search engines for scientific papers, find similar research in the world, supplement with materials published in 2021 already found during the 2nd year of study and use the general literature on podcasts and their popularity.

Results. Initial findings would yield the top-performing podcasts in Latvia. Further examination will highlight the most popular podcast content formats – interviews and discussions. By compiling expert opinions and literature, the preliminary results will likely indicate that some of the most popular podcasts are those that are original and topical.

Conclusions. The provisional conclusions are that the popularity of podcasts and the variety of content formats are determined by their quality - originality, use of language, covered topics, genre, the reputation of guests, inclusion of world trends.

USE OF BEHAVIORAL ECONOMICS PRINCIPLES IN ANTI DRUNK-DRIVING ROAD TRAFFIC SAFETY DIRECTORATE SOCIAL CAMPAIGNS

Author: *Anna Zālīte*¹

Scientific research supervisor: Lect. *Vita Savicka*¹

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Keywords. Behavioral Economics; Behavior change communication; Social campaigns; Anti-drunk-driving campaigns; Road safety

Objectives. Identify with whom and how the principles of behavioral economics used in the social campaigns developed by the Road Traffic Safety Directorate can change and influence the behavior of drivers.

Materials and methods. One of the methods used in the study will be a qualitative research method – focus group discussion. Focus group discussions with drivers will be conducted to find out what attracts attention in these social campaigns. Focus groups will be divided into groups – women and men, as well as according to the length of driving experience. These discussions will take place in a format that does not violate epidemiological rules.

Results. As a result, the obtained data will be able to conclude what principles and methods of behavioral economics communication and behavior change communication have been used in these campaigns, and how they address the audience.

Conclusions. Road safety accidents involving the driver recklessness of drink-driving make up a large percentage of the total road safety accident statistics, so it is important to understand and put into practice communication methods that will address drivers and change their behavior in order to reduce the number of such cases. Social campaigns are a way to reach a wider audience through a variety of communication channels.

PROJECT IN AUTHOR PHOTOGRAPHY “ABANDONED SOVIET UNION HOUSES OF CULTURE NOWDAYS”

Author: *Agnese Ieva Tirone*¹

Scientific research supervisor: Lect. *Baiba Tetere*¹

¹ *Rīga Stradiņš University, Latvia*

Keywords. Abandoned; Culture; Soviet union; Houses of culture; Ruins; Photos; Contemporary photography

Objectives. My main focus is to photograph abandoned Soviet Union houses of culture which reflects the collapse of power in the last century, the current financial inability to deal with it, and the consequences created over time, giving a unique opportunity to document the devastation that is in these places.

Materials and methods. Do research of the Soviet Union history in Latvia in culture field. Knowing the background of these buildings and time when they were built I really important. Finding houses of culture who is abandoned and collecting information about them and the town or village. Select the ones who I prefer to photograph and visit them.

Results. Through photography of abandoned Soviet Union houses of culture nowadays it emphasizes the significance history of cultural places that doesn't even matter now.

Conclusions. Photo journalism is a tool to highlight important topics like this about the condition of former cultural buildings, supplementing it with historically important information that teaches not to repeat mistakes but solve them.

COMPARISON OF STUDENT GRATIFICATION WITH UNIVERSITY OF GENOA AND RĪGA STRADIŅŠ UNIVERSITY SOCIAL MEDIA COMMUNICATION (01.10.2021 – 31.01.2022)

Author: *Sabīne Guļajeva*¹

Scientific research supervisor: Dr. sc. pol. *Lāsma Šķestere*¹

¹ *Rīga Stradiņš University, Latvia*

Keywords. Social media communication; Social media marketing; Media uses and gratification theory; Higher education institutions; Covid-19

Objectives. Nowadays, in the context of the covid-19 pandemic, when face-to-face communication is limited and many processes in life, including education, are remote, the ability to communicate with the audience through various media is very important. Universities can effectively reach their target audience (i.e., students) through social media platforms to provide all the information needed by students and get different benefits of social media communication. This work aims to analyse the communication of universities in social media. The objective of this research is to find out how social media communication of the Genoa and Riga Stradiņš universities meet the students' needs in the time of pandemic and gratify them.

Materials and methods. There will be two research methods used:

1) Content analysis of university profiles in social media to investigate the content, that is published in Facebook, Instagram and LinkedIn profiles and determine its relevance to students' needs.

2) Survey among students - conducting online questionnaires among students to find out how do they rate information, that universities provide in social media, how their needs are gratified and what information do they want to receive.

Results. From the results, author expects answer to the research question about whether students' expectations of university communication coincided with university social media communication strategies. Content analysis of profiles will allow to analyse them in accordance with the expectations and needs obtained from the survey.

Conclusions. As a result, author wants to find out if students' expectations coincide with social media communication of universities. How well are students' needs gratified by university communication and which university communication strategy is more effective in gratifying students' needs.

ANALYSIS OF FRAMING OF CRYPTOCURRENCIES IN THE LATVIAN AND UNITED STATES ONLINE NEWS MEDIA IN 2020 AND 2021

Author: *Elizabete Ronija Dreimane*¹

Scientific research supervisor: Mg.sc.comm. *Lāsma Šķestere*¹

¹ *Rīga Stradiņš University, Latvia*

Keywords. Cryptocurrencies; News media; Framing theory

Objectives. Information about cryptocurrencies and this industry is most often obtained from the major online news media, as this industry exists online. It is important to note that information in the media changes the cryptocurrency market and influences people's choice to trade. The aim of this work is to study framing in which online news media of Latvia and the United States of America report on cryptocurrencies.

Materials and methods. The study will be based on the theoretical research about the framing theory, agenda setting theory, qualitative and quantitative content analysis, as well as cryptocurrencies and industry description. There will be held semi-structured-in-depth interviews with the media representatives and cryptocurrency experts of the role of media in the cryptocurrency market and the quality of media work.

Results. Author hopes to find the most common frame and general frames in which the information about cryptocurrencies is reported. Provisionally, interviews with media representatives will reveal whether they think they have objectively covered the cryptocurrency industry and interviews with cryptocurrency experts will reveal whether they think media is influencing the market, and how the media influences people's choice to trade.

Conclusions. By carrying out this Bachelor's Thesis, the author hopes to find common and different frames of articles in online news media of Latvia and the United States of America since news influence how people view a certain industry and news about cryptocurrencies influence whether people choose to trade and put their money and savings into this market.

FACT-CHECKING NETFORK 'CORONA VIRUS ALLIANCE' AS AN INTERNATIONAL COLLABORATIVE MODEL PROJECT FOR LATVIAN MEDIA

Author: *Kerija Broka*¹

Scientific research supervisor: Dr. phil. *Ainārs Dimants*¹

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Keywords. Covid-19 pandemic; Disinformation; Fake news; Fact-checking; Media; Investigative journalism; International collaboration

Objectives. Covid-19 pandemic has also been a time of dissemination of fake news and disinformation. More and more media (also in Latvia) are taking on the task to combat fake news. International collaboration has a key role to play in this mission. The Poynter Institute has developed the *International Fact-Checking Network (IFCN)*, which aims to support investigative journalists and fact-checkers around the world. The institute has developed the project *CoronaVirusFacts Alliance*, which has also been joined by representatives from Latvia and the Baltics (*Re: Baltica/Re: Check and Delfi/Melo Detektorius*). During the pandemic, other Latvian media also integrate different types of investigative journalism methods into their daily work. The aim of the work is to find out how appropriate and productive the network created by the Poynter Institute *CoronaVirusFacts Alliance* can be as a model project for international collaboration for Latvian media.

Materials and methods. The method of qualitative research will be semi-structured interviews with representatives of Poynter institute and fact-checkers from *Re:Baltica* and *Delfi*. The interview will include both structured questions with the aim of obtaining facts and general open-ended questions that will allow the interviewee to provide a broader insight into a context.

Another method will be focus groups with representatives of the *Re:Baltica* and *Delfi* (Lithuania) audiences to find out how they evaluate the work of the fact-checkers. The focus group moderator will observe and record the group's interaction, which will potentially gain an understanding of the group members' attitudes and views on the issue.

Results. The interviews will describe the experiences of the project participants and the focus group discussion will describe how the media audience evaluates fact-checker's work.

Conclusions. Basing on the results, the author will be able to conclude whether this project could be appropriate for the Latvian media if they would fully or partially integrate it into their daily work.

BROADCAST “READ LOUDER” ABOUT BOOK READING AMONG YOUNG PEOPLE

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Scientific research supervisor: Mg. Sc. Soc. *Anna Peipiņa* ¹

¹ *Rīga Stradiņš University, Latvia*

Keywords. Broadcast; Communication; Books; Reading

Objectives. Nowadays literature is valued in society, in spite of wide access to the Internet. Books as media, they educate, entertain and are a means of communication between author and reader. Today readers create book's fan groups, they make cosplays, and write fan books. Moreover, the cinema industry makes books into movies and a bigger audience. The Latvian media industry doesn't offer a wide range of programs about books or reading, so a new broadcast “Read Louder” would be something new and more focused on young adult literature. The aim of the work is to create a broadcast “Read Louder”, where young people discuss books in an open atmosphere. This broadcast would be motivation to read more books and young people in the series are an example.

Materials and methods. Every series is dedicated to one book in a different genre. In the first part participants would discuss personal reading experience – why they like to read books, which genre, what is most exciting in the process. The second part would be about a book that they have read.

Results. Broadcasts will have three episodes, where in each three young people participate, who read one of the books and would discuss it. In the first episode would be a classic book “Little Women” by Louisa May Alcott, in the second is a Latvian roman “Tūlīt paliks labāk” by Iveta Troalika and in the last will be a fantasy genre book “Six of Crows” by Leigh Bardugo.

Conclusions. The theoretical part of the work describes books as media, reading habits in Latvian society and broadcast creation. The main result is a “Read Louder” broadcast that would be published in RSU Student media.\

VACCINATION COVERAGE IN LATVIA IN THE ARTICLES OF NEWS PORTALS RUS.DELFI.LV AND RUS.LSM.LV IN THE PERIOD FROM OCTOBER 1, 2021 TO JANUARY 31, 2022

Author: *Valerija Bodendorfa*¹

Scientific research supervisor: Dr.sc.inf. profesors *Sergejs Kruks*¹

¹ *Rīga Stradiņš University, Latvia*

Keywords. News portals; Articles; Vaccination; RUS.DELFI.LV; RUS.LSM.LV

Objectives. The number of people with Covid-19 in Latvia increased in the autumn, and now people are being actively encouraged to get vaccinated to overcome the virus and live as before without restrictions. In this regard, it was decided to analyze how different media, namely rus.delfi.lv and rus.lsm.lv, cover the vaccination process in Latvia.

Materials and methods. The following method will be used to achieve the goal of work: content analysis. This method will show:

What topic is the most written about on rus.delfi.lv and rus.lsm.lv;

What types of headlines are most often used by rus.delfi.lv and rus.lsm.lv;

What motivation to get vaccinated is most often mentioned on rus.delfi.lv and rus.lsm.lv;

How does rus.delfi.lv and rus.lsm.lv reflect vaccine's opponents;

Who is the most often author of rus.delfi.lv and rus.lsm.lv articles;

What information sources are used by rus.delfi.lv and rus.lsm.lv.

Results. The obtained results show that the rus.delfi.lv and the rus.lsm.lv portray the vaccination process in Latvia differently, but it is worth noting that they also have similarities.

Conclusions. The set goal has been achieved thanks to the adherence to clear tasks. The necessary theoretical part was collected and the analysis of articles related to the vaccination process in Latvia was made. The results showed how the rus.delfi.lv and the rus.lsm.lv reflect this process in the country, what are the similarities in the media and what are the differences. Further analysis can be made by comparing other media with these two.

CINEMATOGRAPHY AND CHARACTER COMMUNICATION THROUGHOUT DIFFERENT DECADES IN IVARS SELECKIS LONGITUDINAL DOCUMENTARIES “ŠĶĒRSIELA”, “JAUNIE LAIKI ŠĶĒRSIELĀ” AND “KAPITĀLISMS ŠĶĒRSIELĀ”

Author: *Rūdolfs Turnelis*¹

Scientific research supervisor: Dr. philol. *Dīte Liepa*¹

¹ *Rīga Stradiņš University, Latvia*

Keywords. Documentary; Cinematography; Latvian documentary cinema; Use of language; Cultural heritage

Objectives. To analyse Ivars Seleckis cinematographic methods and how they have changed throughout three documentaries. To analyse the verbal and non verbal communication of the documentaries characters and how it has changed throughout three decades. In order to appropriately analyse these concepts it is important to first research longitudinal documentary theory, cinematography and Latvian language in the era of awakening, as well as historical context. The main objective of the work is to find out how the social and political changes in Latvia are portrayed in three Ivars Seleckis documentaries both in cinematography and character communication.

Materials and methods. Qualitative analysis of language, qualitative analysis of cinematography and an in-depth interview with Ivars Seleckis.

Results. The desired result is to gain a deeper understanding of how political and social changes affected the filmmaking of Ivars Seleckis and the communication of the characters in his documentaries.

Conclusions. Ivars Seleckis longitudinal documentaries “Šķērsiela” “Jaunie laiki Šķērsielā” and “Kapitālisms Šķērsielā” have gained international critical acclaim as well as recognition and praise from the Latvian society. These movies are an important reflection of Latvian history and they serve as a witness to the changes in Latvian language and documentary filmmaking.

MARKETING COMMUNICATION OF THE CINEMAS “SPLENDID PALACE” AND “BIZE” WITH THE CLIENT

Author: *Una Gudre*¹

Scientific research supervisor: Ph.D *Lāsma Šķestere*¹

¹ *Rīga Stradiņš University, Latvia*

Keywords. Cinema; Marketing communication; Client

Objectives. The purpose of this work is to explore what kind of marketing communication tactics are used by the cinema “Splendid Palace” and “Bize” and to write recommendations to attract customers.

Materials and methods. Qualitative analysis will be reflected in the semi-structured interviews, with this method I will find out what has changed in these two years, what marketing communication tactics are used to attract customers, what is done to keep the cinema in full compliance and how to deal with times when cultural sites are not allowed to operate and I will write suggestions on how to further promote these cinemas and attract public attention in order to maximize the number of visitors. As well as I will perform a quantitative content analysis for the social networks.

Results. As the result there will be explored marketing communication tactics that has been used in work during the pandemic in cinema, how effective the tactics are and my recommendations how to improve and attract more clients.

Conclusions. A lot of things have changed during the pandemic, it has been a major test for every one, especially cultural places, which have not always been able to work fully. It is necessary to monitor every day whether new laws have been adopted due to security and to ensure the well-being of customers. Social networks are a major contributor today, and it is possible to announce changes or news to the public more quickly. Without successful marketing communications, companies are losing their customers and income, which prevents them from successfully pursuing work and providing jobs for many people. This study has been useful for both cinemas, since it has been assessed how effective their marketing communication is and how much society is attracted through social networks.

REPRESENTATION OF VACCINATION IN RUSSIAN VERSIONS OF THE ESTONIAN, LATVIAN AND LITHUANIAN PORTAL DELFI

Author: *Karīna Kiseļova*¹

Scientific research supervisor: Prof. Dr. sc. inf. *Sergejs Kruks*¹

¹ *Rīga Stradiņš University, Latvia*

Keywords. Media; Covid-19; Vaccination; Information source

Objectives. Today the media have become an integral part of our lives. In media vaccination is currently one of the hottest topics. Every country and media outlet adapts differently to how to inform people about vaccination. Purpose of work: Explore and compare the content of the Latvian, Estonian and Lithuanian portal Delfi. I'll try to find out whether and how there is a dialogue with the anti-vaxxers, whether the publications include personal testimonials, how they motivate people to vaccinate. By doing so, I will be able to study how the same topic is reflected in the same media, but in different countries.

Materials and methods. In my work I will use the quantitative research method - content analysis. Content analysis is a standard method of analysis used by social science researchers. In my case, I will analyze the articles of the portal Delfi.

Results. Provisional results. Content published by three media will be different in different topics. Some parameters will be similar, some will be very different.

Conclusions. Provisional conclusions. Answering the research question: How and how different these countries reflect vaccination, it can be assumed that there are differences and similarities in the three countries.

INTERVIEW SERIES: STUDENT LIFE AND THE GLOBAL PANDEMIC

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Keywords. Covid-19; Pandemic; Isolation; Distance education; Mental health; Adjusting; Interview

Objectives. The aim of this research is to find out how the pandemic and its limitations have affected the lives of students, ruining expectations of what university years should have actually been, looking at it from several point, such as the study process, mental health and communication.

The first parts of the paper will focus on a simple introduction about Covid-19 and restrictions that had to be followed. Then theory of communication should also be described. Then a comparison of how studying used to be before and after Covid-19, to gain an insight how dramatically things have changed. It's also important to write about the theory of chosen research method - an interview/qualitative research, to prove why the chosen two are most suitable for this research. In the research part all the data from the interviews is going to be collected, read and summarized. And in the end - conclusions.

Materials and methods. The method for this research is going to be an interview with many students, from different RSU faculties, to gain a better perspective on how the changes in our study system have impacted people from different study fields. Afterwards a qualitative research is going to be made.

Results. Main results of this research is to see different point of views and opinions of students, who have been "robbed" of the real student/university life experience.

DOCUMENTARY SHORT FILM. ONE DAY WITH AN EATING DISORDER

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¹ *Rīga Stradiņš University, Latvia*

Keywords. A documentary short film; Documentary stylistic; Documentary cinema in Latvia; Mental health; Mental health representation in film

Objectives. To create a documentary short film in which a person with an - eating disorder is portrayed. Interview 3-4 people who have struggled with an eating disorder, with help of filmed associations, try to show how this disorder impacts day-to-day life. Gain more insight into the theory of documentary short films, how to connect the audience to the story, and other important aspects for creating a strong theoretical background.

Materials and methods. Do research that in tales- eating disorders definitions, how mental health impacts these disorders, and how they are defined in film and social media. Learn deeper about documentary film-specific style, camera work, key elements, and editing. The main method for the documentary short film- poetic mode, which makes the film personal. The participatory model helps bring the filmmaker, subject, and audience together. By building associations that are clear and familiar to some.

Results. Results- 15-minute long documentary short film that shows and talks about the downside of eating disorders, tells the truth and unseen side that comes with this disorder. Explores interesting ways to explain difficult topics with a weird mix of associations and camera work. The film mainly is made for the audience who can connect to and relate, but it's meant for everyone who likes to understand many sides of mental health and why it is important.

Conclusions. The movie stresses why mental health is important. What "feeds" and from where comes eating disorder, how it affects day-to-day activities. This movie doesn't provide direct information about drugs, pills, or any kind of medication for this type of illness. This movie wasn't made to romanticize eating disorders and mental health in general. It is meant to show and tell how eating disorder feels and makes life more difficult for those people who are suffering from it.

FASHION PHOTOGRAPHY IN URBAN ENVIRONMENT IN THE MAGAZINE “RIGAS MODES” (1949 – 1993)

Author: *Annija Varneviča*¹

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Keywords. Fashion photography; Urban environment; Development; Magazine

Objectives. Although the magazine “Rigas Modes” created during the USSR is no longer tangible, legible, visible and available today, it serves as an integral, historical part of culture, in the living mirror of the era, it is possible to see and be aware of the history of Latvian fashion through photographs. The main key to these fashion photographs is that they document fashion by living with time and events, so along with the changes in fashion, the aim of the work is to study the development of fashion photography in the urban environment in the magazine “Rigas Modes” from 1949 to 1993.

Materials and methods. Quantitative research method – content analysis. Based on the literature, the evolution of fashion photography will be summarized and compared, and an analysis of the contribution of photographer Jānis Kreicbergs and photographer Ilga Sūna during the period of the publication will be performed. Qualitative research method – analytical method. The table will describe the elements in fashion photography: seasons, angles, style, colors, background, location, model poses, lighting and compositions which will help determine the development of the magazine's urban fashion photography.

Results. An original study on the development of fashion photography in the urban environment has been created in the publication “Rigas Modes”. Given that such a study has not been developed in previous years, the study is a new contribution by the author of the work, which, together with the development of fashion photography during the publication, provides insight and awareness of the cultural life of the USSR. As a result, the development of fashion photographs in the urban environment in the period from 1949 to 1993 has been summarized, compared and tabulated in the journal from the obtained literature sources.

Conclusions. The first fifteen years in the edition of “Rigas Modes” mostly started with depicted visual materials that showed fashion through art – on drawn human mannequins, but in the following years, starting from 1965, there is a change in fashion magazine trends, expanding technical and typographic possibilities, fashion photography began to play a dominant role. They were given quality and visual aesthetics. In turn, a reflection of the urban environment in the models included in the magazine offers various contrasts in the photographs, as well as accentuates and creates notions of the time and place where the respective style was dominant.

ANALYSIS OF ORIGINAL PRODUCTION DOCUMENTARY FILMS AVAILABLE ON THE NETFLIX CONTENT STREAMING PLATFORM (2017-2021)

Author: *Stefānija Andersone*¹

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Keywords. Documentary; cinema; Netflix; Audiovisual elements; Cinematography; Visual effects

Objectives. The objective of this research is to discover and describe the audiovisual elements (lighting, animations, special effects, music, sound effects, and others) used in Netflix Originals documentary films. Since the Netflix Originals documentary *Icarus* (2017) received an Academy Award for Best Documentary Feature, the number of documentary films Netflix has released has grown over the years. The aim of this research is to find out if and how the style of Netflix Originals documentaries has changed over the 5 years following the release of *Icarus*.

Materials and methods. For this research the author will be using qualitative content analysis. A list of categories will be created, with which the documentaries included in the main research will be described. The selection of the documentaries will be random, however, all films included in the research will be filtered by these guidelines:

The film must be a Netflix Originals documentary film;

The film must be released on Netflix between the years 2017 and 2021;

The film must have at least one of these documentary film sub topics: Portrait and celebrity; Nature; Health and medicine; True-crime; Social; Politics; Sports.

At least 3 documentary films of each sub topic, and 5 of each year will be selected for the research.

Results. The preliminary results of the research show that there are similarities between some Netflix Originals documentaries of the same sub topics, and often similar types of visual effects are used, for example, drone video footage, newspaper clippings, and others. Despite these visual similarities, the films have different narratives and end goals.

Conclusions. After a successful study, the author will be able to describe the audiovisual style of Netflix Originals documentaries, as well as any changes that have happened to the style over the course of 5 years.

COMMUNICATION STRATEGY OF SIA “RD ELECTRONICS” AND SIA “EURONICS” ON INSTAGRAM AND FACEBOOK PLATFORMS IN THE PERIOD FROM 18.12.2020 - 07.04.2021

Author: *Kristīne Skrinda*¹

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Keywords. Marketing communication; Instagram; Facebook; Social media

Objectives. This bachelor's thesis will be about two competing stores (SIA “Euronics” and SIA “RD Elektronics”) how they communicated in social media Instagram and Facebook platforms from 18.12.2020 – 07.04.2021, while the Latvian government closed all the shops. Because of Covid-19 many shops were closed and couldn't have customers. It is known that in this period of time many shops were closed so they had to work and advertise their online stores or suggest people go more to those the shops that were open during a pandemic. It is assumed that in this period of time both of these shops used social media more to advertise those shops that are opened and advertise more their online shop.

During the Covid-19 pandemic, the Latvian government had to close many shops, to eliminate people gathering. So shops that could no longer work had to put more pressure on social media, to still communicate with their customers.

Materials and methods. Content analysis and semiotic.

Main tasks: 1) To study and compile scientific literature on branding, marketing, marketing communication, their types, and channels;

2) Collect data as studied by SIA “RD Electronics” and SIA “Euronics” communicate with customers on Instagram and Facebook platforms in the specified time period

3) Summarize and compare the obtained data on corporate communication;

4) Proposals;

5) To draw conclusions about the communication methods of both companies.

Results. The preliminary results of the research show that there are similarities between some Netflix Originals documentaries of the same sub topics, and often similar types of visual effects are used, for example, drone video footage, newspaper clippings, and others. Despite these visual similarities, the films have different narratives and end goals.

Conclusions. During this period, stores used more social platforms to communicate with their customers and more advertised those stores where visitors were available during this period. SIA “Euronics” and SIA “RD Electronics” communication on Instagram and Facebook in the time when most of the shops were closed.

ANALYSIS OF THE CONTENT AND LANGUAGE OF THE BROADCASTS OF THE “BRĪVVALSTS TV” PORTAL IN THE PERSPECTIVE OF FRAMING THEORY

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Keywords. Framing theory; Content analysis; Discourse analysis; Language Analysis; Broadcasts

Objectives. It is important to be able to take a critical assessment of the veracity of information in times of abundance of information. With the activation of false news distributors during the pandemic, there is also a growing demand for media literacy. Objective of this work is to find out what kind of framing and means of language expression portal “Brīvvalsts TV” uses to inform about the topics of the Covid-19 pandemic between June 2021 and November 2021.

Materials and methods. Quantitative content analysis will provide the data needed for the study to analyze the frame and language of a particular media. There will be listed various words with negative semantics, verbs in the form of command and afflict and Covid-19 new words. The discourse analysis will be used to determine the discourse of the obtained quantitative content analysis data and broadcasts topics.

Results. The texts of the programs of the portal “BrīvvalstsTV” are aimed at a specific target audience, using words of negative semantics, grammatical forms of certain verbs (command and order), as well as new words of Covid-19 time.

Conclusions. The data from the study will allow the public to better understand how pseudo-media manipulate with information.

DIGITAL TRANSFORMATION OF THE MAGAZINE PUBLISHING HOUSE “ŽURNĀLS SANTA” AND ITS IMPACT ON JOURNALISM

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Keywords. Digital transformation; Printed magazines; Publishing house «Žurnāls Santa»; Future of the printed magazines; Changes in journalism

Objectives. This study seeks to find connections between printed media, in this case magazines, digital transformation and changes in journalism, as well as explore online media as a potential platform as the future of printed media.

Materials and methods. Author will perform a quantitative analysis of the articles of the printed magazines and corresponding articles published on the digital platform. For a better insight the author will have interviews with editors of the printed magazines and of the digital platform. Additionally, qualitative, semi-structured in-depth interviews will be held with the readers of each media, to gather information about digital transformation and printed media from readers perspective.

Results. Author aims to complete research that identifies the changes that happen in journalism and media organizations, because of digital transformation and further explore the possibilities of printed media in digital media platforms.

Conclusions. The circulation of the printed magazines, number of subscriptions and the interest of advertisers is decreasing every year. On the other hand, digital media and internet news portals are becoming increasingly popular because they offer fast, up-to-date information, are easy to use and for free. In the previous years, many popular printed media have transformed into only digital content, for example, “The Independent” or “Neatkarīgā Rīta Avīze”. Digital transformation could be a great solution for printed magazines as well.

THE ROLE OF INTERNAL COMMUNICATION IN PROMOTING SWEDBANK EMPLOYEE LOYALTY

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Keywords. Organizational communication; Loyalty; Employees; Internal communication; Employee motivation; Swedbank in Latvia

Objectives. The aim of the bachelor's thesis is to study the role and effectiveness of Swedbank's internal communication in promoting the loyalty of Swedbank's employees.

In connection with the above, the main research question is: what is the role of Swedbank's internal communication in promoting employee loyalty and motivation and to what extent is it effective?

Materials and methods. The methodological part describes a case study that involves the application of several research methods to achieve a research goal. In the case study, an interview and qualitative content analysis were used. Semi-structured interviews with Swedbank representatives will be conducted to find out their assessment of the role and effectiveness of internal communication in promoting employee loyalty. The data obtained later are compared with what appears in the 2021 "leaving work" questionnaires, as well as in the internal communication survey conducted in 2020.

Results. At present, the author of the paper cannot provide precise comments on the results, as the study is under development. When the interviews are completed and the data are compared with the survey, the author concludes whether Swedbank's internal communication is effective in promoting loyalty and motivation.

Conclusions. The current internal communication challenges / priorities of Swedbank are promoting a corporate culture based on values, identity and cooperation; promoting employee involvement, a stress-free work environment and an active lifestyle.

NEWS PORTAL DELFI COMMUNICATION OF REBRANDING IN THE DIGITAL ENVIRONMENT AND ANALYSIS OF CONSUMER ATTITUDE

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Keywords. Rebranding; Delfi; News portal; Rebranding communication

Objectives. According to Gemius data research “TOP10 most viewed news media in 2020”, in last year two of Latvia’s top viewed news portals, “Delfi” and “LSM”, made their rebranding. One of the main goals of rebranding is to improve and develop organization, as well as to maintain and enhance their audience’s trust. The purpose of this research is to explore how “Delfi” organized their communication while introducing their readers to their new image as well as how “Delfi” audience perceived rebranding of the news portal.

Materials and methods. The theoretical framework will be based on theory about news portal rebranding and rebranding communication. Three methods will be used for the study – the method of the qualitative contentanalysis, interviews and users survey as a quantitative method.

Results. Provisionally, the qualitative contentanalysis will provide information about the used methods, communication channels, messages and main tactics of “Delfi” rebranding. Interviews with “Delfi” marketing team and strategy managers will give an insight into the main rebranding reasons of the news portal and will explain their chosen tactics. Survey will show whether “Delfi” audience have noticed news portal rebranding process as well if “Delfi” rebranding is understandable for them.

Conclusions. The first provisional conclusion is that communication of rebranding of the news portal “Delfi” had been slightly noticeable for the audience. The company chose not to emphasize their decision of rebranding resulting that most part of their audience didn’t notice their main changes. The second provisional conclusion is that in rebranding process the number of news portal “Delfi” qualitative users was increased.

ECONOMICS, LAW & POLITICAL SCIENCE, INTERNATIONAL RELATIONS

EFFECTS OF CLIMATE CHANGE ON EUROPEAN COMMISSION COMPETENCES

Author: *Aleksandra Palkova*¹

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Keywords. European Union; European Commission; Institutional competences; Climate change; Environment.

Objectives. The objective of this research was to assess why climate change contributes to the expansion of the European Commission's competences. It is related to the growing political and economic importance of climate change within the EU member states and the policies that the European Commission has introduced and is promoting, including the European Green Deal. European integration takes place by delegating new competences from the national level to the European Union level. With almost every crisis that the EU has experienced additional legislative initiative rights are allocated to the European Commission. It is expected that climate change will not be an exception.

Materials and methods. As data gathering methods, the research utilises semi-structured in-depth interviews with the representatives of the European Commission, members of the European Parliament and representatives of the Council of the European Union. Research also uses document analysis to reveal additional arguments for the changes in Commission competences. The research applies semantic text analysis method.

Results. It was concluded that three factors influence the changes in European Commission competences: environmental and economic factors of climate change on the Member States; EU's competition with other world regions over leadership on dealing with climate change; the economic needs of the European Union member states in the fight against climate change.

Conclusions. The complex character of climate change affecting all the EU member states shared competence over environmental issues between the national and the EU level, and the high level of activity of the European Commission on dealing with climate change is pushing for a greater political role of the Commission on the matter. It was concluded that the European Commission would acquire exclusive competence on environmental and climate issues after the political sentiment in several EU member states will change.

CHILD SUPPORT: ISSUES OF PUBLIC AND PRIVATE LEGISLATION REPUBLIC OF LATVIA

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Keywords. Family law; Child support; Public relations; Private relations; Conflict of private-public relations

Objectives. The natural interest of two individuals is to start a family. Continuing family succession, persons marry or form private relationships between unregistered persons in order to become parents to the child naturally or legally. Since the private relationship between persons, including but not limited to legal or natural parents (hereinafter referred to as parents), is dynamic, the marriage or the unregistered relationship may break down, which results in separate living of the parents and new disputes between parental relationships. Taking into account that the breakdown of marriage or of unregistered relationships cannot harm the interests of the child, because according to the scope of the regulatory framework of the Republic of Latvia and internationally accepted obligations, the development of the child and the ability to live in appropriate conditions overrides the interests of the parents, but parents tend to use the maintenance payment obligation for the resolution of their private relations, a minimum amount of maintenance has developed in the legal space of the Republic of Latvia and a minimum conflicts of laws governing maintenance to be paid, as the principles of private and public law collide. Consequently, the purpose of the research is to understand whether an effective regulation of the Maintenance Institute corresponding to the interests of the child has been established in the Republic of Latvia in order to put forward reasoned proposals for the improvement of the regulatory framework.

Materials and methods. When analyzing the regulatory framework of the Republic of Latvia, the method of interpretation of legal norms has been used, drawing conclusions and making proposals – induction, reduction method, while when putting forward proposals for regulatory framework – analytical dogmatic and logically constructive method.

Results. The regulatory framework of the Republic of Latvia, which regulates the public-private relationship between a parent and a child in the payment of maintenance to a child, is not consistent. Institutes of parental maintenance obligations: ‘minimum amount of child support’ and ‘minimum amount of child maintenance payable’ are mixed in both legal doctrine and case law. The procedural rights of the departments (institutions) and natural persons of the Republic of Latvia differ in comparison with the parent who exercises the day-to-day custody of the child in order to recognize the parent of the child as the maintenance debtor and the State department, which recognizes the parent as the debtor. At the same time, the public law of the Republic of Latvia unjustifiably interferes with private law institutes, thus violating the right of a person to the protection of fair interests.

Conclusions. The regulatory framework of the Republic of Latvia, which regulates the public-private relationship between a parent and a child in the payment of maintenance to a child, is not consistent. Institutes of parental maintenance obligations: ‘minimum amount of child support’ and

'minimum amount of child maintenance payable' are mixed in both legal doctrine and case law. The procedural rights of the departments (institutions) and natural persons of the Republic of Latvia differ in comparison with the parent who exercises the day-to-day custody of the child in order to recognize the parent of the child as the maintenance debtor and the State department, which recognizes the parent as the debtor. At the same time, the public law of the Republic of Latvia unjustifiably interferes with private law institutes, thus violating the right of a person to the protection of fair interests.

FOREIGN DIRECT INVESTMENT IN LATVIA: BENEFITS AND OBSTACLES BEFORE AND DURING COVID-19 PANDEMIC (2015-2020)

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Keywords. Latvia; Foreign direct investment; Business environment; COVID-19

Objectives. Foreign direct investment (FDI) is one of the driving forces of economic development, providing a wide range of benefits for the host country's economy, including technology transfer, productivity boost, and an opportunity to integrate into higher value-added chains. COVID-19 pandemic has resulted in a 50% fall in global FDI flows at the beginning of 2020, whereas Latvia's FDI inflows have experienced an increase, amounting to 2,5% of GDP. The research aims to assess the FDI inflow dynamics in Latvia before and during the COVID-19 pandemic (2015-2020) and determine the benefits of FDI to Latvia's economy and business environment.

Materials and methods. The monographic method was used for the theoretical analysis of FDI and its primary benefits to the economic development of the host country. Secondary data analysis was used to analyze the FDI inflow dynamics in Latvia and determine the main trends. Expert interviews provided a practical assessment of the impact of FDI inflows on the Latvian economy and business environment, as well as experts' comments and recommendations.

Results. FDI inflows in Latvia have shown significant growth from 2015 to 2020, and the COVID-19 pandemic was not an obstacle to this growth. FDI has provided a variety of significant benefits to the Latvian business environment. However, several issues were unveiled during expert interviews, which limit the potential of FDI in Latvia, including unfortunate demographic situation, quality of legislation and the lack of a comprehensive Latvia's image for foreign investors. Meanwhile, specific characteristics of Latvia were named as a competitive advantage in terms of FDI acquisition.

Conclusions. Even though Latvia has significant advantages in FDI acquisition, including the infrastructure of Western-European standards and skilled labour force, several limiting factors prevent new foreign investors from entering the Latvian market, which can, in perspective, impair the upward trend of FDI inflows.

MIGRATION AS SECURITY DISCOURSE: PLURALITY OF REALITIES AND THEIR DISCURSIVE REFLECTION

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Keywords. Discourse-analysis; International security; Securitization; Migration

Objectives. Migration is a controversial phenomenon that requires deeper, comprehensive analysis, leading to a holistic understanding of its nature. Being neutral by itself, migration is frequently perceived as a national security threat requiring extra measures to be employed, subsequently causing assigning more power to a country's executives. The research aims to rethink securitization theory throughout the concepts of communicative action theory with the subsequent creation of a synthetic theoretical framework employed to define the process of public opinion formation serving as justification for extensions of a country executives' powers in case of migration securitization and the opposite processes of desecuritization leading to the emergence of multinational communities among European states.

Materials and methods. Methods employed in research are the method of theoretical synthesis accompanied by a combination of discourse analysis, qualitative content, and event analysis in the empirical part of the research. Close attention was paid to media articles, states executives' speeches, and further political declarations content.

Results. Synthetic theory elaborated upon the theoretical part, proved its viability and served as a solid instrument in identifying the core motives hidden under migration securitization. The stable pattern, involving a sequence of speech acts adjusted to various actor- and society-related factors, leading to a country leader power strengthen, was discovered. The same patterns were traced in cases of successful socialization of migrants in communities.

Conclusions. Albeit many perceive migration as a threat to national security, requiring severe measures introduction, migration movements are uncontrollable globally. Therefore, approaches on how to coexist with, rather than resist, should be elaborated. From a qualitative perspective, securitization and desecuritization are the same processes. Hence, the specifically formulated speech acts produced by the opposite side (non-state actors, liberal forces, etc.) could calm the tensions and stabilize the security situation by changing social perception without allowing executives' power expansion.

THE ASSESSMENT OF THE INTEGRATION OF CLIMATE CHANGE CONTENT IN THE MARKETING COMMUNICATIONS OF MANUFACTURING COMPANIES IN LATVIA

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Keywords. Climate change; Sustainability; Environment; Manufacturing; Entrepreneurship; Pollution

Objectives. Climate change has developed over the years and has reached a stage in which it is identified as a global challenge. Manufacturing industry provides opportunities for economic growth in countries, but often involves high levels of environmental pollution. Objectives: 1. Perform an analysis of theory and scientific literature on marketing communication, its concept. 2. Study the ways and factors of marketing communication. 3. Analyse the impact of the manufacturing industry on climate change. 4. Describe the manufacturing industry in Latvia. 5. Perform an analysis of the content of climate change in manufacturing companies in Latvia.

Materials and methods. 1. Monographic/descriptive method to conduct a detailed study and analysis of the concept of marketing communication, exploring the types of marketing communication based on scientific information. 2. Method of secondary data to describe the manufacturing industry in Latvia and to analyse trends in the content of climate change worldwide, based on information already existing and verified. 3. Discourse/coding method to explore the content of the official home pages of 5 manufacturing companies from Latvia to make conclusions on integration of climate change content in the marketing communications of those companies.

Results. During the research, it was found that the 5 companies include the ones that are quite active in highlighting and solving problems related to climate change, bearing responsibility for the environmental impact of their production activities and offering potential solutions, but there are also companies that do not consider to include climate change issues and related measures in their marketing communication.

Conclusions. In conclusion, selected manufacturing companies from Latvia mainly communicate about energy and production sectors on their public websites, offering a variety of solutions and knowing that these sectors have potential developments to minimise the impact of major manufacturing companies on climate change and the environment.

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Providing services throughout the entire health care cycle - from the opportunity to maintain healthy lifestyle options to diagnostics and treatment - AS “Repharm” is a group of companies working in the healthcare sector with the equity of Latvia. It combines the pharmaceutical company “Sentor Farm aptiekas” (development of the “Mēness aptieka” brand), the outpatient health care company “Veselības centru apvienība”, “Centrālā laboratorija” with more than 55 branches, one of the largest herbal remedies manufacturers in the Baltics “Rīgas farmaceitiskā fabrika” and drug wholesaler “Recipe Plus”. The “Veselības centru apvienība” (VCA) is the basis for study and practice in outpatient medicine at Rīga Stradiņš University. Latvia’s “Mēness aptieka” several years in a row have been recognized as the “Favorite Brand” of the Latvian pharmaceutical industry. Corporate group professionals work at all stages of health care with the conviction that available health care means a healthier society.



“Datamed”

Datamed is a leading Latvian telemedicine and healthcare IT solution provider. We support medical personell on-site, by automating their daily routine procedures, such as X-ray scan, ECG test, reporting, or Laboratory testing process from patient appointment to their test result in the mobile device.

We connect medical devices to information systems, archives, databases, and provide vendor-neutral solutions. We also implement pre-operation assessment systems, and patient flow management systems, thus providing full control over and improving patient journey from appointment to recovery.



“Latvia MGI”

Latvia MGI Tech (MGI Latvia) is a subsidiary of MGI Tech Co., Ltd. (MGI), a global leader in life science innovation, established in 2016 and now operating in more than 50 countries and regions serving more than 1000 customers worldwide. MGI is committed to enabling effective and affordable healthcare solutions for all. Based on its proprietary technology, MGI produces sequencing devices, equipment, consumables and reagents to support life science research, medicine and healthcare. MGI’s multi-omics platforms include reagents, medical imaging, laboratory automation, and genetic sequencing. MGI solutions are used in such sectors as scientific research, agriculture, and healthcare.

MGI Latvia focuses on providing effective real-time, comprehensive, life-long solutions for Europe and other international regions. MGI Latvia has been the largest foreign investment in the biotechnology sector in Latvia and the Baltics to date, exceeding 15 million euros. MGI Latvia has formed extensive collaborations with local research centres. One of the key collaborators is the Latvian Biomedical Research and Study Center. The company participates in a number of major national projects including ERDF, and Horizon 2020 projects. MGI Latvia is a member of the Foreign Investors’ Council in Latvia and the Latvian Chamber of Commerce and Industry.



E. Gulbja Laboratorija



GARDUMUTI

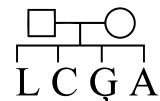


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