

2024'S PODCAST CONTEST IS NOW OPEN!

WHEN? MAY 14-25

WHERE? NIZHNY NOVGOROD LINGUISTICS UNIVERSITY

WHAT is a Podcast? A podcast is an audio show or presentation that you can listen to on desktop and mobile platforms. It's the internet's version of a radio talk, with the added perk of being able to listen on your own time, rather than being forced to tune in at a certain day and time.

Note: The term "podcast" comes from a combination of "iPod" and "broadcast." The iPod's ability to store audio files led to an interest in creating independent, on-demand radio shows or "podcasts."

HOW to take part in the contest? Role-play and record an episode for a podcast series called "3 Minutes with a Guru". A 2,5-3-minute conversation with an expert on one of the suggested topics, where one of you is an expert and the other is a journalist interviewing the guru. Do not forget to introduce yourself and the expert. Write a short note (3-5 sentences) to attract more listeners to your episode. You are welcome to illustrate your speech with a presentation.

TOPICS to choose from:

ECONOMICS & MANAGEMENT

- The manager's role in an organisation
- How Hands-on Management Works
- CareerExplorer: financial manager
- Different approaches to management
- Decision making as a key management responsibility
- Achieving work-life balance - dream or reality?
- Understanding Central banks
- Why invest in Russia?
- How the Bank of Russia influences inflation
- Advantages and disadvantages of market and command economies
- The influence of consumer decisions in a market economy
- Inflation and the transition to a market economy
- The risk and rewards of education and training
- Launching a new venture-risks and opportunities

TOURISM

- The impact of tourism on the environment.
- The impact of sanction on tourism in Russia.
- A day in the life of a hotel manager.
- The most unusual hotel guests complaints you have dealt with.
- The most unusual places to visit in Russia.
- New tourist destinations.
- The most successful team-building events.
- The potential for niche tourism in Nizhny Novgorod region.
- The opportunities of cultural tourism in Nizhny Novgorod region

PUBLIC RELATIONS

- Why you procrastinate and how to stop it now
- The best time management tools ever!
- Best strategies for gen Z job seekers
- What content creators need to know about generational marketing
- Win-win cross-generational proven advice
- The role of PR in political image building
- How PR business tactics work in education
- Best practices of dealing with negative publicity
- Striving for a win-win negotiation outcome

DESIGN & MEDIA TECHNOLOGIES

- New technologies and art: benefits, costs, and opportunities
- How design and art can contribute to education
- There is no space for pure art in social media
- There are different ways to start your career as a designer or a producer
- Understanding a client is a pillar of success in producing/ design sphere
- There is no place for privacy in social media world
- Communication and pandemic times: the role of media and media technologies
- Fake news: the impact on society

TOPICS for PARTICIPANTS from SCHOOLS

- What influences young people to buy certain brands and makes?
- What are the most interesting places to visit in Nizhny Novgorod region?
- Why do teenagers procrastinate with on their studies?
- What creative ideas can improve the appeal of education?
- How to protect yourself from fake news?

**SUBMIT YOUR [Registration Form](#)
GOOD LUCK!**