
REPUTATIONAL PROJECT “BRECHT-120”

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Abstract

This work is devoted to the reputational project “Brecht-120”. We have tried to provide rationale for the efficiency of the reputational approach as compared to the forceful resolutions of political issues. The article describes the importance of the creative cultural practices within the walls of the technical university.

Keywords

Reputation, image, reputational approach, reputational project, social project, the theory of epic theatre, Berthold Brecht

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