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SOCIAL ENGINEERING VS. CRYPTOGRAPHY: WHY PROTECT NOT JUST ALGORITHMS, BUT USERS TOO

To begin, we live in a high-tech era where the internet plays a major role. Initially developed with the invention of the TCP protocol by the U.S. military, the internet evolved from a tool for scientists, serving as an electronic library and research platform into a global business and communication network. Its growth has been rapid, both historically and today.

Most people now cannot imagine life without the internet. Yet, many fail to recognize its dangers. My research focuses on social engineering and cryptography, and why mathematical algorithms alone cannot guarantee online safety. First, let us discuss cryptography, the practice of securing information through encryption. Originating in ancient times with methods like the Caesar cipher, modern cryptography relies on complex mathematical principles, such as prime number factorization, to protect digital data. Having been developed over the past 50 years, it underpins secure internet communication today.

However, as it is often emphasized, the most dangerous computer virus is the user, not software. While cryptography secures data, it cannot protect users who unknowingly compromise themselves. This brings us to social engineering that is the art of manipulating individuals into divulging sensitive information or performing harmful actions. Unlike technical hacks, these attacks bypass encryption by exploiting human psychology. Common tactics include phishing, spear-phishing, and impersonation. Alarming, many people struggle to recognize such scams, making social engineering more devastating than even the most advanced cryptographic breaches.

For example, in June 2024, cybersecurity firm Rapid7 reported a campaign where threat actors infiltrated systems through spear-phishing emails without compromising encryption standards.

So, how can we mitigate these risks? Organizations like Lumifi Cyber advocate for regular, scenario-based security drills. These exercises can reduce malicious link click-through rates by up to 70% by teaching users to identify phishing emails and fraudulent requests. Limestone University recommends integrating behavioral psychology into system design. For instance, implementing mandatory “cool-off” periods for urgent requests can counteract impulsive

decisions. In our view, fostering critical thinking and industry-specific training on recognizing scams is essential.

While cryptography remains vital for securing data, the human element is often the weakest link. By combining robust encryption with user education, intuitive safeguards, and verification protocols, organizations can build a resilient cybersecurity framework that protects both data and the people who manage it.

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LA INFLUENCIA DEL DISEÑO VISUAL DEL LIBRO EN LA ELECCIÓN DEL CONSUMIDOR: ANÁLISIS DE LA PORTADA, EL DISEÑO Y SU CORRELACIÓN CON LAS VENTAS

Vivimos en una época en la que las librerías están abarrotadas. Donde una pregunta puede responder a cientos de libros diferentes. Y lo primero que atrae a un lector potencial es el diseño del libro. El estudio considera el diseño del libro como uno de los criterios para la compra. El objetivo del estudio es analizar el impacto del diseño de la portada en la decisión de comprar un libro. Objeto de investigación: la influencia del diseño en las ventas. Sujeto de investigación: funciones de cobertura, métodos para atraer la atención a través del diseño.

Lo primero que ve un comprador potencial es la portada. Podemos destacar las siguientes funciones de diseño de libros: atraer la atención, transmitiendo género y estado de ánimo, reconocimiento de marca, adecuación al público objetivo.

Decidí ir a una librería en línea y leer reseñas para ver con qué frecuencia la gente compra libros debido al diseño y la portada.

Las revisiones del diseño se dividieron en varios criterios: la portada sola, el diseño en su conjunto y las ilustraciones.

Aproximadamente 13 de 30 reseñas destacaron el diseño del libro como la primera característica. La mayoría de ellas fueron positivas, aunque también hubo críticas negativas. Los compradores señalaron la discrepancia entre las ilustraciones y el contenido.