



**SCIENTIFIC
PROGRAMM**

**International Conference on
Navigating Global Challenges
through Research Discoveries
and Innovative Approaches: An
Interplay of Fundamentals and
Applications**

Seattle, USA

January 25th, 2024

International Conference on Navigating Global Challenges through Research Discoveries and Innovative Approaches: An Interplay of Fundamentals and Applications (Seattle, USA)

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Publishing
Smashwords. Inc.
USA, Los Gatos (CA) 15951
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Scientific Program

13:00 – 13:30	Registrations
13:30 – 14:30	Opening Ceremony Introduction
14:30 – 18:00	General Conference Schedule

CONFERENCE PARTICIPANTS

Bashirova A.	Communication in politics in the context of communication tactics
Rodigina N.J., Rodionov A.A.	Navigating global challenges through research discoveries and innovative approaches: an interplay of fundamentals and applications
Rodigina N. J., Musikhin V.I., Moleva S.V., Obukhovskaya L.A.	Unification of trade and environmental policies based on the eu example
Zubarev D.	History of the development of domestic periodisation through the prism of periodisation
Aleksandrova A.S. Lelyuk E.I.	Phenomenon barbia doll in the advertising industry
Astashova A.S.	The impact of the «core» fashion trend on the fashion industry
Kadyrberdeeva A.A. Kamenchuk V.A.	Features of the promotion of luxury brands in the field of fashion
Kashkarov T.L.	Balenciaga’s unique method of promotion
Kobelev P., Kuznetsov V.	PR as a company development tool
Bashmakova N., Privalov N.	Measuring the development of english-language professional-oriented reading techniques of specialists for the judiciary as an effective tool of professional training
Beryozkina K.	Peculiarities of speech etiquette of representatives of British linguoculture
Zak A.	Possibilities for improving planning in junior schoolchildren

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SECTION 1. CONTEMPORARY SOCIAL PROBLEMS

1. BASHIROVA A. COMMUNICATION IN POLITICS IN THE CONTEXT OF COMMUNICATION TACTICS.

SECTION 2. INTERDISCIPLINARY ENVIRONMENT STUDIES

2. RODIGINA N.J., RODIONOV A.A. NAVIGATING GLOBAL CHALLENGES THROUGH RESEARCH DISCOVERIES AND INNOVATIVE APPROACHES: AN INTERPLAY OF FUNDAMENTALS AND APPLICATIONS
3. RODIGINA N. J., MUSIKHIN V.I., MOLEVA S.V., OBUKHOVSKAYA L.A. UNIFICATION OF TRADE AND ENVIRONMENTAL POLICIES BASED ON THE EU EXAMPLE

SECTION 3. JUSTICE

4. ZUBAREV D. HISTORY OF THE DEVELOPMENT OF DOMESTIC PERIODISATION THROUGH THE PRISM OF PERIODISATION

SECTION 4. MARKETING

5. ALEKSANDROVA A.S. LELYUK E.I. PHENOMENON BARBIA DOLL IN THE ADVERTISING INDUSTRY
6. ASTASHOVA A.S. THE IMPACT OF THE «CORE» FASHION TREND ON THE FASHION INDUSTRY
7. KADYRBERDEEVA A.A. KAMENCHUK V.A. FEATURES OF THE PROMOTION OF LUXURY BRANDS IN THE FIELD OF FASHION
8. KASHKAROV T.L. BALENCIAGA'S UNIQUE METHOD OF PROMOTION
9. KOBELEV P., KUZNETSOV V. PR AS A COMPANY DEVELOPMENT TOOL

SECTION 5. PEDAGOGY, LANGUAGE AND CULTURE IN EDUCATION

10. BASHMAKOVA N., PRIVALOV N. MEASURING THE DEVELOPMENT OF ENGLISH-LANGUAGE PROFESSIONAL-ORIENTED READING TECHNIQUES OF SPECIALISTS FOR THE JUDICIARY AS AN EFFECTIVE TOOL OF PROFESSIONAL TRAINING
11. BERYOZKINA K. PECULIARITIES OF SPEECH ETIQUETTE OF REPRESENTATIVES OF BRITISH LINGUOCULTURE
12. ZAK A. POSSIBILITIES FOR IMPROVING PLANNING IN JUNIOR SCHOOLCHILDREN

