



**SCIENTIFIC
PROGRAMM**

**International Conference on
Global Challenges and
Breakthrough Innovations:
Bridging the Gap between
Fundamental and Applied
Research**

Seattle, USA

November 25th,
2023

International Conference on Global Challenges and Breakthrough Innovations: Bridging the Gap between Fundamental and Applied Research (Seattle, USA)

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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

Kovaleva T.A., Kudinova O.E.	Integrating online resources for engaging discussions on the english lessons
Kovaleva T.A., Kurzaev A.A.	Phonostylistic means of english-language children's prose in english language teaching
Kovaleva T.A., Riznyk S.V.	Features of the use of multimedia tools in teaching english vocabulary in high school
Kovaleva T.A., Smirnova A.N.	Using the gartic phone computer game to teach english
Kovaleva T.A., Tanasyeva E.O.	The role of the game in teaching a foreign language to senior schoolchildren
Salamatina I.I.	Contemporary education environment: cutting-edge technologies and strategies in FLT
Yuryeva A.V.	The college is the founder of the socialization of student in the educational space
Bashmakova N., Privalov N.	Professional training of specialists for the judiciary: professional content and requirements for the judicial career
Bugaev S.	The impact of jewish religious doctrine of warfare on the international humanitarian law
Ivanov I.	The main principles of russian civil law
Zorin A.	The problem of gender inequality in the legislation of the Russian Federation
Berezhkova L.D.	Methods of psychological influence on an individual in advertising
Bykova N.S.	Features of promotion of luxury brands on the example of hermes fashion house
Chernoudova M.A.	Specifics of product promotion on pinterest
Frolova S.D.	The trend of development of male and female images in modern advertising
Gasymova K, Bortnikova V.	The phenomenon of collaborations as a way to promote luxury brands in field of fashion

Kuznetsova A.A.	The role and importance of creativity in advertising
Moskvina A.A.	Social media as a platform for promoting goods and services
Zak A.	Cognitive competencies in adolescence

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SECTION 1. EDUCATION AND PEDAGOGY

1. KOVALEVA T.A., KUDINOVA O.E. INTEGRATING ONLINE RESOURCES FOR ENGAGING DISCUSSIONS ON THE ENGLISH LESSONS
2. KOVALEVA T.A., KURZAEV A.A. PHONOSTYLISTIC MEANS OF ENGLISH-LANGUAGE CHILDREN'S PROSE IN ENGLISH LANGUAGE TEACHING
3. KOVALEVA T.A., RIZNYK S.V. FEATURES OF THE USE OF MULTIMEDIA TOOLS IN TEACHING ENGLISH VOCABULARY IN HIGH SCHOOL
4. KOVALEVA T.A., SMIRNOVA A.N. USING THE GARTIC PHONE COMPUTER GAME TO TEACH ENGLISH
5. KOVALEVA T.A., TANASYEVA E.O. THE ROLE OF THE GAME IN TEACHING A FOREIGN LANGUAGE TO SENIOR SCHOOLCHILDREN
6. SALAMATINA I.I. CONTEMPORARY EDUCATION ENVIRONMENT: CUTTING-EDGE TECHNOLOGIES AND STRATEGIES IN FLT
7. YURYEVA A.V. THE COLLEGE IS THE FOUNDER OF THE SOCIALIZATION OF STUDENT IN THE EDUCATIONAL SPACE

SECTION 2. JURISPRUDENCE AND LAW

8. BASHMAKOVA N., PRIVALOV N. PROFESSIONAL TRAINING OF SPECIALISTS FOR THE JUDICIARY: PROFESSIONAL CONTENT AND REQUIREMENTS FOR THE JUDICIAL CAREER
9. BUGAEV S. THE IMPACT OF JEWISH RELIGIOUS DOCTRINE OF WARFARE ON THE INTERNATIONAL HUMANITARIAN LAW
10. IVANOV I. THE MAIN PRINCIPLES OF RUSSIAN CIVIL LAW
11. ZORIN A. THE PROBLEM OF GENDER INEQUALITY IN THE LEGISLATION OF THE RUSSIAN FEDERATION

SECTION 3. MARKETING

12. BEREZHKOVA L.D. METHODS OF PSYCHOLOGICAL INFLUENCE ON AN INDIVIDUAL IN ADVERTISING
13. BYKOVA N.S. FEATURES OF PROMOTION OF LUXURY BRANDS ON THE EXAMPLE OF HERMES FASHION HOUSE
14. CHERNOUDOVA M.A. SPECIFICS OF PRODUCT PROMOTION ON PINTEREST
15. FROLOVA S.D. THE TREND OF DEVELOPMENT OF MALE AND FEMALE IMAGES IN MODERN ADVERTISING

16. GASYMOVA K, BORTNIKOVA V. THE PHENOMENON OF COLLABORATIONS AS A WAY TO PROMOTE LUXURY BRANDS IN FIELD OF FASHION
17. KUZNETSOVA A.A. THE ROLE AND IMPORTANCE OF CREATIVITY IN ADVERTISING
18. MOSKVINA A.A. SOCIAL MEDIA AS A PLATFORM FOR PROMOTING GOODS AND SERVICES

SECTION 4. PSYCHOLOGY

19. ZAK A. COGNITIVE COMPETENCIES IN ADOLESCENCE

