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**ON THE ISSUE OF THE IMPLEMENTATION OF UNESCO CORE PROJECTS  
IN THE FIELD OF EDUCATION AND COMMUNICATION**

The sphere of Education and Communication in the modern dynamically developing world has a great importance. Demand for education, especially in field of communication, is increasing. Therefore, significant qualitative and quantitative changes are observed. This requires more profound knowledge from educational services, corresponding to modern world trends and realities. The areas of online education and exchange of experience with foreign experts are especially distinguished. Online education allows you to get any information instantly. Unfortunately, unverified tools and information can cause considerable material and moral damage.

Due to this reason, the main goal of this scientific paper is to research UNESCO core projects in spheres of education and communication in dynamics.

In this project, the dynamics of implementation of UNESCO core projects on the example of the UNESCO Chair, international journalism and media in the society of Al-Farabi Kazakh National University, are researched, evaluated and analyzed. The period of the research is from September 1, 2016 to March 30, 2019.

The relevance of the study is the novelty of the information received on research in fields of education and communication, and the designation of the dynamics of the work.

The results of this study will make a significant contribution to the spheres of education and communications and can be used in the further implementation of UNESCO core projects in the fields of education and communication.

**Key words:** education, communication, UNESCO, international profile projects, educational programs.

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**Білім және коммуникация саласындағы ЮНЕСКО-ның бейіндік жобаларын  
жүзеге асыру мәселелері**

Қазіргі қарқынды дамып келе жатқан әлемде білім және коммуникация саласы үлкен мәнге ие. Білім алуға деген сұраныс, әсіресе коммуникация саласында артып келеді. Осылайша, сапалы және сандық өзгерістер білім беру саласынан заманауи әлемдік трендтерге және заман тынысына сәйкес келетін терең білімді талап етеді. Әсіресе онлайн-білім беру және шетелдік мамандармен тәжірибе алмасу салалары ерекшеленеді. Онлайн білім қандай да бір ақпаратты жедел алуға мүмкіндік береді. Бірақ тексерілмеген құралдар мен ақпарат материалдық және моральдық залал әкелуі мүмкін. Осы себепті зерттеу жұмысының мақсаты білім беру және коммуникация саласындағы ЮНЕСКО-ның бейіндік жобаларын жүзеге асыруды зерттеу болып табылады.

Бұл жұмыста әл-Фараби атындағы Қазақ ұлттық университетінің ЮНЕСКО, халықаралық журналистика және қоғамдық медиа кафедрасының мысалында ЮНЕСКО-ның бейіндік жобаларының жүзеге асырылу динамикасы зерттеледі, сонымен қатар, осы кафедраның

2016 жылдың 1 қыркүйегінен бастап 2019 жылдың 30 наурызына дейінгі жұмысы бағаланып, сарапталады. Зерттеудің өзектілігі – білім мен коммуникация саласындағы зерттеулермен толықтырылған ақпараттың жаңашылдығынан, сондай-ақ, жүзеге асырылған жұмыстардың динамикасын көрсетуімен байланысты.

Зерттеу нәтижелері білім беру және коммуникация саласына елеулі үлес қосады және осы саладағы ЮНЕСКО-ның бейінді жобаларын одан әрі іске асыру барысында қолданылуы мүмкін.

**Түйін сөздер:** білім беру, коммуникация, ЮНЕСКО, бейіндік халықаралық жобалар, оқу бағдарламалары.

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### **К вопросу о реализации профильных проектов ЮНЕСКО в области образования и коммуникации**

Сфера образования и коммуникаций в современном динамично развивающемся мире имеет колоссальное значение. Спрос на образование, особенно в сфере коммуникаций, увеличивается, тем самым производя значительные качественные и количественные изменения. Это требует от образовательных услуг более глубоких знаний, соответствующих современным мировым трендам и реалиям. Особенно выделяются области онлайн-образования и обмен опытом с зарубежными специалистами. Онлайн-образование позволяет получить ту или иную информацию мгновенно. Но непроверенные инструменты и информация могут принести немалый материальный и моральный ущерб. По данной причине целью исследовательской работы является изучение реализации профильных проектов ЮНЕСКО в области образования и коммуникации в динамике.

В данной работе исследуется динамика реализации профильных проектов ЮНЕСКО на примере кафедры ЮНЕСКО, международной журналистики и медиа в обществе Казахского национального университета имени аль-Фараби, оценивается и анализируются период работы кафедры с 1 сентября 2016 года по 30 марта 2019 года. Актуальность исследуемой работы состоит в новизне полученной информации об исследованиях в сферах образования и коммуникации и обозначении динамики проделанных работ.

Результаты данного исследования внесут значимый вклад в области образования и коммуникаций и могут быть использованы в дальнейшей реализации профильных проектов ЮНЕСКО в сферах образования и коммуникации.

**Ключевые слова:** образование, коммуникация, ЮНЕСКО, профильные международные проекты, учебные программы.

#### **Introduction**

The study was conducted to identify shortcomings and offer new opportunities in the development of the strategy for 2019-2022 period. The duration of the experiment in this type of working and scientific-educational organization where UNESCO projects are implemented was chosen based on research. One month is too short time to implement global projects; one year will not give a complete picture of the dynamics by year. For this reason, a term of more than two and a half years was chosen, that is, a term of five academic semesters. In the future, we plan to use the data obtained from these years in conjunction with future research and implement a research experiment with a term of 10 years, that is, 20 academic semesters. Here we present the analysis and implementation of core projects during the experiment of involvement in the project of scientific

and teaching staff of the department. Special attention is paid to the establishment of new agreements with universities and institutes both in Kazakhstan and abroad (USA, Japan, China, Russia and others).

UNESCO Chair in Journalism and Communication (The al-Farabi Kazakh National University) works in the scientific, methodological, educational areas in close cooperation with the UNESCO and ISESCO National Commission in the Republic of Kazakhstan, with the UNESCO Cluster Office in Almaty, with international organizations, government, public and business structures (MFA, 2018).

Within the framework of South-South and North-South cooperation, the Chair closely cooperates with the UNESCO Chairs from Uzbekistan, Kyrgyzstan, Ukraine, and Russia. During the period from September, 2016 to December, 2018, 5 col-

lections “PR and media in Kazakhstan. Collection of scientific papers” (№ 11 -16), where were published articles of authors from Russia, Kyrgyzstan, Uzbekistan, Ukraine, Switzerland, Turkey, Hungary, – were published. Researchers from different countries spoke about the activities of UNESCO in their countries. This collection of scientific works is published twice a year. In 2017, the № 13 and № 14 of collections of scientific works were devoted to the anniversary of UNESCO in Kazakhstan and the Sustainable Development Goals (Google Drive, 2018).

Within the framework of the UN Project “International Decade for the Convergence of Cultures”, members of the department actively work in international and republican organizations. For example, Professor L.S. Akhmetova is a member of the Assembly of the Peoples of Eurasia, she is also an expert of the PF “Eurasian Commonwealth”; PF “World of Eurasia”, project “Central Asia”; Ministry of Culture and Sports in Citizenship. Associate Professor A.A. Niyazgulova is an academician of the International Eurasian Academy of Television and Radio (Russia). Professor N.T. Shyngyssova – current expert, member of the Council of “PF Center for Supporting Journalists “Minber”, PF “Foundation of Turkic-speaking journalists”. In 2018, the department implemented an international project of the UNESCO / UN IPDC “Strengthening the curriculum on gender journalism in Kazakhstan”, 2-3 November, 2018 (Vteme, 2018).

The Chair holds regular consulting meetings with international organizations and domestic partners: the UNESCO Cluster Office in Almaty around Kazakhstan, Kyrgyzstan, Tajikistan and Uzbekistan, the UN Department of Public Information, INTERNEWS, the international non-profit organization, the “Adil Soz” international fund for the protection of speech, the PF center support of journalists “Minber”, the Union of Journalists in Kazakhstan, the International Center for Journalism MediaNet, PF “Foundation of Turkic Journalists”, etc.

Lecturers, who have received an international educational scholarship of the President of the Republic of Kazakhstan “Bolashak” are working at the Chair. The availability of scholarships allowed them to complete one year and three-year internships at leading foreign universities: Oklahoma State University, Columbia University, Reading University, Boston University, University of Newcastle upon Tyne, University of Nottingham, A. Mickiewicz University. (Poznan, Poland), etc.

### Main Part

Workshops, brainstorming sessions, contests, student competitions were conducted by well-known media professionals, employers, heads of government agencies, commercial enterprises, consulting structures, exhibition companies, as well as foreign teachers from Europe, USA, Turkey, winners of state and public awards and prizes, holders of the title “The best teacher of Kazakhstan.” There is a constant correlation of educational practice with the latest global trends; academic mobility in the CIS countries and far abroad.

During the reporting period, about 100 trainings and master classes were conducted. The following trainings have received high appraisal from the experts:

- September 8, 2017. Master class of the President of the media corporation Radio Free Europe / Radio Liberty Thomas Kent.
- September 12, 2017. Master-class of the professor of the Faculty of Humanities of the University of Senshu (Japan) Hiroaki Ito.
- September 6, 2018. Master class of Korean professor, chairman of the World Association of Journalists Shin Dong Kim.
- November 15, 2016. Master class of the Director of the American University GimeOrhanHasanoglu.
- November 24, 2016. The master class of the Doctor of Social Communications, Kati Lehtisaari (University of Helsinki, Alexander Institute).
- April 19-24, 2017. The seminar of the PhD doctor, Helen Michkeevich. Duke University.
- April 29, 2017. The master class of the member of the Parliament of Afghanistan Nahid Farid.
- March 10-24, 2018 Seminar of the professor Eric Friedman. University of Michigan
- August 22-24, 2018. Master class by Professor Nello Barile (Italy) and etc.
- International projects:
- Strengthening the curriculum on gender journalism in Kazakhstan, 2-3November 2018, the head of the project: Doctor of Philology, Professor, N.T. Shyngyssova (Qazaq Universiteti, 2018).

IPDC priority area: Gender in media, Journalism curricula review/improvement in formal schools of journalism;

The project considered the priority area of the IPDC on gender equality through the media and enhancing the competence of teachers of the specialty

journalism in this field. UNESCO Department of Communications KazNU (Al-FarabiKazNU, 2018c). Al-Farabi demonstrated the possibilities of the Gender and Media curriculum, which includes the main aspects of strategic gender analysis in journalistic production and education. Immediate objective: to ensure familiarity with gender issues not only in society, but also in the content of news and other materials provided by the media based on the UNESCO Model Curriculum in Journalism (2017), by conducting a two-day training seminar among teachers from 15 universities in Kazakhstan in the library of al-Farabi in Almaty. The selection of candidates for participation was carried out directly by the participating universities, taking into account the need for equal representation of men and women. The representation of the participants of the training included heads of the departments of journalism, coordinators of educational programs, managers of the educational process, who may have a greater impact on the introduction of gender equality in the curricula in journalism in the country (Academic Impact, 2018).

The project allowed teachers of journalism to reduce the stereotypical perception of the role of women and men in society, gender stereotypes and gender bias in accordance with international practice. Professional training for journalists in Kazakhstan, taking into account the gender balance presented at the training seminar, should provide students with the skills to select relevant information based on gender-sensitive media indicators. A preliminary agreement was reached on the intention to introduce the course "Gender and Journalism" of the faculties and departments of journalism of Kazakhstan.

The training allowed expanding the range of understanding of the role of gender in the society and information space of the country and expanding the perspective of a gender-objective information approach in Kazakhstan. The date – 2-3 November 2018 – was timed to coincide with the International Day against Impunity for Crimes against Journalists. During the training, the following UNESCO documents and publications were used: UNESCO Journalism Training Program (model 2008, second edition 2017), Gender-sensitive media indicators: a system of indicators for assessing gender issues in activities and content (edition 2012), UNESCO Action Plan for the Priority "Gender Equality" 2014-2021 (2014 edition). The training participants studied the qualitative content of the training program "Gender and the media." The training seminar was held in Russian and Kazakh languages (UNESCO, 2018a).

When selecting participants for a training seminar on strengthening the curriculum on gender journalism in Kazakhstan, despite the efforts of the organizers, it was not possible to fully maintain the gender balance due to the smaller number of men working in the field of education, it was possible to achieve the following representation: men – 5, women – 10.

To determine readiness, an input questionnaire was disseminated, which showed an understanding of the importance of studying gender issues in the media, but also, as participants pointed out, their very low level of practical experience. All participants actively participated in discussions, solving practical problems, competitions between teams and in the work of small groups, presenting the answers from an accounting gender balance.

During the training workshop, a strong belief arose to ensure the transmission of gender-sensitive approaches from the educational environment to the media sphere of Kazakhstan, although there are serious patriarchal barriers in the country.

Improving the qualifications of teachers in the framework of the IPDC activities and on the basis of relevant UNESCO publications have begun activities to introduce gender-related topics and journalism into educational programs of universities on journalism. The experience and practice of the participating teachers made it possible to understand in what aspect and how deeply the discipline "Gender and the media" can be introduced in the journalism departments of the Republic of Kazakhstan. All participants stated that they are aware that gender analysis should be carried out at all stages of the development process and one should always ask how much the influence of a particular action differs from a gender perspective (Qazaqstantarihy, 2017).

Experience in implementing a training program in gender journalism at the Faculty of Journalism of the Al-FarabiKazNU for the freshers of year 2019. The main curriculum – 6M051600 – International Journalism. Course "Gender studies and Media" (Gender Training, 2018).

2. III International Autumn PR School "Media and Communication in conditions of sustainable development" in the framework of the Global Week of Media and Information Literacy (MIL), October 19-20, 2017 (Bilim al, 2017).

The International Autumn School was dedicated to improving the literacy of population in the use of digital technologies, as well as progress in the education system and media literacy.

The school was attended by a wide range of media researchers from various countries (USA,

Afghanistan, Kyrgyzstan, Uzbekistan), mass media leaders, editors, and journalists (Mail.kz, 2017).

Goals and objectives of the Autumn School:

– celebrate Global Media and Information Literacy Week;

– to acquire new skills and competencies in matters of media and information literacy, and achieving information equality.

Participants in total – 165: students, undergraduates, PhD doctoral students and teachers of universities of Kazakhstan, Kyrgyzstan and Uzbekistan, journalists of state and regional media outlets, web editors and content editors of online media.

Results: Participants developed new approaches in media and information literacy.

3. The joint project of the UNESCO Cluster Office in Almaty and the UNESCO Chair in Journalism and Communication of the Al-Farabi KazNU International Summer School "Media Information Literacy. Media and Communication in the Conditions of Sustainable Development" (Almaty, June 2–4, 2017) (Qazaqstan, 2017).

Results: As part of the refresher course, journalists and university students enrolled in journalism from Kazakhstan, Kyrgyzstan and Uzbekistan (from selected areas), acquired new knowledge and skills, how to accurately and balancedly cover the media in three topics on media and information literacy: digital and news literacy, literacy on freedom of information and self-expression.

4. The joint project of the UNESCO Cluster Office in Almaty and the UNESCO Chair in Journalism and Communication of the Al-Farabi-KazNU in the framework of the UN Sustainable Development Goals with the support of the Municipality of the Almaty region IV International Spring School "Media and Communications in Sustainable Development". Taldykorgan, April 27-28, 2018. Regional media journalists, web editors and content editors of online media, students and undergraduates of higher educational institutions, PhD students, teachers and students of specialized schools (Turkystan, 2017).

Results: Individual and group practical exercises were conducted, as well as the presentation of new projects, discussions, and professional consultations.

5. The joint project of the UNESCO Cluster Office in Almaty and the UNESCO Chair in Journalism and Communication at Al-Farabi KazNU in the framework of the Global Week of Media and Information Literacy with the support of the #MIL CLICKS movement in social networks of UNESCO, V International Autumn School "Media and Communication: Strategy sustainable development.

" Almaty, November 29-30, 2018 (UNESCO, 2017).

Representatives of the media and new media from Kazakhstan and Kyrgyzstan took part in the work of the Autumn Media School.

Goals of the Autumn School:

– to acquire new skills and competencies in matters of media and information literacy, and the achievement of informational equality;

– explore creative processes and laboratory skills in developing communication strategies for targeted audience;

– listen to lectures by experts in their field, leading professionals in the field of mass media.

7. Al-Farabi Kazakh National University in collaboration with the Institute for Sustainable Development Ban Ki-moon, with the assistance of the UN Information Office in the Republic of Kazakhstan in the framework of the initiative "Interaction with Academic Circles (UNAI) of the Department of Public Information, held the III International Summer School "Communication Strategy for Sustainable Development of Cross-Border Areas of Kazakhstan Altai", July 25-27, 2018. The creative potential and life values of future journalists was studied (UNESCO, 2012).

Basic and applied scientific research in the field of socio-economic and humanities of the staff of the UNESCO Chair:

1. Project AP05135021 "Development of a national model of Kazakhstani media education in the context of upgrading public consciousness and implementing the priorities of Mangylikel", 2018-2020 (PSU, 2018).

The goal of the project is to develop a national model of Kazakhstan media education as the basis for the integrated formation of basic media competences at various educational levels and the development of media creativity of young people in the context of modernizing public consciousness and implementing the principles of openness, pragmatism and competitiveness.

2. 4438 / GF4 "Strategy, integrative mission and methods of information support for the phenomenon of "Kazakhstan Way" as a state ideology in the media space", January 1, 2015 – December 31, 2017 (Qazaq gazetteri, 2017).

Result: The conceptual apparatus of the Kazakhstan Way phenomenon, national idea, public consciousness, national cohesion, state ideology in the media was studied

The factors of media impact during the formation of the political architecture of young Kazakhstan, its priorities and values.

The mechanisms of introducing value priorities of the unique trajectory of the political development

of the country – the Kazakhstan Way – through the education system and the media have been identified.

According to the results of the research, reports were made at international and republican conferences, a scientific article was published in international scientific journals, indexed in the Scopus database. Received 1 certificate of state registration of registration rights to copyright. 2 collective monographs have been published (Al-FarabiKazNU, 2018d).

3. Project 1774 / GF4 “The introduction of UNESCO's international journalism standards in the context of the implementation of the strategic priorities of the Bologna process in Kazakhstan”, January 1, 2015 – December 31, 2017 (Ana tili, 2017).

Results: Summarized theoretical material, revealing the essence of international standards and principles in the field of freedom of the media.

International standards of journalism and journalistic education were studied, a comparative study was conducted.

Revealed and summarized are the bedrock principles for regulating public relations related to the creation and distribution of media materials.

A scientific and theoretical study of the institutional forms of ensuring social responsibility of the media was conducted.

The state of Kazakhstani mass media was analyzed on the basis of a system of international indicators and the development of recommendations and proposals for the further implementation of international standards in the Republic of Kazakhstan in the field of journalism, freedom of speech, legal regulation of the media, information security of individuals and society, etc. teaching materials in the Kazakh and Russian languages, a textbook and a number of training programs

According to the results of the research, reports were made at international and republican conferences, a scientific article was published in international scientific journals, indexed in the Scopus database. Received 2 certificates of state registration of registration rights to copyright. 1 author and 2 collective monographs were published.

4. Project 1833 / GF4 "Formation of media and information literacy in the youth environment in the context of national security and the implementation of the State Program"Information Kazakhstan – 2020". January 1, 2015 – December 31, 2017 (Al-FarabiKazNU, 2017a).

The empirical material describing the level and nature of the development of the media space of Kazakhstan is summarized.

A source study base has been prepared and a study has been conducted of international experience in the implementation of media education programs in the context of its adaptation to the conditions of the innovative development of Kazakhstani society.

Methodological and theoretical principles for the formation of media literacy of various target audiences were revealed.

The conceptual and methodological foundations of media literacy were identified and characterized, a theoretical and methodological basis was prepared for further research on the priority areas of media education in Kazakhstan.

Development of an updated concept of media and information literacy of young people of Kazakhstan and teaching materials on the formation of media literacy adapted for integration into the system of secondary and higher education in the context of innovative development of social networking technologies. Within the framework of the project, educational materials in the Kazakh and Russian languages, a training manual and a number of training programs were prepared for publication.

According to the results of the research, reports were made at international and republican conferences, 2 scientific articles were published in international scientific journals, indexed in the Scopus database. Received 2 certificates of state registration of registration rights to copyright. 1 author and collective monograph were published.

During the reporting period, the department held more than 35 round tables, conferences and workshops. Most of them:

1. On December 11, 2018, a round table was organized dedicated to the 70th anniversary of the adoption of the “UN Universal Declaration of Human Rights”. The jubilee event was organized by: UNESCO Chair in Journalism and Communication, UNESCO Chair in Sustainable Development, Institute for Sustainable Development. Ban Ki-moon Institute at Al-Farabi Kazakh National University (Al-FarabiKazNU, 2018b).

In the presentation of ArinaMyasoed, specialist of the social and humanities sector of the UNESCO Cluster Office in Almaty, she thanked the UNESCO Chair in Journalism and Communication, the UNESCO Chair in Sustainable Development, the academic staff of the Al-Farabi Kazakh National University, and colleagues from the UN Sector for Sustainable Development for their tireless attention to the problems and rights of young people. VlastimilSamek, representative of the UN Department of Public Information in Kazakhstan, made a video conference. He noted the special significance of the

70-year existence of the “Universal Declaration of the United Nations Human Rights”.

Results: The agenda of the round table was relevant, which found expression in the interested and enthusiastic presentations of the participants, they also expressed themselves when discussing the problems of the UN activities on the implementation of the principles of the “UN Universal Human Rights Declaration”. The work of the round table was simultaneously broadcast on the international communication platform G-Global and was available to listeners online. The discussion was attended by heads and representatives of the Ministry of Foreign Affairs of the Republic of Kazakhstan, the United Nations, UNESCO, UNDP, UNAI in Almaty, young scientists, undergraduates and doctoral students of universities of Kazakhstan.

2. On December 12, 2017, the UNESCO Chair in Journalism and Communication at Al-Farabi Kazakh National University and the UNAI Global Hub on Sustainable Development together with the UN Office in Almaty and universities, and the UN Academic Influence program members held a round table on the “Role of peacekeeping forces in Peace and Human Rights: the 70th anniversary of the UN Charter on Human Rights”, which was broadcast on the international communication platform G-Global (UNAI Hub, 2018).

Roundtable participants: UN Representatives in Almaty; Representatives of consulates and embassies in Almaty; representatives of the Ministry of the Armed Forces of the Republic of Kazakhstan, representatives of the scientific community of the university; participants in the UNAI program (UNAI Hub, 2019).

Results: The agenda addressed major issues of the UN peacekeeping missions, the role of such UN organizations as Academic influence in addressing human rights and security issues, the contribution of UNAI to Al-Farabi KazNU in sustainable development, the activities of youth structures like the UN Model – New Silk Road in strengthening peace and human rights in Central and South Asia. Scientists of universities of Kazakhstan and representatives of the Center "Partnership for Peace" of the Ministry of Defense of Republic of Kazakhstan analyzed the problems of regional security, the role of Kazakhstan as a non-permanent member of the UN Security Council in supporting UN activities (Ana tili, 2017a).

The discussion was attended by representatives of foreign consulates in Almaty, young scientists, undergraduates and doctoral students of universities in Kazakhstan, discussed the latest trends and

achievements of UN peacekeeping activities on human rights, and also expressed support for key issues of human rights protection.

3. On April 10, 2018, the UNESCO Chair in Journalism and Communication of the Al-Farabi Kazakh National University, with the support of the UNESCO Cluster Office in Almaty, held the III International Scientific and Practical Conference "Training Models for International Journalism for Sustainable Development". The conference is designed to become a high-quality scientific platform for achieving high standards of education and organizing dialogue and interaction between the academic community of different countries and international organizations for sustainable development. During the conference, master classes of leading experts in the field of international journalism were organized. The conference was also attended by media leaders, editors, journalists, representatives of the UN Public Information Department in Kazakhstan, representatives of embassies and consulates of foreign countries, scientists and researchers of mass communications from the United States, Russia, lecturers, undergraduates and doctoral students.

4. On November 29-30, 2016, the department together with the National Commission of the Republic of Kazakhstan for UNESCO and ISESCO, the Association of University Libraries of Republic of Kazakhstan held the International Scientific and Practical Conference "Promotion of media and information literacy to improve the information culture of society in Republic of Kazakhstan".

The conference was devoted to the problems that in the modern world of information risks are becoming increasingly relevant, and mostly about improving media and information literacy, and the development of media education among the population. The following issues were addressed at the conference:

- main goals and objectives of media education;
- main subjects of media and information literacy;
- methods for measuring and evaluating media education (UNESCO, 2014).

5. On April 7, 2017, the UNESCO Chair in Journalism and Communication at the Al-Farabi Kazakh National University, with the support of the UNESCO Cluster Office in Almaty, held the II International Scientific and Practical Conference "Training Models for International Journalism for Sustainable Development (TMIJ)" (UNESCO, 2017a).

The conference was also attended by media leaders, editors, journalists, representatives of the UN

Department of Public Information of Kazakhstan, representatives of foreign embassies and consulates, scientists and researchers of mass communications from the United States, Great Britain, Poland, Turkey, Russia, teachers, students, undergraduates and doctoral students.

6. March 5, 2018 at the Faculty of Journalism of the Al-Farabi Kazakh National University hosted the first student press conference from the UN Model series. New Silk Road, dedicated to gender equality. The event was timed to the celebration of International Women's Day, on the eve of which the topic of gender discrimination becomes particularly relevant. Students from two countries presented their works: Kazakhstan and India. (students from India were at the university on an exchange program).

7. February 24-25, 2017, Model UN Conference – New Silk Road dedicated to the 25th anniversary of the accession of Kazakhstan and Central Asian countries to the UN. During the reporting period, more than 11 collections of scientific papers and presentations were published, in which abstracts and speeches of members of the UNESCO Chair were published (Al-Farabi KazNU, 2017).

#### **Interuniversity Exchanges/Partnerships. Agreement with Columbia University.**

The group of master students studying sustainable development (MDP) of the UNESCO Chair in Journalism and Communication of the Al-Farabi Kazakh National University. was invited to New York to witness the historic speech of the President of Kazakhstan. President Nursultan Nazarbayev delivered a report on the non-proliferation of nuclear weapons in the UN Security Council in New York on January 18, 2018. Students participating from the Al Farabi Kazakh National University came to New York as part of the educational process, specifically the exchange program coordinated by Columbia University, SIPA. During the ten-day visit, they were engaged with leading practitioners and scholars in several disciplines (Al-Farabi KazNU, 2019).

Work on the agreement with Ukraine. At the beginning of 2018, on the initiative of the UNESCO Chair, a cooperation agreement was signed between the Al-Farabi Kazakh National University and the public organization "All-Ukrainian Assembly of Doctors of Science in Public Administration":

– Al-Farabi Kazakh National University has become the official partner of the public management professional public administration, prof. L.S. Akhmetova joined the editorial board of the collection;

– in each Chair's collection "PR and mass media in Kazakhstan. Collection of scientific papers".

Issues 12-15. – Almaty: University of Kazakhstan, 2017-2018 articles of Ukrainian colleagues were published;

– President of the International Academy of Literature and Art of Ukraine – Dzyuba Sergey Viktorovich, joint projects on cross-cultural communication, assistance in publishing articles of Kazakhstani authors in magazines of Canada and Ukraine. Author of Aykap magazine, expert and translator;

– The article of Akhmetova L.S., Shorokhov D.P. was published in Ukraine. Media and Information Literacy: Addressing Civic Position Development in Kazakhstan – Public management / Public Uryadvan. – № 3 (13) – May 2018. Kiev: Subsidiary enterprise "Vidavinchiy Dim" Personnel – 2018 – 226 s. / 14-27 /- we exchange information and publish it on our websites, pages on social networks, etc.

Cooperation with UNESCO Headquarters, Field Offices

Since its inception, the department has been in constant contact with the UNESCO Cluster Office in Almaty. During 2017-2018 the department receives regular consulting assistance from the Director of the UNESCO Almaty Cluster Office, Christa Pikkat, a specialist in the Communication and Information Division of the UNESCO Cluster Office in Almaty, Karpov S.A., Specialist of the Social Science and Humanities Sector of the UNESCO Cluster Office in Almaty **Myasoed Arina** and the Department of Public Information Vlastimil Samek, Head of the UN Information Office in Kazakhstan, Abdurahim-Muhidov.

Almost all issues are resolved jointly with the National Commission for UNESCO and ISESCO and the UNESCO Cluster Office in Almaty.

In 2018, the department took part in the UNESCO / UNDDC competition and won the Project International Program for the Development of Communication.

UNESCO gender issues in the activities of UNESCO department:

– professor Shyngyssova N. and professor Akhmetova L. are members of the Union of Crisis Centers of Kazakhstan;

– work with women and men in conflict situations;

– work with children on educational and media programs;

– consultation on the topics of theses and scientific works in the field of gender issues (Aiqyn, 2018).

With the support of the Information Office of the Republic of Kazakhstan, students had the opportu-



nity to broadcast news on the UN radio in Kazakh language and voice educational video tutorials on UNESCO's journalism models.

Kazakhstan has embraced globalization as part of its economic policy and also as part of its education development strategy. Thus, the country's higher education institutions have begun to experiment with the internationalization of education, updating curricula and applying innovative teaching methods.

Teaching Global Citizenship Education (TGCE) is something new at universities at Kazakhstan, including Al Farabi Kazakh National University (KazNU) where it is taught on UNESCO of Journalism and Communication department. It is important for Kazakhstan and other Central Asia to provide knowledge about global trends and TGCE to the new generation of students, as globalization and internationalization of education impact the communities in every corner of the region (UNESCO, 2018b).

Implementation of the Sustainable Development Goals, especially Goal 8 (good jobs and economic growth), is of great importance for the national government of Kazakhstan, whose officials believe that sustainable economic – and especially energy-development is the only path toward progress in reducing dependency on export of commodities, notably oil (Gender Training, 2018).

The management of KazNU has identified that integration of case study projects into the educational process is one effective way of developing better practical skills among students. The UNESCO of Journalism and Communication department has been selected as an implementation entity to ensure inter-faculty collaboration and involve external partners to work on a range of case study projects. Its core principle in developing and implementing the new education program on TGCE is to focus on developing open dialogue with graduate students (Al-FarabiKazNU, 2018a).

This program's team places great emphasis on developing independent critical and creative thinking in the classroom environment. The experience of the past few years suggests that one of the most effective ways to achieve this goal in the education setting of Kazakhstan is a participatory approach, inviting students to brainstorm and choose the topic for the independent case study for the global citizenship course.

One of the challenges in introducing the course on TGCE has been finding linkages between practical skills, the educational environment and labour market needs in Kazakhstan. The students are always instructed to make the projects as practical as possible,

contributing to solving local problems and addressing the challenges that local communities face.

So far, the UNESCO of Journalism and Communication department's team has accumulated a rich experience in incorporating the case study approach into the educational process on global citizenship. The next step is to conceptualize and disseminate this educational method by organizing a series of training seminars at the home university across the country (Al-FarabiKazNU, 2018).

The strategic plan of the department provides for the implementation of 6 strategic areas:

1. Improvement of the quality of educational activities;
2. Development and improvement of the quality of research and innovation activities;
3. Expansion of international cooperation;
4. Improvement of educational and social work, involving young people in the socio-economic development of the country;
5. Development of infrastructure and the introduction of new information technologies;
6. Improvement of the efficiency of financial and economic activities.

### **Conclusion**

The study revealed the strengths and weaknesses of the data of specialized educational programs with the support of UNESCO. Based on the results of the study of the dynamics from 2016 to 2019 of specialized projects in the field of education and communication of the UNESCO Chair, international journalism and public media at Al-Farabi Kazakh National University, we propose a strategy for the development and implementation of relevant projects of this type for 2019-2022. In this regard, the UNESCO Department of Journalism and Communication in the years 2019-2022 plans:

1. Establish a training-consulting center "Gender Balance and the Media" within the framework of the continuation of the project "Strengthening the training program on gender journalism in Kazakhstan" with the support of the UNESCO / UN.
2. Introduction to the educational program of Journalism such courses as: "Media and Sustainable Development" and "Gender and Media".
3. Within the framework of the UN project "International Decade for the Rapprochement of Cultures", organize an International Forum on the theme "Quality Education: the Experience of Central Asia and Kazakhstan".
4. Within the framework of the Center for Advanced Studies and Certification of Public Relations Personnel and PR Press Services, it is planned to

organize an international seminar with the departments of journalism from Kyrgyzstan, Uzbekistan and Tajikistan on the theme: "Educating Journalists: New Challenges".

5. To incorporate quality information about the Sustainable Development Goals into the content of educational programs on journalism, create a working group to organize the translation of UNESCO documents and other researches in the field of media education and media literacy into Kazakh and Russian languages.

6. In the direction of "UNESCO and the Seven Facets of the Great Steppe" it is proposed to orga-

nize an interdisciplinary expedition "Communication support and self-education in the study of the material heritage of UNESCO in Kazakhstan" with the involvement of students from republican universities to promote world heritage.

7. To take part in UNESCO and ISESCO competitions, Participation Program 2020-2021; applying for the UNESCO-Japan Prize 2020 for outstanding projects on education for sustainable development, etc .

8. Conducting international schools in the framework of Media and Information Literacy Week.

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