UNESCO Chair in Journalism and Communication

al-Farabi Kazakh National university

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Nazgul Tursynbayevna Shyngyssova, Professor, Doctor of Philology Science, Head of the UNESCO Department of Journalism and Communication

Date of signing the agreement with UNESCO: May 14, 1996.

The UNESCO Chair of Journalism and Communication was established in 1996.

The main mission of the department is to contribute to building peace and human development through education, science, culture, communication and information.

In 1991, at the 26th session of the UNESCO General Conference, it was decided to launch the UNITWIN Cathedral Program/ UNESCO Chairs as an international action plan aimed at strengthening higher education through appropriate mechanisms to promote inter-university cooperation.

In 1996, an agreement was signed between UNESCO and Al-Farabi Kazakh State University on the establishment of the UNESCO Department of Journalism and Communication, which states in Article I, paragraph 2. that "...the department should become part of the UNESCO system in the field of media and international cooperation, which operates under the ORBIKOM program."

Based on the agreement on mutual cooperation between Al-Farabi Kazakh State University and UNESCO, the university issued an Order to open a department for the study of UNESCO journalism problems at the Faculty of Journalism in order to disseminate and exchange information on international scientific cooperation in the ORBICOM SYSTEM - the World Organization of UNESCO chairs, support the KazGU scientific school for the study of the theory and practice of modern journalism, In accordance with paragraph 4 of this agreement, UNESCO, for its part, made its initial contribution to the organization of the material and technical base of the department (technical equipment, office equipment and office equipment).

**Main activities of the Department:**

1) development, training, research in the field of journalism and communication;

2) improvement of mass media, communication ethics, research, training, information services, access and implementation of new technologies;

3) facilitation of the exchange of information in the ORBICOM SYSTEM and strengthening international scientific cooperation;

4) development of scientific research in the field of journalism;

5) participation in research grants of the Republic of Kazakhstan authorities, international funds and organizations;

6) publishing textbooks and teaching aids in the field of journalism;

7) meetings, round tables with foreign and domestic journalists, public relations specialists;

8) organization of training seminars on topical issues of journalism and communication, etc.

**The above tasks are aimed at the following results:**

1) use of the obtained results of scientific research by students, undergraduates, PhD-doctoral students in educational practice;

2) application of developed training courses and programs as educational material for students' education;

3) further development of the UNESCO Journalism Department by ensuring free access to information at the international and national levels;

4) introduction of modern information technologies in student education, expansion and strengthening of relations with international organizations and foreign universities;

5) increasing the competitiveness of existing mass media, expanding research and development in the field of modern journalism and communications.

In 1996, all preparation work for the creation of the UNESCO Chair was carried out by the Dean of the Faculty of Journalism, Associate Professor, Yuri Alekseyevich Krikunov.

1996-2000 - an exchange program was organized and continued in the future between the staff of the Faculty of Journalism of al-Farabi KazNU and teachers of the School of Journalism of the University of Oklahoma. The future plans of the UNESCO Chair include expanding international cooperation, active participation in various grant and tender programs for students, teachers and journalists, holding conferences, seminars, trainings, meetings with interesting people, round tables on topical issues of journalism in Kazakhstan and Central Asia.

Since 2011, the MDP/Global Classroom program has been implemented jointly with Columbia University (New York, USA). KazNU students who have mastered the program "Integrated Approaches to the practice of sustainable Development" within the framework of the Global Classroom project have received certificates from Columbia University.

The Department cooperates with the UN, OSCE and UNESCO missions in Kazakhstan, the Soros Foundation-Kazakhstan, the regional office of the Eurasia Foundation, Irex, Fulbright, the American Education Association, the European Association of Journalism Teachers (EJTA), the USA, Turkey, China, Russia and others. business relations with news agencies, Kazakhstani and foreign advertising agencies, companies.

**SIGNIFICANT EVENTS FROM THE HISTORY OF ACTIVITIES AND COOPERATION WITH UNESCO**

The conference of the UNESCO Department of Journalism and Communication of al-Farabi Kazakh National University "Models of Teaching International Journalism for Sustainable Development" (MTIJ) annually gathers media professionals from all over the world. In 2021, in the first decade of April, with the support of the UNESCO Cluster Office in Almaty, the fifth meeting was held. It was held in five languages and brought together more than a hundred scientists, teachers, journalists, representatives of the international community from 9 countries: USA, Hong Kong, Poland, Turkey, Russia, Ukraine, Kyrgyzstan and others.

On behalf of the UNESCO Representative in Kazakhstan, Kyrgyzstan, Tajikistan, Directorof the UNESCO Office in Almaty **Krista Pikat,** a specialist of the Communication and Information Department of the UNESCO Cluster Office in Almaty, welcomed the conference participants. **Sergey Karpov.** In his speech, he presented the participants with a training manual for journalists developed by UNESCO. These are actually ready-made curricula, syllabuses, methodological developments on the most relevant training courses for modern journalists that meet international standards.

Head of the Information Office UN of the UN Global Communications Department in Kazakhstan, **Vlastimil Samek** in his greeting thanked and congratulated all participants of the conference, noted the importance of the meeting for the goals of sustainable development, prosperity of mankind, all UN countries, and specifically, Kazakhstan. He stressed the importance and responsibility of journalists for providing high-quality, correct and verified information.

Head of the only in Kazakhstan, the UNESCO chair in journalism and communication at al-Farabi KazNU, Professor **N. T. Shyngyssova**  sharedexperience of promotion of the SDGs in the educational process, spoke about the implemented projects of the Department for the development of a national model of integrative media education, implementation of international standards, strengthening aspects of media information literacy in the educational programs of the faculty of journalism, gender equality and balance in the media, translation of training materials in the Kazakh language. «Al-Farabi Kazakh National University, being the UN global Hub "Academic Impact", and our department closely cooperate with the national Commission of UNESCO, ISESCO, and international organizations. We are open to dialogue on the development of journalism education for sustainable development. The mission of this conference is international consultations on journalistic education in the period of COVID-19, development of distance learning algorithms. Al-Farabi Kazakh National University has already accumulated a positive experience of dynamic conversion of the educational process, rapid response to the challenges of online learning, " said Nazgul Tursynbayevna.

Foreign scientists: **Jatin Srivastava** isa professor at the University of Ohio (USA**). Rafis Abazov-**Professor at the Earth Institute at Columbia University (New York, USA) **Haji Ahmet Simsek** - Professor at Kastamonu University, Director of the Center for Applied Research of the Turkic World (Turkey) **Suat Kolukirik** - Professor at Akdeniz University (Turkey);**Lidia Malygina-**PhD., Associate Professor, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), **Nadezhda Lebedeva -** PhD of Philosophy in Cultural Studies, Professor of Philosophy at the International Personnel Academy (Kiev, Ukraine)they presented their vision of the situation and shared their invaluable experience in solving the problems of modern education.

Of course, the main stakeholders of the educational discourse are students. It is for them that universities tirelessly improve the learning process, international ratings, technological equipment, teacher competencies, and much more. Therefore, the performances of students from foreign universities aroused great interest: **Madiyar Rakhymzhan** (State University of New York in Plattsburgh, USA) and **Moldir Shyngys** (State University of Hong Kong).

The speeches of the expert of the international foundation for the protection of freedom of speech "Adil soz" **Azhenova G.Kh**., and the regional media literacy consultant of the Internews representative office in Central Asia **Gulnar Asanbayeva** aroused traditional interest. Speakers noted the need to work with both journalists and the audience.

The conference participants were presented the results of the international study "Migration and Sustainable Development: challenge for political tool or opportunity for prosperity", conducted jointly by scientists from different universities.

The conference, which lasted almost five hours, was held in a single breath, participants enthusiastically shared their experience and knowledge, feelings from changing their usual lifestyle and the incredible speed of development of media technologies, talked about problems, new projects, difficulties in changing the usual work algorithms. Active discussions did not leave anyone indifferent. The language barrier was practically nonexistent. The past year has forced us to take a fresh look at traditional communication formats, and the collective experience synthesized by the participants during the conference allowed us to compare, figuratively speaking, hours and choose the right development trajectory.

<https://aikyn.kz/129676/covid-19-pandemiyasy-zhagdayyndagy-zhurnalist/>

<https://www.kaznu.kz/kz/18932/news/one/24521/>

**Project "Enhancing the capacity of local media and press services of local executive bodies to cover the gender-related Sustainable Development Goals (SDGs), 2019,** Project Leader, Head of the UNESCO Department of Journalism and Communication N. T. Shyngyssova.

The structure of "UN women" in Kazakhstan in partnership with the UNESCO chair in journalism and communication at the faculty of journalism of al-Farabi KazNU implemented in September-October 2019 the Project, including conducting trainings on capacity building of local media and the press services of local Executive bodies to highlight gender-related sustainable development Goals (SDGs) "Media and the sustainable development Goals" in regions – the Uralsk and Kostanay regions.

**On October 22, 2019**, a training seminar was held in the city of Uralsk on the basis of the media holding "Zhaiyk Press". The trainers drew attention to the prospects for using gender-related knowledge and skills to shape the Sustainable Development Agenda through the media, press services, and NGOs.

The training seminar was attended by editors-in-chief, journalists of newspapers, radio stations, TV channels of the Ural region, bloggers, representatives of non-governmental organizations-editorial offices of the newspapers "Serpin", "Ordazhuldyzy", "Ekpin", " Zhaiuk Tani», «Shugyla», «Auil Ainasy», «Bukeyevskie Vesti», «Auil Tanysy», «Torgayskii Vestnik», « Terektinskaya nov», «Oral oniri»," Priuralie", representative offices of RTRK "Kazakhstan", regional radio, press service of the city akimat, NGO "Arba".

**On October 29, 2019**, a training seminar was held in Kostanay on the basis of Kostanay State University named after A. Baitursynov. The training seminar was attended by editors-in-chief, journalists of newspapers, radio stations, TV channels of Kostanay region, bloggers, representatives of non-governmental organizations-NGO Association of Business Women of Kostanay region, teachers, newspaper editors «Nauryzm Tanysy», «Sarykol», «Rydnyi media», «Karasy oniri», «Nurly zhol», «Auliekol», «Bizdin Torgay».

Based on the materials and publications of the UN, UN Women, UNESCO, the trainers explained the history of the SDGs, showed the difference between gender and gender, demonstrated traditional and new tools for media coverage of this topic, explained methods for gender-weighted formation of information occasions when preparing press releases and other information materials, compared individual goals and demonstrated the importance of their constant consideration.

All participants were awarded certificates confirming the completion of the training seminar "Media and Sustainable Development Goals", the most active ones received souvenirs from UN Women and al-Farabi Kazakh National University.

Based on the results of the final survey, the participants of the training seminar positively assessed the level of organization and conduct of the seminar, made a self-assessment of their own capabilities in this area, published posts in social networks and published materials on the media pages.

<https://ru.unesco.org/news/vuzy-i-smi-kazahstana-podderzhivayut-genderno-chuvstvitelnyy-podhod-v-zhurnalistike>

<http://ru.unesco.kz/universities-of-kazakhstan-and-mass-media-support-gender-oriented-approach-in-journalism>

<https://en.unesco.org/news/kazakhstan-universities-and-media-support-gender-sensitive-approach-journalism>

<http://en.unesco.kz/universities-of-kazakhstan-and-mass-media-support-gender-oriented-approach-in-journalism>

**Project of the International Communication Development Program: "Strengthening the curriculum on gender journalism in Kazakhstan", 2018,** Head: Head of the Department, Doctor of Philology, Professor N. T. Shyngysova

The project addressed the priority area of the IPDC on gender equality through the media and improving the competence of teachers of the journalism specialty in this area. The UNESCO Department of Communications of al-Farabi Kazakh National University demonstrated the capabilities of the Gender and Media curriculum, which includes the main aspects of strategic gender analysis in journalistic production and education. Immediate goal: to provide awareness of gender issues not only in society, but also in the content of news and other materials provided to the media based on the Model of the UNESCO training program in journalism (2017), by conducting a two-day training seminar among teachers of 15 universities in Kazakhstan at the al-Farabi Library 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. Representation of the participants of the training seminar included heads of journalism departments, coordinators of educational programs, and managers of the educational process, who can have a greater impact on the introduction of gender equality topics in journalism curricula in the country.

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

<http://ru.unesco.kz/kazakhstan-strengthening-curricula-on-gender-journalism>

<https://fr.unesco.org/events/kazakhstan-renforcement-du-programme-etudes-journalisme-genre>

<https://ru.unesco.org/events/kazahstan-usilenie-uchebnoy-programmy-po-gendernoy-zhurnalistike>

Joint Project UNESCO Cluster Office in Almaty andUNESCO Chairs in Journalism and Communication at al-Farabi KazNU in the framework of the UN Sustainable Development Goals with the support of the Akimat of Almaty region IV International Spring School "Media and communications in the context of sustainable development". Taldykorgan, April 27-28, 201.8.

The mobile media school was attended by journalists of regional mediaoutlets, web editors and content editors of online media, students and undergraduates of higher educational institutions, PhD doctoral students,

**ModulesSpring School**:

Module 1: MIG and smart, sustainable cities;

Module 2: MIG and digital evolution of cities.

**Results:** Individual and group practical classes were held, as well as presentations of new projects, discussions, and professional consultations.

<http://bilim-all.kz/article/6934-IV-Halyqaralyq-RR-Koktemgi-mektebi-onirdegi-mediasauattylyq-zhuiesin-damytuga-arnaldy>

<http://www.kaznu.kz/RU/19686/news/one/15121/>

Joint Project UNESCO Cluster Office in Almaty andUNESCO Chairs in Journalism and Communication at al-Farabi KazNU inthe framework of the Global Week of Media andInformation Literacy with the support of the #MIL CLICKS movement in UNESCO social networks, the V International Autumn School "Media and Communications: a strategy for sustainable Development". Almaty, November 29-30, 2018

The Fall Media school was attended by media representatives from Kazakhstan and Kyrgyzstan.

**Goals of the Fall School:**

-acquire new skills and competencies in media and information literacy, and achieve­information equality;

- learn creative processes and laboratory skills when developing communication strategies for the target audience;

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

<http://vteme.kz/blog/v_mezhdunarodnaja_osennjaja_shkola_pr_media_i_kommunikacii_29_30_nojabrja_almaty/2018-11-23-845>

<http://www.kaznu.kz/en/17507/news/one/15145/>

<http://unaihub.kaznu.kz/?p=1580&lang=kz>

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

<https://ru.qamshy.kz/article/v-kaznw-proshla-pervaya-stwdencheskaya-press-konferensyya-yz-seryy-model-oon.html>

<http://bilim-all.kz/article/6654>

<https://infourok.ru/user/1380862/blog/model-on-noviy-shelkoviy-put-46763.html>

11 On December 11, 2018, a round table dedicated to the 70th anniversary of the adoption of the UN Universal Declaration of Human Rights was held. The anniversary event was organized by the UNESCO Department of Journalism and Communication, the UNESCO Department of Sustainable Development, and the UNESCO Institute for Sustainable Development. Ban Ki-moon at Al-Farabi Kazakh National University.

In a speech **Arina Myasoed**, a specialist in the Social and Humanitarian Sciences sector of the UNESCO Cluster Office in Almaty, expressed gratitude to the UNESCO Department of Journalism and Communication, the UNESCO Department of Sustainable Development, the academic staff of Al-Farabi Kazakh National University, and colleagues from the UN Sustainable Development sector for their tireless attention to the problems and rights of young people. In the video conference mode: **Vlastimil Samek,** Representative of the UN Department of Public Information in Kazakhstan. He noted the special significance of the 70-year existence of the UN Universal Declaration of Human Rights.

 Results: The agenda of the round table was topical, which was reflected in the interested and enthusiastic speeches of the participants, and they were also reflected in the discussion of the problems of UN activities to implement the principles of the "UN Universal Declaration of Human Rights". 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 UN, UNESCO, UNDP, UNAI in Almaty, young scientists, undergraduates and doctoral students of universities in Kazakhstan.

<https://academicimpact.un.org/ru/content/%D0%BA%D0%B0%D0%B7%D0%BD%D1%83-%D0%B8%D0%BC-%D0%B0%D0%BB%D1%8C-%D1%84%D0%B0%D1%80%D0%B0%D0%B1%D0%B8-%D0%BF%D1%80%D0%B0%D0%B7%D0%B4%D0%BD%D1%83%D0%B5%D1%82-70-%D0%BB%D0%B5%D1%82%D0%B8%D0%B5-%C2%AB%D0%B2%D1%81%D0%B5%D0%BE%D0%B1%D1%89%D0%B5%D0%B9-%D0%B4%D0%B5%D0%BA%D0%BB%D0%B0%D1%80%D0%B0%D1%86%D0%B8%D0%B8-%D0%BF%D1%80%D0%B0%D0%B2-%D1%87%D0%B5%D0%BB%D0%BE%D0%B2%D0%B5%D0%BA%D0%B0-%D0%BE%D0%BE%D0%BD%C2%BB>

<http://www.kaznu.kz/RU/17507/news/one/15158/>

 III International Fall PR School "Media andcommunications in the context of sustainable development " in the framework of Global Media and Information Literacy Week (MIL), 19-20 October 19-20, 2017.

 International Fall School was dedicated to improving the literacy of Kazakhstanis in the use of digital systems, as well as progress in the education system and media literacy.

The school was attended by a wide range of media researchers from far and near abroad (USA, Afghanistan, Kyrgyzstan, Uzbekistan), media leader s, editors, journalists.

**Goals and objectives of the Fall school:**

- celebrate the Global Media and Information Literacy Week;

- acquire new skills and competencies in media and communication issues.

information literacy, and achieving information equality.

**Main modules of the Fall school:**

Module 1: MIG and cultural pluralism

Module 2: MIG and the convergence of Culture

There are a total of 165 participants: students, undergraduates, PhD doctoral students and teachers of universities in Kazakhstan, Kyrgyzstan and Uzbekistan, journalists of national and regional media, web editors and content editors of online media.

**Results:** Participantsdeveloped new approaches in the field of media and information literacy.

<http://anatili.kazgazeta.kz/?p=45523>

<http://turkystan.kz/zhanalyktar/42321>

[<http://kaztrk.kz/ru/news/portal/kommunikacii-v-celyah-ustoichivogo-razvitiya-iii-mezhdunarodnaya-osennyaya-pr-shkola-104565>](http://jasqazaq.kz/2017/10/26/tyrakhty-damu-kontseptsiyasy-adamzat-damuynyn-bolashagy/)

<https://kaztrk.kz/ru/news/portal/kommunikacii-v-celyah-ustoichivogo-razvitiya-iii-mezhdunarodnaya-osennyaya-pr-shkola-104565>

<http://kaztrk.kz/ru/news/portal/kommunikacii-v-celyah-ustoichivogo-razvitiya-iii-mezhdunarodnaya-osennyaya-pr-shkola-104565>

<http://www.kaznu.kz/ru/3/news/one/12069/>

http://jasqazaq.kz/2017/10/26/tyrakhty-damu-kontseptsiyasy-adamzat-damuynyn-bolashagy/

December 12, 2017, UNESCO Chair in Journalism and Communication al-Farabi Kazakh National University andThe UNAI Global Hub for Sustainable Development, together with the United Nations Office in Almaty and universities that are members of the UN Academic Impact Program, conducted the following events:A round table on the theme "The role of peacekeeping forces in ensuring peace and human rights: the 70th anniversary of the UN Charter on Human Rights", which was broadcastн on the international communication platform G-Global.

Round table 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 of the UNAI program.

Results: On the agenda was discussed topical issues of activities of the UN peacekeeping force, the role of such organizations as the UN Academic impact in addressing issues of human rights and security, the contribution UNAI al-Farabi KazNU in sustainable development, youth structures as Model UN – New silk way in strengthening peace and human rights in Central and South Asia. Scientists from universities of Kazakhstan and representatives of the Partnership for Peace Center of the Ministry of Defense of the Republic of Kazakhstananalyzed the problems of regional security, the role of Kazakhstan as a non-permanent member of the UN Security Council in supporting UN activities.

Thediscussion was attended by representatives of foreign consulates in Almaty, young scientists, undergraduates and doctoral students of universities in Kazakhstan, discussedдили the latest trends and achievements in UN peacekeeping on human rights, as well asили support for topical issues of human rights protection.

<http://elibrary.kaznu.kz/ru/calendar/2017/12/12>

<http://www.kaznu.kz/ru/3/news/one/12278/>

<http://www.kaznu.kz/RU/3/news/one/12242/>

24-25 February, 2017, conference Model UN-New Silk Road dedicated to the 25th anniversary of Kazakhstan and Central Asian countries joining the UN.

This event was held in four committees:

**United Nations General Assembly** – “*Nuclear Weapon Disarmament*”

**United Nations Security Council** – “*The Republic of Kazakhstan as Non-Permanent Member*”

**United Nations Economic and Social Council (ECOSOC)** – “*Climate Change and its Solutions in Central Asia (SDG-13)*”

**United Nations Environment Programme (UNEP)** – “*Scientific Development of Future Energy*”

The event was attended by students from the following countries: India, Pakistan, Afganizstan,

Kazakhstan, Kyrgyzstan, Uzbekistan, USA, Italy, France

<http://massaget.kz/blogs/21167/>

**LIST OF UNESCO PARTNER ORGANIZATIONS**

Within the framework of South-SOUTH and North-South cooperation, the Department works closely with UNESCO departments in Uzbekistan, Kyrgyzstan, Ukraine, and Russia.

1. UNESCO Cluster Office in Almaty [http://ru.unesco.kz/about-unesco-almaty-cluster-office://ru.unesco.kz/about-unesco-almaty-cluster-office](http://ru.unesco.kz/about-unesco-almaty-cluster-office)

2. Lomonosov Moscow State University (MSU), UNESCO Chair in Journalism and Mass Communication [https://dianakulchitskaya.wixsite.com/mysite://dianakulchitskaya.wixsite.com/mysite](https://dianakulchitskaya.wixsite.com/mysite) [https://www.msu.ru/en://www.msu.ru/en/](https://www.msu.ru/en/)

3. Astrakhan State University, UNESCO Chair, Learning Society and Social and Sustainable Development [https://asu.edu.ru/universitet/710-kafedra-unesko.html](https://asu.edu.ru/universitet/710-kafedra-unesko.html%20)

4. ltai State University, UNESCO Chair "Innovative Education in a Cross-border Region" [http://www.asu.ru/structure/admin\_edu/upr\_qualitatis/UNESCO://www.asu.ru/structure/admin\_edu/upr\_qualitatis/UNESCO/](http://www.asu.ru/structure/admin_edu/upr_qualitatis/UNESCO/)

5. Moscow State Pedagogical University, UNESCO Chair "Media and Information Literacy and Media Education of Citizens for Social Transformation and Intercultural Dialogue" [http://mpgu.su/sotrudnichestvo-s-yunesko://mpgu.su/sotrudnichestvo-s-yunesko/](http://mpgu.su/sotrudnichestvo-s-yunesko/)

6. North-Eastern Federal University named after M. K. Ammosov UNESCO International Chair "Adaptation of Society and People in the Arctic Regions in the context of climate Change and Globalization" [https://www.s-vfu.ru/universitet/rukovodstvo-i-struktura/instituty/unesco://www.s-vfu.ru/universitet/rukovodstvo-i-struktura/instituty/unesco/](https://www.s-vfu.ru/universitet/rukovodstvo-i-struktura/instituty/unesco/)

7. UNESCO Chair "Intercultural Dialogue in the Modern World" (2004), Russian-Tajik (Slavic) University, Dushanbe [https://www.rtsu.tj/ru/faculties/fakultet-istorii-i-mezhdunarodnykh-otnosheniy/kafedry/kafedra-unesco://www.rtsu.tj/ru/faculties/fakultet-istorii-i-mezhdunarodnykh-otnosheniy/kafedry/kafedra-unesco/](https://www.rtsu.tj/ru/faculties/fakultet-istorii-i-mezhdunarodnykh-otnosheniy/kafedry/kafedra-unesco/)

8. UNESCO Chair of Civil and Value Education (1999), Tashkent State Pedagogical University, Tashkent [https://new.tdpu.uz://new.tdpu.uz/](https://new.tdpu.uz/)

9. UNESCO Chair for the Study of Culture and Religion (1999), Kyrgyz-Russian Slavic University, Bishkek [https://www.krsu.edu.kg://www.krsu.edu.kg/](https://www.krsu.edu.kg/)

10. UNESCO Chair of Sciences in Education and Teacher Training (1999), Abai State University, Almaty [https://www.kaznpu.kz/ru/1945/page://www.kaznpu.kz/ru/1945/page/](https://www.kaznpu.kz/ru/1945/page/)

11. UNESCO Chair of Water Resources Management in Central Asia (2016), German-Kazakh University, Almaty [http://www.academic-waters.org/ru/institut-prirodnych-resursov/kafedra-unesco://www.academic-waters.org/ru/institut-prirodnych-resursov/kafedra-unesco/](http://www.academic-waters.org/ru/institut-prirodnych-resursov/kafedra-unesco/)

12. Columbia University New York, USA [https://www.columbia.edu://www.columbia.edu/](https://www.columbia.edu/)

13. Istanbul University, Turkey [https://www.istanbul.edu.tr/tr://www.istanbul.edu.tr/tr/\_](https://www.istanbul.edu.tr/tr/_)

14.Yonsei University Institute for Global and Empowerment, Korea [https://www.globaldialog.ru/countries/korea/higher\_education/yonsei-university://www.globaldialog.ru/countries/korea/higher\_education/yonsei-university/](https://www.globaldialog.ru/countries/korea/higher_education/yonsei-university/)

15.Janos Kodolani University of Applied Sciences (Hungary) [https://www.kodolanyi.hu://www.kodolanyi.hu//](https://www.kodolanyi.hu//)

16. Turiba University, Republic of Latvia [https://www.turiba.lv/lv://www.turiba.lv/lv](https://www.turiba.lv/lv)

17. Ohio State University, Athens [https://www.ohio.edu://www.ohio.edu/](https://www.ohio.edu/)

18. University of Strasbourg [https://en.unistra.fr://en.unistra.fr/](https://en.unistra.fr/)

19. Adam Mickiewicz University [https://amu.edu.pl://amu.edu.pl/](https://amu.edu.pl/)

20. MGUP, Russia [http://www.mgup.ru://www.mgup.ru/](http://www.mgup.ru/)

21. Eurasian Academy of Television and Radio [https://eatr.ru://eatr.ru/](https://eatr.ru/)

22. Turkish Federation of Journalists [http://www.tgf.com.tr://www.tgf.com.tr/](http://www.tgf.com.tr/)

23. Federation Of Journalists Of The Turkic World (Ankara)

<https://nangs.org/news/world/dezorganizatsiya-turetskikh-gosudarstv-ankara-natselilas-na-kazakhstan>

24. Mersin TV <https://canlitv.com/kanal-33>

25. Haberci Newspaper https://ru-ru.facebook.com/watch/168380033296097» [/://ru-ru.facebook.com/watch/168380033296097/](https://ru-ru.facebook.com/watch/168380033296097/)

26. International Center for the Development of Science [https://www.kaznu.kz/ru/20233/page://www.kaznu.kz/ru/20233/page/](https://www.kaznu.kz/ru/20233/page/)

27. Public Foundation for Turkic-Speaking Journalists [https://pk.uchet.kz/c/bin/141140008376://pk.uchet.kz/c/bin/](https://pk.uchet.kz/c/bin/141140008376/)

28 .Adil Soz International Foundation for the Protection of Freedom of Speech

<https://nangs.org/news/world/dezorganizatsiya-turetskikh-gosudarstv-ankara-natselilas-na-kazakhstan>

29. International Center for Journalism "MediaNet"

<https://medianet.kz/?lang=ru>

30. Public Organization Center for Support of journalists "Minber" [https://open-almaty.kz/ru/content/centr-podderzhki-zhurnalistov-minber://open-almaty.kz/ru/content/centr-podderzhki-zhurnalistov-minber](https://open-almaty.kz/ru/content/centr-podderzhki-zhurnalistov-minber)

31. Internews-Kazakhstan [https://ru.internews.kz://ru.internews.kz/](https://ru.internews.kz/)

**KEY AREAS OF ACTIVITY FOR 2022-2023**

The UNESCO Department of Journalism and Communication of the Al-Farabi Kazakh National University works in scientificм, methodological, educational and educational areas in close cooperation with the National Commission for UNESCO and ISESCO in the Republic of Kazakhstan, with the UNESCO Cluster Office in Almaty, with international organizations, state, public and business structures.

The UNESCO Chair takes an active part in all events held under the auspices of UNESCO and the United Nations. Also, in order to systematize and study the main factors of media influence in the formation of the political architecture of young Kazakhstan, priorities and values of democracy, a constant dialogue is held with foreign scientists in the field of strategic communications, strengthening aspects of media education and media literacy in the educational programs of journalism faculties.

The Department is actively working on 3, 4, 5, 8, 11, 15, 16, 17 Goalsthat are a priority for the department.

**The Department is developing in the following scientific areas:**

* UNESCO International Standards in the field of journalism Education.
* International journalism as a factor of sustainable development.
* Media education and MIG (media and information literacy).
* Media culture and information security.
* Sustainable development and citizen journalism.
* Gender-balanced content of educational programs in journalism.
* Gender-sensitive indicators in the media sphere of Kazakhstan.
* World mass media in shaping the climate of international relations.
* Opportunities of international journalism in the organization of intercultural communication.
* International journalism within the framework of national and international legislation.
* Technological trends in world journalism.

Priorities: current issues of journalism, sustainable development, organization of media literacy workshops, seasonal schools, scientific seminars and scientific conferences. Conducting advanced training courses for media professionals and young journalists. Activities aimed at establishing long-term cooperation between UNESCO offices around the world to conduct modern joint research for the development of society. Promoting the development of a network of universities in the Central Asian region with fruitful cooperation with scientists from leading world research centers. Development of the principles and initiatives of the United Nations and UNESCO in building a dialogue among civilizations, cultures and peoples. Implementation of major projects in the field of media development, sustainable development, journalism and media education.

**MAIN SCHEDULED EVENTS:**

**March 10, 2022** Presentation of MOOCs within the framework of the IPDC project "Education and Training Platform for journalists" based on the UNESCO/IPDC courses.In response to the COVID-19 pandemic, a webinar will present two new massive new online courses developed by UNESCO and the Knight Centre, University of Texas.

**March 1-5, 2022.** Capacity and knowledge building trainings in the field of gender equality, elimination of violence against women and girls, empowerment of women in Central Asia.

**April 7, 2022** VI International Scientific and Practical Conference "Models of Teaching International Journalism for Sustainable Development "(MTIJ) on International Standards of Journalism with the support of the UNESCO Cluster Office in Almaty.

**2022, October 24-28**. V International Fall school as part of the Global Media and Information Literacy Week (MIG).

**Goals and objectives of the Fall School:**

- celebrate the Global Media and Information Literacy Week;

- acquire new skills and competencies in media and communication issues;

- information literacy, and achieving information equality.

**October 23-27,** **2023** VІ International Fall School as part of the Global Media and Information Literacy Week (MIG).

**November 14-18,** **2023** Webinar on the validation of the platform for education and training of journalists "Media SDGs".

**On April 7, 2023,** the VII International Scientific and Practical Conference " Models of Teaching International Journalism for Sustainable Development "(MTIJ) on International Standards of Journalism with the support of the UNESCO Cluster Office in Almaty.

UN Women in Kazakhstan Project, **2022**

UN / UNESCO International Communication Development Project, **2022**

Social project "School of Young Journalists", **2022-2023**

**LATEST NEWS ABOUT THE IMMEDIATE ACTIVITIES OF THE DEPARTMENT, POSTED IN THE MEDIA**

# **Webinar on validation of the Media SDGs Media Training platform**

On March 10, 2022, the UNESCO Department of Journalism and Communication of al-Farabi Kazakh State University will start developing four massive open online courses (MOOCs) within the framework of the IPDC project "Platform for Education and Training of Journalists" based on UNESCO courses/IPDC:

* Course on the safety of journalists
* Coverage of climate change and sustainable development
* Conflict-sensitive journalism
* Media coverage of violence against women and girls

The webinar aims to enhance the capacity of 19 journalism universities to develop MOOCs and work with UNESCO training programs; and to establish and develop partnerships and networks between journalism faculties in Central Asia and the South Caucasus.

In response to the COVID-19 pandemic, the webinar will feature two new mass online courses developed by UNESCO and the Knight Center, University of Texas.

**Resources:**

* Register for Zoom [here](https://unesco-org.zoom.us/meeting/register/tJEpcuCrpjkpGtanx83yt8-ljQJpaeBvhy37).
* Working with development partners to promote free speech ([EN](https://en.unesco.org/partnerships/foe))
* International Communication Development Program ([EN](https://en.unesco.org/programme/ipdc/))

<http://ru.unesco.kz/webinar-on-validation-of-the-mediasdg-journalism-education-and-training-platform>

<http://www.sonnoktahaber.com/dunya/pandemi-surecinde-uzaktan-egitim/6724/>

<http://www.sonnoktahaber.com/dunya/kazakistan-cumhuriyeti-bagimsizliginin-30-yildonumu-konulu--kompozisyon-yarismasi/6826/>

**EVENTS FROM THE EPISODES OF COOPERATION WITH UNESCO**

Since its foundation in 1996 in Almaty. Works closely with the UNESCO Cluster Office.

Since its foundation, the Department has been in constant contact with the UNESCO Cluster Office in Almaty. During 2020-2021, the department receives regular consulting assistance fromDirectorA UNESCO Cluster Office in Almaty Krista Piccat, Communications and Information Specialist at the UNESCO Cluster Office in Almaty Karpova S. A., CSenior Specialist of the Social and Humanitarian Sciences Sector of the UNESCO Cluster Office in AlmatyArina Myasoed and the Public Information Department of Vlastimila Sameka. Almost all issues are resolved jointly with the National Commission for UNESCO and ISESCO and the UNESCO Cluster Office in Almaty.

This year, for the second time, the Department became the winner of the project of the UN/UNESCO Program for the Development of International Communication. In the 2019 project, republican universities will hold training seminars on gender journalism for faculty members, and the target audience of the 2022 project this year will be participants from Central Asian countries (journalists, teachers and NGO representatives). This year's project provides for the development and placement of open online courses on the university's platform on the application of international standards in the field of high-quality journalism education.

The International Scientific and Practical Conference "Models of Teaching International Journalism for Sustainable Development" is traditionally held annually in Almaty with the support of the UNESCO Cluster Office. Every year the scope of the conference expands, with the participation of many scientists, practicing journalists and representatives of public organizations from near and far abroad, who exchange views on topical issues of sustainable development. This traditional conference was first held in 2016 as a result of a joint decision of the Department of Communication and Information of the UNESCO Cluster Office and was timed to coincide with the 20th anniversary of the UNESCO Department of Journalism and Communication. Since then, Sergey Karpov, a specialist in the Communication and Information Department of the UNESCO Cluster Office, has been introducing participants to "Global Trends in Freedom of Speech and Media Development", "Model Curriculum in Journalism" and others. Familiar with UNESCO documents. At the 2021 conference, Sergey Karpov delivered a welcoming speech on behalf of UNESCO Representative in Kazakhstan, Kyrgyzstan and Tajikistan Krista Picatt and presented a UNESCO-prepared textbook for journalists. UNESCO's educational resources are in line with the Sustainable Development Goals and are aimed at training modern journalists on current issues in accordance with international standards.

The Department works on the Sustainable Development Goals 3, 4, 5, 8, 11, 15, 16, 17. With the support of the UNESCO Cluster Office, the Department conducts seasonal schools. The Fall School is held in accordance with the UNESCO Global Media Week. Well-known Russian practitioners, heads of government agencies, commercial structures, consulting agencies, professors from Europe, the USA, Russia, Turkey, winners of state and public awards will conduct training seminars for young journalists in accordance with Sustainable Development Goals 4, 16, 17 in seasonal schools.