

Teaching to understand mass media in Kazakhstan. The case with the faculty of Journalism in Al-Farabi Kazakh National University

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Abstract. In the face of new challenges posed by globalization and the development of new technologies, we must recognize that the educating journalists is hard. One of the oldest faculties in Al-Farabi Kazakh National University is systematically changing programs towards new developments and kindly offers the ways of overcoming problems.

Key words: journalism, mass media, Kazakh, University, education, students.

Kazakhstan's progressive journalists of early 90-ies clearly understood that the former Soviet propaganda of journalism obliged to find new forms of activity in an unfamiliar market socio-economic structure. This factor was the cause of development in Kazakhstan libertarian theory of the press for a long time that dominated in the West and especially in Europe. The main purpose of the media, according to this theory is to help find the truth and help resolve political and social issues, presenting all the facts and opinions as a basis for finding their solutions

The journalism faculty of Al-Farabi Kazakh National University is a leading educational institution because its activities are recognized as in the CIS and the world scientific community.

Professional training of journalists has been conducted since 1934. Over the years the Department has prepared 19 thousand qualified specialists for various kinds of media, who have reached the top of professionalism. This, without doubt, leads to forming the intellectual elite of the country.

On the daily and correspondence courses faculty trained more than 700 students and postgraduates. Students of the Faculty of practical work in the media of the country,

as well as foreign publications print, television and radio in Japan, France, the USA and others countries.

Graduates of faculty work in almost all periodicals, television and radio, publishing houses and foreign bureaus, in leadership positions of the Government, led by the editorial board of national and regional newspapers and magazines. The graduates of the Journalism faculty are among ministers and MPs, led by many leading organizations, both among government agencies and the business communities in Kazakhstan. Among them are such famous figures as K. Sultanov, M. Kul Muhammed, E. Bekhozhin, Kenzhalin and others

The system of undergraduate and graduate programs as close to the leading educational systems in the world, making it easy convertibility of diplomas. There are many foreign students from all parts of the world: Asia, Africa and Latin America.

International cooperation is one of the political strengths of the faculty. Scientists of the Faculty of Journalism participate in seminars and conferences in the United States, Germany, Turkey, China and others countries. Close relations have been established with the University of Oklahoma, Columbia University, Duke University (USA), the University of Queensland (Australia), the Asia-Pacific Institute for Broadcasting (Malaysia), with the Faculty of Journalism of Moscow State University, Russian State Humanitarian University, MOGSGI (Russia), University of Tsukuba (Japan), Adam Mickiewicz University (Poland), and others. Training is being exchanged between teachers and students from foreign universities.

The staff of the faculty are not only teachers, well-known scientists and media practices, among them 12 doctors and more than 30 candidates. Scientific foundation was laid by the founders of the theory of journalism, such as H. Bekhozhin, Amandos T., T. Kozhakeev, M. Barmankulov, M. Dmitrov, Yu Shouters. Research scientists of the faculty are on demand and are popular among practicing journalists, scholars of foreign countries in the ideological structures of the Government of the Republic of Kazakhstan

The University is rich in talented students coming from different parts of Kazakhstan, as well as from abroad. Many of them are professional journalists and authors. Moreover, graduates of the Faculty of Journalism in leadership positions in many media companies in Kazakhstan. After completing his studies, each student will be able to find their place in the company's future leaders in the field of journalism. The faculty consists of award-winning, recognized scholars who received their skills and knowledge in more than 20 countries, as well as journalists, writers, editors and

operators.

Graduates of faculty work in almost all periodicals, television and radio, publishing houses and foreign bureaus, headed the editorial board of national and regional newspapers and magazines.

Specializations that the faculty offers:

- newspaper journalism, radio and television journalism,
- editing and publishing,
- International Journalism,
- advertising and public relations (PR)

At present, the quality of education confirms the high potential of the students knowledge on the subjects studied. The system of undergraduate and graduate programs as close to the leading educational systems in the world, making it easy convertibility of diplomas. Faculty scientists developed all regulatory, scientific and methodological basis for training. Today the faculty trains specialists who are highly demanded in the labor market.

At the University there are television and radio studios, print labs, where students produce a newspaper, but if you compare, for example, the University of Oklahoma, with whom we work, where students are doing the same thing, only this time on a professional level: the newspaper that they produce is of city level, radio and television, they broadcast in the city. Therefore, we need to rise to a higher level of quality. If there is stability, interaction with practical journalism, public organizations, these problems will be solved and the number of graduates will develop into quality".

International cooperation is one of the priority aspects of the activities of the faculty. Scientists of the Faculty of Journalism participate in seminars and conferences in the United States, Germany, Turkey, China and other countries. Close relationship is developed with Oklahoma State University, Columbia University, Duke University (USA), the University of Queensland (Australia), the Asia-Pacific Institute for Broadcasting (Malaysia), with the Faculty of Journalism of Moscow State University, Russian State Humanitarian University (Russia), etc. From the period from 1995 to the present, more than 15 faculty members attended the University of Oklahoma, USA. They conducted a training exchange between teachers and students from foreign universities. About 500 graduates are annually marketed to media work and a large percentage of them are in the main journalistic "forge" of the country – journalism faculty of Kazakh National University named after Al-Farabi. Every year it produces about 120 journalists in various fields.

Dinara Tumysh, a final year student of the Faculty of Journalism in Al-Farabi Kazakh National University:

"Last year I went to America to study at Huston Community College in specialization national journalist. I studied English literature and academic writing, sociology, how to write an essay, resume ... approach to teaching and learning journalism. In order to enter the Faculty of Journalism preliminary six-month course must be passed. During the studies, you can chose the most suitable schedule for you. If you work, you can study in the evening, or vice versa, in the morning or build your learning process. Yes, and teachers are all working journalists, who while teaching get accustomed to the students, then to take to their work, conduct training.

The entire curriculum is balanced, 50% theory, 50% practice. There are taught how and what to write, how to work in practice, and not only the history of journalism. About two years are the main items, and other times – only in their specialty. In the US, different contests for the best essay, you can win a grant or discount. Students are friendly, despite being in different classes, together UNIVERSITY arrange picnics, and theater performances. After having joined the faculty of journalism, the applicant must be able to write well. After listening to a lecture on a particular subject, all the time we wrote the essay. And another important point: foreigners pay for their education and it is much more expensive than the Americans do, and, nevertheless, we have to tear up three skins. There are no exceptions and no refund. If you take less than 4 subjects you will be immediately deported”.

70% of graduates are traditionally passive in the process of development of knowledge, but work while studying, 25% of them are the future composition of the basic stuff who carry the journalistic spirit, and 5% of the students become the elite that can go to the new stage of development, combining mastered, followed by self-developing potential.

In conclusion it is worth saying that Journalism is a flexible system, it is about new trends. In the Kazakh National University will come because it is the only oldest university of the country, and therefore can undoubtedly be called the best. Journalism in Kazakh National University named after Al-Farabi is the only university in the country, which produces adequate journalists. The faculty has long-way tradition.

Journalism creates guild form of consciousness in journalists. With all that students tend to rebel and demand more attention to themselves by teaching staff (faculty members), few people think about the number of links are accumulating in the walls of journalism penalty. However, in addition to the existing links with the 4 year

undergraduate and two-year master's, there are stuff, through which you can go to the other threads and age group of journalists graduates of journalism. The very concept of the Faculty of Journalism in Kazakhstan has its own only penalty.. Journalism School is the largest in our country higher education institution, the first university on the status of the country. None of the university of Kazakhstan cannot say that its walls are trained more than 12,000 students.

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