Laila Akhmetova,
Professor of the Kazakh National
University. al-Farabi Kazakh national University, Almaty, Kazakhstan

Organization of the Republican contest on the best work on public relations of school students on a Patriotic theme

**Annotation**
The idea of organizing and holding the Republican contest on the best work on public relations of school students on a Patriotic theme is not accidental. Worldwide, there is active research and implementation not only of media education in everyday life of society and, first of all, the youth and the impact of media education on minds of the young generation. Kazakhstan has recently begun to explore this theme. All this is our short review on the example of this contest.
**Abstract**
Key words: Kazakhstan, media education, pupils, competition, public relations, patriotism.
**Introduction**

**Problem statement**
Development of complex measures on improvement of media education, education and training, public relations on a Patriotic theme and the first in Kazakhstan to work with the youth in the online mode.
Project goal: development of methodical materials on the formation of literacy in the field of media education, education and training, public relations on Patriotic subjects in Kazakhstan for the students of schools, youth and informing the public.
**Main body**
UNESCO has defined media education as a priority area of cultural and educational development in the 21st century, media education today has great prospects.
All our Kazakh schools are computerized, everywhere compulsory subject «Informatics». The vast majority of students have personal computers, ipads, tablets, mobile phones with Internet connection. They are living in the information world, so different from us your thoughts, new ideas, ideological and political openness, looking forward. Tolerance, patriotism, knowledge of three languages in Kazakhstan schools and secondary educational institutions, - all this is much distinguishes them from past generations.
The issues of media education in Kazakhstan have today, most likely, the discussion among academics, bloggers, members of social networks, advanced in the field of new technologies of the people. Everybody shall see the necessity of these issues.

The problem of media education in Kazakhstan, as elsewhere, has its peculiarities. Here are two of them: the absence of specialists in this field and their own literature in the country.
Exactly scientists need to pay attention to the questions of the day. Not by coincidence that, in 2012 managed by me the collective of scientists of the UNESCO chair for journalism and communication of the Kazakh National University al-Farabi won in the tender of fundamental research projects of the Ministry of education and science of the Republic of Kazakhstan a three-year project for 2012-2014 «Development of technologies of media education for the formation of intellectual potential of the country».
We have prepared a number of scientific reports at international and Republican scientific conferences, and published scientific articles [1], are actively involved in created by the representatives of UNESCO's group in Facebook - «Media and Information Literacy (MIL)» [2]where are the moderators.
Our team of scientists created the site of the Kazakhstan school of socially responsible journalism [3]. Are the moderators of the site, created under the auspices of UNESCO [4].

Scientists involved in the project have different humanitarian specialty media, languages, sociology, philosophy, political science, pedagogical sciences, communication with the public and other. It allows us to work in different directions.
As leaders and members of NGOs in Kazakhstan [5], where priority is gender, women's and children's issues, we are more than two dozen years in a row participate in the work on public awareness in the field of women's rights, children's rights, to eliminate violence against women and children, against the elimination of the worst forms of child labour, studying the influence of the media on these issues.
In 2013-2014 school year we decided to hold a contest on national best book on public relations of school students on a Patriotic theme.
Experience the holding of the Republican competitions we have. From 2010 we have already spent 5 Republican competitions on the best school essay on Patriotic themes. It was the creativity of the young. We published 4 books [6] and gave their compositions to our website [7]. This time we decided to see how the students own work in the Internet, how can you make a program in power point, video, to work with photography.
There are 114 materials on the Republican competition.

Table 1
The number of PR works submitted on competition of a Patriotic theme
2013-2014
Data for 5 March 2014

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **№** | **Regions** | **PR-works on Kazakh language** | **PR-works on Russian language** | **Total** |
|  | Astana | 1 | 1 | **2** |
|  | Almaty | 5 | 5 | **10** |
|  | Akmalinsk region |  | 4 | 4 |
|  | Aktyubinsk region | 4 |  | 4 |
|  | Almaty region | 1 |  | **1** |
|  | Atyrau region |  | 1 | **1** |
|  | East Kazakhstan region | 1 | 1 | **2** |
|  | Zhambyl region | 7 | 4 | **11** |
|  | West Kazakhstan region | 1 |  | **1** |
|  | Karaganda region | 12 | 15 | **27** |
|  | Kostanay region |  | 2 | **2** |
|  | Kyzylorda region | 1 |  | **1** |
|  | Pavlodar region | 12 | 3 | **15** |
|  | Mangistau region | 7 |  | **7** |
|  | North Kazakhstan region | 3 | 17 | **20** |
|  | South Kazakhstan region | 6 |  | **6** |
|  | **TOTAL** | **61** | **53** | **114** |

As we can see, in all regions of Kazakhstan took part.
However, in studying this problem we can conclude that not all the regions are active, and possibly little own new techniques and technologies.
As youngsters used different technologies, we can see from the table № 2.

Table 2
The number of PR works submitted on competition of a Patriotic theme
2013-2014
Data on 5 March 2014

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **№** | **Regions** | **PR-works - video**  | **PR-works in Power point** | **PR-works - photo** | **Total** |
|  | Astana |  | 1 | 1 | **2** |
|  | Almaty | 4 | 5 | **1** | **10** |
|  | Akmalinsk region | 1 | 2 | 1 | 4 |
|  | Aktyubinsk region |  | 4 |  | 4 |
|  | Almaty region | 1 |  |  | **1** |
|  | Atyrau region |  | 1 |  | **1** |
|  | East Kazakhstan region |  | 1 | 1 | **2** |
|  | Zhambyl region | 5 | 4 | **2** | **11** |
|  | West Kazakhstan region | 1 |  |  | **1** |
|  | Karaganda region | 10 | 12 | **5** | **27** |
|  | Kostanay region |  | 2 |  | **2** |
|  | Kyzylorda region |  | 1 |  | **1** |
|  | Pavlodar region | 8 | 3 | **4** | **15** |
|  | Mangistau region | 5 | 2 |  | **7** |
|  | North Kazakhstan region | 2 | 15 | **3** | **20** |
|  | South Kazakhstan region | 4 | 2 |  | **6** |
|  | **TOTAL** | **41** | **55** | **18** | **114** |

Analyzing table 3, we conclude that out of the works submitted, students equally use the available tools and technologies. Thus, young people can make a video, image and use power point. We see that while the program power point prevails, but I hope that the video next time will be in the future, as almost 36% of the received materials are video.
Competition for public relations is held in Kazakhstan for the first time. The names of all participants will be exposed on our site. Now is the Position about competition [8]. Students will be awarded with certificates.
Materials of the contest showed the love of schoolchildren to Kazakhstan, the city or village where they live, favorite teachers and subjects. Students told about their relatives, dreams, Hobbies.
The contest turned out bright, colorful, visual and sound. We see and efficiency of work of teachers-consultants, who will also receive certificates.
Thus, we can say that we need to continue to hold such competitions on any relevant topics. The «media education» topic is necessary in a schools. It should be implemented, but first of all there is a need to create a new specialty – Media edge and to introduce this subject into the curricula of universities.

**The results:**
• the school works on communicating with the public on Patriotic subjects will be exhibited at the websites;
• the state of the problem in Kazakhstan in theory and practice will be examined;
• the public will be informed about media education, education and training, public relations on Patriotic subjects;
• the stereotypes of education in media, PR will be changed;
• the target group of youth work in public relations will be trained.
**Conclusion:**
Practical significance of the research lies in the possibility of the use of its results in the field of pedagogy, culture, history, journalists, political scientists, sociologists, teachers, students and graduate students of universities, students.
Recommendations:
The results of the research can be integrated in the educational and training processes. Kazakhstan's experience in media education, education and training, public relations on Patriotic subjects may be represented in the international educational structures in the CIS.

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