

ASHIRBEKOVA GULMIRA SHAITMAGANBETOVNA

	Academic degree and title (KKSON, VAK), scientific school: 1992-1998 - Al-Farabi Kazakh National University, specialty – journalism. Candidate of Philological Sciences, associate Professor..
	Scientific interests: the history of Kazakh journalism, the art of journalism, the works of Syr suleyleri, the journalism of Mustafa Shokaya, management and marketing, international information and regional conflicts, etc.
	Courses taught: the history of Kazakh journalism, business journalism, creative workshop of a publicist, international information visibility: photography and infographics, Kazakh media in the global information space, journalistic art, media and regional conflicts, research methods, journalist-columnist of print and online media, etc.
Contact details: Email: ashirbekova_75@mail.ru Mob.: 87787887475 Work.: 70-95-00 (35-302)	
Professional experience: Since 2019 , Head of the Department of Printing and Publishing at L.N. Gumilev ENU; 2017-2019 - Head of «Akparat talkyny» Kyzylorda Regional Center «Ruhani zhangyru»; 2016-2017 – editor at the republican news agency Alashinform.kz; 2013-2014 - executive Secretary of the republican magazine «Bazar Zhyrau»; 2012-2013 - executive Secretary of the republican magazine «Turmagambet»; 2011-2013 - deputy Editor-in-chief of the Republican pedagogical, scientific and methodological journal «Tagylym»; 2009-2010 - Editor of the «Syrdarya Library» at the Korkyt Ata State University; 1997-2017 - senior lecturer of the Department of Kazakh Language and Literature and Journalism of the Korkyt Ata Kyzylorda State University.	Publications: 1. «Сыр сүлейлері шығармаларындағы публицистикалық сарын»// Journalism Series Bulletin of Al-Farabi Kazakh National University, 2013, №3(41), 133-135 p. 2. «Сары басылымдардың» типологиялық ерекшеліктері// Journalism Series Bulletin of Al-Farabi Kazakh National University, №1(35) Алматы, 2014. 106-112 p. 3. «Журналистика мамандығы бойынша білім алушылардың шығармашылық құзыреттілігін қалыптастыру жолдары»// «Актуальные проблемы профессионального образования в новой формации» Materials of the III Traditional International Scientific and Practical conference, Moscow, 2015. 51-53p. 4. «Жарнаманың тілі мен стилі»// Materials of the International scientific and methodological conference «Kazakh language in the system of communicative culture: theory and practice». Almaty, 2015. 159-163 p. 5. «Балабақша – болашақтың тұғыры»// Republican Scientific and Methodological Journal «Тағылым» №3(21) 2015ж. 4-6 p. 6. «М.Шоқайдың публицистикалық мақалалары мен хаттары»// collection of the republican scientific and practical conference «M. Shokai – the giant personality of Alash». Kyzylorda, 69-74 p. 7. «М.Шоқай мұраларының зерттелуі»// collection of the republican scientific and practical conference «M. Shokai – the giant personality of Alash». Kyzylorda, 75-79p. 8. «Мұстафа Шоқай публицистикасының жанрлық ерекшеліктері»// Journalism Series Bulletin of the L.N. Gumilyov Eurasian National University №1(130) 2020. 9. «Egemen Qazaqstan» газетіндегі баған жанры// Materials of the international scientific and practical conference «The role and trends in the development of the press in the global media

<p>Awards: 2009 - letter of thanks from the akim of the region as the editor of the 200-volume collection «Сырдария кітапханасы»; 2012-2014 – the executor of the scientific project «Сыр өңірі журналистикасы: тарихы, қалыптасуы, даму кезеңдері» by grant funding of the Ministry of Education and Science of the Republic of Kazakhstan; 2016 – Certificate of Honor of the trade union organization of the Republic of Kazakhstan; 2017 – Jubilee medal for the 80th anniversary of Al-Farabi National University; 2018 – Letter of thanks from Akim of Kyzylorda region.</p>	<p>space». Nur-Sultan, 15 november, 2019. 10. Bekzhigit K. Serdali, Gulmira Sh. Ashirbekova, Kuandyk Orazbekuly and Bahytzhan M. Abiev «Genres of Modern Mass Media»// Iejme-mathematics education 2016, vol. 11, no. 5, 1075-1085 article number: mathedu.2016.096 11. Serdali B. Kenzhebekuly, Ashirbekova G. Shaitmaganbetovna, Orazbekuly Kuandyk, and Zhanymgul Kamalkyzy «Methods and Ways of News Reports Rewriting: Comparative Analysis»// Iejme - mathematics education 2016, vol. 11, no. 5, 1331-1341 12. Bekzhigit K. Serdali, Gulmira Sh. Ashirbekova, ZhaziraIsaeva and Pakizat M. Adieva «Newspaper Headings as a Means of Presenting Priority and Secondary Information»// International journal of environmental & science education 2016, vol. 11, no. 11, 4729-4738 13. Bekzhigit K. Serdali¹, Seidulla Sadykov¹, Gabit A. Tuyakbayev², Gulmira S. Ashirbekova, Rimma S. Zhaxylykbaeva³ «National Identity in the Print Media of Kazakhstan in the Late Soviet Period»// Global Media Journal ISSN 1550-7521. 2017 Vol. 15 No. 28: 75 14. «Білім беру бағдарламасының кәсіби құзыреттілігін арттыру мәселелері»// Assessment of expected learning outcomes in the educational program and academic disciplines within the competence-based approach materials of the 51st Scientific and Methodological Conference, Al-Farabi Kaznu, Almaty, 17-19 March. 2021 15. «Журналистика және ақпарат» организация учебного процесса в условиях дистанционного и смешанного обучения в новом 2020-2021 учебном году по направлению подготовки кадров// KSPU Bulletin, №3 (25), 2020, 74-78 p. 16. «Темірбек Қожакеев – баспасөз тарихын зерттеуші»// Temirbek Kozhakeev and modern satirical modernity in Kazakhstan international scientific and practical conference. April 23, 2021.</p>
---	--