

## BEGAIDAROVA ZHANAR ERGENBAEVNA

	<b>Academic degree and title (KKSON, VAK), scientific school:</b> 2008-2012 – Korkyt Ata Kyzylorda State University (Kyzylorda) specialty – journalism. Master of Humanities.
	<b>Scientific interests:</b> Public broadcasting, public TV channels, History of foreign journalism, Technology of advertising in the media, Management and marketing of journalism, current problems of journalism, modern journalistic research of new mass media.
<b>Contact details:</b> Email: <a href="mailto:jan_23_03@mail.ru">jan_23_03@mail.ru</a> Моб.: 8-778-807-32-30. Раб.: 70-95-00 (35-302)	<b>Courses taught:</b> Media Design (B), Media Management (B), Book Business Management (B), Journalism Management and Marketing (B), Bild Editor (B), Military Journalism (B), Book Studies (B), Fashion Journalism (B), Web design and preparation of printed and electronic publications (B).
	<b>Publications:</b> <ul style="list-style-type: none"><li>• «Актуальность общественного вещания в демократизации общества» VIII International Scientific and Practical Conference of ENU, 2018 y.;</li><li>• «Қоғамдық хабар тарату: мәні мен қызметі», Collection of materials of the X International Conference of Young Scientists dedicated to the 90th anniversary of Abai KazNPU, Almaty, IP «Balausa», 2018. p. 224-227;</li><li>• «The social role of public broadcasting service», International Scientific and Practical Conference «Improving the methodology of cognition for the development of science» April 7, 2018 y., Kazan;</li><li>• «New Media Development trends in Kazakhstan», European Academy of Science and Research, 2022 y..</li></ul>
<b>Professional experience:</b> <p><b>Since 2020</b> - Senior lecturer of the Department of Printing and Publishing at the L.N.Gumilyov ENU.</p> <p><b>2018-2020</b> – Lecturer of the Department of Kazakh Language and Literature and Journalism of the Korkyt Ata Kyzylorda State University.</p> <p><b>2015-2018</b> – Doctoral student of the Department of Teleradio and Public Relations of the L.N. Gumilyov ENU.</p> <p><b>2014-2015</b> – Lecturer of the Department of Philology and Journalism of Bolashak University (Kyzylorda).</p> <p><b>2012-2014</b> – Master's student of the Department of Kazakh Language and Literature and Journalism of the Korkyt Ata Kyzylorda State University.</p> <p><b>2010-2012</b> – journalist-translator of FC «Kaysar» JSC (Kyzylorda).</p>	