

**Advancing English for Media Literacy in Kazakhstan PROJECT**  
**PERFORMANCE and FINANCIAL REPORTING GUIDE**  
Association of Teachers of English in Kazakhstan KazTEA

Facilitator's Name: Nurzharkyn Samigolla  
Contact email and mob: [nurjarkyn@gmail.com](mailto:nurjarkyn@gmail.com)  
Cohort #:2  
Period: April-June 2022

Number of Project Beneficiaries/Participants: 28  
BA Student-1 / MA Student-1 / MA- 3, PhD-0 students among them

---

1. Provide a detailed description of the progress made to-date toward the project's objectives and outcomes.

On 11 June 2022, 25 out of 28 completed the project successfully. All of them completed the required tasks and earned the Certificates of Achievement. During the project, the participants did language work, extended the topics related to Media Literacy, brainstormed, discussed, and did other activities to prepare for the open assignments, and completed the course on Coursera.com. Also, they developed critical thinking, which is essential in working with media messages. The majority of the group emphasized the importance of checking the reliability of information and teaching it at schools. Besides attending offline sessions, they joined AE for Educators webinar series, wrote posts on discussion forums, and posted their outcomes on the MOOC project Facebook page after each session. The teachers tried to use terms related to media in their works and comments. At the final session, they presented final projects introducing different types of media messages. They presented their work in various forms like PPT, posters, videos, and "live news" reports. The participants completed the final quiz and filled out "peer review" forms to give recommendations and share their opinion. At the end of the project, the participants did outdoor team-building activities and got their certificates.

2. The target audience.

The majority of the target audience is in-service secondary school teachers. The age is varied from 20 to 60; in session six, they shared that they started to pay attention to what they are consuming in the media and check the news from different resources before believing in it. Thus, it shows how they have acquired media literacy, an important skill to apply in classes that will help teach the new generation of conscious decision-makers and media-literate individuals. After completing the project, the participants discussed their insights and experience that they had and wanted to share with colleagues and students.

3. The program is on track/schedule which is completed within the estimated period of performance.

All sessions were completed on time, starting from the recruitment stage till the final session. The last session was held on 11 June. Extra time was not necessary to complete the project.

4. Any challenges to implementing the program and strategies to address the issues faced. Any lessons learned implementing the project that may be beneficial for KazTEA. There were two challenges:

### Recruitment stage

1) First, the local department of education sent official letters for application for almost two weeks. I think the slow process of information delivery made it difficult to recruit. I had to go to some universities and communities to get enough applications on my own and present the project personally. Therefore, it would be nice to get school contacts and send them the official letter separately.

### Meeting project requirements

2) Not all applicants were ready to complete several tasks to accomplish the project. Some of them estimated that attending sessions would be enough to earn certificates. After introducing all requirements to finish the project successfully in the first session, we had only high-competitive and dedicated candidates. I think it is better to add the final project assessment to the list of requirements in order to escape the situation of "you haven't told it before."

5. Success stories, photographs, or other documentation and multi-media to share with KazTEA and RELO to show the program's progress and impact.

In each session, the participants understood the importance of topics and participated actively in discussions. During the project, teachers tried to use their creative approach in creating media analysis and group projects. I believe the most outstanding achievement of the group was that 80% of them completed the online course by session seven and worked hard till the end of the project. Most of the participants mentioned that they enjoyed session six, which required reading the news to create a poster and present it to the audience. It gave all members of the group to contribute to making the presentation. As it is the first facilitated project in Oral, it was a great success to work with the most motivated and dedicated teachers. The wi-fi connection was poor, so I had to create PowerPoint presentations, and the participants worked on their phones. All session materials are available at the link. <https://disk.yandex.ru/d/ZqhNFhYUtVtDMw>

6. Activities planned to embed learning outcomes in the teaching process as short-term impact

After completing the project, the participants wished to have more facilitated projects in Oral. Most teachers looked forward to sharing their project insights with colleagues and implying their experience in classes. Some of them are planning to embed the online course contents like articles and videos in their lessons. There are several schools and universities that are going to add "Media literacy" to the school curriculum. Therefore, our participants feel ready to present and apply their knowledge in practice. Finally, they mentioned that after the project, they have become media literate, started to be concerned about news from suspicious resources, and tried to keep "information hygiene" and teach these skills to people around them.