

## **Advancing English for Media Literacy in Kazakhstan PROJECT PERFORMANCE**

Association of Teachers of English in Kazakhstan KazTEA

Facilitator's Name: Nurzharkyn Samigolla  
Contact email and mob:nurjarkyn@gmail.com

Cohort #:4

Period: October-December 2022

Number of Project Beneficiaries/Participants: 25  
EFL teachers -12 / BA Students -7 / MA Students-6

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Please provide as much detail as possible about the project activities over the reporting period. Answers should be as detailed and thorough as possible, they should help paint a picture of program activities. Short replies will not be accepted.

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

We had the recruiting stage from 20 September to 30 September. There were over 45 people interested in the project, yet only who met the requirement was invited to the interview. All candidates accepted three reminder messages about taking an English language proficiency test and filling out the registration form. All 25 people who completed both tests came to the interview and shared their reasons for participating in the project. There were teachers whose colleagues had already participated in the first cohort, so they learned about Advancing English for Media Literacy because of their positive feedback. During the interview, they got answers to their questions and more information about the requirements to complete the project successfully. Also, this cohort had an equal quantity of BA students majoring in TESOL and in-service teachers. The students explained that the training would give them more avenues to employment and the career ladder.

After starting the offline sessions, the participants had a lot of questions about how to apply for financial aid, certification, and Coursera navigation. During the sessions, they had a chance to meet new people and interact with each other through speaking activities, group work, and general discussions. Most of them were surprised by Course's different features, like a Discussion forum, saving notes, using other language subtitles, and so on.

Compared to the beginning, when most teachers believed that the project would be lecture-style training, they emphasized the difference between the project and others as it improves English and Media Literacy skills. Throughout the project, the teachers worked hard, put a lot of effort into completing tasks on time, and were active in discussions. At the last session, they introduced their final project, which aim was to implement media literacy skills in creating their own media post. They were in different forms, like posters, videos, gifs, and slides on prezi.com and canva.com. This boosted their critical and creative skills, so all of their work was amazing and unique. At the final session, they also peer-reviewed each other's work and discussed what was necessary to have a complete project. Finally, 19 out of

25 people completed the project by the end. 6 people didn't have enough scores to earn any certificates. 18 out of 19 people got a certificate of achievement, and one got a certificate of attendance. For each of the cohorts in Oral we try to make it unique and encourage to involve of more teachers in the program. We had a lot of good feedback from previous and current cohort participants, which means we have been achieving our accomplishments.

2. Describe your target audience. Who is the average person being served and how will your program assist them?

In general, the audience was diverse, the group included state school teachers, STEM teachers, university teachers, and students. We even had teachers from suburban areas who, despite working far they, could manage their time to attend sessions. This cohort was also interesting as we got a chance to look at how pre-service teachers collaborate with experienced teachers, so both groups learned something new from each other. Therefore, the elder group tried to cascade their own knowledge while the younger showed them new creative ideas. This made the sessions even more effective.

3. Describe any challenges to implementing the program and how you have addressed or plan to address the issues faced. What lessons have you learned implementing the project that may be beneficial for KazTEA?

As the recruiting stage is the most challenging, it took about three weeks to market, look for participants and arrange interviews. If KazTEA could provide Instagram ads for the promotion next time, getting a wider audience would be possible.

Also, we had to change our initial venue from Essenzhanov Children and Youth library to the West Kazakhstan Innovative, Technological university. Thanks to the university faculty, which allowed us to relocate the project, it didn't take a lot of time to manage everything. The university authority was also glad to be part of the project and contribute to teacher development. The location of the university is convenient, being downtown, so we plan to have further cohorts and collaborate with the university. As another option, we would offer to send an official letter to the local Education department to let the facilitator do presentations at schools and universities to represent the project in person by showing videos and pictures of two cohorts. Therefore, it would be possible to register people immediately after the presentations.

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

As for successful stories, we emphasize that 95% of cohort participants completed the project. It means starting from recruiting stage till the final session, they attended sessions and met all requirements. As only motivated and dedicated people could do this, we believe the teachers from Oral were so.

Final posts on [https://padlet.com/kaztea2019/kaztea\\_ml\\_2022](https://padlet.com/kaztea2019/kaztea_ml_2022) show that all of the participants got to know more about media literacy and were able to implement creative and critical skills using media literacy strategies, which were the goals of the project. Their English score test

results also showed some progress than it was before starting the course. All participants were outgoing to ideas that the facilitator offered, so the sessions were in a friendly atmosphere and full of fun.

Moreover, both cohort participants were excited about “Extensive activity for Media literacy” and sent their work to participate in the competition.

Finally, we first time launched Facebook live session during the final session, so other participants from different cities and the participants’ family members or colleagues could watch it online.

More photos and videos are available here.

<https://cloud.mail.ru/stock/bHHXYBKsox687mowAXUwndXD>

Handwritten feedbacks from the participants are available here

<https://www.facebook.com/groups/834481146988513/permalink/1574932496276704/>

Comments of the participants are available here below FB post.

<https://www.facebook.com/groups/834481146988513/permalink/1533480090421945/>

<https://www.facebook.com/100034647404576/videos/1395584010847251/>

<https://www.facebook.com/100034647404576/videos/591099189459779/>

<https://www.facebook.com/groups/834481146988513/permalink/1527534714349816/>

<https://www.facebook.com/groups/834481146988513/permalink/1538935946543026/>

<https://www.facebook.com/100034647404576/videos/639964867856464/>

<https://www.facebook.com/100034647404576/videos/693340662393763/>

<https://www.facebook.com/100034647404576/videos/1249968538889439/>

<https://www.facebook.com/groups/834481146988513/permalink/1581968662239754/>

5. What activities are planned to embed learning outcomes in the teaching process as short-term impact?

As for the project outcomes, the participants mentioned using the apps like Visuwords, Miro, AE for Educators, and VOA applicable that were introduced during the sessions. Also, as an element of their lessons, the participants have ideas to discuss topics like advertisements and bias in media with their students. Most of them expressed their interest in teaching media literacy at school in the case of implementing it as a subject. As they now know how to apply for financial aid, they are planning to take other courses at Coursera.com. For some of the teachers, it was their first exciting course, so they have had intentions to participate in future projects organized by KazTEA and the US embassy.