

## Education and Training of Specialists in Print Media in the Framework of Reforms in Higher Education System in Kazakhstan

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The article discusses education and training in print media in higher education system of Kazakhstan. Kazakhstan is a former Soviet Union state, now a modern Central Asian state with clearly defined aim to integrate into global educational space. The country has done a lot of work to introduce the principles of Bologna system to its higher education institutions. At present time all Kazakh universities have transferred to credit system, developed system of academic mobility and introduced the ISO 9001 quality management system.

These changes influenced the process of education and training of specialists in all spheres taught in the country including printing trades. Printing trades is a relatively new academic discipline in higher education of Kazakhstan; for the first time it was introduced in 1994 at the Kazakh National Technical University (KazNTU) named after Kanysh Imantayuli Satbayev.

Today printing trades is one of the most dynamically developing areas in the country. Digital technologies changed the production process of printing trades and accordingly changed the approach to education and training of specialists in print media.

KazNTU is the only university in Kazakhstan which prepares specialists in printing trades for about 20 years. The paper analyses challenges brought by the introduction of new education system as well as its benefits by examining experience of department of Machinery and Technology of Printing Production (MTPP) at the KazNTU. While comparing old and new education systems, the article sheds light at such questions as shift in teaching language from Russian to Kazakh and later to English, international accreditation and cooperation. After analysing these and other important questions, the article discusses future projections on the Kazakh printing trades academia and the tasks that it has yet to undertake.

Joining of higher education institutions of Kazakhstan to the Bologna process caused the need to follow principles of European educational space and hence the need to reorganize the study process in the following directions. Transition from 5-year education to 4-year baccalaureate and 1.5–2-year master program required reorganization of the entire study process at department of MTPP at the KazNTU and of the university as a whole. The university had to modify study plans and a set of competences, knowledge and skills which correspond to baccalaureate and master diplomas.

Bachelor and master students of the “Printing trade” specialty are taught in accordance with Kazakhstan’s State Educational Standard and curriculums. In the past three years the department taught more than 500 specialists for Kazakhstan’s printing trades area. Teaching languages are Kazakh and Russian. Duration of study at baccalaureate programs is 4 years, at master programs – 1.5 years for students who intend to become further employed in production activity, and 2 years for those who intend to work in science and pedagogy [1].

Human potential of the department of MTPP is represented by professors with scientific degrees and titles

who have extensive work experience in printing trades industry. During their study, students of the department have opportunity to work on scientific projects together with their professors, participate in scientific-practical conferences, and get practical knowledge in leading printing trades enterprises of Kazakhstan [1].

Simultaneously, to achieve high quality education that would be equal to education in leading universities abroad, it is necessary to introduce innovative and information educational technologies and increase interactive forms of teaching. Introduction of labor intensiveness evaluation of courses, educational programs, teaching load in credits and their increased mobility of students and provided them an opportunity to continue their studies at foreign universities at undergraduate and postgraduate levels [3].

Furthermore, there arose an opportunity for the KazNTU professors to exchange their experience with their colleagues abroad, thereby expanding their contacts, which in turn motives scientific-pedagogical personnel for professional development and learning innovative educational technologies. The department of MTPP has such contacts with Russian universities.

Students of this department have opportunity to study at the Moscow State University of Printing Arts named after Ivan Fedorov.

Starting from 2012, several graduates of KazNTU continue their further studies at master programs at Ural Federal University named after B.N. Yeltsin in Ekaterinburg, Russia. During the past three years, many professors from both Moscow State University of Print and Ural Federal University visited KazNTU with guest lectures, participated together with KazNTU professors in methodological seminars and scientific-practical conferences held in KazNTU.

Realization of social role of higher education and development of complementary education. So-called Lifelong Learning is an important element of education and is promoted by constant innovations in technology and changes of labor market towards university graduates qualifications. Aspiration to professional growth forces workers to get complementary education and undertake different professional trainings and educational programs [2]. Realization of distance learning program and complementary education for corporate clients is one of the most perspectives of the department of Machinery and Technology of Graphic Trade at the KazNTU, as it will increase the number of students in printing trades [1].

The formation of a pan-European education and research space allows the participating countries of the Bologna process to actively cooperate and learn from each other best practices in the field of education. Joint education programs which can be worked out and implemented by two or more universities play an important role in this process [2]. KazNTU named after Kanysh Imantayuli Satbayev and Ural Federal University named after B.N. Yeltsin at present time work at realization of a number of joint educational programs, including those in printing trades. Participation in the program of dual diplomas with other universities abroad is a great advantage to KazNTU, as with such diplomas its graduates become more competitive in the global labor market [1].

In modern conditions of professional education quality evaluation and graduates' competences, employers play a significant role. Universities partnerships are, on the one hand, peopeware, and on the other hand, are

a specific type of business, when combined resources of several actors are combined to perform scientific-research projects, workshops, student internships at companies, and writing by request of companies [2].

The largest printing companies of Kazakhstan, such as Ata-Mura corporation, "Daur" and "AZ PRINT CENTRE" publishing and printing houses fruitfully collaborate with the department of Machinery and Technology of Graphic Trade at the KazNTU since their establishment. Top-managers of these enterprises actively take part in forming professional competences, implementing standard and experimental educational programs. They also are chairmen of State Examination Boards during the defense of dissertations by students and peer-reviewers of methodological works written by professors of KazNTU.

Associations of employers have the right to implement professional public accreditation of educational programs and form ratings of accredited universities. For example, in January 2011, the department of MTPP at the KazNTU passed international accreditation carried out by Russian Association of Engineering Education [1].

At present, the department is doing organizational work on introducing a PhD program in printing trade, and one of the main conditions for doing this is participation of foreign scholars for joint supervision of doctorate students. The KazNTU wants to invite professors from the best universities and departments of printing technology. KazNTU's joining to the International Circle of Educational Institutes for Graphic Arts Technology and Management (IC) will increase the number of its partners for cooperation in all spheres of education.

Positive external accreditation of the "Printing technology" speciality and of the KazNTU, introduction of English language along with Kazakh and Russian languages into the educational process, successful realization of fundamental principles of the Bologna process, development of innovative activities – these are all crucial stages for integration into the global educational space, which can further promote the KazNTU and help it to take rightful place in the international market of educational services [1,3].

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