

## Competition objective:

The objective of competition is to timely and correctly deliver by means of mass media the content and essence of key strategic directions and goals of reforms on modern educational system establishment in upcoming years to Azerbaijan society, stimulate the promotion of media units to public enlightenment campaign.

## Direction and titles of competition:

| No | Direction                                                                                       | Titles                                                                                                                                                                                            |
|----|-------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. | <b>Establishment of competence-based person-oriented education content</b>                      | 1. Prepare standards and curricula based on efficient educational model of children development in early ages;                                                                                    |
|    |                                                                                                 | 2. Develop "Competent parents" program for pedagogical-psychological enlightening the parents in order to support children sustainable development-driven pedagogical activity;                   |
|    |                                                                                                 | 3. Update existing educational standards and curricula, distribute for training directions at complete secondary education stage in order to assure transition to 12-years general education;     |
|    |                                                                                                 | 4. Develop specific development programs for talented children;                                                                                                                                   |
|    |                                                                                                 | 5. Apply higher education standards supporting the transformation of higher education establishments into education research innovation centers and providing competitive specialist preparation. |
| 2. | <b>Modernization of human resources in educational sphere, formation of competent educators</b> | 1. Stimulate the creation of structures for further education of educators;                                                                                                                       |
|    |                                                                                                 | 2. Develop state strategy for increasing the reputation of teaching profession;                                                                                                                   |

|    |                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|----|-----------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|    |                                                                                                                 | <p>3. Establish a competence- and result-oriented differentiated, competitive salary system in labor market;</p> <p>4. Apply internship program in teacher preparation system;</p> <p>5. Apply optimum inclusive education models in order to provide educational and social adaptation opportunities for children with special need.</p>                                                                                                                                                                                                                                                                                       |
| 3. | <b>Establishment of results-responsible, transparent and efficient management mechanism in education</b>        | <p>1. Establish 12-years general education system by providing the gradual transition to 10-years compulsory general secondary education and 2-years complete secondary education models;</p> <p>2. Establish state – business partnership system in educational sphere;</p> <p>3. Establish result-oriented and transparent management model in educational institutions;</p> <p>4. Provide state – public (Parent – Teacher Association, Management Board, Guardian Board etc.) management of educational institutions by participation of stakeholders;</p> <p>5. Establish a rating system of educational institutions.</p> |
| 4. | <b>Establishment of educational infrastructure meeting modern requirements and providing lifelong education</b> | <p>1. Establish infrastructure in compliance with requirements of information communication technologies based training methodologies in educational institutions, provide every educational institution with internet, every learner in general</p>                                                                                                                                                                                                                                                                                                                                                                            |

|    |                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|----|----------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|    |                                                                                        | secondary education level with computer-tablets full of electronic manuals;                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|    |                                                                                        | 2. Rationale the educational institutions network;                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|    |                                                                                        | 3. Create advanced vocational-education centers and complexes;                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|    |                                                                                        | 4. Promote campus development;                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|    |                                                                                        | 5. Provide the development of educational media and internet resources.                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| 5. | <b>Establishment of economic sustainable financing mechanism of educational system</b> | 1. Establish Education Development Foundation formed thanks to extra-budgetary means;<br>2. Establish financial support system in order to provide education opportunities for children and youth from low-income families;<br>3. Allocate additional resources for establishment of advanced, information communication technologies based education infrastructure, as well as e-education;<br>4. Transition to learner-based financing mechanism of educational institutions;<br>5. Improve teachers' financial motivation. |

#### **Participation at competition:**

Competition includes the journalists with at least a year continuous experience in mass media by the competition announcement.

#### **Requirements for writings to be submitted to competition:**

1. Writing shall cover one of the announced titles (change of headings of announced titles are not

---

allowed);

2. Every journalist shall submit just one writing to the competition;

3. The writing shall be published in such press units which are published not at least once a week in latest year, not included to the "black list" of Press Council;

4. The writing shall describe the note "To submit to the competition jointly organized by the Ministry of Education of the Republic of Azerbaijan, Foundation of State Support for the Mass Media Development under President of the Republic of Azerbaijan and Republic Committee of Independent Trade Union of Education Workers of Azerbaijan";

5. The journalists working in information agencies and news portals shall post their writings in official web site of mass media;

6. Publication in press unit (one copy); journalists' writings working in information agencies and news portals shall be printed (3 copies) (author's signature shall be described) in A4 hard and soft formats (Times New Roman 12, in disc) and then submitted;

7. Writings shall not be more than 1 page in A3 format (9 – 11 thousand characters);

8. Writings shall be personally submitted to Foundation of State Support for the Mass Media Development under President of the Republic of Azerbaijan.

Document receiving commences on **February 11, 2014** and completes on **March 11, 2014**.

Documents are received during official opening hours from 10:00 to 16:00.

#### **Requested documents**

1. Copy of labor book approved by mass media.

2. Copy of ID card (providing also original one).

*In case of incompleteness or false information of requested documents, writing is not allowed to competition.*

#### **Evaluation criteria:**

- title covering, journalist research, justification;
- information level of material for reader;
- language and style, artistic-aesthetic expression of writing;
- journalist objectivity, impartiality, unbiased and responsibility;
- defense of public interests.

#### **Award of writings submitted to competition:**

For each direction,

I place - (5 persons) 1000 manats;

---

II place - (5 persons) 700 manats;

III place - (5 persons) 500 manats;

Encouraging award - (generally 10 persons) 200 manats.

*The winners will be awarded with specific diploma of the Ministry of Education of the Republic of Azerbaijan, Foundation of State Support for the Mass Media Development under President of the Republic of Azerbaijan and Republic Committee of Independent Trade Union of Education Workers of Azerbaijan.*

**Annex:**

**[Participant's data sheet](#)**