

ABSTRACT
to the dissertation work of Askhat Kuatbekov for the degree of
Doctor of Philosophy (Ph.D.) in the specialty
6D010300 – Pedagogy and Psychology

Research topic: Psychological and pedagogical support for the training of the media competence of the future education manager

The purpose of the study: to theoretically substantiate the process of psychological and pedagogical support for the media competence training of future educational managers, to develop and experimentally test the effectiveness of the author's model and programs in the context of the investigated problem.

Research Objectives:

1. Justify the degree of development of the research problem under study, clarify the essence of the basic concepts and categories of research;

2. Determine the essence and composition of media competence and clarify the content of the concepts: “Media competence of the future educational manager”; “Psychological and pedagogical support of media competence in the formation of media literacy of the future educational manager”;

3. Experimentally establish the relationship between personal qualities (critical thinking, creative activity, motivation, readiness, communicative reflection) and key media skills (interpretation and generation of media content, digital literacy and awareness) for competent use of media information, media resources, and media technologies;

4. Develop and test the effectiveness of a model of psychological and pedagogical support for the formation of media competence of future educational managers through the implementation of a training program developed by the author's elective courses “Digital Etiquette” and “Fundamentals of the Formation of Media Competence”.

Research methods: theoretical: analysis of literature on the research problem; review of foreign and domestic experience in media education; *diagnostic methods:* readiness for media communication of Goncharova T.M.; operational readiness of Bepalko V.P.; knowledge of the communicative process and reflection of Oskina S.A.; the communicative attitude of Boyko V.V.; personality on achievement motivation for success and avoidance of failure Ehlers T. and Mehrabian A.; evaluation of communicative and organizational skills of Sinyavsky V.V.; Freiburg multifactorial personality questionnaire; SAMOAL questionnaire by A.V. Lazurkin; “critical analysis” by J. Barrett; finding logical errors of Cheifitz M.; the level of media competence of Goncharova T.M.; questionnaire of the author to diagnose the subjective assessment of the degree of individual media competence and media literacy.

Main provisions submitted for defense

1. *The media competence of the future educational manager* is an integrated set of personal qualities (critical thinking; creative activity; motivation, commitment, communicative reflection) and media competencies (digital literacy; interpretation and creation of media content; digital awareness) that prescribes the professional motivational and value aspirations for using media information, media

resources, and media technologies in a digital educational environment;

2. *The psychological and pedagogical support for the formation of media competence of the future manager of education* is a constructive interaction between the subjects of the educational process, which aims to create a “cumulative effect”, due to the formation of a high level of media competence through cognitive, emotional values and behavioural categories for the self-realisation of the future educational manager in the media field;

3. The model of psychological and pedagogical support for the formation of media competence is provided by considering effective pedagogical conditions and psychological determinants for designing a targeted process of media literacy education through the development of a personalized educational trajectory for training a future educational manager in the field of digital media;

4. The author's program for training the media competence of the future educational manager aims at training a high level of media competence. Its main components are a system of evidence-based methods, conditions, media technologies and a set of exercises that contribute to the formation of media competence.

The main results of the study:

1. a definition is given for the *concept* of “psychological and pedagogical support for the formation of media competence of the future educational manager”, which is based on the *author's definition* of media competence of the future educational manager;

2. the connection between personal qualities (critical thinking, creative activity, motivation, readiness for action, communicative reflection) and key media competencies (interpretation and generation of media content, digital literacy and awareness) for the competent use of media information, media resources and media technologies has been demonstrated experimentally.

3. a model of psychological and pedagogical support for media competence training (components, indicators, criteria and levels) of a future educational manager was developed, the effectiveness of which was tested experimentally;

4. the author's program for the formation of media competence of the future manager of education was developed on the basis of the training program, elective courses “Digital etiquette” and “Fundamentals of the formation of media competence”.

Novelty and significance of the obtained results:

The results obtained by the author are determined by methodological principles, the application of theoretical and empirical methods, the logical relationship between the task and the content of the study, the statistical processing of the results obtained in the experiment, and the confirmation of the hypothesis.

The significance of the first scientific result is characterized by the author's definition of the concepts: “*media competence of the future educational manager*” and “*psychological and pedagogical support for the formation of media competence of the future educational manager*”, based on the ideas of the competence-based approach, the analysis of domestic and foreign literature on the research problem and the justification of its psychological and pedagogical aspects.

The significance of the second scientific result lies in the assertion that the modern digital educational environment of higher education is a mobile system in

which the formation of media competence of the future education manager requires the formation of his personal qualities (critical thinking, creative activity, operational readiness, motivation, communicative reflection) and key media competencies (interpretation and generation of media content, digital literacy and awareness) for the competent use of media information, media resources and media technologies.

The third scientific result is confirmed by the development of a model of psychological and pedagogical support for the formation of media competence of a future education manager, which is determined by subjective and objective factors, has the potential for personal transformations and is presented as a holistic systematic activity, within which pedagogical conditions and psychological determinants are created for systematic monitoring, formation and manifestations of media competence of the future manager of education.

The validity of the fourth scientific result is confirmed by the fact that the media competence of the individual is a significant personal neoplasm that does not arise spontaneously and depends on the purposeful actions of the subjects of the educational process. The implementation of the author's program is carried out by setting internal standards of motivational and value attitude to the formation of media competence through active understanding in the acquisition of a high level of cognitive, behavioral and emotional-value components of media competence of the future manager of education.

Adherence to the development directions of science or government programs: The problem of media competence of university graduates is currently very acute in many developed countries of the world and is becoming increasingly important in our country as well. Preserving the best traditions of the domestic educational system, Kazakhstan must not stand still, as stated in the Message of the Head of State K.Zh. Tokayev to the Kazakh people on September 1, 2020 “Kazakhstan in a new reality: time for action”: The Era of Managerial and Media Education is a new challenge for the education sector in preparing a universal leader.

The recommendations of UNESCO propose to include media competence in the educational programs and curricula of the national education systems of all countries in the world. Trends in education reform in individual countries are leading to an increase in the role of management in the effectiveness of educational institutions and a growing demand for trained educational managers who are oriented toward international quality standards.

In the Concept for the Development of Higher Education and Science in the Republic of Kazakhstan for 2023-2029, special attention is paid to the digital architecture of higher education, leaving unchanged the development of media skills, which will become a priority and mandatory component of all professional standards.

The state program “Digital Kazakhstan” updates the role of information and digital resources. Particular emphasis is placed on the role of media competence in the full digitalization of the educational process. At the current stage, media competence becomes the most important role among complex professional competencies.

Description of the doctoral student's contribution to the preparation of each issue (the dissertation author's contribution is given as a percentage of the total text):

11 scientific papers were published on the topic of the dissertation, including 1 in foreign editions of the Scopus database (Q-1); 4 articles in scientific publications recommended by Committee for Quality Assurance in the Sphere of Education of the Ministry of Higher Education and Science of the Republic of Kazakhstan; 5 in the materials of international scientific conferences in near and far countries; 1 study guide. All publications were produced as part of the study.

1. *E-Learning as a Basis for the Development of Media Competences in Students* // *Journal of Information Science* – 2021 (in English) (Vershitskaya E., Kosareva I., Ananishnev V. the contribution of doctoral student - 75%) The article presents the model of media competence and its main aspects. It demonstrates the effectiveness of educational practices on digital media platforms in developing media literacy.

2. *The use of digital media resources in the preparation of future education managers* // *Pedagogy and psychology*. – 2021. № 2(47). 129–137 pp. (in Russian) (Tapalova O. B. the contribution of a doctoral student - 90%). The article highlights the topic of using digital media resources in the preparation of future education managers.

3. *Professional competence of future managers of education* // *Khabarshy Abai KazNPU. Psychology series*. – 2021. № 3(68), 6–12 pp. (in Russian) (Tapalova O. B., contribution of a doctoral student - 85%). The article presents the results of a study of the formation of professional competence of future education managers in relation to personal characteristics.

4. *Influence of educational types on the expression of character accents* // *Khabarshy Abai KazNPU. Psychology series*. – 2020. № 1(62). 135-138 pp. (in Russian) (Tapalova O.B., Sarimov N. Percentage of doctoral student - 75%). The article considers the manifestations of character accents as an indicator of understanding the emotional stability and motivational state of the individual.

5. *Features of the manifestation of panic states in students* // *Khabarshy Abai KazNPU. Psychology series*. – 2022. № 4(64), 15 – 21 pp. (in Russian) (Kulsharipova A., Tapalova O. Percentage of doctoral student - 60%) The article presents the results of a study of the occurrence of panic states in young people as maladjustment to the information and digital media space.

6. *Research of achievement motivation among modern managers* // *Collection of materials of the international scientific-practical conference*. – M. – 2020. 158-163 pp. (in Russian) (Tapalova O. B., percentage of a doctoral student - 85%). The article presents the results of a study of achievement motivation among modern managers, a measure of the similarity of the need for achievement and achievement motivation is established.

7. *Psychological and pedagogical conditions for the development of professional competence of the future manager of education* / *Materials of the international scientific conference*. – A.: Abai KazNPU. – 2021. 298 – 302 pp. (in Russian) (Tapalova O.B., percentage of doctoral student - 85%). The article presents the results of a theoretical review of psychological determinants, trends and criteria for the development of professional competence of future education managers.

8. *Cluster analysis of future managers of education* / *Collection of materials of the international scientific conference*. – Kazan. – 2021, 52–57 pp. (in Russian) (Tapalova O. B. percentage of a doctoral student - 90%). The article presents the

results of cluster analysis, on the basis of which a psychological portrait of the future education manager was obtained.

9. *Comparative analysis of service platforms that is optimal for online learning in Kazakhstani universities* / Eurasian Scientific Association. – M. – 2021. – № 6(76). 405–411 pp. (in Russian) (Abdimusa Zh., Simonenko A. percentage of a doctoral student - 65%). The article presents an analysis of the methods, forms and media resources of educational activities during the transition of university education to an online format.

10. *Influence of individual typological characteristics on the state of psychological health of students*//Collected scientific papers conf. – A.: Abai KazNPU. – 2022. 89-94 pp. (Ponomarev R. and others. The percentage of doctoral students is 55%). The article presents the results of a study of the cognitive and emotional components of students' psychological health.

11. *Media competence of a modern manager of education: textbook*. – Shymkent: Peoples` Friendship University named after Acad. A. Kuatbekova, – 2021. – 200 p. (in Russian) (Tapalova O. B. the percentage of a doctoral student - 90%). The manual considers the problem of training education managers capable of effective management in the information society. The actual importance of the formation of media competence for the manager of education in the structure of postgraduate training is shown.