

# KIMEP TIMES

SINCE 1995



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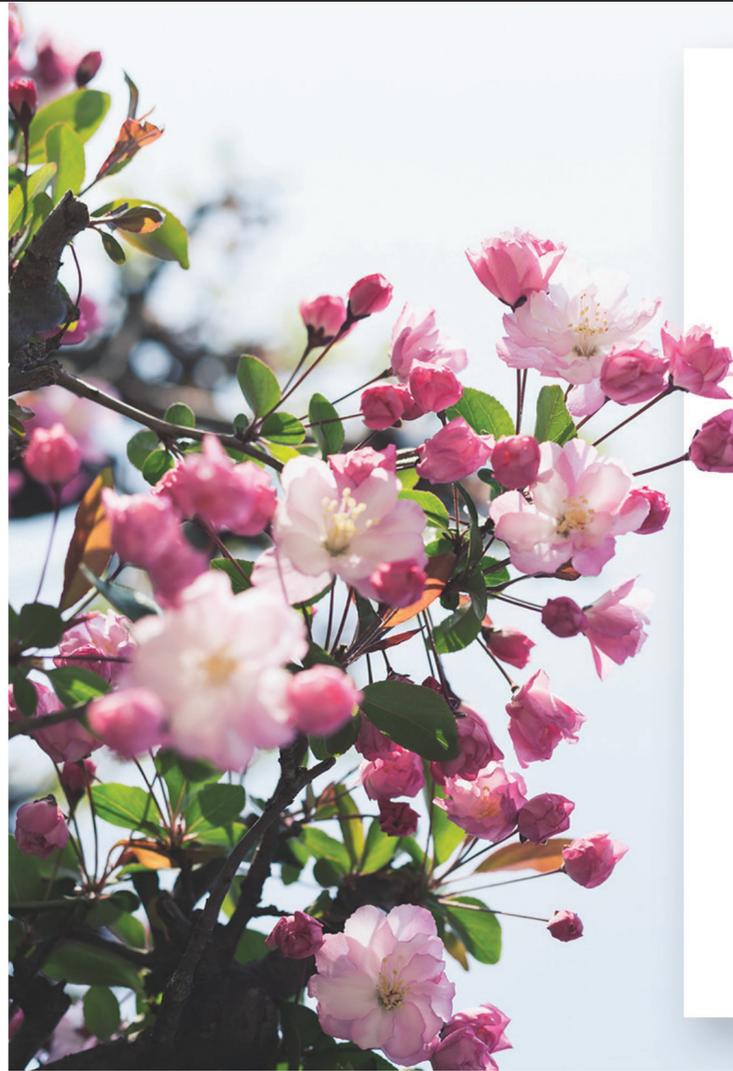
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Dear Reader,

We hope you are doing well and excited as we are.

Have you set resolutions this New Year's Eve? If you had and did nothing about achieving your goals yet, spring can become your (and our) second chance in acquiring new good habits and changing your lifestyle.

The one habit we should all acquire this spring is consciousness. So, what is it? It is basically a state of awareness. A state, where the person understands, that every action has a consequence and every word has its effect.

That is why this issue of Kimep Times concerns this topic - realization of existing problems and looking for solutions. It touches different relevant issues - the ecology, the university life, the world news. The consciousness skill is useful everywhere.

Also, this issue is special, since it contains a lot of articles from our thoughtful contributors and readers outside of our team.

Have a pleasurable reading and an awesome day!

P. S. We express thanks to outside contributors - for sharing and caring.

With love,  
Kimep Times Team.

## SUSTAINABLE LIVING. How to be eco-friendly in Kazakhstan?

written by **Zhaniya Adil** / illustration by **Dilda Kaishenova**

“People make Glasgow” – they say. I first read this slogan during an exchange semester in Scotland. My attention was constantly attracted by various campaigns about the importance of recycling, use of products made of recycled materials, and systematic promotion in caring for the environment. Therefore, I began studying this topic and found a lot of useful articles about contemporary issues in ecology. Previously, I did not give a lot of thought to the concept of being ‘eco-friendly’, which includes saving paper and energy. Upon arrival in Kazakhstan, it was noticeable that the level of awareness of this concept among the population in this area was significantly low. We can't continue living without thinking about and preparing for the future. I would argue that like in Glasgow, “People make Almaty”. So, here is the list of actions that every conscious citizen of our country should take in order to save our planet:

**Realize the importance of the problem.** This is the hardest one. People produce about 400 million tons of plastic per year that takes hundreds of years to decompose. Moreover, there is an issue about microplastics, which, falling into the ocean, remains there for a long time, and can be found in fish;

**Recycle rubbish.** Although it may sound difficult, in fact, you can start with at least one type of garbage, for instance, paper or plastic, and then you will get a taste. By the way, in Almaty people can use an excellent application from the Apple Store called “Tazalyk” where they can find a recycling point close to where they live. For those who live in the KIMEP dormitory, there is a paper point on campus and ‘all-in-one’ recycling point next to Dostyk Plaza;

**Remember to bring your own shopping bag to the supermarket.** It is surprising to find out the number of plastic bags we use every day

as shopping has become an important part of our lives. A single plastic package usually takes about 500 years to decompose, so don't take extra ones even if they are free and the cashier looks at you weirdly.

**Take your reusable cup with you.** Even paper cups for coffee have a layer of plastic on the inside, which actually easily enters our bodies. To have your own cup is not only healthier, but also more economical. For example, in Europe, it is cheaper to take coffee to-go in your own mug. In addition, it is also desirable to give up plastic covers and straws. How many times a week do you take coffee to-go? How many times have you taken a straw and a plastic cover in addition to your drink? If you calculate the amount of used plastic waste among all students of KIMEP, it will be relatively high.

**Do not use care and cosmetic products that contain microplastic.** Try to use only natural organic products. At present, a large number of creams, shampoos, lipsticks do contain microplastic (Acrylates/C10-30, Nylon-6, Carbomer, Polyquaternium, Polyurethane-2 and so on), which is later washed off from our face and body into the sewage system and eventually end up in the ocean. Moreover, most of cosmetic glitters are

made of microplastic. It can be actively absorbed into our skin and, what is more, transmitted to babies through breast milk. Microplastic has been already found in breast milk.

**Reduce consumption of fast-fashion.** It is more useful to have good-quality clothes and shoes that will last you for many years than to change sneakers every season, throwing old ones into the garbage. There is also the option of donating old clothes to various or-

ganizations to help those in need. We often do this on campus. The last thing would be to raise awareness about this issue in our society among relatives and friends. Unfortunately, there are still very few people with a conscious approach to the problem of ecology, pollution of our planet, and their own health. Therefore, I encourage you to speak up about such crucial issues as ecology, to take measures to recycle and improve the quality of our life. You can be a part of the change.



## Less is More: Minimalism as a global trend.



written by  
**Zhibek Yerzhigit**

**H**ave you heard of the KISS principle in business strategy? Well, if not, this is the acronym for ‘Keep It Simple, Silly’. Keeping everything simple, short and clear - this is the foundation of minimalism as a culture.

The trend for minimalism can be seen in almost every aspect of the contemporary world: in architecture, marketing, technologies, arts, and even lifestyle. In the world of too much information, too much choice and too much technology, people seem to thrive for simplicity now more than ever. You may have seen those bright and clean apartments on Pinterest, filled with white IKEA furniture and light. You may have heard of or read the bestseller by Japanese author and consultant Marie Kondo on the importance of cleaning. However, have you ever thought about minimalism as a trend? How it has emerged? What is the rationale behind it? Is this what our future is going to look like? Let's discuss.

**Ecological consciousness**  
The most obvious reason for the popularity of minimalism is ecological consciousness. Nowadays, there is a movement called ‘zero

waste’. It is a movement that is clearly dedicated to the purpose of producing less waste by consuming fewer products, reusing, recycling, and repairing instead of throwing out things and so on.

**Refusal of Consumerism culture**  
People tend to seek happiness in their possessions, falsely thinking that they will bring joy and make them feel better. However, possessions and tangible goods contribute, in most cases, only to short-term happiness, and are not efficient in producing utility in the long-term period. That is why, some people, who have understood this fact, no longer view material things as a means to happiness.

**Finance**  
Living a minimalist lifestyle is cheap since fewer things are bought - therefore, less money is spent.

**Tiredness of making a choice**  
How many times a week have you wasted your time looking at your closet full of clothes, still thinking you have completely nothing to wear? This happens because when there is too many choices, it is

more difficult to make a decision. Minimalists, though, do not encounter this particular problem by having a ‘capsule wardrobe’ - a minimal set of clothes that a person needs in different situations, which are completely compatible with each other.

**Peace of mind**  
In the past, the big houses full of furniture were built by people who earned money and did not know how to spend them. Nowadays, rich people live in comfortable houses full of functionality. People's mindset has changed towards minimalistic views.

Talking about Kazakhstan, there are still many aspects to simplify everywhere - especially, in people's minds. However, the youngsters seem to walk along with modern world trends, so minimalism is ahead. And even though it is difficult to stop buying things or to throw away that memorable ticket from a concert, who knows, maybe changing your lifestyle, and, more importantly, changing your perspective, will bring positive results into our lives.

## THINK BEFORE PRINTING

written by  
**Nurseit Niyazbekov, PhD**  
Department of Public Administration



What is KIMEP University's ecological footprint? This is the question that struck me when I saw piles of paper collected by a local paper recycling truck from KIMEP's campus. While it's great that KIMEP is committed to paper recycling, it would have been much better if we could move a step further in minimizing paper use, saving electricity, and promoting environmental awareness on campus. If you ask me what I do to address the abovementioned strategies, I would tell you this: a) I reuse paper; b) I switch off electric devices not only in my office, but also in the classroom after each class; and, c) I talk about environmental consciousness in my courses. These are little things that we, as individuals, can do to boost KIMEP's adherence to sustainable development along with its commitment to fostering academic integrity and excellence. Following are my little suggestions that all of us can do to further KIMEP's commitment to protecting the environment and maintaining a wonderful energy-efficient campus.

### Switching off computers

in classrooms overnight: It is not a secret that a lot of classrooms at KIMEP have computers that are running throughout the day. I know universities where computers are connected to the main server which commands all the networked computers to switch off at a specially designated time. This would not only save electricity but also preserve computers' health. If you observe that a computer is turned on at the end of the day, take initiative and switch it off.

### Think before printing:

Do you really need to print that paper/essay/report? With a sheer abundance of electronic devices, one could just read from tablet/laptop screens instead of printing a long document that could often be used only once. Conscious printing is widely promoted in the West with organizations putting “Think before printing” signature in corporate emails. Some faculty utilizes various online grading tools such as TurnItIn or Moodle to receive and grade students' written work. Adopting such practices and developing good environmental habits by KIMEP community can also contribute to ‘going paperless’.

### Report broken water taps:

Sometimes we come across broken water taps that are wasting water. If it can't be closed properly, go on and report it to have it fixed. Don't ignore it. Water is a precious resource.

### Reuse paper:

This is my favorite. I've been reusing all my paper for more than a decade now. No matter if it's students' essays, articles, etc. I keep using the blank side of these documents to print new documents. You too can make a whole lot of difference by reusing paper. Yes, it may not always look so professional, but hey, we are saving nature. It's a good cause.

### Switching off air conditioners:

Often during the summer semesters, I observe empty classes with working air conditioners. Another big environmental concern. If you don't see a remote to switch it off, just unplug it from the socket.

### Use solar energy:

This initiative may not necessarily be cost-effective in the short-run. However, in the long-run, it will not only benefit electricity bills but will also look good on KIMEP's environmental awareness profile. On top of that, does not it feel great knowing that lampposts on KIMEP campus are powered by solar energy?

In his recent talk with the KIMEP's student and faculty bodies, Dr. Bang mentioned that “in the Spring semester, we will have a wonderful, green and modern campus”. He was right, and we are all witnessing how beautiful and cozy our campus has become. We shall not stop here and do our best to keep it that way. More importantly, we should try to make it more energy efficient by developing environmental awareness, good habits and advocating sustainable development values.

# HISTORY OF KIMEP

HAVE YOU EVER WONDERED ABOUT THE HISTORY OF KIMEP UNIVERSITY? I ALWAYS HAVE, BUT IT WAS ONLY RECENTLY THAT I FOUND OUT THAT IN THE PAST THERE WAS THE HIGHEST PARTY SCHOOL IN PLACE OF THE UNIVERSITY. IN FACT, NOT MANY PEOPLE KNOW THIS - AND RESEARCHING THIS TOPIC WOULD HAVE BEEN MUCH MORE CHALLENGING IF NOT FOR OLGA PETROVNA. NOW SHE'S THE DIRECTOR OF THE KIMEP LIBRARY, AND SHE'S ALSO ONE OF THE FEW PEOPLE WHO HAVE BEEN WORKING HERE SINCE THE TIMES OF THE HIGHEST PARTY SCHOOL. WHAT'S THE HIGHEST PARTY SCHOOL? - YOU MAY BE ASKING. WELL, IT'S THE HISTORY OF KIMEP. ACTUALLY, TO BE MORE PRECISE, IT'S THE HISTORY BEFORE KIMEP.

## Role of the Highest Party School

In Soviet times the Highest Party School stood in place of KIMEP University. It played an important role in the KazSSR. It provided very special education for state-level managers, Party workers, and academics. The President of Kazakhstan Nursultan Nazarbayev graduated from this school. Here, the students were taught governing skills, as well as some important disciplines. The main focus was economics - branch economics, agriculture, construction, and so on. The Party School trained leaders not only for KazSSR but also for Kyrgyz SSR and some other countries. Students from Soviet countries, as well as students from Arab countries and Cambodia, studied government shoulder-to-shoulder. "We ordered Russian dictionaries for them specifically", smiles Olga Petrovna with nostalgia. Professors were highly respected, as many of them were veterans of WWII. Their names still hang on the wall of the modern Valikhanov building.

## Architecture

The Party School was built step-by-step, and the building process took several decades. The modern Dostyk building was first built in 1946 on the intersection of Abay St. and Lenin St. by architects Melnikov and Kim Do Sen.

"Nowadays, few people remember, but Abay Avenue was formerly called Student Boulevard," Rinat Ravilevich Shayakhmetov tells me. He knows the campus of modern KIMEP very well: he was one of the founders of the KIMEP HR Club, and then its chairman for seven years. The Party School, Agricultural Institute, the Technical School, ZooVet Institute and Institute of Physical Education all were standing in line.

In the post-war time, the severity inherent in construction was replaced by the style of monumental classicism. Monumental classicism had to become this synthesis of architecture, painting, and sculpture. That's where the featured columns, capitals, Kazakh national ornament, loggias and porticos of Dostyk building come from. "The building is crowned by a two-tier tower with a spire. The first tier at the tower is rectangular, the second is an octagonal drum", explains Rinat Ravilevich. Now we're heading towards the Valikhanov building. The Valikhanov building belongs to the style of Soviet modernism, which is characterized by a certain sense of urbanism. From Olga Petrovna, I have learned that this building was designed on the model of a university in East Germany (DDR). One of the rectors of the Party School was so inspired by a trip to the DDR that he decided to build something similar on the territory of his university.

The building was designed by architect Voronin and built out of reinforced concrete, in contrast to the Dostyk building, which is built of brick. "This building bears the peculiarity of the architecture of the 70s: for example, this facade, it was called western, is decorated with bay windows," says Rinat Ravilevich. He explains: "Bay windows are surfaces protruding from the building, and their task is to improve the lighting, increase the volume of the building." In 1978, the construction was completed, and later a dormitory was added to it as another bulk element. Then it was still not quite the campus that we know now, but in my imagination, it begins to acquire more and more familiar features.

What's crazy is that most of the KIMEP buildings had a completely different purpose in the Party School. For example, the cafeteria used to be located in the library building, and Dostyk building used to be the student dormitory. There was a cinema inside Funclub, and as Olga Petrovna recalls, people would go there to see the newest movies. The School hospital was located on the first floor of Dostyk building. "There was a library on the second floor of Funclub, and there was a shooting gallery in the place of our parking lot. The Party School had a military department, and students could get a military rank here." With a light smile, she adds: "Just like you with your Miss and Mister KIMEP competitions, back then students and faculty members had competitions among

## Life in Party School

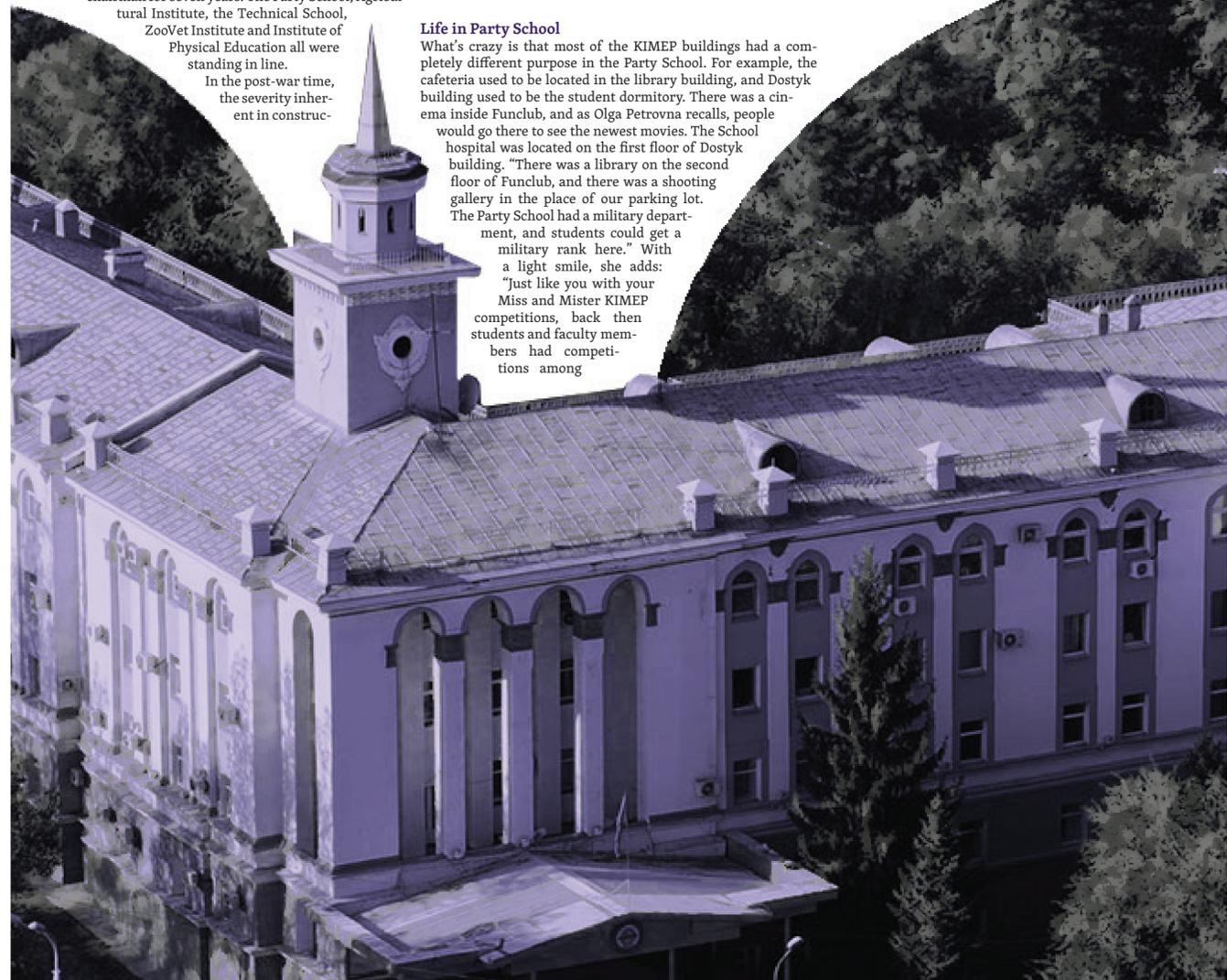
themselves in shooting and running." After the Soviet Union collapsed, the Party School closed. After several years, KIMEP appeared in its place, and renovation works started.

**Renovations**  
Anatoly Koshenkov, director of household management of KIMEP, says: "The rooms in the dormitory were small, so we rebuilt them into 60-square-meter halls and 13-square-meter offices. We removed some of the walls, that's why the floor there might be uneven". A third floor was added to the former cafeteria, and the unfinished sports complex was rebuilt into the New Building.

**To conclude**  
I try to imagine what it was like to walk around the KIMEP campus before it became KIMEP. Waking up in the Dostyk dormitory, having breakfast in the cafeteria - or library now, walking to classes through the same corridors that KIMEP students walk through now, and going to the cinema in the evenings. KIMEP has a past that is worth remembering. We should be proud of it.

I want to thank all of the people, who agreed to answer all of my questions - Olga Petrovna, Rinat Ravilevich, and Anatoly Koshenkov.

written by  
**Damina Mukitanova**



# One day in life of a student

written by  
**Malika Mukhanova**

In our previous issue we asked a second-year student from the School of Law about his everyday university life, and now it is the fourth-year student from College of Social Sciences, BAJ program, Damina Mukitanova's turn to answer the same questions. Her major is Media Management and she works in the Corporate Development department of KIMEP. Also, Damina writes articles on Instagram, for example recently she wrote an article about KIMEP's logo history. On top of these, she co-runs the Instagram page of the Career and Employment Center at KIMEP.

Damina's day usually starts at 7 a.m. which gives her some time to either write an article for Media Writing or get ready for Political Communication. She works from 9 to 10 am at the office, and after that she has classes till 6 p.m. After classes, she has time to work on her assignments, write an article for work, or transcribe an interview. On less busy days, Damina works from 9 am to 12 pm in the office, and the rest of the time she works remotely. After that, she goes to her classes and then she has some free time for her hobbies like playing the ukulele. Despite being busy, Damina takes advantage of opportunities to go to parties and events to have fun and get in touch with new people.

After four years of studying at KIMEP University, Damina established good relationships with other students and faculty. She underlines that one of her favorite professors is Bahtiyar Kurambayev, who teaches Editing, who can always help her with advice on how to write or edit an article. Damina adds that Milen Filipov, another professor of hers, motivates her and is always ready to answer her questions, even outside of class.

Damina also mentions the importance of the courses she took as part of her exchange program at Hanyang University in South Korea, such as Media Planning and Psychology in Communications. In South Korea, she met a lot of interesting people and is still in touch with some of them. She was so inspired

and impressed by South Korea, that she even started a blog about it on My Vision. Damina underlines that she was given a warm welcome in Hanyang University, and she had a great experience there.

When asked about the most useful course she has taken in KIMEP, Damina refers to the course Crisis Communications; in spite of the fact that she took this course in Summer 2016, she still remembers it well. Other courses that she finds interesting and useful are New Information Technologies, Media Writing, Editing, Advertising, and Media Sales.

As for Damina's most interesting work experience, she underlines working at the magazine, Good House Kazakhstan, and writing an article for Hedonist.kz website about wine culture in Kazakhstan to be on the top of her list.

However, Damina shared with us that there are also many difficulties in her way as a rising journalist. She remembered situations when people were suspicious about her and asked questions such as: "What is your name?", "Which portal are you writing for?" or "What are you trying to find out here?" Damina considers these kinds of questions and attitudes as one of the main challenges that journalists face in Kazakhstan. To the question "Why KIMEP?" Damina answers that she chose KIMEP because it is the only university in Kazakhstan which offers a credit-based North American system of education.

Now Damina is working on her new project "Without face". The purpose of this project is to demonstrate that creative professions are needed and should be one's life work, not just a hobby.

In Damina's opinion, journalism is one of the most interesting professions, because you always meet new, interesting people and, unlike non-journalists, you have the opportunity to tell everyone about it and show your experience to others, so in some cases, it is even enlightening. Although it is not always like that in reality, Damina is still motivated to study this profession, because she needs it, and when she needs something - she gets it.

photo by **Rassul Burhanov**



## Career Center as a Bridge between students and business community



Career and Employment Services is one of the most important places for a student to get advice from. As you all know, it keeps the students in touch with business world by organizing company presentations, guest lectures, job fairs, helping students with proposals, internships and finding a job. Some students, graduates and company employers representatives have decided to share their experience on working with Career and Employment Services with Kimep Times readers:

**Boryana Borisova Mout program**

I am an American currently living in Kazakhstan with the initial goal of advancing my Russian language and immersing myself in the local culture. While studying at KIMEP on Mout program, I realized that true professional development takes place beyond the confines of a classroom. I came to Career and Employment Services (CES) Office to get assistance in finding suitable workplace; Meruyert and Elmira (employees of CES) offered me the opportunity of an intern at Redfern Partners, which inadvertently provided me one of the most dynamic and intellectually stimulating work environments. I was involved with complex multi-stage market research and analysis processes, creative thinking, and acted as a support role in creating and delivering technical solutions for a healthy meal delivery company. Further, I helped compile and present research on the Kazakh startup ecosystem for the Kazakhstan Stock Exchange and assisted in designing an open-source startup database for the Central Asian region. My internship experience at Redfern Partners, coupled with the brilliant and kind people I have met here, offer even more reasons to remain in Kazakhstan.

I am Malike Seilova, Fall 2018 graduate.

While studying I participated and visited different training sessions, master classes about CV creation, companies' presentations and tests offered by the Career and Employment Center. Also, I found out my workplaces in KIMEP Portal. In January 2018 I was selected in Commercial Trade Channel department in "GlaxoSmithKline Kazakhstan" LLP as Management Trainee for a 1-year internship. Before graduation, I got a job offer from "APPLE City Distributors" LLP in which I am currently working as a Sales Specialist in the Sales Department. I recommend using all the opportunities offered by the Career Center in order to gain experience for your dream job.

**Kholova Shukrona BFIN - 1st year student**

Looking for job vacancies of some international companies, I found out that just having a good GPA and being active is not enough. Employers expect you to be an experienced worker by the time you graduate. Therefore, I decided to start building my career profile from my freshman year. I looked for internships on KIMEP Website where Career and Employment Services shares with announcements about different events like Master classes, Company presentations, Internship and part-time job for students and applied for 3 positions and was successful. Now, doing my accountant internship, I hope to use acquired knowledge in my future career positions. Thus, I would advise other students to start building their career profile from freshman year and use more actively KIMEP Career and Employment Services.

DASM (the largest group of advertising companies) is a team of professionals and young specialists with extraordinary thinking and a great desire to succeed! We work in an atmosphere of creativity and support new ideas. The core value of a group of companies is our employees. Among them, there are KIMEP graduates - ambitious, hardworking, competent and active guys who help us to become stronger and reach new heights. We met many of them at the annual job fair at KIMEP. We are always open to young and talented professionals with a great desire to succeed. We will be glad to see you in our ranks! See you at JOB FAIR!

Fircroft is a leading technical recruitment and manpower agency to hold agreements with the largest local and international companies both in Kazakhstan and abroad, including TCO, NCO, KPO, Halliburton, Schlumberger, Huawei, and many others. Company representatives actively collaborate with KIMEP Career and Employment Services - inviting students and graduates to apply for different openings, Fircroft participates in KIMEP Job Fair, Speed networking event. As a result of close cooperation - more than 10 KIMEP students passed Internship and graduates successfully placed. KIMEP Career and Employment Services working with company employer can provide students with ready access to an effective job-search resource.

# Should I Apply for a Master's Degree?



written by  
Asel Zhenissova

IF YOU ARE A STUDENT WHO IS ABOUT TO GRADUATE OR SOMEONE WHO IS WILLING TO GO BACK TO THE WORLD OF ACADEMIA, YOU PROBABLY HAVE COME ACROSS THIS QUESTION MANY TIMES. NOT ONLY ARE YOU ASKING YOURSELF, BUT YOUR FAMILY AND FRIENDS HAVE ALSO SHOWN THEIR INTEREST AND ARE PONDERING OVER THE QUESTION OF WHETHER A MASTER'S DEGREE IS WORTH IT AND WHAT KIND OF BENEFITS OR DRAWBACKS IT MAY BRING TO YOUR LIFE.

A master's degree can help you to achieve your career goals, fully grasp the nuances of the given field as well as increase the chances of being employed with a higher salary. However, at the same time the tuition fees can be costly and acquiring a master's degree might be time consuming. Based on my own experience, I can say that this decision is not easy to make. We hope that this article will help you to navigate the decision-making process and to reach a somewhat clear conclusion on whether applying for a master's degree is the path you should take. I want my article to speak to all interested individuals, so I interviewed students from different Master's programs at KIMEP and found out what motivated them to apply for masters and whether it is useful or not. I also interviewed some former KIMEP students who decided that applying for masters is not very reasonable. The following conversations are the most notable interviews I selected so as to fit the limits of this article. The first student I interviewed is Albina Saha. She is currently employed and earning a Master's degree in International Relations at KIMEP. One of her main motivations for applying for a master's degree is that she was driven by the desire to learn something new and gain more knowledge in order to broaden her worldview. She has completed her bachelor's degree several years ago, so she decided to further advance her skills and knowledge. In addition to that, she always dreamed of working at the United Nations offices, and Master's degree in International Relations is a basic requirement in order to be employed at the UN. Albina is more than happy and satisfied with the decision she has made. According to Albina, the environment and the faculty at KIMEP is very progressive, professional, and modern compared to other universities. She is highly satisfied with the level of education she is currently acquiring at KIMEP. Lastly, I asked Albina to what degree she thinks a master's degree at KIMEP will contribute to her career pursuits. Albina claims that the reputation KIMEP has gained over the years is high and KIMEP graduates are popular in the job market. Also, she thinks a degree from KIMEP University will look good on any CV. "Even if I won't be able to get the job I wanted, I will never regret acquiring a

master's degree, the knowledge and the invaluable experience," concluded Albina. The next person I interviewed is Aizada A. (she wanted her full name to remain confidential). What is interesting about her is that she got her Bachelor's degree in International Relations at KIMEP and decided to not waste any time and further continue her education at the exact same university - KIMEP. She is currently employed and acquiring a Master in Marketing degree at KIMEP. Aizada didn't think that continuing studying at the same university would be like walking the same path. On the contrary, she discovered new professors and courses, new horizons so to speak. Aizada doesn't regret the choice she has made and claims that KIMEP keeps up with the ever-changing pace of the modern world. She wants to be employed in the sphere of marketing and considers a master's degree a necessity. Lastly I interviewed Aabygapparov Alibek. He is currently employed and decided not to apply for a master's degree after acquiring a bachelor's degree in Finance at KIMEP. I personally found interviewing him quite interesting and insightful. Alibek decided to apply the knowledge he has gained studying at KIMEP to work and gain some experience first instead of immediately applying for a master's degree. "It helped me understand how people do business and earn money. Also, I grasped the idea of what it means to be a part of a big international company like the Big Four. I didn't think that a master's degree would be valuable for me in terms of material benefits. And I do believe that the challenging ex-

periences I had while working will help me decide what I should study in the future and help me understand what kind of gaps in education I have," said Alibek. Nevertheless, Alibek plans to get a master's degree in the future. He thinks that a master's degree is an "instrument" that gives an opportunity to claim a higher salary or higher position. "Honestly, I do understand that the bureaucracy that exists in most of Kazakhstan's companies presumes that promotion to managing positions in a business without master's degree diploma is quite a hard thing. And usually an employer will not care about your knowledge and real skills, rather he will look at

"kind of" evidence of your qualification on paper, which we call a diploma. Unfortunately, it does happen and it is the reality. The hardest thing to do is to analyze where an individual wants to see himself or herself in the future: a future that will be digitalized, driven by technologies and by absolutely new market trends and tendencies. But a successful outcome from the abovementioned challenging facts would definitely result in a thing that will serve as a main asset in our lives, which will drive us every day and will let us make a difference," Alibek said in response to the question of whether he thinks a master's degree will contribute to his pursuit of his career goals. According to Alibek, "sustainable development in our careers is impossible without being committed to a future of lifelong learning, which can be given to us in a master's program. And the key point here is not a degree on a

piece of paper, but the knowledge we gained from studying." As my interviewee cleverly pointed out, knowledge is the basis of a bright future. I attempted to be as objective as possible, and get the opinions of different individuals on this subject. However, I truly believe that investing your time, money, and resources into acquiring a master's degree is justifiably reasonable. It is an opportunity to pursue your interests or acquire new set of skills. Climbing the ladder of knowledge is not easy and never will be. It is a lifelong process. There are so many opportunities nowadays to never stop learning. The modern educational system is designed in a way to assist and help us climb the aforementioned ladder. Just never stop learning. Just do it.



illustration by Kamila Aabygapparova

# Little Big Inconveniences



written by  
Arman Turgayev &  
Dilnoza Khuseynova

## First of all, let's consider the problems concerning the entire campus

- The automatic sliding doors on the ground floor of the Valikhanov Building, New Building, and library have not been working since the beginning of the academic year. Our students have already gotten used to opening the non-automatic doors, but this inconvenience creates discomfort for guests at our university, especially in the Valikhanov Building, where everyone has to make an effort to open those doors.
- Turnstiles, which were installed last semester, slow down the stream of students in every building and create little queues in the entrances. This problem is supposed to be solved when all students get their ID cards. However, just imagine the situation where every student has to use their ID cards to get through turnstiles. Obviously, it will complicate the process of entering buildings.
- Seemingly, the most private room for everyone, toilets, should be comfortable; unfortunately, there are some inconveniences with them at our university. For example, there are no tables for bags and other things in some toilets of KIMEP; hooks for jackets and bags are shaky and weak, half of them are even broken; hand-dryers are really slow and run-down and don't fully dry your hands.

## Computers and Technologies:

At KIMEP University, technology has become an essential part of our education. Therefore, every computer and device on campus should be accessible and fast. However, in some cases it is difficult to use these technologies for studying:

- A huge number of computers on campus have old versions of Windows that cannot provide normal conditions for study and work. Microsoft Office and other graphical and calculating programs work so slowly, and on top of that, they constantly freeze, which irritates students when they are trying to study.
- All computers which are located on campus do not have the My Computer icon on their desktop. This small nuance creates many obstacles, especially during exams and assignments, which are conducted on those computers or when we want to use L-Drive, which is only located in My Computer.

- There are only four places to print on campus: the library, where sometimes the person responsible for printing is absent; the KIMEP Store, which closes at 5 pm; robocopy that frequently does not work and the computer cabinets. It is really inconvenient to walk across campus just to print one sheet of paper.

We are always thinking about big and serious problems. Starting from ancient thinkers and philosophers to present debaters on television talk shows, this constant analysis of big problems does not allow us to consider the importance of little inconveniences, which taken together can make a huge difference. The same situation can be seen at KIMEP University as well. While Student Government is struggling with major problems such as high cost of credits or the influence of physical education on GPA, some minor inconveniences are ignored and neglected. We collected a list of these problems by conducting a survey among KIMEP students and we hope that these issues will be considered by the administration.

## Dormitory:

- The elevator's door on the 5th floor stays closed for more than 10 seconds before it opens. Moreover, it often breaks down with people inside, which causes unnecessary stress and anxiety for those students. Once it breaks, it is often left unfixed for weeks. Dormitory students not only have to deal with climbing the stairs when the elevator does not work but also are afraid to use it when it seems to be working.
- The dormitory has 2 main entrances which consist of several doors each. Many students claimed that dorm administration constantly opens and closes different doors, so students often get confused over which door to enter or exit from.
- Almost all people living in the outermost rooms on each floor in the dormitory complain that their rooms are extremely cold. This problem is because doors and windows let through strong draughts.
- There is a printer in Computer Room but it does not work and simply sits there - useless; therefore, students have to go to the library to print their papers.

## Valikhanov Building:

After reconstruction of the Valikhanov building (VB), it became modern and innovative. However, even after refurbishment students have noticed some problems inside this academic building:

- In almost every hall of VB, the chairs are impossible to move closer to the tables. So, they do not allow students to sit comfortably, whether it means during writing or reading in class.
- If you want to adjust the sound of the speakers in the lecture halls, you need to be a highly qualified sound-engineer or waste your time by calling technicians. It is really difficult to understand what we should do when we can't hear the sound of the audio or video.
- The arch metal detector, which is placed on the ground floor of the Valikhanov Building, actually does not work, creating unnecessary inconvenience in the entrance.

## Sport Complex:

- Nearly all the treadmills in the Sport Complex do not work properly, some of them do not work at all. Students having physical education classes such as cardio and fitness, often have to deal with this issue and have no other choice, but to continue to use other equipment instead. Since the majority of foreign students visit the gym in the evenings, such inconveniences may leave a bad impression of our university on them.



As you can see, our campus is not perfect and students do encounter some inconveniences on campus that are not addressed by Student Government or the Administration. However, we want to help make KIMEP student life better. We wrote this article to share students' concerns with Student Government and Administration and hope to see their interest in developing our university and making some changes. We also plan to write an official appeal to the Administration, which will contribute to the resolution of these little problems. We would like to express our sincere gratitude to all who participated in our interviews and shared their opinions on little inconveniences at KIMEP. Perhaps add some call to action? Maybe if you see something that annoys you do not ignore it and report it. Something like let's all contribute to our university

What do we know about the journalism program at KIMEP University? The smallest Bachelor program at KIMEP does not receive the necessary support from the University's society. After receiving numerous requests from students of the aforementioned program, our editorial office decided to run an independent investigation in order to determine the issues related. Here, we present some factual discrepancies:

Kimep.kz official website says that:

"Bachelor of Arts in Journalism (BAJ) program prepares students for dynamic and successful careers in the fields of Communications and Public Relations. The program educates outstanding communicators by equipping them with the practical, technical, and language skills needed to develop and succeed in the media environment of Kazakhstan."

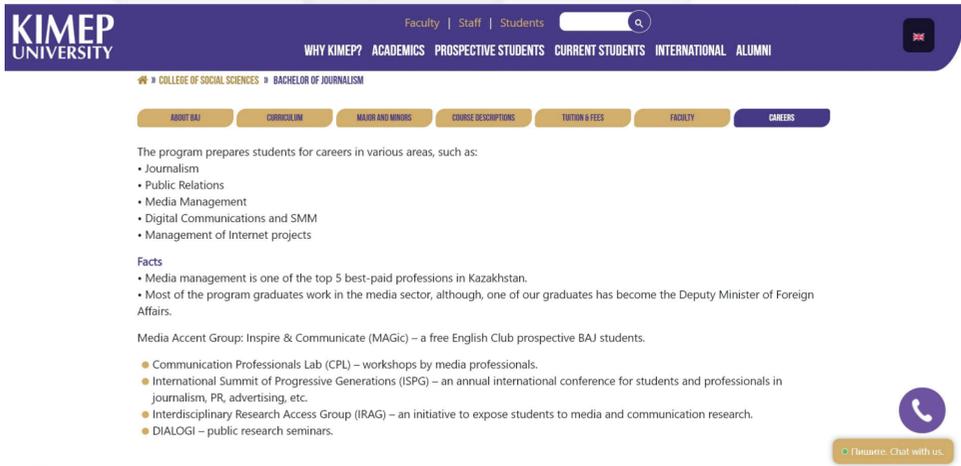
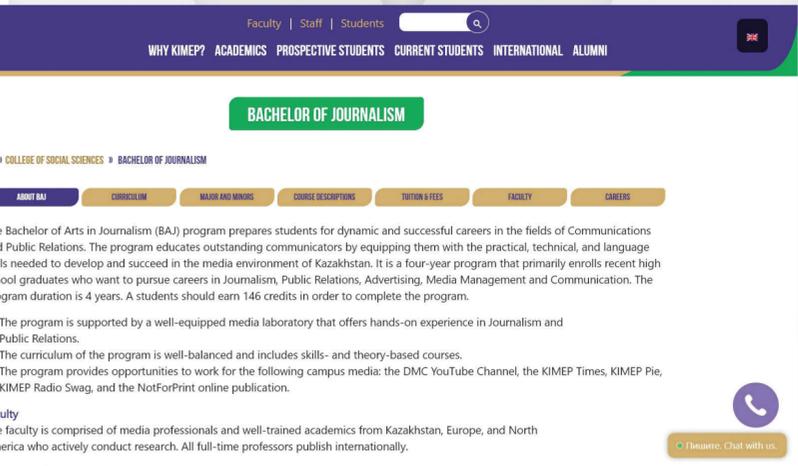
There are stereotypes that a journalist in Kazakhstan is tied to the keyboard, journalism is a dangerous profession, and Kazakhstan has a very strict media system. This repels future students from pursuing a profession like journalism. KIMEP University Admission Office, as well as the information on the KIMEP University website, does not reveal the whole essence of the program and its career opportunities. The prospective students do not have a chance to decide whether they really want to study Public Relations in Journalism program. One of the reasons is that KIMEP University freshmen do not even realize that Public Relations is the most creative program where one can learn to create content, which could be then given to Marketing Department for usage. Moreover, they don't even know that Media Management opens an opportunity in any field of Management and Content Creation.

Bachelor of Journalism (BAJ) program is a very old program at KIMEP. Through the years it was very powerful: the program is the alma mater of KIMEP Times, KIMEP Pie, KIMEP Blogs, Not for print, KIMEP Radio and other media which was very popular on the campus and outside of it. The program has its own media laboratory with necessary equipment, sound studio, and computer labs with special software. Journalism program prepares professionals in two specializations: Public Relations and Media Management. However, programs in these two fields do not differ significantly. There are two ways to Communication and Advertising. KIMEP Marketing Alumni believe that "Journalism guys create an advert and we sell it." So Bachelor of Journalism alumni are creative people who work in big companies. You may wonder "Why did we raise questions about the program? Is there anything wrong with it?"

Every year, fewer and fewer people

# REBORN FROM THE ASH.

## KIMEP journalism an opportunity or a threat?



come to journalism at KIMEP. Therefore, the teaching staff is very small with only four professors teaching full-time. The American system of KIMEP university gives the opportunity for students to choose a time and the professor. Unfortunately, journalism students can't choose the professor or have a big variety of classes. Schedule for all journalism classes are made 1 by 1, excluding the problems with registration. Some of the classes taught once in 4 years. For example, English for media communication, which is a required course for 1st-year journalism students was proposed just this semester and is overloaded by students who are graduating from the university this semester.

In Spring 2019, Bachelor of Journalism program offered 12 courses except for internship and state exams.

To show you the comparison, Bachelor of Management offered 20 different courses with different professors and schedule for the seven of them were offered in BCB. The student's concern is not bound to the small selection of courses provided, but also the entire content of the study program.

KIMEP official website claims that career opportunities for BAJ students are Broadcast, Print and Online News Media, Public Relations (PR), Government Relations (GR), Digital Communications, SMM Management of Internet projects. (Although Russian version of the site does not contain Government relation as an opportunity).

However, any media work, PR, or Internet projects are not under discussion as an opportunity. Does the

program provide enough classes for its students to be knowledgeable in the fields proposed on the website? Government relations and SMM Management are under a big threat. Because you can become a government-oriented specialist only after completing a bachelors degree in Journalism taking minor in International relations. The only opportunity to be interested in this minor is to take Political Communication class which is the only class about government and media in the curriculum. SMM specialists have a big problem now. Before 2019, none of the catalogues for the BAJ program has SMM classes, and starting only from this year ID2018 students have an opportunity to take SMM courses. Of course, it is difficult to avoid social media in the field of communication, and since our generation is on a short leg with technology, we understand

how social media work. This knowledge we have is not enough for the future career as an SMM specialist though.

Catalogues for the Bachelor of Journalism is the next point for the discussion. In the last five years, it had changed a lot due to several reasons. ID 2017 and 2018 got Art classes and the KIMEP University tried to make education more modern-oriented. However, changes from year to year make education more difficult. One class is taken by students from all IDs and years, and if ID 2015 have own extra required-by-the-curriculum class they still substitute it with ID 2018 program because it is difficult to organize a class for 5 students, due to a small number of students registering to those courses.

Catalogue changes influence the classes itself. For example, Seminar in Journalism and mass communication became Media Writing II. Under the same code, students learn different things. Taking in consideration the fact that program previously was writing-oriented (Media Writing, Advanced Media Writing, Print Journalism, Writing for Russian Language Media, Special Topics in Journalism and Media Communication) extra Media Writing course is very overloading in term of Writing courses, and have less PR and advertising, for Public Relations major especially. Catalogue changes so rapidly, that for ID 2018 Major in Media Management lost Principles of Media Management course. The core understanding of the profession was lost in an attempt to "modernize" the program.

Another BAJ student complaint is the program monotony. Most things are repeated so many times for so many years, that it has become outdated. A program does not develop as it should. Senior students take classes with 1st years and class is trying to balance the new blood and bored students. It is difficult for both sides: professors and students, providing a knotty educational process. Journalism students have a lot of complaints, but are still a friendly

group. The biggest volunteer attendance on the open house days, high rating of employment, and big opportunities. Bachelor of Journalism can open new dimensions to the University and help it become more creative in terms of PR. Each program is a big opportunity for KIMEP University to present itself, invite new people and new students. The small number of students should not be the reason to use incorrect information on the website or to incorrectly present the program to future students. It's an issue that needs to be solved to make Journalism in KIMEP Great Again.

written by anonymous

# Kazakhstan Needs Modernization – But What Kind?

I think that quite a few of you have noticed that many plans the leaders of Kazakhstan have presented for public consumption for improving its economy and well-being of its people did not quite materialize. We have heard them on TV, read in newspapers or the internet and usually felt good that the country is on the right track. As a foreigner, I feel a little bit hesitant to criticize Kazakhstan's performance in modernizing their country, but I hope that my words will be taken as a constructive contribution next steps the country needs to do to develop faster. Since I have been researching these issues, I would like to share the results with our students.

The first problem begins when we believe that for the economy to develop successfully, we need to have nice-looking plans, regardless that they will largely remain on paper only. Who wouldn't cheer up when listening to President Nazarbayev's thoughtful speeches that a paradise is just around the corner? But does the country really have the capacity to put them in practice, it is to ensure that they are actual-

ly implemented? The second problem occurs when we assume that everybody in our country entrusted with implementing those ambitious plans would put all his efforts to serve the people of Kazakhstan rather than his (or her) own pocket. The economic relationships in Kazakhstan suffer from two relatively major flaws. One lies in that the country's market is not functioning as it should (it is somehow distorted - this would deserve more clarification) and the other is that we still have a quite high level of corruption here. All this does not work as an incentive for those assigned to implement many important modernization projects, but rather motivates officials to skim public resources for their own private gain.

The third problem is that paying the lip service by many officials in the political and

administrative chain to what comes from above is still more important than the real expertise and skills. For lower-level and local chinovniks (especially), it is much easier to express formal commitment to plans coming from the top and then to quietly sweep them under the carpet, than to risk difficulties that might sometimes be associated with organization and implementation of the complex modernization projects.

The last problem is in the underestimation of what role modern politics could and should play in further steps of economic modernization. Progress in the economic sphere should go hand in hand with the political modernization - and it is here where Kazakhstan lags behind. Postponing political modernization, which would include the introduction of further elements of democracy into Kazakhstan's political system, hinders the economic modernization itself. Countries which do not modernize their politics will always at some point reach a blind alley and run the risk of instability or even b r e a k -

down. Plurality of ideas, effective control by the public, and active involvement of civil society are critical for modernization of the country's economy and society. More democracy also brings more and better strategic life choices, a more efficient competition of ideas, more independent courts, pressure on more transparency. This can break the monopoly of the self-serving elite on misusing power and public resources.

It may happen that anybody who pushes for bold and constructive changes that are likely to meet resistance from the entrenched interests may encounter pressures to give up. For the innovator usually has many enemies in all those who have done well under the old system.

Saying that we should not forget many successes Kazakhstan has achieved - but more could have been done and more should be done. New approaches and new methods of work are needed for the country to realize its

full potential. All citizens and the whole country need to push for more systematic, concerted and sustained efforts to enhance the quality of all phases of the political and policy process - which may not be an easy goal, exactly given the current cultural, administrative and especially systemic political constraints. Don't we see some signs that afford us to be carefully optimistic? For instance, how the look of our second capital Almaty has changed thanks to the improved local administration? Professionalization of public service might be one step. And achieving full democratic accountability of all public institutions might be next. It may take a new generation of leaders, experts, public administrators, and sometimes even personal courage to create a genuinely modern country. I am sure we have such a generation now at KIMEP and this may bode well for a real change coming to Kazakhstan in a foreseeable future.

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The white painted bricks were in front of my face, and it hit my heart. I finally got home. This hospital in Merke close to the Mountains of Zhambyl (nowadays Taraz) is a place where I once opened my eyes for the first time. Let me tell you the story of me coming back to this odd place and why it was vital for me to find it.

Because of some critical moments in my life, I soon began to think a lot about the question: What determines my origin? I often felt like I was in that song by Winston Yellen: "...In my soul, I'm aching to grow Longing for a love I've never known My own life has taken its toll... Cause I've been out on the road Travelin' with no place to go

Driving out to Frisco And dying to find me a home

Take me home Take me home"

Later I learned I am a third culture kid. There is no home in Germany for me, at least back then. 2016 became a favorite year for me - the first time after 28 years I flew with my parents to Kazakhstan. What an exciting moment. During those two weeks, I kept on having a bunch of new questions about home in my thoughts. So I flew two times again one year later.

A Child behind my seat in the airplane was crying out loud for almost 30 min. I was bothered by it but thought right away:

"That's life." We are coming into the world. We are growing up and coming over a lot of challenges in our lives. Even if the environment tells us to cope with it, we realize another deep longing. Nevertheless sometimes, only sometimes we start crying like a baby because deep down we know something hurts and we can not hold it anymore.

Under the scream of fear, the child on the plane was shouting out one word. Again and again: "Home, home, home..." A lovely elderly woman tried to distract the child. I got obsessed by the thought: Give the baby a microphone and let him share his thoughts about the non-crying rule and the meaning of home. But babies cannot tell stories, they only know how to cry - that's their

way of expressing what they feel deep down. Maybe home is not only about a place, but the people who are flying with us, perhaps home is where our family and friends are.

The woman could have shown the child a new temporary home. He was blind to the opportunities in this plane: flying over the clouds for the first time in his life, the possibilities of being on the other side of the world in a matter of hours. I learned humans can be blind by choice. More and more I get this feeling that you are able to choose home, whether it is the city you were born in or the new place you decided to find love. I am still not sure I am talking about that deep connection with a situation, emotions, and people or just the

WRITTEN BY RUDOLF ENNS — GERMAN GUY, BORN IN MERKE AND LIVING IN GERMANY SINCE THEN

culture you adapted as a child. The child was screaming home because of the fear that he was going somewhere unknown out of his comfort zone. He might be comfortable to be home only there where he feels safe and familiar.

But once I saw the white painted bricks of my birth hospital, I felt I was at home. And I didn't decide it. I only went out of my comfort zone. To be honest, it was an astounding and terrifying feeling. Maybe home consists of a little bit of choice and a little bit of your own history. It is crucial for me to find my home somewhere in this world. Aunt Lena from Kazakhstan told me this last week: "Rudi, Merke is your place!"

# Autism- Disappointment or pride

written by  
Eradzh Nasriddinov

This conversation is about autism. What do we know about it? How does it happen? What are its distinctive features? Let us discuss. Autism, or autism spectrum disorder (ASD), as defined by Autism Speaks, refers to a broad range of conditions characterized by challenges with social skills, repetitive behaviors, speech, and nonverbal communication. The term "autism" officially appeared in 1994 in the fourth edition of the Diagnostic Statistical Manual. The reason why this diagnosis did not appear earlier is that, up until the 1980s, people who noticed autistic features in others were used to thinking that the person had schizophrenia.

Nowadays, there are a lot of ways to detect whether a person does or does not have autism. In fact, technologies and methodologies have improved so much that now psychologists can confirm autism in children of two months of age.

According to John Robinson, autism is not a disease; so it cannot be treated. It is the way you act; your lifestyle. However, that does not mean that we should ignore it. If no action is taken, it may become severe. It is like a gunshot - if you just leave the bullet inside, the consequences may be bad and irreversible. Therefore, it is better to identify autism at an early age in order to prevent it from becoming acute. So, if it cannot be treated or ignored, what can we do?

The answer is simple: we need to help them, to be with them. Autistic minds have a tendency to be isolated, but this does not mean that they don't want to communicate. Parents should not segregate their kids from a child with autism saying "Oh, that child is disabled, do not play with him!" We should not avoid or fear those with autism. Autistic people are brilliant individuals who possess a lot of different skills that people without autism do not. As illustrated in the Daily News newspaper, Stephen Wiltshire drew New York City after one flight on a helicopter! My younger brother has autism and he does such amazing things that I am not capable of. For instance, he has a photographic memory! He can rewind any video to any minute and even second without looking on

"So is there a cure I asked. 'It is not a disease,' He explained. 'It does not need a cure. It is just how you are'."

John Robinson

its time length bar. He does it automatically!

They were and remain bright individuals that are the key figures of human progress and evolution! People like Nicolas Tesla- the inventor of electricity, Albert Einstein- perhaps the greatest scientist of all times, Isaac Newton- a scientist who has invented so many laws in physics and math that we are applying nowadays, all of them showed signs of autism! That's amazing! Would mankind have come to such progress without them? As it was said before- "they were and remain", so nowadays there are also great individuals who have autism and contribute to mankind. Bill Gates, Tim Burton, Woody Allen- all of these names are familiar to us and they have Asberger's syndrome, a type of autism. I like the quote, once said by Temple Grandin: "If by some magic, autism had been eradicated from the face of Earth, then men would still be socializing in front of a wood fire at the entrance to the cave".

Nowadays, there are millions of people who have autism. In 2018 the CDC determined that approximately 1 in 59 children is diagnosed with an autism spectrum disorder (ASD). Many of them have different abilities and skills which they are eager to show to the world. In order to help them, first of all, we should make society more aware of the concept of autism. How do we do that? Nowadays, it is very popular to organize flash mobs, talks, and conferences to reach out and raise awareness about certain causes. Or simply tell your neighbors about autism!

KIMEP University students participate in the flash mob dedicated to the Autism Awareness day

I am very proud of my younger brother with autism, who is exceedingly kind, generous, and selfless! He is a real example that autism is not a disappointment- it is a source of pride! Temple Grandin once said: "The world needs all kinds of minds". This is true. Accept the difference, but don't be indifferent. Every child deserves to live a full life.

# Being multilingual is a huge advantage today

written by  
Ehrom Saidov

Word usage or how to be a KIMEP literate. (Rita's version) 1. Being multilingual is a huge advantage today (Ehrom's title) 2. Why should you proceed with learning a new language?

Nowadays, learning a second language has become a fundamental part of society. People utilize every means to learn at least one foreign language aside from their native tongue. This is in part associated with the fact that the world is becoming increasingly globalized, and functioning in a second language is crucial. Many KIMEP students are in the quest of learning more languages and being multilingual since language is the means of building relationships with others. It allows us to overcome the language barrier and learn new things from students from other cultures and countries. As a young man from Tajikistan, I already speak four different languages: Tajik, Russian, English, and Turkish. I am sure almost everyone in KIMEP University is either bilingual or multilingual. Regardless of whether you learned these languages intentionally or it came from your surroundings, there are exceptional advantages of being multilingual, yet they are often overlooked.

To encourage you to learn more languages or give you that little nudge in continuing to learn a language you have already picked up, here is a list of the many benefits of multilingualism:

Exchange programs - Knowing more than one or two languages gives you an upper-hand in networking and making new friends in a new environment. It is known that every year more than 50 KIMEP students go abroad for exchange programs where they enhance their language abilities or learn a new language by communicating with foreigners. The more languages you know the higher the chances of you meeting more people, traveling around the world, and experiencing different cultures with confidence. Don't hesitate to start learning that new language you have always been dreaming of. Cognitive abilities - Those who speak multiple languages are considered to be "smart". Although some may argue it is a myth, there are several studies that confirm

the claim. A multilingual person is in a constant juggle with the languages in their minds. It is known that the two or more languages are actually always on in our brain even when we are intentionally choosing one over the other. This internal conflict our brain is solving on a regular basis works to strengthen our cognitive muscles.

Reduction and delay of Alzheimer's/dementia diseases - A study done in 2010 suggested that those with bilingual and multilingual abilities had lower chances of developing Alzheimer's and dementia diseases. In some cases, it was found that multilingual people had a delay in developing dementia by even five years. Moreover, it lowers the risk of getting a mental illness. The cognitive exercise in our brain caused by multiple language operation is not just a social advantage but also a healthy choice.

Expressing oneself - This one is for sure; we are able to express ourselves a lot better when we speak several languages. It is difficult to fulfill our communication needs and find the right words to express ourselves using only one language. It is easier for me to apologize or say romantic phrases such as "I love you" in English than it is in Tajik. Therefore, we often tend to code-switch between languages in order to convey our emotions and feelings effectively. Even in KIMEP, in order to comfortably communicate in several languages, we created "KIMEP vocabulary"

Fortunately, at KIMEP University there are many opportunities to learn a new language both in the classroom, as well as by practicing with foreign students. Currently, the Language Center offers courses in Kazakh, Russian, Chinese and German languages, which is a great chance to engage in learning these languages. In addition, the Latin language will also soon be introduced to enable students to study Latin. So now, is the time to be active! Start learning a new language and start on the path to becoming multilingual.

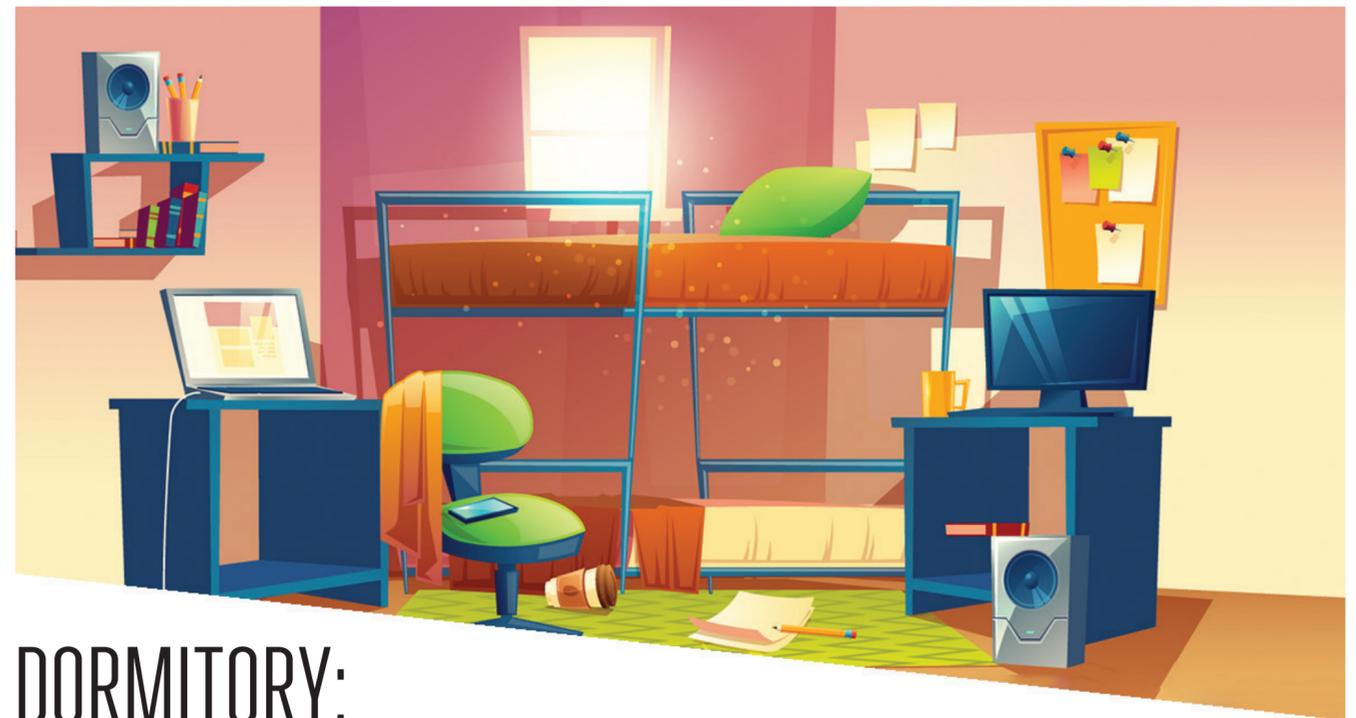
written by  
Yuliya Joltayeva

# Language diversity in KIMEP

KIMEP is indeed a great place for thousands of students from different parts of the world. It gives a great opportunity not only to achieve academic success but also to develop personally; to become a creator, an innovator and to become the person you always wanted to be. Every student is able to find a personal field of interest such as being engaged in sciences, learning languages, participating in student organizations, sports, entertainment events or even in business projects. Students may learn about the cultures of different countries without leaving KIMEP. It is indeed an advantage of the university that it is able to host a diverse student population who represent many parts of the world. Our fellow students from Azerbaijan, South Korea, Turkmenistan, Russia, and other countries bring along a variety of national customs and show the beauty of the languages they speak.

Our campus is a place where you can hear different accents and languages being spoken. Furthermore, not only international students but also professors from the USA, South Korea, the UK and other parts of the world contribute to diversity. International professors of KIMEP University cultivate interest not only in their mother tongues but also in international languages, such as English. Thus apart from the opportunity to make new friends and diversify their leisure time, students are also able to learn new languages and practice them with native speakers. These opportunities to practice means that there is no need to spend time in the library with books or to drill vocabulary and grammar.

According to several research studies done on bilingualism and multilingualism, by speaking another language, one develops an alternative worldview. Not only will you develop the ability to speak another language but you may also change your attitude towards some ideas and values and transform yourself into a totally different person. Moreover, speaking another language could even change some features of your behavior. You might be a friendly and hilarious person who really enjoys the public spotlight and is always open for any conversations when you speak in English, but be a complete opposite when you speak in German. Whichever language you choose, learning a different language is a rewarding experience. It could be your next step to academic achievements or a great leap towards a successful career and future.



# DORMITORY: Evolving to meet student needs



written by  
Dilrabo Saidalieva

Raise your hand if you live in the dormitory! (raising my hand)

The KIMEP Dormitory has been operating from the very first days of the university's existence. As we all may have heard, the building used to be a hotel and when KIMEP University was established in 1992 two floors of it were turned into a dormitory as the number of students was small. Currently, in Spring 2019, with the capacity to settle 420 students, there are 370 students living in the KIMEP Residence Hall among whom 141 are international students, coming from Central Asia, Europe, Korea, China, etc., while the rest are from various cities in Kazakhstan. Most scholarship holders, such as 38 U.S.-CAEF, 57 CAS students, reside in the residence hall as part of their programs.

Every year, the administration of the dormitory does aesthetic repairs, preparing rooms and other facilities for the new academic year. Some of the major changes in the dormitory

facility, as mentioned by Saule Ilyasova, Administrative & Behavior Development Specialist at KIMEP, have been the addition of TVs, laundry machines, and refrigerators, which are also replaced regularly. Most recently, in the Fall 2018 semester, the KIMEP Residence Hall completely renewed the furniture in students' rooms. Students are now sleeping in perfectly new beds, studying at stylish new desks, and using the spacious new shelves and drawers. Apart from the students' rooms, they replaced the sofas in the TV rooms, electric stoves in the kitchens, and installed mirrors in the hallways. Once the payments are done, each floor will have its own vacuum cleaner. Saule Ilyasova gave us access to some of the older photos of KIMEP Residence Hall to contrast with the current renovations and refurbishments.

The dormitory is almost like a second home to those of us who live there. Living away from family is not easy,



however, learning independence and responsibility among people of our age makes it tolerable and sometimes fun. A small survey among the dormitory students showed some of

the favorite activities that happen behind these walls. A majority of the students love the TV rooms, specifically playing, chatting, and watching movies there. Mafia is the most popular game among our students. Students play mafia till 2-3 am in the morning, usually at the beginning of the academic semester and during breaks, spending their free time in a productive, energizing way.

These activities mean different things for different students. For someone who is a freshman, this is a great opportunity to get to know more people, get comfortable, and distract oneself from home-sickness. There are also the oldies who come down to TV rooms to play mafia to get to know the freshmen and share their wisdom about life in the university and dormitory with the "new meat".

Since KIMEP Times aims to catalyze positive change in students' lives, we could not go by without addressing some of the student concerns and feedback on what is lacking or could be improved in the KIMEP dormitory. According to students, the number one issue is storage! There

is no suitable place at KIMEP for the students to store their belongings when leaving at the end of the year or mid-semester for exchange. Usually, several rooms are dedicated for this purpose at the end of the year where students are able to store their things in a chaotic mess of more than 300 bags. The students who leave for exchange programs each semester, however, do not have a place to store their bags. Recently these students have been asked to break their big bags into smaller bags and put them into some sort of "cells". It is scary to go look for one's bag amidst the clutter in the storage rooms since your stuff could sometimes be missing or broken.

Still, we must admit that KIMEP Residence Hall is better than most dormitories across Kazakhstan, providing some of the best facilities for student comfort and convenience. It has greatly improved over the last few decades of its operation with only some room for improvement left. Cheers, to the new memories to be created behind the walls of KIMEP Residence Hall!



# Grades Are Not Enough: Askat Tleuov



written by  
**Zhamilya Zakarina**



**H**ow many students get upset when they receive a bad grade or don't score what they strive for? Almost everyone, right? The majority of students prefer not to focus on developing certain skills and learning something new, but instead, spend their time trying to receive just enough to pass a certain course. Professor Askat Tleuov, Academic Reading and Writing and Academic Speaking instructor, shared his thoughts on the way he grades and his point of view on what goes beyond the grade.

Askat Tleuov, KIMEP Language Cen-

ter Professor, told KIMEP Times that there are two types of students: those who are just interested in the result and those who are interested in the learning experience. "Some students are very interested in getting feedback to improve their skills and are very interested in learning", the professor mentioned. The instructor also explained that both types of students are only interested in getting an A+, but there is a huge difference in their efforts and experience.

Sure, there are some character traits that Professor Askat Tleuov would like to see in his students and those

are hunger for knowledge, effort, and dedication. "I like students, who know their purpose of studying and why they are in the university", said the professor. In addition to this, the most important aspect for the instructor is the way his students are able to apply their knowledge in the real world. "I want my students to know how to apply techniques and skills outside of the classroom, while they are conducting research to defend their thesis or for other academic studies. This is the sole purpose of learning and being in the university".

# Digital on Orbit: Mars's first digital-breakfast



written by  
**Margarita Lyuts**

## It is scary, but a need.

What trends do large FMCG corporations see in the increasingly popular online communication channel?

On 25th of October Mars Kazakhstan held its first event in the format of a digital breakfast. Orbit® brand manager, Camilla Reichel, using the example of several Orbit® brand cases, gave a speech: how internet marketing campaigns can be successful, and how interaction with online audiences can instigate sale.

Camilla shared modern trends in the development of marketing digital channels with the event participants. She spoke about the plans of large companies like Mars, improvements of ongoing research on the Internet, the use of online platforms and changes in key indicators of success.

Mars is a world-renowned corporation which operates in the direction of 12 markets from Kazakhstan. Mars office in Almaty is responsible for business development in the following markets: Kazakhstan, Belarus, Azerbaijan, Georgia, Armenia, Kyrgyzstan, Moldova, Mongolia, Uzbekistan, Tajikistan, Turkmenistan and Turkey. The company's activities in the region are focused on two business segments - confectionery and pet supplies.

As it turned out, large corporations are wary of the Internet and social networks. The main investments in marketing go to the creation of a classic advertising campaign which is based on focus groups, which choose and evaluate the content we see in advertisement or in annoying ads on YouTube. The guys from the marketing department of Mars Kazakhstan and an advertising agency have questioned: "But does this actually work?"

They decided on an incredibly brave step for a big corporation and created the first collaboration in the history of the company with a Kazakhstan blogger and viner. Annually, 10 percent of the budget is allocated to unconventional advertising projects in order to give a little bit of freedom and test new advertising development opportunities. It was the risky policy of Mars that helped create a unique project based on the social network Instagram.

Orbit® is the leading brand on the market, set itself the task of expanding its audience and appealing to young people, finding its buyer and calling for chewing more. For this, a unique collaboration with Zheka Fatbelly was developed. For 3 months, Zheka filled his channel in the Instagram with its proprietary content emphasizing the gums in each new vine. The coverage was 4.6 million unique users, and the company's market share increased by 10 points for the entire advertising campaign. Given the fact that Orbit® is the market leader, this rise has affected the entire gum market.

This bold experiment is a proof of the Internet power and targeting for large slow-moving companies- this is a new and elegant way to demonstrate your capabilities in the market, and this is an inspiring example for future PR specialists in companies and advertising agencies. Those who do not risk never get to drink champagne. It is scary, but necessary! Do not be afraid of the innovations and start internet era of advertising.



If you are interested in writing for KIMEP Times, please contact us at [times@kimep.kz](mailto:times@kimep.kz)

#### KIMEP TIMES

is a complimentary newspaper available for pick up at KIMEP University campus

Issue No.9 (132)  
April 2019

#### MADE WITH LOVE

at KIMEP University, Almaty  
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Office No.401-A

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#### STATE LICENCE

No.1689-A

January 13, 2001

Registered by the Ministry of Culture and Information of the Republic of Kazakhstan

#### ONLINE ISSUE ARCHIVE

[kimep.kz/kimeptimes](http://kimep.kz/kimeptimes)

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#### PRINTED BY

"Reforma", LTD.  
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