

KAZAKH NATIONAL AGRARIAN RESEARCH UNIVERSITY

FELLOWSHIP PROGRAM CURRICULUM

Program Information

Program:	The Role of Communication in Ensuring Food Security
Program Coordinator:	Muhammad Sheraz
Faculty:	High School of Business and Law
Department:	The International Center for Strategic Communications
Eligibility Criteria	Qualified candidates must have completed A University Degree, Good Understanding of English (IELTS Band Score 6, B2)
Overview of Program	<ul style="list-style-type: none"> ▪ This focused, intensive four-week program is tailored to the needs of professionals, officials, and activists who are working for public, private, and non-profit organizations/bodies and their work is related to food security, and safety. ▪ The program covers the role of communication in shaping public opinion and creating awareness and understanding about a cause, program, issue, etc. ▪ It provides tips and insights on how to form and disseminate desired messages to targeted audiences using different channels and means. ▪ Timely and appropriate communication is crucial in forging strategic linkages and building new bridges. The Programs consist of lectures, focus group discussions seminars, and practical workshops.
Purpose of Program	<ul style="list-style-type: none"> • To highlight the importance of clear and purposeful internal and external communication, especially when the audience is multicultural; • To help participants in preparing, creating, or shaping appropriate messages for various occasions and situations using different communication channels---traditional and social media; • To provide guidance on developing materials for public awareness campaigns on the importance of food security; • How to respond in a crisis situation, especially in a foreign country or remote area
Program Coordinator Details	https://www.linkedin.com/in/muhammad-sheraz-5aab8929/