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The purpose of the competition carried out by the joint organization "Fund of the State Support of Development of Mass media" at the President of the Azerbaijan Republic and *Azerbaijan Trade Unions Confederation*, is to achieve bring to public awareness, through mass media, information on the main strategic directions, the purposes, the contents and an essence of reforms which will be carried out in the sphere of creation of a modern education system; to encourage involvement of news agencies to work on society education.

In articles presented on competition, appropriating objectives within the limits of following directions are captured: creation of personally focused content of the education based on competence; modernization of human resources in the field of education; formation of the qualified teachers; creation in education of the mechanism of management transparent, effective and responsible for results; creation of infrastructure of the education providing training throughout life and conforming to modern requirements; creation of economically steady funding mechanism for an education system.

In the near future, rewarding the winners determined by structure of jury of competition is stipulated.

By results of competition, for the first place (5 people) the premium at a rate of 1000 manat, for the second place (5 people) - the 700 manat, for the third place (5 people) - the 500 manat, and for an incentive additional place (10 people) the 200 manat is provided. Winners also will be awarded by special diplomas of the Ministry of Education of the Azerbaijan Republic, "Fund of the State Support of Development of Mass media" at the President of the Azerbaijan Republic and *Azerbaijan Free Trade Union Republican Committee of Education Workers*.

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