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Representatives of The Ministry of Education, leaders of press services and media bodies of higher education institutions, famous education experts took part in the conference.

Opening ceremony with introduction speech, Urkhan Alakbarov, rector of State Academy for Public Administration under The President of Azerbaijan Republic.

Jasarat Valehov, head of sector on work with NGO and Media of Information department, made a report on the topic "Preparation and dissemination of press releases" in the panel named "Public Relations technologies". Issues on creation of efficient and successful relations with media, content and structure of press-release, importance of the details in the news, creation of public relations have been touched upon in the presentation.

Mehman Shafagatov, webmaster of The Ministry of Education brought monitoring held related to web resources and virtual environment of high schools to the attention of the participants in the presentation on the topic "University websites: where you are in spider web".

After presentation on the topic "Educational glassess of television" of Magsad Nur, vice president of "Azad Azərbaycan" Independent TV and Radio Company, most active media representatives have been awarded to diploma of The Ministry of Education.

Then wide discussions related to presentation and several questions, have been responded.

Practical conference continued in the Baku Higher Oil School. First speech has been made by Aynur Karimov, head of department of Baku State University, with presentation on the topic "Is social media considered as "media?" in the II panel.

Vusala Mahirgizi, president of "APA-Holding" talked about preferences, problems and development of online media. V. Mahirgizi stressed that, online media representatives are required great responsibility and proficiency in her presentation named "Online media: haphazardly, or ...".

Then, Shirmammad Huseynov, professor of Baku State University, has been congratulated by Baku Higher Oil School on occasion of 90 th anniversary.

Shahlar Asgarov, professor, educational expert, famous azerbaijani scientist Masud Afandiyev living in the Germany made a speech and talked about importance of event.

Discussions related to further improvement of media and education dialogue, have been performed in the conference organized by information support of "Azad Azərbaycan" TV and "APA-Holding", relevant proposal and recommendations.