

AGREED  
Chairman of the Educational and Methodological  
Council of JSC MUIT  
Vice-rector for Academic Affairs and Mentoring  
A.Mustafina  
" " 2023

I APPROVE IT  
Chairman of the Board,  
Rector JSC "International  
University of Information Technologies"  
A.Khikmetov  
" " 2023



## EDUCATIONAL PROGRAM

### 6B03202 – DIGITAL JOURNALISM

Code and classification of the field of education: 6B03 Social sciences, journalism and information

Code and classification of areas of training: 6B032 Journalism and information

Group of educational programs: B042 Journalism and reporting

ISCE level: 6 EBSH

Level by NRC: 6 NRC

Level by ORC : 6 NQF, 6 EQF

Duration: 4 years

Volume of credits: 240

Agreed

“Alash media group”  
E. Toleukhanova  
« \_\_\_\_\_ » 2023 y.

Agreed

General Director of Turan TV  
Botabekov R.B  
« \_\_\_\_\_ » 2023 y.



Almaty, 2023

The educational program «6B03202 Digital Journalism» is the main academic document of the University for the training of highly qualified professionals for international relations in the sphere of internet information and communication.

This educational program was discussed and approved at the meeting of the Department of media Communication and History of Kazakhstan. 27.02.2023. Protocol № 6

Head of the Department \_\_\_\_\_  Niyazgulova A. A.

This educational program was reviewed and approved at the meeting of the University's management BOARD 30.03.2023. Protocol № 4

Department of Educational and Methodical Activities \_\_\_\_\_  A. Ajibayeva

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## List of abbreviations and symbols

|         |   |
|---------|---|
| БК      | Базовая компетенция   |
| БМ      | Базовый модуль  |
| ВО      | Высшее образование  |
| ГОСО    | Государственный общеобязательный стандарт образования   |
| ЕКР     | Европейская квалификационная рамка  |
| ЕФО     | Европейский фонд образования  |
| ЗУН     | Знания, умения, навыки  |
| НКЗ     | Национальный классификатор занятий  |
| НРК     | Национальная рамка квалификаций   |
| НСК     | Национальная система квалификаций   |
| ОГМ     | Общегуманитарный модуль   |
| ОМ      | Общий модуль  |
| ОП      | Образовательная программа   |
| ОПМ     | Общепрофессиональный модуль   |
| ОРК     | Отраслевая рамка квалификаций   |
| ОК      | Общеобразовательная компетенция   |
| ПС      | Профессиональный стандарт   |
| ПВО     | Послевузовское образование  |
| ПК      | Профессиональная компетенция  |
| ПМ      | Профессиональный модуль   |
| РГ      | Рабочая группа  |
| РК      | Республика Казахстан  |
| РО      | Результат обучения  |
| СМ      | Специальный модуль  |
| СМК     | Система менеджмента качества  |
| СЭМ     | Социально-экономический модуль  |
| ЮНЕСКО  | United Nations Educational, Scientific and Cultural Organization/   |
| UNESCO  | специализированное учреждение Организации Объединённых<br>Наций по вопросам образования, науки и культуры.                              |
| Cedefop | European Centre for the Development of Vocational Training  |
| DACUM   | от англ. Developing Curriculum  |
| ECVET   | European Credit System for vocational education and training  |
| EQAVET  | European Quality Assurance in Vocational Education and Training   |
| ENQA    | European Association for Quality Assurance in Higher Education/Европей-<br>ская ассоциация по обеспечению качества в высшем образовании |
| ESG     | Standards and Guidelines for Quality Assurance in the European Higher<br>Education Area   |
| FIBAA   | Международное агентство (некоммерческий фонд) по аккредитации<br>и экспертизе качества высшего образования (г. Бонн, Германия)          |
| IQM-HE  | Internal Quality Management in Higher Education   |
| TACIS   | Technical Assistance for the Commonwealth of Independent States   |
| WSI     | WorldSkills International   |



## 1. Description of the educational program

In the modern period, the role of the media in determining the innovative and strategic policy of the state is increasing. The information society, the attribute of which is information and communication technologies, opens up large-scale opportunities for a person to access information and knowledge. At the same time, the power of modern information technologies creates the danger of manipulating human consciousness and behavior, threatens dehumanization. Therefore, in the modern period, the problem of preparing journalists for activities in a highly automated information environment, the effective use of the capabilities of multimedia technologies, is being actualized. Analysis of the processes of world development of information and communication processes requires the modernization of the strategy of journalism education in the framework of the development of the digital economy. This educational program is a set of requirements that are mandatory in the implementation of basic professional educational programs of higher education - bachelor's programs in a new direction of training 6 B 03202- "Digital Journalism".

## 2. Purpose and objectives of the educational program

The purpose of the EP is to train a specialist with skills in working with digital mobile technologies for collecting, processing and transmitting information; able to create content for digital media, with deep technological and humanitarian knowledge that allows him to work on the creation of an innovative journalistic product.

Educational Program tasks:

1. Knowledge of the information needs of the audience; the ability to recognize the audience and work with it, master the technologies of public relations, communication strategies.
2. Understanding of the target audience's value system: figures + "beacons", reference groups, language, style preferences; involvement in certain communities; understanding the importance of the network community for media companies and single producers of Internet content;
3. Ability to collect information using online communities and skills in working with media texts on the Internet;
4. Ability to work with open data bases - to collect, analyze, organize, create content based on data. Ability to analyze data and process statistics
5. Be able to create content for digital media.
6. Knowledge of the basics of programming and HTML, the basic principles of the Internet, understand usability, online typography and know how text is displayed on different devices, understand the principles of user interaction with the site
7. Possession of design and web-design technologies.
8. Possession of digital marketing technologies, be able to delve into business processes, know media economics.
9. Conducting direct text, audio and video broadcasts, the ability to shoot on a smartphone, create full-fledged information stories, podcasts.

10. Possession of interactive infographics, interactive chronology, programs 2 and 3D - animation

### 3. Requirements for evaluating the learning outcomes of an educational program

The following forms of exams are used as an assessment of learning results: written exam (answers on sheets), oral exam (tickets), project (passing a creative project), complex (test/written/oral+others). According to table 1, the following ratio of exam forms is recommended:

Table 1

| № | exam form | recommended percentage, % |
|---|-----------|---------------------------|
| 1 | Written   | 30%                       |
| 2 | Oral      | 30%                       |
| 3 | Project   | 30%                       |
| 4 | Complex   | 10%                       |

Subjects taken for the state exam: "Introduction to journalism" or "TV and radio Journalism", "Legal foundations of journalism" or "History of Kazakh journalism", "Design and layout", "Technology for creating and promoting advertising".

The final certification ends with the defense of the diploma project.

#### 4. Passport of the educational program

##### 4.1 General information

| №  | Field name note  | Field name note  |
|----|--|--|
| 1  | Registration number 183  | Registration number 182  |
| 2  | Education area code and classification 6B03 Social Sciences, journalism and information  | Education area code and classification 6B03 Social Sciences, journalism and information  |
| 3  | Code and classification of training areas 6B032 Journalism and information   | Code and classification of training areas 6B032 Journalism and information   |
| 4  | Group of educational programs a Group of educational programs of higher education that require special and (or) creative training. MES order (2018)  | Group of educational programs a Group of educational programs of higher education that require special and (or) creative training.   |
| 5  | Name of the educational program 6B03202 Digital Journalism   | Name of the educational program 6B03202 Digital Journalism   |
| 6  | Type of EP   | Innovative EP  |
| 7  | The goal of the EP is to provide High-quality training of highly qualified employees in the media market, specializing in business, economic journalism and social media marketing, who have the necessary skills and competencies for managing a media enterprise, and who possess modern marketing and management skills in the media business and public relations. | The goal of the EP is to provide High-quality training of highly qualified employees in the media market, specializing in business, economic journalism and social media marketing, who have the necessary skills and competencies for managing a media enterprise, and who possess modern marketing and management skills in the media business and public relations. |
| 8  | ISCED level 6  | ISCED level 6  |
| 9  | NRK level 6  | NRK level 6  |
| 10 | ORC level 6  | ORC level 6  |
| 11 | Distinctive features of EP. Together with vksu and the Association of SMM and MMM service providers  | Distinctive features of EP. Together with VKSU and the Association of SMM and MMM service providers  |



|    |  |   |
|----|--|---|
|    | The UNIVERSITY partner (SOP) of the Carnegie Mellon University   | The UNIVERSITY partner (SOP) Carnegie Mellon University |
|    | The UNIVERSITY partner (of DOP) --   | The UNIVERSITY partner (of DOP) --                      |
| 12 | <p>The list of EP competencies</p> <p>A matrix is formed for correlating the results of training in the educational program with the formed competencies (Appendix 2.1)</p> <p>OC 1 the Ability to use knowledge about the patterns of historical development of society in its economic, political, philosophical and cultural aspects to form a civil and ideological position;</p> <p>OC2 Ability to communicate in native and foreign languages at a professional level.</p> <p>OC3 the Ability to apply knowledge in the field of IT technologies to develop the ability and skills to work with computer programs and mobile applications.</p> <p>BC 1 Ability to effectively communicate in oral and written forms to solve problems of interpersonal and intercultural interaction; ability to logically correctly and argumentatively build oral and written speech, conduct a discussion, knowledge of media text creation technologies and stylistic norms of the language.</p> <p>BC 2 Be able to fully realize the creative potential of a convergent journalist</p> <p>BC 3 Ability to adequately assess the needs of the media market and trends in public opinion</p> <p>BC 4 the Ability to be professionally realized as an intellectual individual with a broad Outlook and deep knowledge .</p> <p>BC 5 Ability to analyze and navigate the media discourse of the legal, political and economic fields of society, taking into account modern media communication and processes .</p> <p>PC 1 The ability to use modern digital technologies to work with open data bases and create high-quality content for digital media - Internet publications, blogs, TV channels, radio channels, news agencies.</p> <p>PC 2 The ability to understand the specifics of working in a multimedia environment, to master the methods and technologies of preparing a media product in different sign systems (verbal, audio, video, graphics, animation)</p> <p>PC 3 Ability to use modern computer programs for digital media.</p> <p>PC 4 Ability to solve standard tasks of professional activity using information and communication technologies and taking into account the basic requirements of information security</p> |   |
| 13 | <p>Learning outcome</p> <p>Graduates of this program will be able to demonstrate:</p> <p>RE1 Know the social and ethical values based on public opinion, social norms and focus on them in their professional activities; traditions and culture of the peoples of Kazakhstan; human and civil rights and freedoms; the basics of the legal system and legislation of Kazakhstan; the basics of information security; trends in social development of society; the basics and principles of a healthy lifestyle.</p> <p>RE2 Knowledge of at least one foreign language at the professional level for interpersonal, business and scientific communication; ability to work with foreign partners, exchange information and ideas, and best practices.</p> <p>RE3 Knowledge of the basics of programming, information and communication technologies, SDP, ability to create websites and use popular mobile applications in</p>  |   |

|    |  |  |
|----|--|--|
|    | <p>professional activities.</p> <p>RE4 Own digital mobile technologies for collecting, processing and transmitting information, create media texts, correctly and logically expressing thoughts and owning the genre variety of modern convergent journalism.</p> <p>RE5 be Able to conduct direct text, audio and video broadcasts, take photos and shoot videos, master design and web design technologies, use content management systems and know the basics of layout, work in the frame, interview, voice, do editing, record on a smartphone, creating full-fledged information and analytical stories and programs. Skills in video editing, voice-over, Internet posting, creating audio clips, podcasts.</p> <p>RE6 Knowledge of the information needs of the audience; ability to recognize and work with the audience, possess public relations technologies, marketing and advertising strategies, understand the technology of SEO promotion of mass media, as well as the value system of the target audience: figures+"beacons", reference groups, involvement in certain communities.</p> <p>RE7 Have basic knowledge that contributes to the formation of a highly educated person with a broad Outlook and culture of thinking, with a rich baggage of historical knowledge in a wide range of areas of national and world journalism, journalism, literature, as well as be aware of the trends in the development of modern mass media.</p> <p>RE8 Know the main provisions of the law of the Republic of Kazakhstan "on mass media" for working in social and digital media, as well as ethical standards of behavior of a journalist, have an idea of the main laws and forms of regulation of social behavior, formation and formation of personality, psychological features of the communication process; understand the essence of power and political relations</p> <p>RE9 Possess the skills of a multimedia journalist capable of computer data processing, work with various types of text editors. Know the principles of creating and operating corporate websites, as well as developing strategies for a network image policy, self-branding technology.</p> <p>RE10 Be able to create interactive content, own interactive infographics, interactive timeline, video effects creation. 3D animation programs, understand usability, online typography, master digital marketing technologies, be able to delve into the processes of media economics.</p> <p>RE11 Own digital technologies for collecting, processing and transmitting information, create information in various formats, create convenient texts for online publications, optimize texts for search engines, know SEO-optimization technologies.</p> |  |
| 14 | Full-time education  | Full-time education  |
| 15 | Language of instruction<br>Kazakh, Russian, English  | Language of instruction Kazakh, Russian, English   |
| 16 | Volume of loans 240  | Volume of loans 240  |
| 17 | Awarded academic degree  | bachelor of social sciences  |
| 18 | Developers (Authors)   | JSC "International University of Information Technologies", Department of Media Communications and History of Kazakhstan <b>Niyazgulova A.A.</b> |



4.2 Matrix of correlation of the educational program learning results with the formed competencies

|     | LO1 | LO2 | LO3 | LO4 | LO5 | LO6 | LO7 | LO8 | LO9 | LO10 | LO11 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|
| OC1 | V   |     |     |     |     |     | V   |     |     |      |      |
| OC2 |     | V   |     | V   |     |     |     |     |     |      |      |
| OC3 |     |     | V   | V   | V   |     |     |     |     |      |      |
| BC1 | V   |     |     | V   |     |     |     |     |     |      |      |
| BC2 |     |     | V   |     | V   |     |     |     | V   |      |      |
| BC3 |     |     |     |     |     | V   |     |     |     |      |      |
| BC4 | V   |     |     |     |     |     | V   |     | V   | V    |      |
| BC5 | V   |     |     |     |     |     |     | V   |     |      |      |
| PC1 |     |     |     |     | V   |     |     |     | V   |      |      |
| PC2 |     |     |     |     |     |     |     |     |     | V    | V    |
| PC3 |     |     |     |     | V   |     |     |     |     |      | V    |
| PC4 |     |     |     |     |     |     |     |     |     | V    | V    |

4.3 Data on subjects

| №   | Name of the discipline                | Brief description of the discipline (30-50 words)   | Number of credits | Generated competencies (codes) | Prerequisites  | Post-requisites   |
|---|---------------------------------------|---|-------------------|--------------------------------|--|-------------------|
| <b>Cycle of General education disciplines<br/>University component / optional Component</b> |                                       |   |                   |                                |  |                   |
| 1.  | Modern history of Kazakhstan (approx) | <p>This program is designed to form the historical consciousness of undergraduate students, based on the knowledge gained in the study of modern history of Kazakhstan.</p> <p>The versatility and importance of the discipline "Modern history of Kazakhstan" is due to its huge role in strengthening the identity of Kazakhstan, the identity of the people and the implementation of tasks related to the need for an intellectual breakthrough in the new Millennium. Kazakhstan's society must have a spiritual and ideological core for the successful implementation of its goals, which is facilitated by the "Ruhani zagyr" program, which reveals the mechanisms for modernizing public consciousness and is based on the continuity of spiritual and cultural traditions.</p> <p>This program is designed to form the historical consciousness of undergraduate students, based on the knowledge gained in the study of modern history of Kazakhstan.</p> | 5                 | OC1                            | School curriculum<br>Geography:<br>History of Kazakhstan | Political science |

|    |  |  |    |     |                                 |   |
|----|--|--|----|-----|---------------------------------|---|
| 2. | Foreign language                           | Mastering new language tools: phonetic, spelling, lexical, grammatical in accordance with the topics, areas and situations of communication necessary for language acquisition. Getting knowledge about the phenomena of the language being studied, different ways of expressing thoughts; further development of General and special skills; familiarization with available methods and techniques for self-study of languages and cultures, including the use of new information technologies.  | 10 | OC2 | School course                   | Professional-oriented foreign language          |
| 3. | Kazakh (Russian) language                  | The discipline involves deep study of the Kazakh/Russian language, using it in the as an object and means of mastering basic language knowledge. Purpose the purpose of the course is to develop communication skills in Kazakh/Russian.   | 10 | OC2 | School course                   | Professionally-oriented Kazakh/Russian language |
| 4. | Information and communication technologies | The discipline develops a system of knowledge, skills and abilities in the field of use of information and communication technologies in education and education, which form the basis for the formation of ICT competence in the use of information and communication technologies in the educational process and in further activities.  | 5  | OC3 | Computer science, school course | SDP programming basics 1                        |
| 5. | Philosophy (OC)                            | The discipline refers to basic General education courses in the bachelor's degree system with engineering and Economics education. This course is aimed at developing students' open mind, understanding their own national code and national identity, spiritual modernization, competitiveness, realism and pragmatism, independent critical thinking, the cult of knowledge and education, the assimilation of such key worldview concepts as justice, dignity and freedom, as well as the development and strengthening of the values of tolerance, intercultural dialogue and a culture of peace. | 5  | OC1 | Modern history of Kazakhstan    | Computer graphics                               |
| 6. | Political science                          | The course provides comprehensive coverage of all key elements, the study of sources and political relations, types of political systems, democratic and authoritarian systems, political mechanisms, political competition and power, political capital and values, the survival of political ideas, nationalism, analysis of domestic and foreign policy, political growth, public policy in the world political system.   | 2  | OC1 | Modern history of Kazakhstan    | Sociology                                       |



|    |            |  |   |     |                              |                         |
|----|------------|--|---|-----|------------------------------|-------------------------|
| 7. | Economy    | <p>The course covers all key elements of the discipline "Economics". In him the object and subject of study, problems of ownership and economic relations, types of economic systems, money and monetary systems, mechanisms of the market, competition and monopoly, capital and value, reproduction firm capital, wages, profit and income, macroeconomic analysis economy, economic growth, national economy in the world economic system. Finally, various emerging trends will be discussed in this course in economic theory through real life examples and case studies. TO</p> <p>By the end of the course, students will know the basic economic issues, how businesses decide how people invest money to save for the future, and how economic policy affects a person or a state.</p>                     | 5 | OC1 | Modern history of Kazakhstan | Economy and journalism  |
| 8. | Psychology | <p>The discipline studies the object, principles, methods of studying psychology; the main stages formation and modern ideas about the subject of psychological science; the main sections of psychology and areas of practical use psychological knowledge; basic subject-psychological categories and concepts; the most important scientific directions and theories of General psychology; the most important problems of psychology in the context of an updated system psychological disciplines and various practices.</p>  | 2 | OC1 | Philosophy                   | Politics and journalism |
| 9. | Sociology  | <p>The course explores the basic concepts of sociological theories and the most effective ways to gain in-depth knowledge about various aspects of our modern society. During the semester, we examine the ways in which society and social processes shape our lives, the structure of ideas that contextualize our lives, the ways in which these ideas are institutionalized in formal and informal social organizations, and how this institutionalization forms a social structure that restricts and ensures change. In this course, students will study scientific social knowledge that will help them gain experience in forming models of social and interpersonal relationships, social communication skills, and principles of respect for different cultures of Kazakhstan and the world community.</p> | 2 | OC1 | Philosophy                   | Sociology of journalism |

|   |  |   |   |                   |  |  |
|---|--|---|---|-------------------|--|--|
| 10.   | Culturology  | <p>Knowledge in the field of cultural studies can serve as the basis for the study of the entire complex of social and humanitarian Sciences. At the same time, the discipline of cultural studies can serve as a Supplement to General courses in history and philosophy. The course material can serve as a methodological guide for a number of special disciplines: for example, ethics, cultural history, art styles, national schools of management, negotiation strategy and tactics, and cultural management.</p> <p>Methods and technologies of training used in the implementation of the program: role-playing games and educational discussions of various formats; case studies (analysis of specific situations); project method.</p> | 2 | OC1               | Philosophy                                 | Intercultural communication                        |
| 11.   | Fundamentals of SDP Programming 1                    | The study and formation of sdgs in society through the media, the totality of which is a stable social system (media system) in the context of performing the functions of journalism   | 3 | PC2               | Information and communication technologies | Data visualization, Infographics and 3D animation  |
| 12.   | Fundamentals of Economic Theory: Journalistic Aspect | The study of the production and dissemination of economic information using the media, the aggregate of which is either a social system (media system) in the case of performing the functions of economic journalism, or a system of media enterprises, if we consider the media as a subject of a market economy.   | 2 | OC1<br>BC5<br>PC2 | School program                             | Business journalism                                |
| <b>Cycle of basic disciplines<br/>High school component</b> |  |   |   |                   |  |  |
|   | Fundamentals of converged journalism                 | Students are offered information about the essence and features of journalism as a specific profession, about the ways of forming knowledge and skills, the General laws of functioning of journalism as a social institution are Considered, and fundamental theoretical foundations are formed in relation to journalism of a sovereign state.  | 4 | BC1               | School curriculum                          | TV and radio journalism and all courses by profile |
|   | Introduction to Communication Studies                | "In the course of studying the course, the student learns to recognize the information needs of the audience and work with it, to master public relations technologies, communication strategies, As a result of studying the course, students should: - know the basics of PR-activity; - be able to apply legal and ethical regulators in communication in practice; - have the skills of conflict-free   | 5 | BC1               | School curriculum                          | TV and radio journalism and all courses by profile |



|  |   |  |   |     |                                      |  |
|--|---|--|---|-----|--------------------------------------|--|
|  |   | solution of problem situations."   |   |     |                                      |  |
|  | Introduction to Studies on State and Law                    | <p>The main goal of the discipline "Introduction to Studies on State and Law" is the development of scientific and methodical guidance to help students gain an in-depth understanding of issues relating to state and law, mechanisms for the movement and functioning of legal matters, the correlation of state, law and other areas of social activity, and basic areas of development in regard to modern legal institutions and systems.</p> <p>Knowledge of political and legal doctrines, historical processes of state and legal development, the approaches to comparative analysis of legal and political institutions help to educate future specialists who will work as well-qualified experts able to solve difficult and unique tasks.</p> | 3 | BC1 | Fundamentals of converged journalism | TV and radio journalism and all courses by profile |
|  | Genre forms and functions of journalism                     | The development of journalism as a social institution is in constant motion. at the same time, journalistic genres are being transformed, the presence of which in the media discourse depends directly on the challenges of the time and the needs of society. It is extremely important for future journalists to be able to realize their creative potential across the entire spectrum of genre diversity and understand their functional purpose.   | 4 | BC1 | Fundamentals of converged journalism | TV and radio journalism and all courses by profile |
|  | The language of mass media: culture and technique of speech | <p>In the result of mastering the discipline a student must:</p> <p>logically, it is true and arguments to build oral and written language to create texts for professional purposes</p> <ul style="list-style-type: none"> <li>- actively speak the language at a level that allows you to work in an intercultural environment,</li> <li>- Write texts in the state and Russian languages,</li> <li>- Prepare audio and video materials in the state and Russian languages.</li> </ul>   | 4 | BC1 | School curriculum                    | TV and radio journalism and all courses by profile |
|  | TV and radio journalism                                     | In the course of studying the course, the student learns the specifics of television and radio journalism, acquires skills in creating news content. principles of news selection. The course develops knowledge of  | 4 | BC2 | Fundamentals of conver               | Preparation of radio programs                      |



|   |  |   |     |  |  |                     |
|---|--|---|-----|--|--|---------------------|
|   |  | information selection technology and its text design, |     |  | ged journalism                           | , Author's programs |
| Journalism of Newspapers and magazines  | Modern trends in the development of mass media are directed to the field of convergent journalism, which combines all traditional types of media on one Internet platform (within one news-room). At the same time, Newspapers and magazines have not yet completely disappeared and will continue to exist in a certain foreseeable future, so it is important for journalists to have an understanding of the production process of printed media products and the specific differences in prof. activities of journalists of Newspapers and magazines.  | 4   | BC2 | Fundamentals of converged journalism   | Design and layout of publications        |                     |
| Skills in creating analytical materials | The discipline teaches the use of all types of analysis in identifying the relationships of the subject, causes, and consequences, their assessment, and the forecast of their development, which is the task of analytical journalism. The concept of modern analytical journalism as a type of creative activity is also considered. The features of the analytical method of displaying actual phenomena of reality in journalism are determined. The subject, goals, methods, and main types of analysis in the press are characterized, and its technology is described. Modern genres of analytical journalism are considered in full context. The necessary programs used in working with text visualization are studied. | 4   | BC2 | Fundamentals of convergent journalism, Genre forms and functions of journalism | Author program,                          |                     |
| Design and layout of publications       | The discipline is aimed at obtaining a clear understanding of the design of modern print and online media, the forms and methods of work of the designer and layout designer in modern business media.   | 4   | BC2 | ICT  | Coverage of economic issues in the media |                     |
| Date journalism                         | The course aims to master theoretical knowledge and practical skills that will allow you to effectively search, filter, analyze and process large amounts of data for the design of the resulting material in the form of a fascinating media text or infographics, introduces students to the concept of data and teaches them to work with them and use them to create journalistic material. Studies methods of working with data journalism, with the creative process of creating specialized materials where different types of data need to be used.  | 4   | BC2 | Fundamentals of converged journalism   | The technique of creating longido        |                     |

|  |                                   |   |   |     |   |  |
|--|-----------------------------------|---|---|-----|---|--|
|  | Digital photo                     | Photography is an integral part of both traditional print media and online publications. Proper use of the potential of modern hardware and software for post-photographic processing (for example, Photoshop or Lightroom) allows you to achieve bright, colorful and expressive images. During this course, students gain practical experience in preparing photo reports on the example of student life at the University.   | 4 | BC2 | Design and design of publications, ICT  | Discipline by profile                        |
|  | Author program                    | Traditional TV author's programs in modern conditions are actively developing the Internet space, in particular popular video platforms such as Youtube. In turn, the quality of author's thematic video blogs is growing rapidly. In this way, audience reach is expanding, and modern gadgets are becoming more accessible, which greatly simplifies the ability to create video content. This discipline is practical in nature and is aimed at making students try to create their own author's projects. | 4 | BC2 | TV and radio journalism                 | Discipline by profile                        |
|  | The basics of PR                  | In the course of studying the course, the student learns to recognize the information needs of the audience and work with it, to master public relations technologies, communication strategies. as a result of studying the course, students must:<br>- know the basics of PR activities;<br>- be able to apply legal and ethical regulations in PR in practice;<br>- have skills of conflict-free solution of problem situations.   | 4 | BC3 | Skills in creating analytical materials | Marketing and advertising                    |
|  | Digital marketing and advertising | The course provides students with the necessary knowledge about advertising and marketing activities, conducting advertising campaigns, creating effective advertising materials, and promoting media products on the Internet.   | 4 | BC3 |   | Brand Management and PR                      |
|  | History of Kazakh journalism      | The discipline introduces students to the history of Russian journalism. As a result of mastering the discipline, the student has an idea about the history of Kazakh journalism, the founders of national journalism, the development of journalism in different historical periods.   | 4 | BC4 | The basics of PR                        | Business journalism, Journalism and politics |
|  | Big data analysis                 | Formation of the necessary theoretical base and practical skills that will allow students to comprehensively and systematically understand modern problems of applied mathematics and computer science, problems  | 3 | BC4 | Fundamentals of converged               |  |



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|  |  | of information processing and analysis, as well as develop and analyze conceptual and theoretical models for solving scientific and applied problems in the field of information technology. The main goal of the course is to form a holistic view of modern problems of big data analysis and processing, to help master the experience of developing and analyzing conceptual and theoretical models of applied problems of big data analysis using Data Mining models  |   |            | journalism                              |                     |
|  | Modern world media                       | Familiarizing students with the trends in the development of modern world media, the methodology for creating new media, management technologies and the specifics of creating a text for international publications. The course focuses on analyzing trends in the modern media industry, the development of global news agencies and media corporations.   | 4 | BC4        | History of foreign journalism           | Relevant discipline |
|  | Photos in multimedia                     | Study of the specifics of photo reportage, photography in multimedia journalism, processing of photographic material   | 4 | BC4        | Fundamentals of converged journalism    |                     |
|  | Legal bases of PR and journalism         | The course is aimed at expanding and deepening legal knowledge, developing the ability to apply legal knowledge in practice. Conceptual legal knowledge in the field of mass information law is an important and necessary component of the legal culture of modern society. Special attention should be paid to the legal nature of the mass media and their place in a modern democratic state and its market economy.   | 4 | BC5        | Fundamentals of converged journalism    | Relevant discipline |
|  | Web journalism, storytelling, and longed | The discipline is aimed at developing students' in-depth knowledge of creating complex journalistic materials of considerable volume, combined with the term "longrid", developing skills in collecting, analyzing, structuring information for the preparation of journalistic materials, and developing in-depth skills in creating multimedia media products. Students learn how to mount text on a separate special platform that allows the reader to delve deeply into the topic thanks to both the content of the text and its multimedia elements. | 4 | BC5<br>PC1 | Skills in creating analytical materials |                     |

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| Business journalism                        | The course focuses on both the theoretical aspects of creating business media, which allows students to understand the essence of the ongoing technological media revolution and social transformations associated with it, and the practical aspect of applying knowledge to create, guide and write materials for business journalism  | 4 | BC5 | Fundamentals of economic theory       | Social content in business publications |
| TV news                                    | The student acquires the skills to produce news content using digital technologies.  | 5 | BC5 | Fundamentals of Convergent Journalism | Author's programs                       |
| Sociology of journalism                    | Formation of an in-depth, practice-oriented understanding of the sociological approach to the study of society, social systems and processes, the relationship and dynamics of public, group and individual interests, the functioning of public opinion and mass communication in modern society, the social responsibility of the journalist and the media.  | 4 | BC5 | Sociology                             | Discipline by profile                   |
| Politics and journalism                    | The course is aimed at studying the processes of the political structure of States, the functioning of political institutions, and knowledge of the main problems of modern geopolitics. As a result of training student should know the role and place of policy in modern society, the nature and types of political processes, the nature and causes of the political conflicts and methods of management, the nature and content of political technologies and political leadership, existing paradigm of political knowledge, political analysis. | 4 | BC5 | Political science                     | Discipline by profile                   |
| Legal basis of journalism and media ethics | The study of the course is focused on expanding and deepening legal knowledge, developing the ability to apply legal knowledge in practice. Conceptual legal knowledge in the field of mass information law is an important and necessary component of the legal culture of modern society. Particular attention should be focused on the legal nature of the media, their place in a modern democratic state and its market economy.  | 4 | BC5 | Political science                     | Discipline by profile                   |
| Environmental journalism                   | The discipline teaches students to reflect in the media, in social networks, the world's environmental problems. The student learns to see problems, conduct an investigation, do analytics and convey environmental   | 4 | BC5 | Fundamentals of converged             | Relevant discipline                     |



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|  |  | problems to society. In the process of studying the course, the student creates informational and analytical articles on environmental topics |  |  | journalism |  |
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| Cycle of specialized disciplines |   |   |   |              |                                       |                     |
|----------------------------------|---|---|---|--------------|---------------------------------------|---------------------|
| Component of choice              |   |   |   |              |                                       |                     |
|                                  | Computer technology of systematization and processing of big data | The course aims to master the theoretical knowledge and practical skills that will allow for effective searching, filtering, analysis and processing big data; training in working with spreadsheets, the ability to perform data consolidation, build charts; work with databases; apply methods and means to protect information; |   |              | ICT                                   | Data journalism     |
|                                  | Infographics, 3D technology, animation                            | training how to create interactive content, interactive infographics, interactive chronology, to be able to make out video, to own the basics of editing, animation programs, to create video effects.  | 6 | PC 1<br>PC 2 | Fundamentals of convergent journalism | Profile disciplines |
|                                  | Digital marketing   | training how to master digital marketing technologies, the basics of self-branding for effective positioning in social and digital media. skills of working in joint editorial environments for distribution, editing and support of content (information).   | 6 | PC1          | Fundamentals of convergent journalism | Profile disciplines |
|                                  | Multimedia journalism   | The student learns to use digital mobile technologies of collecting, processing and transmitting information to create it various formats; make the texts suitable for online publications; work with various types of text editors to optimize texts for searching online; know SEO- optimization technologies.                    | 6 | PC2          | Fundamentals of convergent journalism | Profile disciplines |



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|  | Design and web design                              | training to create website design and texts suitable for online publications; optimize texts for searching online; know how to write SEO-texts, be able to use working links, write headlines, together with searching online, use and manage semantic indexes and/or categories in the media text system, work in various management systems (Joomla, Wordpress, Drupal), JavaScript (scripting language), etc. | 6 | PC2<br>PC3 | Design and making publications          | Infographics, 3D technology, animation |
|  | Photo in multimedia                                | training to make professional photography, panoramic and 360-degree shooting, to process a photo, to use lighting properly, to choose angles.  | 6 | PC2<br>PC3 | Digital photography                     | Infographics, 3D technology, animation |
|  | Media and Information security                     | study of modern methods and means to protect information in the digital environment, the ability to apply vulnerability assessment techniques in information and communication networks.   | 6 | PC4        | Ethics and law in Journalism.           | Profile disciplines                    |
|  | Data visualization                                 | training to work with basic data and diagrams, with the interactive visualization tool D3.js; know the principles of infodesign and visual storytelling, create infographics in the conditions of limited resources.   | 6 | PC3<br>PC4 | Infographics, 3D technology, animation  | Profile disciplines                    |
|  | Method of creating longrids as a journalism format | Discipline is aimed at developing students' in-depth knowledge about creating complex journalistic materials of a significant amount, combined with the term "longrid", developing skills for collecting, analyzing, structuring information for preparing journalistic materials, and developing in-depth skills in creating a multimedia media   | 5 | PC1        | Building skills of analytical materials | Profile disciplines                    |

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|  |   | product. Students learn to mount text on a separate special platform; allowing the reader to dive deep into the topic due to both the content of the text and its multimedia elements.  |   |            |   |                     |
|  | Computer graphics                           | The main objective of the course is to familiarize students with the basics of computer graphics, the ability to use vector and raster graphic editors, as well as three-dimensional modeling systems. Upon completion of the course, the student should know: types of computer graphics, areas of their application; methods of storing graphic information; the concept and types of animation; site planning basics; HTML Hypertext Markup Language; create three-dimensional images                      | 5 | PC3<br>PC4 | Info graphics, 3D technology, animation         | Profile disciplines |
|  | Election Technologies and World Mass Media  | Elective procedures are directly related to the activities of the media and PR-industry. In the pre-election period, political strategists develop strategies in which, apart from various “political events”, a considerable place is given to the work of the media, which can be both positive and destructive. It is important for future journalists to know the consequences of their activities, as well as the fact that it is possible to manipulate not only public opinion, but also by reporters. | 5 | PC3<br>PC4 | Base s of PR, Political Imagology               |                     |
|  | Cross-Cultural Communications in Mass Media | The course considers a study of a multicultural environment and communication processes in the era of globalization. Here, through the prism of Marxism, modernism, postmodernism, post-colonialism and some other scientific concepts, key cultural ideas that influenced the formation of the value orientations of the public consciousness are examined.  | 5 | PC 4       | Cultural Studies, Modern History of Kazakhst an |                     |
|  | Artificial intelligence tools               | In the media sphere, there are three areas of application of Artificial   | 2 | PC4        | Fun dam   | Profi le            |



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| in the media sphere   | Intelligence in journalism: data collection, content creation, information dissemination. One of the most obvious uses of artificial intelligence for content creation is translating foreign language sources and transcribing interviews. as a result of studying the course, students will master the applications of artificial intelligence in collecting information and creating texts, recognizing foreign speech, for personalizing content, and mastering artificial intelligence programs for individualizing the audience. |   |     | entals of convergent journalism       | disciplines         |
| Design and web design   | The discipline is aimed at studying the theoretical and practical foundations of website design. In the process of studying the discipline, the student is able to create website design and convenient texts for online publications, optimize texts for search engines, write SEO texts, use working links and work in various management systems.   | 4 | PC4 | Fundamentals of convergent journalism | Profile disciplines |
| Politics and journalism, issues of information security in the Internet space | Purpose of the discipline - providing students with knowledge of the main types and methods of information security; students acquire the ability to prepare journalistic material on political topics; mastering modern knowledge of working with political information; knowledge of the main directions of global politics of the modern world  | 4 | PC5 | Ethics and law in Journalism.         | Profile disciplines |
| Business correspondence in the state language                                 | Business correspondence in the state language is a very important subject for students, because given discipline teaches the preparation, execution of documents in the state language, forms practical skills and ability to independently compose, translate documents into Kazakh language.   | 2 | PC5 | Ethics and law in Journalism.         | Profile disciplines |
| Media theory and criticism  | This course will focus on the socio-cultural theory of media and communication. We will focus on the analysis of popular media and   | 4 | PC5 | Ethics and law in                     | Profile disciplines |

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|  |                                 | their impact on our perception, understanding and real events.  |   |     | Journalism.                           | s                   |
|  | Polish language                 | In the process of studying the discipline, the student learns to communicate grammatically correctly in Polish, to express his thoughts confidently, clearly and in an accessible way. The goal is to learn more than 2000 common words and phrases in Polish, some of which are set expressions, idioms, phraseological units. In the classroom, discussions will be held on a variety of topics, for example: politics, science, religion and culture of the world, shopping and advertising, human rights and much more. The student will learn how to professionally write business documents, keep up a conversation with an interlocutor, understand Polish speech and convey his thoughts to the listener. | 2 | PC5 | Fundamentals of convergent journalism | Profile disciplines |
|  | Mass media writing              | The course forms the skills of preparing texts in a foreign language for the media. The student will acquire the skills of professional speech in a foreign language  | 2 | PC5 | Fundamentals of convergent journalism | Profile disciplines |
|  | Minor 1                         | Additional educational program (minor) - a set of disciplines and (or) modules and other types of educational work, determined by students for study in order to form additional competencies   | 5 | PC5 | Fundamentals of convergent journalism | Profile disciplines |
|  | Preparation of radio broadcasts | The purpose of the course is to teach the student to create programs for radio, to be able to work live. to master the skills of creating a program, the ability to understand the genres and forms of radio, to perform practical tasks in the necessary formats of radio  |   |     |                                       |                     |

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|  |   | broadcasting, to know the specifics of online broadcasting.   |   |     |                                       |                     |
|  | Minor 2                                 | Additional educational program (minor) - a set of disciplines and (or) modules and other types of educational work, determined by students for study in order to form additional competencies   | 5 | PC5 | Fundamentals of convergent journalism | Profile disciplines |
|  | Web design, usability and SEO promotion | The student learns to master digital mobile technologies for collecting, processing and transmitting information, create various formats of information, use texts convenient for Internet publications, work with various text editors, optimize texts for search engines, and know SEO optimization technologies.                                   |   |     |                                       |                     |
|  | Minor 3                                 | Additional educational program (minor) - a set of disciplines and (or) modules and other types of educational work, determined by students for study in order to form additional competencies   | 5 | PC5 | Fundamentals of convergent journalism | Profile disciplines |
|  | Multimedia journalism                   | The student learns to use digital mobile technologies of collecting, processing and transmitting information to create it various formats; make the texts suitable for online publications; work with various types of text editors to optimize texts for searching online; know SEO- optimization technologies.                                      |   |     |                                       |                     |
|  | Computer graphics                       | The discipline "Computer graphics" is aimed at creating new and processing existing images. Students will study Computer Vision and Image Recognition, Image Processing, Image Generation and Shaping. The main objective of the course is to familiarize students with the basics of computer graphics, the ability to use vector and raster graphic |   |     | Fundamentals of convergent journalism | Profile disciplines |



|  |                               |   |   |     |   |                                    |
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|  |                               | editors, as well as three-dimensional modeling systems. Upon completion of the course, the student should know: types of computer graphics, areas of their application; methods of storing graphic information; the concept and types of animation; site planning basics; HTML Hypertext Markup Language; create three-dimensional images   |   |     |   |                                    |
|  | Data visualization            | training to work with basic data and diagrams, with the interactive visualization tool D3.js; know the principles of infodesign and visual storytelling, create infographics in the conditions of limited resources.  | 5 | PC6 |   |                                    |
|  | Website promotion and support | Journalists get acquainted with the standards and conditions for site design, processing illustrations for sites and methods of preparing graphic material for the Internet   |   |     | Fun<br>dam<br>ental<br>s of<br>con<br>ver<br>gent<br>jour<br>nalis<br>m | Profi<br>le<br>disci<br>pline<br>s |
|  | Investigative journalism      | The purpose of the discipline is to teach the basics of investigative journalism, methods of collecting and analyzing information. In the process of studying the discipline, the student possesses the skills of an investigative journalist, is able to apply special technologies for collecting information and working with confidential sources, has skills in working with open data databases, and knows the basics of fact-checking. | 5 | PC6 |   |                                    |
|  | Author's programs             | Traditional TV author programs in modern conditions are actively developing the Internet space, in particular popular video platforms such as Youtube. In turn, the   |   |     |   |                                    |

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|  |   | quality of the author's thematic video blogs is growing rapidly. Thus, the possibilities of reaching the audience are expanding, and modern gadgets are becoming more and more accessible, which greatly simplifies the possibilities of creating video content. This discipline is of a practical nature and is aimed at making students try to create their own author's projects.  |   |     |                                       |                     |
|  | New Media Techniques, storytelling, longrid | Discipline is aimed at developing students' in-depth knowledge about creating complex journalistic materials of a significant amount, combined with the term "longrid", developing skills for collecting, analyzing, structuring information for preparing journalistic materials, and developing in-depth skills in creating a multimedia media product. Students learn to mount text on a separate special platform; allowing the reader to dive deep into the topic due to both the content of the text and its multimedia elements. | 4 | PC6 | Fundamentals of convergent journalism | Profile disciplines |

#### 4.4. List of modules and training results

Name of the educational program: Business journalism, SMM & PR

Qualification: bachelor of social science

| Module code / module Name                 | Learning outcome  | Criteria for evaluating learning outcomes | Disciplines that form the module Code / Name |
|---|---|---|--|
| <b>GENERAL EDUCATION MODULES</b>          |   |   |  |
| <b>GCC-1 General Cultural competences</b> | RE1 Know the social and ethical values based on public opinion, social norms and focus on them in their professional activities; traditions and culture of the peoples of Kazakhstan; human and civil rights and freedoms; the basics of the legal system and | OC1, BC1                                  | SIK 1101 Modern history of Kazakhstan        |
|   |   | OC1, BC1, BC5, PC4                        | Fil 2102 Philosophy                          |
|   |   | OC1, BC1, PC4                             | MSPX 2106 Psychology                         |
|   |   | OC1, BC1, PC4                             | MSPX 2106 political Science                  |

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|  | legislation of Kazakhstan; the basics of information security; trends in social development of society; the basics and principles of a healthy lifestyle;   | OC1, BC1, BC3, PC4           | Soz 3106 Sociology  |
|  |   | OC1, BC1, PC4                | Kul 3106 Cultural Studies   |
|  |   | OC1, BC1, BC4, BC5, PC1, PC4 | EPUB 1111 Fundamentals of economic theory: journalistic aspect (optional)       |
|  |   | OC1                          | FK 2110 Physical education  |
| <b>LSPB-2 Language skills and programming basics</b> | RE2 Knowledge of at least one foreign language at the professional level for interpersonal, business and scientific communication; ability to work with foreign partners, exchange information and ideas, and best practices; | OC2, BC1                     | Iya 1103 Foreign language   |
|  |   | OC2, BC1                     | KRYa 1104 Kazakh (Russian) language   |
|  |   | OC1, OC2, BC1, BC5, PC4      | IKT 1105 Information and communication technologies<br>SDP programming basics I |
| <b>FC-12 Final certification</b>                     |   | OC1, BC1, PC4                | NZDP Defense of the diploma project (work) or the second state exam             |
|  |   | OC1, BC1, BC5                | GEK State exam in the specialty   |

| <b>BASIC MODULES</b>                           |  |               |  |
|--|--|---------------|--|
| <b>GPC-4 General professional competencies</b> | RE4 Own digital mobile technologies for collecting, processing and transmitting information, create media texts, correctly and logically expressing thoughts and possessing the genre variety of modern convergent journalism; | OC1, BC2      | OCZh 1201 Fundamentals of converged journalism                       |
|  |  | BC2, BC3, BC4 | MMW 2207 Genre forms and functions of journalism                     |
|  |  | OC2, BC2      | IyaSMI 1204 Language of mass media : culture and technique of speech |
|  |  | OC1, BC2, BC4 | TRZh 1202 TV And Radio Journalism                                    |
|  |  | BC2, BC4      | RP 2203 Preparing radio broadcasts                                   |
|  |  | BC2, BC4      | TR 2204 TV Production 2: workshop                                    |
|  |  | BC2, BC4      | ZhGJ 2214 Journalism of Newspapers and magazines                     |
|  |  | BC2, BC4, PC4 | NSAM 2209 analytical materials creation Skills                       |
|  |  | OC3, PC1      | DOI 2218 Design and layout of the publication                        |
| OC1, BC4                                       | IKZh 3208 History of Kazakh journalism   |               |  |



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|  |  | OC1, OC2,<br>BC1, BC5,<br>PC4      | MEO 3112 Russian and<br>world literature                            |
|  |  |                                    | Sociology of journalism   |
|  |  | BC2, BC3,<br>BC4                   | UP 1222 Educational<br>practice                                     |
| <b>Digital technologies and<br/>programming skills,<br/>STEP-3</b> | RE3 Knowledge of the<br>fundamentals of programming,<br>information and communication<br>technologies, the ability to create<br>sites and use the popular mobile<br>application in professional activity;  | OC3, BC2,<br>BC4, PC4              | DZh 3212 date<br>journalism   |
|  |  | OC3, BC2                           | TVF 1217 Digital<br>photography                                     |
| <b>LBJE-8 Legal bases of<br/>journalism and ethics</b>             | RE8 to Know the basic principles<br>of the Law of RK "On mass<br>media" for social and digital<br>media, and ethical norms of<br>behaviour of the journalist, have an<br>idea of the basic laws and forms of<br>regulation of social behavior, the<br>formation and development of<br>personality, psychological<br>characteristics of the<br>communication process;<br>understand the nature of power and<br>political relations; | OC1, BC1,<br>BC5, PC1,<br>PC4      | POZh 2206 Legal<br>foundations of<br>journalism and media<br>ethics |
|  |  | OC1, BC3,<br>BC5, PC1,<br>PC3, PC4 | CTPS 2219 Politics and<br>Journalism                                |
| <b>WMT-10 World media<br/>trends</b>                               | RE10 be Able to analyze the<br>interpretation of the facts of the<br>media mainstream, based on the<br>rich experience accumulated by<br>foreign media in countering the<br>threats of negative information<br>impact in an extremely unstable<br>world situation;   | OC1, BC3,<br>BC5, PC1,<br>PC4      | ZZh 4210 Modern<br>world mass media                                 |
|  |  | OC1, BC1,<br>BC5, PC1              | IZZh 3227 History of<br>foreign journalism                          |
|  |  | BC2, BC3,<br>BC4                   | PP 4226 Author's<br>programs  |
|  |  | BC1, BC3,<br>PC3                   | SPRIP 3211 Marketing<br>and advertising                             |
|  |  | BC1, BC3,<br>PC3, PC4              | MPS 2205<br>Fundamentals of LAW                                     |
|  |  | BC1, BC3,<br>PC1, PC3              | ICM 3225 Business<br>journalism                                     |
| <b>MMP-6 Mass media<br/>Promotion</b>                              | RE6 Knowledge of the information<br>needs of the audience; ability to<br>recognize and work with the<br>audience, own public relations<br>technologies, marketing and<br>advertising strategies, understand<br>the technology of SEO promotion<br>of mass media, as well as the value<br>system of the target audience:<br>figures+ "beacons", reference<br>groups, involvement in certain<br>communities;                         | BC1, BC3,<br>PC3                   | SPRIP 3211 Marketing<br>and advertising                             |
|  |  | BC1, BC3,<br>PC3, PC4              | MPS 2205<br>Fundamentals of LAW                                     |
|  |  | BC1, BC3,<br>PC1, PC3              | ICM 3225 Business<br>journalism                                     |
| <b>PROFESSIONAL MODULES</b>  |  |                                    |   |
| <b>PS-5 Professional skills</b>                                    | RE5 To be able to conduct  | BC1, BC2,<br>BC4, PC4              | TV Business news.<br>Practicum                                      |

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|  | direct text, audio and video broadcasts, photograph and shoot video, own design and web design technologies, use content management systems and know the basics of layout, work in a frame, interview, voice, do editing, record on a smartphone, creating full-fledged information and analytical stories and programs. Skills in video cutting, voiceover, posting on the Internet, creating audio plots, podcasts   | BC1, BC4, PC1, PC2, PC3, PC4      | SMM, SMM, SEO optimization and new media  |
|  |  | BC1, BC2, BC4, PC4                | Ezh3302 Computer technologies for systematization and processing of big data                  |
|  |  | BC1, BC2, BC4, PC4                | Ezh3302 Computer technologies for systematization and processing of big data                  |
| <b>SNPC-7 Specializations and narrow professional competencies</b> | RE7 create interactive content, own interactive infographics, interactive chronology, be able to design videos, master the basics of editing, animation programs, create video effects. Own digital mobile technologies for collecting, processing and transmitting information to create information in various formats, convenient texts for online publications, work with various types of text editors to optimize texts for search engines, know SEO optimization technologies | OC3, PC4, OC3 BC2                 | SBP3224 Infographics, 3D technologies, animations, MFTSMI3227 Flash technologies in the media |
|  |  | BC1, BC2, BC3, PC1, PC2, PC3, PC4 | MMzh3301 Multimedia Journalism  |
|  |  |                                   | QED discipline  |
| <b>SNPC-7 Specializations and narrow professional competencies</b> | RE9 be able to correctly write journalistic texts on the topic of international issues, clearly and clearly expressing their own thoughts, using all the richness of artistic and expressive means of the language and its stylistic diversity;  | OC2, BC3, BC4, PC1, PC2, PC3, PC4 | Social content in business publications   |
|  |  | PC1, PC2, BC2                     | QED discipline  |
|  | RE should be Able to create a positive image of Kazakhstan (Kazakhstani companies, organizations, etc.) in the global media space, implementing all available tools of modern PR technologies, based on measurements of public opinion and the results of content-analytical research.   | BC1, BC3, BC4, PC1, PC3, PC4      | Theory and practice of media business organization  |
|  |  | BC1, BC3, PC2, PC3, PC4           | Brand management and PR   |
|  |  | PC1, PC2, BC2                     | Work of press services of state and commercial structures                                     |
|  |  |                                   | QED discipline  |

|  |  |                  |   |
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|  | RE 10 training to create website designs and user-friendly texts for online publications, optimize texts for search engines, know how to write SEO texts, be able to use working links, write headlines with search engines, use and manage semantic indexes and / or categories in the media text system, work in various management systems (Joomla, Wordpress, Drupal), JavaScript (scripting language), etc. | PC1, PC3,<br>PC4 | MFTSMI3227 Flash Technology in Media<br><br>VD2301 Data Visualization |
|--|--|------------------|---|



## 5. Curriculum of the educational program

| Module code                             | Module name | Discipline cycle | Discipline component | Code of subject | Subject name                               | Academic credits | Academic study period | Control in the academic period |                     |                    |          | Number of hours      |          |                |          |       |            |      |
|---|-------------|------------------|----------------------|-----------------|--|------------------|-----------------------|--------------------------------|---------------------|--------------------|----------|----------------------|----------|----------------|----------|-------|------------|------|
|   |             |                  |                      |                 |  |                  |                       | Exams                          | Differentiated test | Term paper/project | Lectures | Laboratory trainings | Practice | Studio lessons | Practice | Total | Indep work | work |
| General modules                         |             |                  |                      |                 |  |                  |                       |                                |                     |                    |          |                      |          |                |          |       |            |      |
| Modules of specialty/education programm |             |                  |                      |                 |  |                  |                       |                                |                     |                    |          |                      |          |                |          |       |            |      |
| Additional modules beyond qualification |             |                  |                      |                 |  |                  |                       |                                |                     |                    |          |                      |          |                |          |       |            |      |
| Modules of choice                       |             |                  |                      |                 |  |                  |                       |                                |                     |                    |          |                      |          |                |          |       |            |      |
| 1                                       |             | GER              | CS                   | LAN6001A        | Foreign language                           | 5                | 1                     | 1                              | 1                   |                    |          |                      |          | 45             |          |       |            | 15   |
| 2                                       |             | GER              | CS                   | LAN6001KR       | Kazakh (Russian) language                  | 5                | 1                     | 1                              | 1                   |                    |          |                      |          | 45             |          |       |            | 15   |
| 3                                       |             | GER              | CS                   | ICT6001         | Information and Communication Technologies | 5                | 1                     | 1                              | 1                   |                    |          |                      | 15       | 15.0           | 15       |       |            | 15   |
| 4                                       |             | GER              | CS                   | UP SIS 1212.    | Learning practice                          | 3                | 2                     | 2                              | 2                   |                    |          |                      | 3/0      |                |          |       |            | 0    |



|    |    |    |          |   |   |   |   |       |    |      |    |  |  |    |
|----|----|----|----------|---|---|---|---|-------|----|------|----|--|--|----|
| 19 | BS | UC | JUR6404  | Genre forms and functions of journalism       | 6 | 2 | 2 | 6/150 | 15 | 30.0 | 30 |  |  | 15 |
| 20 | BS | UC | JUR6401  | Television and radio journalism               | 4 | 2 | 2 | 4/120 | 15 |      | 30 |  |  | 15 |
| 21 | BS | UC | JUR6414  | Edition design and layout                     | 4 | 3 | 3 | 4/105 | 15 | 15.0 | 15 |  |  | 15 |
| 22 | BS | UC | JUR6405  | History of Kazakh journalism                  | 4 | 3 | 3 | 4/105 | 15 | 15.0 | 15 |  |  | 15 |
| 23 | BS | UC | JUR 6409 | Modern PR technologies                        | 4 | 3 | 3 | 4/105 | 15 | 15.0 | 15 |  |  | 15 |
| 24 | BS | UC | JUR 6432 | Foreign language (professional)               | 2 | 3 | 3 | 2/0   |    |      |    |  |  | 0  |
| 25 | BS | UC | JUR6453  | The modern world of mass media                | 4 | 4 | 4 | 4/105 | 15 | 15.0 | 15 |  |  | 15 |
| 26 | BS | UC | JUR6412  | Digital photography                           | 4 | 5 | 5 | 4/105 | 15 | 15.0 | 15 |  |  | 15 |
| 27 | BS | UC | JUR6410  | Journalism of Newspapers and magazines        | 4 | 5 | 5 | 4/105 | 15 | 15.0 | 15 |  |  | 15 |
| 28 | BS | UC | JUR 6489 | Big data analysis                             | 2 | 5 | 5 | 2/60  | 15 |      | 15 |  |  | 15 |
| 29 | BS | UC | JUR6402  | Media language: culture and speech technology | 4 | 5 | 5 | 4/120 | 15 |      | 30 |  |  | 15 |
| 30 | BS | UC | JUR6408  | Data journalism                               | 4 | 5 | 5 | 4/120 | 15 |      | 30 |  |  | 15 |



|    |  |    |    |          |   |   |   |   |   |   |  |       |    |      |  |    |    |
|----|--|----|----|----------|---|---|---|---|---|---|--|-------|----|------|--|----|----|
| 31 |  | BS | UC | JUR6442  | Mobilography  | 3 | 6 | 6 | 6 |   |  |       | 15 |      |  | 15 |    |
| 32 |  | BS | UC | JUR6406  | Analytical materials creating skills for digital media                        | 4 | 6 | 6 | 6 |   |  | 4/120 | 15 |      |  | 30 | 15 |
| 33 |  | BS | UC | JUR6403  | Legal basis of journalism and media ethics                                    | 4 | 6 | 6 | 6 |   |  | 4/120 | 15 |      |  | 30 | 15 |
| 34 |  | BS | UC | JUR6424  | Environmental journalism  | 4 | 6 | 6 | 6 | 6 |  | 4/120 | 15 |      |  | 30 | 15 |
| 35 |  | BS | UC | JUR 6492 | Artificial intelligence tools in the media sphere                             | 2 | 6 | 6 | 6 |   |  | 2/0   |    |      |  |    | 0  |
| 36 |  | BS | UC | JUR6506  | Design and web design   | 4 | 7 | 7 | 7 |   |  | 4/105 | 15 | 15.0 |  | 15 | 15 |
| 37 |  | BS | UC | JUR6467  | Politics and journalism, issues of information security in the Internet space | 4 | 7 | 7 | 7 |   |  | 4/105 | 15 | 15.0 |  | 15 | 15 |
| 38 |  | BS | UC | LAN6007K | Business correspondence in the state language                                 | 2 | 8 | 8 | 8 |   |  | 2/0   |    |      |  |    | 0  |
| 39 |  | BS | UC | JUR6450  | Media theory and criticism  | 4 | 8 | 8 | 8 |   |  | 4/120 | 15 |      |  | 30 | 15 |
| 40 |  | BS | ES | JUR-6475 | Polish language   | 2 | 4 | 4 | 4 |   |  | 2/60  | 15 |      |  | 15 | 15 |
| 41 |  | BS | ES | JUR 6407 | Mass media writing  |   |   |   |   |   |  | 2/0   |    |      |  |    | 0  |



|    |    |    |          |   |   |   |   |   |       |    |      |    |    |    |
|----|----|----|----------|---|---|---|---|---|-------|----|------|----|----|----|
| 56 | AS | UC | JUR 6435 | Digital marketing and advertising                       | 4 | 4 | 4 | 4 | 4/105 | 15 | 15.0 | 15 |    | 15 |
| 57 | AS | UC | PP6402   | Industrial practice                                     | 6 | 4 | 4 |   | 6/180 |    |      |    | 60 | 15 |
| 58 | AS | UC | JUR6508  | Sustainable Development Goals: Journalistic Aspect      | 2 | 4 | 4 | 4 | 2/60  | 15 |      | 15 |    | 15 |
| 59 | AS | UC | JUR 6471 | Organization and Management                             | 3 | 4 | 4 | 4 | 3/90  | 15 |      | 30 |    | 15 |
| 60 | AS | UC | JUR 6459 | International Intellectual Property                     | 1 | 4 | 4 | 4 | 1/30  |    |      | 15 |    | 15 |
| 61 | AS | UC | JUR6439  | Media and international relations: Information Security | 3 | 5 | 5 | 5 | 3/90  | 15 |      | 30 |    | 15 |
| 62 | AS | UC | JUR6415  | Motion TV Design  | 2 | 5 | 5 | 5 | 2/60  | 15 |      | 15 |    | 15 |
| 63 | AS | UC | PP6403   | Industrial practice                                     | 6 | 6 | 6 | 6 | 6/180 |    |      |    | 60 | 90 |
| 64 | AS | UC | JUR6420  | Image maker   | 4 | 6 | 6 | 6 | 4/120 | 15 |      | 30 |    | 15 |
| 65 | AS | UC | JUR6418  | Infographics, 3D technology, animations                 | 4 | 7 | 7 | 7 | 4/120 | 15 |      | 30 |    | 15 |
| 66 | AS | UC | JUR6419  | Fact Checking and Trolling                              | 4 | 7 | 7 | 7 | 4/120 | 15 |      | 30 |    | 15 |
| 67 | AS | UC | PP6404   | Undergraduate practice                                  | 6 | 8 | 8 | 8 | 6/180 |    |      |    | 60 | 30 |



| 68                                      | AS   | UC | JUR6435 | Media coverage of the economy | 2          | 8 | 8         | 8         | 15       | 15          | 15          | 15         | 15         |            |          |            |            |
|---|--|----|---------|-------------------------------|------------|---|-----------|-----------|----------|-------------|-------------|------------|------------|------------|----------|------------|------------|
| <b>Weekly average workload at hours</b> |  |    |         |                               |            |   |           |           |          |             |             |            |            |            |          |            |            |
| <b>1</b>                                | <b>General education subjects(GER)</b>                                   |    |         |                               | <b>59</b>  |   |           | <b>15</b> | <b>0</b> | <b>0</b>    | <b>1395</b> | <b>120</b> | <b>45</b>  | <b>315</b> | <b>0</b> | <b>0</b>   | <b>180</b> |
|   | Core subjects(GER/CS)  |    |         |                               | 54         |   | 14        | 0         | 0        | 1260        | 105         | 30         | 300        | 0          | 0        | 0          | 165        |
|   | University component(GER/UC)   |    |         |                               | 5          |   | 1         | 0         | 0        | 135         | 15          | 15         | 15         | 15         | 0        | 0          | 15         |
|   | Electives(GER/ES)  |    |         |                               | 0          |   | 0         | 0         | 0        | 0           | 0           | 0          | 0          | 0          | 0        | 0          | 0          |
| <b>2</b>                                | <b>Base requirements(BS)</b>   |    |         |                               | <b>117</b> |   | <b>30</b> | <b>0</b>  | <b>1</b> | <b>3120</b> | <b>405</b>  | <b>210</b> | <b>570</b> | <b>0</b>   | <b>0</b> | <b>0</b>   | <b>405</b> |
|   | Core subjects(BS/CS)   |    |         |                               | 0          |   | 0         | 0         | 0        | 0           | 0           | 0          | 0          | 0          | 0        | 0          | 0          |
|   | University component(BS/UC)  |    |         |                               | 90         |   | 24        | 0         | 1        | 2355        | 315         | 165        | 450        | 0          | 0        | 0          | 315        |
|   | Electives(BS/ES)   |    |         |                               | 27         |   | 6         | 0         | 0        | 765         | 90          | 45         | 120        | 0          | 0        | 0          | 90         |
| <b>3</b>                                | <b>Profession requirements(VRS)</b>                                      |    |         |                               | <b>57</b>  |   | <b>13</b> | <b>0</b>  | <b>0</b> | <b>1500</b> | <b>180</b>  | <b>30</b>  | <b>285</b> | <b>0</b>   | <b>0</b> | <b>180</b> | <b>330</b> |
|   | Core subjects(VRS/CS)  |    |         |                               | 0          |   | 0         | 0         | 0        | 0           | 0           | 0          | 0          | 0          | 0        | 0          | 0          |
|   | University component(VRS/UC)   |    |         |                               | 57         |   | 13        | 0         | 0        | 1500        | 180         | 30         | 285        | 0          | 0        | 180        | 330        |
|   | Electives(VRS/ES)  |    |         |                               | 0          |   | 0         | 0         | 0        | 0           | 0           | 0          | 0          | 0          | 0        | 0          | 0          |
| <b>4</b>                                | <b>Disciplines for the formation of professional competencies(BDFPC)</b> |    |         |                               | <b>0</b>   |   | <b>0</b>  | <b>0</b>  | <b>0</b> | <b>0</b>    | <b>0</b>    | <b>0</b>   | <b>0</b>   | <b>0</b>   | <b>0</b> | <b>0</b>   | <b>0</b>   |
|   | Core subjects(BDFPC/CS)  |    |         |                               | 0          |   | 0         | 0         | 0        | 0           | 0           | 0          | 0          | 0          | 0        | 0          | 0          |
|   | University component(BDFPC/UC)   |    |         |                               | 0          |   | 0         | 0         | 0        | 0           | 0           | 0          | 0          | 0          | 0        | 0          | 0          |

| Electives(BDFPC/ES)        |   | 0                                       | 0              | 0    | 0       | 0              | 0    | 0   | 0   | 0    | 0 | 0   | 0   | 0 | 0 | 0 | 0 |  |
|----------------------------|---|---|----------------|------|---------|----------------|------|-----|-----|------|---|-----|-----|---|---|---|---|--|
| 5                          | Disciplines of personal development and the formation of leadership qualities(BDPD) | 0                                       | 0              | 0    | 0       | 0              | 0    | 0   | 0   | 0    | 0 | 0   | 0   | 0 | 0 | 0 | 0 |  |
|                            | Core subjects(BDPD/CS)  | 0                                       | 0              | 0    | 0       | 0              | 0    | 0   | 0   | 0    | 0 | 0   | 0   | 0 | 0 | 0 | 0 |  |
|                            | University component(BDPD/UC)   | 0                                       | 0              | 0    | 0       | 0              | 0    | 0   | 0   | 0    | 0 | 0   | 0   | 0 | 0 | 0 | 0 |  |
|                            | Electives(BDPD/ES)  | 0                                       | 0              | 0    | 0       | 0              | 0    | 0   | 0   | 0    | 0 | 0   | 0   | 0 | 0 | 0 | 0 |  |
|                            | <b>Total on curriculum</b>  | 233                                     | 0              | 0    | 0       | 1              | 6015 | 705 | 285 | 1170 | 0 | 180 | 915 |   |   |   |   |  |
| 6                          | <b>Additional courses</b>   | <b>Number of credits</b>                |                |      |         |                |      |     |     |      |   |     |     |   |   |   |   |  |
| 7                          | Module of final certification (MoFC)  | 8                                       |                |      |         |                |      |     |     |      |   |     |     |   |   |   |   |  |
| <b>Total including FCS</b> |   | 241                                     |                |      |         |                |      |     |     |      |   |     |     |   |   |   |   |  |
|                            |   | <b>Итого</b>                            |                |      |         |                |      |     |     |      |   |     |     |   |   |   |   |  |
| №                          | Код дисциплины  | Название дисциплин                      | Всего кредитов | ECTS | Семестр | Форма контроля |      |     |     |      |   |     |     |   |   |   |   |  |
| №                          | Код дисциплины  | Название дисциплин                      | Всего кредитов | ECTS | Семестр | Форма контроля |      |     |     |      |   |     |     |   |   |   |   |  |
| 1                          | 1   | I. Общеобразовательные дисциплины (ООД) | 56             |      |         |                |      |     |     |      |   |     |     |   |   |   |   |  |
| 2                          | 1.1   | 1.1 Обязательный компонент (ОК)         | 51             |      |         |                |      |     |     |      |   |     |     |   |   |   |   |  |
| 3                          | СИК 1101  | Современная история Казахстана          | 5              |      | 2       |                |      |     |     |      |   |     |     |   |   |   |   |  |

|    |  |           |           |          |
|----|--|-----------|-----------|----------|
| 4  | Философия  | Фил 2102  | 5         | 3        |
| 5  | Иностранный язык   | Яа 1103   | 5         | 1        |
| 6  | Иностранный язык   | Яа 1103   | 5         | 2        |
| 7  | Казахский (русский) язык                                 | КRYa 1104 | 5         | 1        |
| 8  | Казахский (русский) язык                                 | КRYa 1104 | 5         | 2        |
| 9  | Информационно-коммуникационные технологии                | ИКТ 1105  | 5         | 1        |
| 10 | Психология   | MSPZ 2106 | 2         | 6        |
| 11 | Политология  | MSPZ 2106 | 2         | 4        |
| 12 | Социология   | MSPZ 2106 | 2         | 4        |
| 13 | Культурология  | MSPZ 2106 | 2         | 6        |
| 22 | Физическая культура                                      | FK 1109   | 2         | 1        |
| 23 | Физическая культура                                      | FK 1109   | 2         | 2        |
| 24 | Физическая культура                                      | FK 2109   | 2         | 3        |
| 25 | Физическая культура                                      | FK 2109   | 2         | 4        |
| 43 | <b>Итого ООД ОК</b>                                      | 1.1       | <b>51</b> | <b>1</b> |
| 44 | <b>1.2 Вузовский компонент (ВК)</b>                      | 1.2       | <b>5</b>  |          |
| 45 | Цели устойчивого развития: журналистский аспект          | ЕРВ 1110  | 3         | 1        |
| 46 | Средства массовой коммуникации и международные отношения | УР 3111   | 2         | 5        |
| 95 | <b>Итого ООД ВК</b>                                      | 1.2       | <b>5</b>  | <b>1</b> |
| 96 | <b>Итого ООД ОК, ВК</b>                                  | 1         | <b>56</b> | <b>1</b> |
| 97 | <b>2 Базовые дисциплины (БД)</b>                         | 2         |           | 112      |
| 98 | <b>2.1 Вузовский компонент (ВК)</b>                      | 2.1       |           | 56       |
| 99 | Основы конвергентной журналистики                        | ОСZh 1201 | 4         | 1        |



|     |            |   |           |  |          |
|-----|------------|---|-----------|--|----------|
| 100 | TRZh 1202  | Телерадиожурналистика                         | 4         |  | 2        |
| 102 | ҮәСМІ 1203 | Язык СМИ : культура и техника речи            | 4         |  | 3        |
| 104 | POZh 2204  | Правовые основы PR, журналистики и медиаэтика | 4         |  | 4        |
| 106 | MMW 1205   | Жанровые формы и функции журналистики         | 4         |  | 2        |
| 109 | IKZh 1206  | История казахской журналистики                | 4         |  | 1        |
| 110 | NSAM 3207  | Навыки создания аналитических материалов      | 4         |  | 6        |
| 111 | ZZh 3208   | Современные мировые СМИ                       | 4         |  | 5        |
| 113 | DZh 3209   | Дага журналистика                             | 4         |  | 5        |
| 114 | STPR 2210  | Современные технологии PR                     | 4         |  | 4        |
| 115 | ZhGJ 2211  | Журналистика газет и журналов                 | 4         |  | 3        |
| 117 | VZh 2212   | Веб журналистика: сторителлинг, лонгрид       | 4         |  | 4        |
| 118 | TVF 2213   | Цифровая фотография                           | 4         |  | 4        |
| 119 | DZh 2214   | Дизайн и оформление издания                   | 4         |  | 3        |
| 144 | 2.1        | <b>Итого БД по ВК</b>                         | <b>56</b> |  | <b>1</b> |
| 145 | 2.2        | <b>2.2 Компонент по выбору (КВ)</b>           | <b>56</b> |  |          |
| 146 | BEK 1      | BEK 1   | 4         |  | 5        |
| 147 | КЭД        | Дисциплина из кэд                             |           |  |          |
| 150 | BEK 2      | BEK 2   | 4         |  | 5        |

|     |          |                                       |  |   |  |   |   |
|-----|----------|---------------------------------------|--|---|--|---|---|
| 151 | КЭД      | дисциплина КЭД                        |  |   |  | 5 | Т |
| 154 | FM 3224  | Фото в мультимедиа                    |  |   |  | 5 |   |
| 155 | КЭД      | Дисциплина из кэд                     |  |   |  | 5 |   |
| 156 | BEK 3    | BEK 3                                 |  | 4 |  | 6 |   |
| 157 | MT 3225  | Компьютерная графика                  |  |   |  | 6 |   |
| 158 | ISP 3225 | дисциплина КЭД                        |  |   |  | 6 |   |
| 160 | BEK 4    | BEK 4                                 |  | 4 |  | 6 |   |
| 161 | TPR 3225 | социология журналистики               |  |   |  | 6 |   |
| 162 | КЭД      | Дисциплина из кэд                     |  |   |  | 6 |   |
| 164 | BEK 5    | BEK 5                                 |  | 4 |  | 7 |   |
| 165 | КЭД      | дисциплина КЭД                        |  |   |  | 7 |   |
| 168 | BEK 6    | BEK 6                                 |  | 4 |  | 7 |   |
| 169 | КЭД      | дисциплина КЭД                        |  |   |  | 7 |   |
| 172 | BEK 7    | BEK 7                                 |  | 4 |  | 7 |   |
| 173 | КЭД      | дисциплина КЭД                        |  |   |  | 7 |   |
| 175 | BEK 8    | BEK 8                                 |  | 5 |  | 7 |   |
| 176 | КЭД      | дисциплина КЭД                        |  |   |  | 7 |   |
| 178 | BEK 9    | BEK 9                                 |  | 5 |  | 7 |   |
| 182 | КЭД      | дисциплина КЭД                        |  |   |  | 7 |   |
| 183 | BEK 10   | BEK 10                                |  | 4 |  | 6 |   |
| 187 | DF 3227  | Медиа – и информационная безопасность |  |   |  | 6 |   |
| 188 | КЭД      | дисциплина КЭД                        |  |   |  | 6 |   |





|     |           |   |            |          |
|-----|-----------|---|------------|----------|
| 220 | РзР 2311  | Производственная практика                     | 6          | 4        |
| 221 | РзР 3312  | Производственная практика                     | 6          | 6        |
| 222 | РдР 4313  | Преддипломная практика                        | 6          | 8        |
| 227 | УР 1314   | учебная практика                              | 3          | 2        |
| 228 | ЕЗ 3315   | Экологическая журналистика                    | 4          | 6        |
| 258 | 3.1       | <b>Итого ПД ОК</b>                            | <b>61</b>  | <b>1</b> |
| 259 | 3.2       | <b>3.2 Компонент по выбору (КВ)</b>           |            |          |
| 360 | 3.2       | <b>Итого ПД КВ</b>                            |            |          |
| 361 | 3         | <b>Итого ПД по ВК и КВ</b>                    | <b>61</b>  | <b>1</b> |
| 362 | 4         | <b>4 Дополнительные виды обучения (ДВО)</b>   |            |          |
| 363 | 4.1       | <b>4.1 Компонент по выбору (КВ)</b>           |            |          |
| 384 | 4         | <b>Итого ДВО КВ</b>                           |            |          |
| 385 | 5         | <b>5 Итоговая Государственная аттестация:</b> | <b>12</b>  |          |
| 386 | NZDP      | Написание и защита дипломного проекта         | 6          | 8        |
| 387 | ГЕК       | Государственный экзамен по специальности      | 6          | 8        |
| 391 | 5         | <b>Итого по ИГА</b>                           | <b>12</b>  | <b>8</b> |
| 392 | 1+2+3+4+5 | <b>ВСЕГО</b>                                  | <b>241</b> | <b>1</b> |




## 6. Additional educational programs (Minor)

| The name of the additional educational program (Minor) with an indication of the list of disciplines that form the Minor | Total number of credits / number of credits by discipline | Semesters of study | Documents on the results of the development of additional educational programs (Minor) |
|--|---|--------------------|--|
| Infographics, 3D technologies, animations  | 5   | 4                  | Certificate-transcript   |
| Web - design, SEO - promotion  | 5   | 5                  | Certificate-transcript   |
| Data Visualization   | 5   | 6                  | Certificate-transcript   |

## 7. An approval sheet with the developers

Code and name of the educational program: 6B03203 International journalism and Internet Security

| №<br>п/п | Position, scientific or academic degree, name and surname of the developer of the educational program               | Date       | Signature   | Note |
|----------|---|------------|---|------|
| 1        | Niyazgulova Aigul Askarbekovna Head of the Department of "Media Communication and history of Kazakhstan", Professor | 19.06.2022 |  |      |