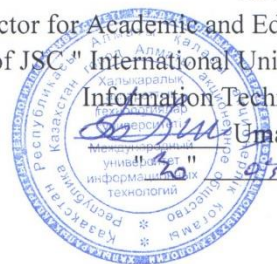


**Faculty of Digital Transformation
Department of Media Communications and History of Kazakhstan**

APPROVED
Vice-Rector for Academic and Educational
Activities of JSC "International University of
Information Technologies»
Umarov T. F. 2021



6B032 journalism and information
(Code of the Educational program)

6B03201 Business Journalism, SMM & PR

CATALOG OF ELECTIVE DISCIPLINES

2021-2025 year

AO «MVHT»

2

Directory of elective subjects for the specialty / OP 6B032 journalism and information developed on the basis of the working curriculum of the specialty / OP.

Catalog of elective subjects discussed at the meeting of the Department

Media communications and history of Kazakhstan

protocol no. 09 from "30" 03 2021 city of Almaty

Head of the Department


 Niyazgulova A. A.

QED Compiler

 Niyazgulova A. A.
 Ashenova S. V.

Catalog of elective subjects approved at the meeting of the Educational and Methodological Council of JSC "International University of Information Technologies" Protocol no. 04 of "30" 03 2021 year.

Director of DOVE

 Mustafina A. K.
signature Full name, title, degree



1 TERMS AND ABBREVIATIONS

1.1 Educational program – a single set of basic characteristics of education, including the goals, results and content of training, organization of the educational process, methods and methods of their implementation, criteria for evaluating learning outcomes.

The content of the educational program of higher education consists of disciplines of three cycles – general education disciplines (hereinafter referred to as OED), basic disciplines (hereinafter referred to as DB) and profile disciplines (hereinafter referred to as PD).

The OOD cycle includes the disciplines of the compulsory component (hereinafter referred to as the OK), the university component (hereinafter referred to as the VC), and (or) the elective component (hereinafter referred to as the CV). DB and PD include the disciplines of VC and CV.

1.2 Catalog of elective subjects (QED) – a systematized annotated list of all elective component disciplines for the entire period of study, containing a brief description of them with an indication of the purpose of study, a brief content (main sections) and expected learning outcomes. The QED reflects the prerequisites and post-prerequisites of each academic discipline. QED should provide students with an alternative choice of elective academic subjects for the formation of an individual educational trajectory.

Based on the educational program and QED, students develop individual training plans with the help of advisors.

1.3 Individual academic plan (IEP) – a curriculum formed for each academic year by students independently with the help of an adviser based on the educational program and a catalog of elective subjects and (or) modules;

The IEP determines the individual educational trajectory of each student separately. The IEP includes disciplines and types of educational activities (practical training, research/experimental research work, forms of final certification) of the mandatory component (OK), the university component (VC) and the elective component (CV).

1.4 Advisor – a teacher who performs the functions of an academic mentor studying under the relevant educational program, who assists in choosing the learning path (forming an individual curriculum) and mastering the educational program during the training period.

1.5 University component – a list of mandatory academic subjects determined by the university independently for the development of the educational program.

1.6 Elective component – a list of academic subjects and corresponding minimum amounts of academic credits offered by the university, independently selected by students in any academic period, taking into account their prerequisites and post-prerequisites.

1.7 Elective subjects are academic subjects included in the university component and the elective component within the established academic credits and introduced by educational organizations, reflecting individual training of the student, taking into account the specifics of socio-economic development and the needs of a particular region, established scientific schools.

1.8 Postrequisite – disciplines and / or modules and other types of academic work that require knowledge, skills, abilities and competencies acquired upon completion of the study of this discipline and / or modules;

1.9 Prerequisites – disciplines and / or modules and other types of academic work that contain knowledge, skills, abilities and competencies necessary for mastering the discipline being studied and / or modules;

1.10 Competencies – the ability to make practical use of the knowledge, skills and abilities acquired in the course of training in professional activities.

2 ELECTIVE SUBJECTS

#	Discipline cycle	Discipline code	Name of the discipline	Semester	Number of credits	Prerequisites
<i>3 course</i>						
1	BD	BEK 1	Communication competence	5	4	Fundamentals of Convergent Journalism
2	BD	BEK 1	МониторингMedia market monitoring	5	4	Fundamentals of Convergent Journalism
3	BD	BEK 2	Author's programs	5	4	Genre forms and functions of journalism
4	BD	BEK 2	Speechwriting, speech techniques	5	4	Fundamentals of Convergent Journalism
5	BD	BEK 2	Mass communication and PR Technologies	5	4	Modern technologies PR
6	BD	BEK 3	Environmental journalism	6	4	Genre forms and functions of journalism
7	BD	BEK 3	Cross-cultural communications and journalism	6	4	Fundamentals of Convergent Journalism
8	BD	BEK3	Business journalism	6	4	Fundamentals of Convergent Journalism
9	BD	BEK 4	Screenwriting and directing skills	6	4	TV and radio journalism
10	BD	BEK4	Photo in multimedia (eng)	6	4	Digital photography
<i>4 course</i>						
11	BD	BEK 5	Sociology of journalism	7	4	Fundamentals of Convergent Journalism
12	BD	BEK 5	Psychology of journalism	7	4	Fundamentals of convergent Journalism
13	BD	BEK6	Crisis PR	7	4	Modern PR technologies
14	BD	BEK 6	Marketing technologies in PR	7	4	Modern PR technologies
15	BD	BEK 6	Social research of the Internet audience	7	4	Fundamentals of convergent Journalism
16	BD	BEK 7	Art journalism	7	4	Journalism of newspapers and magazines

17	BD	BEK 7	Professional skills of working in PR departments and press services	7	4	Modern PR technologies
18	BD	BEK7	Creating analytical business programs	7	4	Skills in creating analytical materials
19	BD	BEK 8	Politics and journalism, information security issues in the Internet space	7	5	Fundamentals of Convergent Journalism
20	BD	BEK8	Media management	7	5	Fundamentals of Convergent Journalism
21	BD	BEK 9	Graphic design	7	5	Information and communication technologies
22	BD	BEK 9	Photoart	7	5	Digital photography
23	BD	BEK 10	Travel journalism	8	4	Fundamentals of Convergent Journalism
24	BD	BEK 10	TV	production 8	4	TV journalism
25	BD	BEK 11	Blogging and creating PR texts	8	4	Fundamentals of Convergent Journalism
26	BD	BEK 11	Journalistic skills	8	4	Fundamentals of convergent Journalism
27	BD	BEK 11	Research methodology	8	4	Fundamentals of convergent Journalism
28	BD	BEK 12	Journalism and society	8	4	Fundamentals of convergent Journalism
29	BD	BEK 12	Theory and practice of media business organization	8	4	Fundamentals of Converged Journalism

3 DESCRIPTION OF ELECTIVE SUBJECTS

Description of the discipline	
Discipline code	BEK 1
Name of the discipline	Communication competence
Number of credits	4

Course, semester	3,5
Name of the department	Media communications and history of Kazakhstan
Course author	Tokarchuk P. N.
Prerequisites	Fundamentals of Converged Journalism
Post-requests	-
Post-requirements - The purpose of studying the discipline is to aim students to understand the meaning of complex communication skills and abilities .	Наим студентам понимать значение сложных коммуникативных навыков и умений. Be able to apply the acquired knowledge to solving specific problems of moral choice, ethical analysis of conflict situations.
Brief description of the course (main sections)	Формирование адекватных навыков в новых социальных структурах, знание культурных норм и ограничений в коммуникации, знание обычаев, традиций, этикета в области коммуникации, ориентация в коммуникационных инструментах, присущих национальной и классовой ментальности и выраженной в рамках конкретной профессии
Expected results	As a result of mastering the discipline, the student must:: master basic theoretical concepts work as a PR specialist acquire practical skills as a PR technology specialist . Competencies: - be able to navigate the technologies and specifics of communication PR; master the techniques of communication skills and abilities-create and conduct campaigns in accordance with the specifics of Internet PR

Description of the discipline	
Discipline code	BEK 1
Name of the discipline	Media market monitoring
Number of credits	4
Course, semester	3,5
Name of the department	Media communications and history of Kazakhstan
Course author	Mukhamedzhanova N. Zh.
Prerequisites	Fundamentals of Converged Journalism
Post-requests	Media management
Purpose of studying the discipline	Media management The purpose of studying the discipline is to form students ' general understanding of modern media systems and media markets in the Republic of Kazakhstan and foreign countries Формирование общего понимания современных медиасистем и медиарынка РК и зарубежных стран
Brief description of the course (main sections)	Курс The course introduces the main methods of studying media systems, media markets, media professions, and media organizations. О proficiency in implementing research projects in the field of media market analysis and media organizations, including developing a research program, organizing and conducting field work, analyzing and presenting research results.

Expected results	<p>As a result of studying the course, students should::</p> <p>know:</p> <ul style="list-style-type: none"> - basic concepts of media theory related to the subject of the discipline; - basic postulates of research ethics. <p>be able to:</p> <ul style="list-style-type: none"> - develop interdisciplinary research programs in the subject area of the discipline; - analyze the documentation of media organizations; - conduct expert interviews. <p>possess:</p> <ul style="list-style-type: none"> - methods of conducting research in the field of media & cultural studies; - skills of presenting the results of empirical research
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Description of the discipline	
Код Discipline code	BEK 2
Name of the discipline	Author's programs
Number of credits	4
Course, semester	3,5
Name of the department	Media communications and history of Kazakhstan
Course author	Kalibarova Sh. Y.
Prerequisites	Genre forms and functions of journalism
Post-requests	Screenwriting and directing skills
The purpose of studying the discipline	Introduce the principles of the TV channel's work when preparing author's programs, show programs. Teach students to create original TV stories, process TV material, and prepare TV-programs.
Brief description of the course (main sections)	The course is aimed at helping students master the general laws of preparing, editing and broadcasting author 's programs. It is applied and practical in nature.
Expected results	<p>As a result of studying the course, the student should</p> <ul style="list-style-type: none"> -know the technology of creating author's programs - be able to competently and professionally prepare TV stories. - have the skills of camerawork, editing, TV presenter, director, correspondent. <p>Competencies:</p> <ul style="list-style-type: none"> - mastering the basics of working as a journalistspecializing in author's programs; - creating a professional and high-quality product in the field of author'stelevision.

Description of the discipline	
Discipline code	BEK 2
Name of the discipline	Speechwriting, speech techniques
Number of credits	4
Course, semester	3,5
Name of the department	Media communications and history of Kazakhstan
Course author	Velitchenko S. N.

Prerequisites	Fundamentals of Converged Journalism
Post	-
requests - The purpose of studying the discipline	Mastering the necessary genre models of speechwriting and copywriting, as well as mastering practical skills in creating speechwriting text.
Brief description of the course (main sections)	Introduce you to the basics of speechwriting as the art of composing speeches. Preparing the text of a speech by public figures. The key task is to analyze the composition of the audience of the customer's listeners (the "dilution" of speech with jokes, historical examples, and references depends on this), understand the nature of the speaker's speech/thoughts, and compose a text that is easily perceived by ear, with accurate transmission of the key message.
Expected results	As a result of mastering the discipline, the student: learns the laws of logical construction of the text, speech and writing, as well as the principles and techniques of argumentation; the basic skills of creation of texts and documents used in the field of public relations and advertising, literary skills editing, copywriting; tem right logically, reasonably and clearly build oral and written speech; to create texts and documents in the field of public relations and advertising, to apply skills of literary editing, copywriting; master the skills of proper oral and Britain's oldestfirst speech; basic communication skills, ability to establish, maintain and develop interpersonal relationships, the business relationship; literary skills editing, copywriting.

Description of the discipline	
Discipline code	BEK 2
Name of the discipline	Mass communication media and PR Technologies
Number of credits	4
Course, semester	3,5
Name of the department	Media communications and history of Kazakhstan
Course author	Tokarchuk P. N.
Prerequisites	Modern PR technologies
Post-requests	Professional skills of working in PR departments and press services
The purpose of studying the discipline	Formation of students ' skills necessary for professional work related to PR technologies. Provide a deep and comprehensive understanding of the importance and necessity of professional work in the field of modern public relations and PR technologies. Detailed review of the system of professional creation of a set of measures for strategic product promotion and brand management throughPR technologies
Brief description of the course (main sections)	The course is aimed at helping students understand the technologies of product promotion and company management. Connections with the theoretical and normative professional PR component, main categories, principles and specifics of creating,

	promoting and managing a product, brand, or company are studied.
Expected results	<p>As a result of studying the course, students should::</p> <ul style="list-style-type: none"> - know the basics of strategic management - be able to apply knowledge of management and management of corporate and mass events - have leadership skills. <p>Competencies:</p> <ul style="list-style-type: none"> -As a result of studying the discipline, students will be able to: - to qualify the subject, the structure of PR – technologies, the basic functions of PR – technologies - to influence public opinion tools PR; - know the trends of domestic and global technology PR; - to build a model of communication <p>is to analyze the factors that affect communication capabilities to plan marketmovie strategy PR – technologies</p> <ul style="list-style-type: none"> - count common features of the communicative space <p>is to analyze the socio-political, socio-economic phenomena in the dynamics, or to make forecasts for the future;</p> <ul style="list-style-type: none"> - to analyse the events what is happening in the Republic of Kazakhstan and abroad; - to determine the ratings of Kazakhstan and foreign media; - to carry out PR activities; - to create a "public-relevant information

Description of the discipline	
Discipline code	BEK 3
Name of the discipline	Environmental journalism
Number of credits	4
Course, semester	3,6
Name of the department	Media communications and history of Kazakhstan
Course author	Nurmakhanbetova G. A.
Prerequisites	Genre forms and functions of journalism
Post	requirements Journalism and society
The purpose of studying the discipline	IIPrepare graduates of journalism faculties for a responsible role as researchers in relation to environmental issues, equipping them with the necessary knowledge about the main problems of our time and the opportunities that the mass media have to contribute to solving these problems.
Brief description of the course (main sections)	The course aims to introduce students to environmental problems that occur are experiencing the earth's civilization crisis situations; help young people to understand the global nature of these problems and the need to unite the efforts of people to deal with them; to show how associated with these processes, and the internal problems of Kazakhstan and the world of reality, sharply outlined in the condition thatthe third transition of the country to the values of a democratic society;

Expected results	<p>As a result of studying the course, students should::</p> <ul style="list-style-type: none"> - to know the main environmental problems in which global crisis situations manifest themselves in various spheres of modern reality; - to be able to analyze problems and suggest ways to solve them within the framework of environmental problems; - to have the skills to create journalistic materialsthat address current environmental problems of our time. <p>Competencies:</p> <ul style="list-style-type: none"> - awareness of what is being done to resolve environmental crises, and understanding of the main tasks that time puts forward for the population of the planet; - specialknowledge of the connection of the problems of Kazakhstan's reality with the global problems of the Earth; - understanding the role of the mass media in the search for adequate responses to the challenges of the Earth's civilization.
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Description of the discipline	
Discipline code	BEK 3
Name of the discipline	Cross-cultural Communications and Journalism /in English
Number of credits	4
Course, semester	3,6
Name of the department	Media communications and history of Kazakhstan
Course author	Doskhozhina Zh.
Prerequisites	Fundamentals of Converged Journalism
Post	-
requirements - The goal of studying the discipline	<p>Course goal: General knowledge on cultural studies. Methodological analysis of the main problems and points, development the culture of the student's thinking. Development of creative and analytical skills.</p>
Brief description of the course (main sections)	<p>What is culture? Where do ideas about culture come from? What is art? What are relations between culture and society?</p> <p>The course will examine the historical development of concept of culture. The course will explore ideas that have been influential over time and contributed to the understanding of concepts of culture and the arts, their role and functions in the society. The development of ideas of culture will be studied through interconnected tendencies such as Marxism, Modernism, Postmodernism, Post-colonialism.</p> <p>The course will be taught through a series of lectures and seminars. Students will be given selected texts (chapters from textbooks, articles) on each topic. During seminars students will be given questions and encouraged to provide a response using texts and key concepts</p>

Ожидаемые результаты	<p>To acquire an understanding of the changing ideas of culture that have developed within different traditions</p> <ul style="list-style-type: none"> • To acquire relevant theoretical perspectives, which can inform studies of culture • To identify ideas of culture that can be currently applied to analysis of cultural issues in Kazakhstan <p>Learning outcomes:</p> <ul style="list-style-type: none"> • Demonstrate an understanding of the key ideas of selected cultural theorists • Identify ideas of culture that have been or continue to be influential • Analyse texts, reason critically and debate interpretations • Examine questions through lenses of different theories • Identify strengths and weaknesses of different modes of analysing cultural issues • Communicate what they learnt, both orally and in writing
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Description of the discipline	
Discipline code	BEK 3
Name of the discipline	Business journalism
Number of credits	4
Course, semester	3, 6
Name of the department	Media communications and history of Kazakhstan
Course author	Ashenova S. V.
Prerequisites	Fundamentals of Converged Journalism
Post-requests	Creating analytical business programs
The purpose of studying the discipline	The discipline is aimed at developing students ' in-depth knowledge about the creation of specialized journalistic materials, forming a systematic methodological and practical approach to the content, formal and informal criteria for collecting, processing, analyzing and editing information for the preparation of materials published in modern business media.
Brief description of the course (main sections)	Acquaintance with the structure of the media and place it business journalistiki, target audience, media business, its values and motivation; with the concepts and categories that are fundamental to the understanding of the format and content of business journalism; the study of the peculiarities of reporting on business issues in various genres, as well as methods and tools of their training; practical training acquired knowledge to real examples of the information field.

Expected results	<p>As a result of mastering the material, the student will be able to master the following knowledge, skills:</p> <p>to have an idea about the place and role of business media in the General system of mass media, about the nature of mass communication processes for a specialized readership, on the typology of business media;</p> <p>to understand the specifics of the business of journalism as a specialized section of the General journalism: the features of the Genesis and development, system typeformula factors;</p> <p>to be able to systematically analyze phenomena, facts, and developments in business and economic life of society, to possess the skills to operate Eastof uczniami information to collect, process and analyse information on business and economic nature;</p> <p>to know the basic concepts and categories of macro - and microeconomic theory;</p> <p>to have an idea about the main genres (including synthesized) journalistic materials used in the business media, as well as their processing and editing;</p> <p>to be able to practice a range of techniques, tools and methods of information gathering, processing and editing to create high-quality journalistic materials of various genres;</p> <p>to have an idea about the specifics of journalistic operationin ethical and legal aspects;</p>
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Description of the discipline	
Discipline code	BEK 4
Name of the discipline	Screenwriting and directing skills
Number of credits	4
Course, semester	3,6
Name of the department	Media communications and history of Kazakhstan
Course author	Kalibarova Sh.
Prerequisites	TV and radio journalism
Post	-
requests - The purpose of studying the discipline	The course is aimed at practical mastering the skills of creating copyright materials in electronic media
Brief description of the course (main sections)	<p>Modern mass media is focused not only on reporting news, but also on analyzing, researching, and interpreting current events, processes, and situations. Because of this, the media has developed a fairly effective system of individual genres. The course is aimed at preparing competent specialists who have the skills to create author's programs and materials, and how to interact with the audience. As a result of studying the course, the student should know the educational material provided for in this program, master certain skills of socio-political analysis and information research.</p>

Expected results	<p>As a result of studying the course, students should::</p> <ul style="list-style-type: none"> - know the specifics of creating author's programs -be able to prepare a problem interview, write a comment, correspondence, make a review, take part in a press conference, conversation, discussion. - have the skills to prepare specialized materials in relation to electronic media. <p>Competencies:</p> <ul style="list-style-type: none"> - knowledge of the technology of creating copyright materials - applicationof knowledge about creating copyright programs in the practice of journalism -practical skills in collecting, processing, analyzing
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Description of the discipline	
Discipline code	BEK 4
Name of the discipline	Photos in multimedia
Number of credits	4
Course, semester	3,6
Name of the department	Media communications and history of Kazakhstan
Course author	D. P. Shorokhov
Prerequisites	for Digital photography
Post	-requirements for Art journalism
The purpose of studying the discipline	Uknow the specifics of preparing photo materials for online publications. Get acquainted with various approaches and systems for understanding the role of photo journalists in the Internet space. Get an idea of how to store and present photo information
Brief description of the course (main sections)	The discipline allows you to master the general laws of photojournalism in the space of the Internet and new media, introduces students to the diversity of world experience and the main trends in the development of this industry in recent years.
Expected results	<p>As a result of studying the course, the studentshould know the system of genres of photojournalism in multimedia and its difference from traditional photography ;</p> <ul style="list-style-type: none"> - be able to competently and professionally approach the research of problems and their coverage in the modern multimedia space; - have the skills to create a high-quality and diverse photo product for multimedia. <p>Competencies:</p> <ul style="list-style-type: none"> -mastering the basics of journalistic work in modern conditions of development of the electronic media industry and Internet television; - understanding the role of photo journalism in the global world. - mastering the skills of creating photo news, various genres and topics in online resources;

Description of the discipline	
Discipline code	BEK 5
Name of the discipline	Sociology of Journalism

Number of credits	4
Course, semester	4,7
Name of the department	Media communications and history of Kazakhstan
Course author	William Adeleke
Prerequisites	Fundamentals of Converged Journalism
Post	-
requirements - The purpose of studying the discipline	The purpose of mastering the discipline "Sociology of Journalism" is to form students' understanding of the sociology of journalism as a theoretical and empirical discipline.
Brief description of the course (main sections)	The discipline provides 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 media in modern society, and the social responsibility of a journalist.
Expected results	<p>introduction of: familiarizing students with the main sociological theories, directions and methods of studying journalistic activity; training students in the practical application of sociological techniques in empirical media research and journalistic creativity; contributing to the formation of sociological thinking as an important component of the professional culture of a journalist.</p> <p>Competence</p> <ul style="list-style-type: none"> - the ability to use the knowledge in the field of social Sciences for an understanding of the principles of functioning of modern society, to analyze socially significant problems and processes - understanding of the role of the audience in the process of consumption and production, media presentation about the main characteristics of the audience the modern mass media, a knowledge of the main methods of its study - understanding the social meaning of the participation of different segments of society in the functioning of the mass media, knowledge of the main forms of organization of public participation; - understanding of the nature and role of public opinion, the view of the main methods of study and interactions with him knows the rules of use of the results of public opinion polls in the editorial work and journalistic publications.

Description of the discipline	
Discipline code	BEK 5
Name of the discipline	Psychology of journalism
Number of credits	4
Course, semester	4,7
Name of the department	Media communications and history of Kazakhstan
Course author	Ashenova S. V.
Prerequisites	Fundamentals of Converged Journalism
Post	-

requirements - The purpose of studying the discipline	The purpose of mastering the discipline "Psychology of Journalism" is to develop skills to understand the specifics of psychological processes occurring in society, the specifics of journalistic creativity, the process of generating and perceiving texts in the media
Brief description of the course (main sections)	Formation of a systematic understanding of the laws of psychological processes underlying the most important phenomena of individual creativity and mass communication among students of journalism. The general idea provides for such an aspect of adaptation of theoretical and empirical material, in which this course could become a kind of psychological support for professional training of a journalist to work in the stressful conditions of modern mass media. The course makes extensive use of the conceptual framework and terms of related disciplines such as philosophy, sociology, theory of journalism, social psychology, and sociology of journalism.
Expected results	As a result of studying students: learn the basic communicative technologies, contributing to the transmission of information in different structures of the professional activities of journalists, psychological aspects of journalism, creative, emotional, and informational-cognitive functions, personality characteristics of a journalist; psychological, socio-psychological, moral and public-political characteristics of the media will be able to use communication technologies, contributing to the transmission of information in different structures of the professional activities of a journalist; to diagnose the psychological properties of the individual journalist and his creative, emotional, and informational-cognitive function; to determine the psychological, social-psychological, the moral and public-political characteristics of the media, will learn communication methods, techniques and technologies that increase the efficiency of information transfer in different structures of the professional activities of a journalist; psychological, socio-psychological, moral and public-policy skills that will contribute to the successful operation of a journalist.

Description of the discipline	
Discipline code	BEK 6
Name of the discipline	Crisis PR
Number of credits	4
Course, semester	4,7
Name of the department	Media communications and history of Kazakhstan
Course author	Tokarchuk P. N.
Prerequisites	Modern PR technologies
Post	-
requirements - The purpose of studying the discipline	is to train a specialist in accordance with the current requirements for qualifications and professionalism in the field of crisis Public relations.

Brief description of the course (main sections)	The dynamic development of information technologies and global telecommunications determines the actual importance of PR in the management of all socio-economic systems and the need for practical training of competent specialists with public relations skills.
Expected results	As a result of studying the course, the student should : - know the conceptual framework, principles and methods of managing public opinion; -be able to design an information strategy ; - have PR-impact skills in the field of professional communication Competencies: -mastering the fundamentals, in accordance with the tasks of studying this discipline within the social-personality Photos in multimedia governmental, professional and instrumental competencies Public relations - managementttion organizational forms of Public Relations; - organization of communicative events; - formation of technological competence in the field of professional activity, combined with the ability to translate them into accurate and convincing information material.

Description of the discipline	
Discipline code	BEK 6
Name of the discipline	Marketing technologies in PR
Number of credits	4
Course, semester	4,7
Name of the department	Media communications and history of Kazakhstan
Course author	Tokarchuk P. N.
Prerequisites	Modern PR technologies
Post	-
requests - The purpose of studying the discipline	Provide students with a holistic view of the theoretical principles and practical methods of applying PR technologies in the field of marketing communications management
Brief description of the course (main sections)	Formation of knowledge, skills and abilities for training highly qualified specialists in the PR marketing program in the modern market with their use in practical and scientific research activities of the basics of knowledge in the field of marketing. In the course of mastering the academic discipline, students will get acquainted with the complex of marketing communications, its elements and their interrelation, acquire basic knowledge and skills in the field of promotion marketing,get acquainted with advertising, sales promotion techniques, Public Relations, direct marketing, personal sales in the context of international marketing.

Expected results	<p>As a result of studying the discipline, students will acquire skills in the field of mechanisms of using the theory of marketing communications in practical work. They will learn to determine the essence, role, and place of marketing communications in the market economy; analyze the functioning of marketing communication tools: advertising, PR, sales promotion, personal sales, fair and exhibition activities, etc.;</p> <p>determine the impact of marketing communications on the formation of demand and sales promotion of goods;- methods of economic and communicative (socio-psychological) effectiveness of PR and marketing communications.</p>
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Description of the discipline	
Discipline code	BEK 6
Name of the discipline	Sociological research of the Internet audience
Number of credits	4
Course, semester	4,7
Name of the department	Media communications and history of Kazakhstan
Course author	William Adeleke
Prerequisites	Fundamentals of Converged Journalism
Post	-
requirements - The purpose of studying the discipline	The purpose of mastering the discipline is to form students ' understanding of the sociology of journalism as a theoretical and empirical discipline.
Brief description of the course (main sections)	The discipline provides 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 media in modern society, and the social responsibility of a journalist.

Expected results	<p>familiarization of students with the main sociological theories, directions and methods of studying journalistic activity; training students in the practical application of sociological techniques in empirical media research and journalistic creativity; assistance in the formation of sociological thinking as an important component of the professional culture of a journalist.</p> <p>Competence</p> <ul style="list-style-type: none"> - the ability to use the knowledge in the field of social Sciences for an understanding of the principles of functioning of modern society, analyzing socially significant problems and processes - understanding of the role of the audience in the process of consumption and production, media presentation about the main characteristics of the audience the modern mass media, a knowledge of the main methods of its study - understanding of social direct about the meaning of the participation of different segments of society in the functioning of the mass media, knowledge of the main forms of organization of public participation; - understanding of the nature and role of public opinion, the view of the main methods of study and interactions with him knowledge of the rules of use of the results of public opinion polls in the editorial work and journalistic publications.
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Description of the discipline	
Discipline code	BEK 7
Name of the discipline	Art Journalism
Number of credits	4
Course, semester	4,7
Name of the department	Media communications and history of Kazakhstan
Course author	Velitchenko S. N.
Prerequisites	for newspaper and magazine journalism
Post	-
requirements-The purpose of studying the discipline	is to give students an idea of the development of all types of art in their relationship with modern media, taking into account the priority conditions for artistic and aesthetic training of specialists.
Brief description of the course (main sections)	The main objective of the course is the study of the artistic world of art, and their refraction in journalism /music, theatre, painting, film, etc./ as a result of studying this course the students learn how to operate with such concepts, as "the perception and valuation of Costa", "as the artistic content of the work", "the aesthetics of form and content", "the criterion of success or popularity" etc. is Obtained knowledge will allow students in the future competently and professionally approach to the study of problems of interaction of the power of journalism and the arts in society at the present stage

Expected results	<p>As a result of studying the course, students should::</p> <ul style="list-style-type: none"> - know the genres and types of art умет; be able to understand the main issues of cultural communication; have the skills to create analytical and author's materials on cultural topics. <p>Competencies:</p> <ul style="list-style-type: none"> -awareness of the importance of the role of art in society; -understanding of the relationship between journalism and art; - ability to think analytically about cultural phenomena in society and their impact on people's consciousness.
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Description of the discipline	
Discipline code	BEK 7
Name of the discipline	Professional skills of working in PR departments and press services
Number of credits	4
Course, semester	4,7
Name of the department	Media communications and storiesOf Kazakhstan
Course author	Doskhozhina Zh. M.
Prerequisites	Modern PR technologies
Post	-
requirements - The purpose of studying the discipline	is to train a specialist in accordance with the current requirements for qualification and professionalism in the field of Public relations in government and commercial structures.
Brief description of the course (main sections)	The dynamic development of information technologies and global telecommunications determines the actual importance of PR in the management of all socio-economic systems and the need for practical training of competent specialists with public relations skills. At the same time, it is necessary to distinguish approaches to this activity depending on the goals, typology and structure of the organization.
Expected results	<p>As a result of studying the course, the student should</p> <ul style="list-style-type: none"> -know the conceptual framework, principles and methods of managing public opinion; the structure of the organization, -be able to design an information strategy depending on the typology of the organization's structure, - have PR-impact skills in the field of professional communication <p>Competencies:</p> <ul style="list-style-type: none"> -mastering the basics in accordance with the set tasks of studying this discipline within the framework of socio-personal, professional and instrumental competencies of Public relations - управлmanagement of organizational forms of Public Relations in various organizations, - - organization of communication events depending on the typology, structure and policy of the organization.

Description of the discipline	
Discipline code	BEK 7
Name of the discipline	Creating analytical business programs
Number of credits	4
Course, semester	4,7
Name of the department	Media communications and history of Kazakhstan
Course author	Ashenova S. V.
Prerequisites	Skills in creating analytical materials
Post	-
requests - The purpose of studying the discipline	The course is aimed at practical mastering the skills of creating information and analytical business materials in electronic media
Brief description of the course (main sections)	Modern mass media is focused not only on reporting news, but also on analyzing, researching, and interpreting current events, processes, and situations. Because of this, the media has developed a fairly effective system of information and analytical genres. The course is aimed at training competent specialists who have the skills to create information and analytical materials in the field of business journalism, how to interact with the audience. As a result of studying the course, the student should know the educational material provided for in this program, master certain skills of socio-political analysis and information research.
Expected results	<p>Expected results: As a result of studying the course, students should::</p> <ul style="list-style-type: none"> - know the specifics of information and analytical genres of business journalism when preparing video materials -be able to prepare a problematic interview, write a comment, correspondence, make a review, take part in a press conference, conversation, discussion. - have the skills to prepare specialized business journalism materials in relation to electronic media. <p>Competencies:</p> <ul style="list-style-type: none"> - knowledge of the technology of creating information and analytical business materials - application of knowledge about information and analytical genres of journalism in the practice of a business publication, channel - practical skills in collecting, processing, analyzing, creating journalistic texts and programs in electronic media

Description of the discipline	
Discipline code	BEK 8
Name of the discipline	Politics and journalism, information security issues in the Internet space
Number of credits	5
Course, semester	4,7
Name of the department	Media communications and history of Kazakhstan
Course author	Ashenova S. V.
Prerequisites	Fundamentals of Converged Journalism
Post	-

requests - The purpose of studying the discipline	IProviding students with knowledge of the main types and methods of information security; acquiring the ability to prepare journalistic material on political topics; mastering modern knowledge on working with political information; knowledge of the main directions of global politics in the modern world
Brief description of the course (main sections)	ONew concepts of information security; main directions of information protection; legislation of the Republic of Kazakhstan in the field of information protection; modern methods and means of information protection in information and telecommunicationsystems
Expected results	<ul style="list-style-type: none"> - to be able to develop information security policy; - to implement communication, technology, implementing methods of information security; - apply methods for the assessment of vulnerabilities in information and communications networks; - to know the methods of preparation of specialized materials, able to work with a mass audience <p>In the result of the development of the discipline the student should:</p> <ul style="list-style-type: none"> - know -readiness professionally PRto dostavljati audience, i.e. society, socially significant information, which can have an important impact on the life of society, the state and citizens. - ability to apply modern technologies of journalistic skills in the field of political communications - knowledge of the main directions of development of global politics and social and communicative relations

Description of the discipline	
Discipline code	BEK 8
Name of the discipline	Media management
Number of credits	5
Course, semester	4,7
Name of the department	Media communications and history of Kazakhstan
Course author	Mukhamedzhanova N. Zh.
Prerequisites	Fundamentals of Converged Journalism
Post	-
requests - The purpose of studying the discipline	Equip students with knowledge of the main mechanisms and methods of media management. To form theoretical ideas about the essence of media management, a comprehensive vision of marketing tasks in managing a media organization in a competitive environment, fixed assets and tools for their implementation, as well as the development of skills and abilities in the field of a strategic approach to management in the media business
Brief description of the course (main sections)	The course is designed to train specialists whose professional activity is related to work in the field of media business. Studied professional functions and approaches for their implementation in the field of advertising and public relations in state, public and commercial structures, the media, in the social sphere, the sphere

	<p>of politics, economy, production, trade, science, culture and sport; metody managerial decision-making, principles of strategic management and planning; problems and their effective solutions in personnel management, the specifics of the creative team approaches and methods of work with the staff, determining the evaluations and performance and the quality of his work, conflict resolution and the formation of the cohesion of the team; approaches to the development of managerial decisions and problems of their realization; methods of diagnosis and evaluation of the decision-making procedures with the help of information analytical technology; theory of managerial decision-making; advanced theory and techniques of management, business processes, marketing, and the problems of adaptation in relation to a particular situation.</p>
Expected results	<p>As part of the course, students will be able to: - apply tools and techniques to control the specificity of the field of advertising and public relations in state, public and commercial structures, the media, in the social sphere, the sphere of politics, economy, production company, Commerce, science, culture and sports;</p> <p>- to objectively assess the situation in the field of advertising and WITH the company to see the prospects of their development out quickly to make decisions and bear responsibility for them; to develop custom management solutions</p> <p>the field of advertising and; - to apply effective techniques for managing staff with the features of media; - apply the approaches and methods of work with personnel with the aim of increasing the effectiveness of its work, taking into account features of media institutions; - formulirovats and determine solutions to management effects on</p> <p>production and economic activity; - to formulate and define solutions to the management of impacts on business operations is to apply methods of assessing the effectiveness of organizatsionnykh solutions; - to apply the theoretical approaches of management, business process, marketing, taking into account the specifics of a particular situation.</p>

Description of the discipline	
Discipline code	BEK 9
Name of the discipline	Graphic design
Number of credits	5
Course, semester	4, 7
Name of the department	Media communications and history of Kazakhstan
Course author	Beisenkulov A. A.
Prerequisites	Information and communication technologies
Post	-
requirements - The purpose of studying the discipline	The purpose of the course is to form students ' necessary knowledge in the field of new technologies necessary for modern digital journalism, mastering design and technical skills

Brief description of the course (main sections)	The discipline is aimed at creating practical skills of a webdesigner. It includes mastering the necessary software products and a creative vision of the product being created.
Expected results	As a result of mastering the discipline, the student will learn: apply your knowledge in practical activities, create website design and convenient texts for online publications, optimize texts for search engines, maintain and maintain the website. Competencies: - possess the skills of a multimedia journalist capable of performing computer data processing -workwith various types of text editors -use computer audio and video equipment to prepare media products -navigate design and optimization

Description of the discipline	
Discipline code	BEK 9
Name of the discipline	Photo art
Number of credits	5
Course, semester	4,7
Name of the department	Media communications and history of Kazakhstan
Course author	Ashenova S. V.
Prerequisites	for Digital photography
Post	-
requests - The purpose of studying the discipline	Teach students to work on visualizing information through photography. To reveal ways of interacting with a mass audience through photography as a modern means of communication.
Brief description of the course (main sections)	Visual technologies have taken a strong place in the life of modern society. This program direction includes the development of modern visual and aesthetic practice in relation to the management of mass consciousness through the impact on the emotional and sensory level.
Expected results	Students who have mastered maths in the course must:: -know the main aspects of video art and contemporary art of photography -be able to create photo projects, use tools - have the skills to work with visual information to achieve your journalistic goals Competencies: Possess the skills of communication competence in the field of visual information Develop your own artistic and professional vision

Description of the discipline	
Discipline code	BEK 10

Name of the discipline	Traveljournalism
Number of credits	4
Course, semester	4,8
Name of the department	Media communications and history of Kazakhstan
Course author	Ashenova S. V.
Prerequisites	Fundamentals of Converged Journalism
Post	-
requests - The purpose of studying the discipline	Mastering various technological techniques of journalistic practice, which are necessary for obtaining skills of professional work in social networks and social networks. Mass media in a specialized travel area
Brief description of the course (main sections)	The aim of the University is to learn new journalistic travel genres and master a wide range of modern scientific ideas about culture and tourism, journalism and travel blogging.
Expected results	After completing the course, students: - master the main typological characteristics inherent in the travel-blogsphere; - learn how to create materials that are applicable in travel-journalism ; - acquire skills in maintaining their own travel-sites that are in demand in the Internet space Competencies: - knowledge of the specifics of traveljournalism; - knowledge of methods of processing and broadcasting popular information; - - understanding of the processes taking place in the modern media space aimed at the development of new media and their properties

Description of the discipline	
Код Discipline code	BEK 10
Name of the discipline	TV production
Number of credits	4
Course, semester	4,8
Name of the department	Media communications and history of Kazakhstan
Course author	Mukhamedzhanova N. Zh.
Prerequisites	TV and radio journalism
Post	-
requests - The purpose of studying the discipline	Introduce you to the principles and fundamentals of producing on television, developing the marketing strategy of organizations, planning and implementing activities aimed at its implementation; analyze the behavior of consumers of economic benefits and demand formation.
Brief description of the course (main sections)	The course is aimed at helping students: - study the essential provisions of the functioning of the TV business; - get an idea of the principles of production; - get an idea of the principles of state regulation of television. - develop skills in analyzing specific situations that arise in the process of producing audiovisual products

Expected results	<p>As a result of studying the course, the student:</p> <ul style="list-style-type: none"> - learns the basics of television operation; - features of producing television programs <p>will be able to: - use the terminological apparatus of the course when presenting theoretical questions; - initiate the production of television programs; - navigate the legislative framework in the field of television.</p> <p>will be able to master: - special terminology; - public speaking skills. It can:- use the terminological apparatus of the course when presenting theoretical questions; - initiate the production of television programs; - navigate the legislative framework in the field of television; -use special terminology; - have public speaking skills.</p>
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Description of the discipline	
Discipline code	BEK 11
Name of the discipline	Blogging and creating PR texts
Number of credits	4
Course, semester	4,8
Name of the department	Media communications and history of Kazakhstan
Course author	Ashenova S. V.
Prerequisites	Fundamentals of Converged Journalism
Post	-
requests - The purpose of studying the discipline	Mastering various technological techniques of journalistic practice, which are necessary for obtaining professional blogging skills
Brief description of the course (main sections)	The aim of the course is to learn creative ways, techniques, methods and principles of work of a journalist-blogger. Studying the course gives an idea of the specifics of the blogosphere and practical knowledge about this new direction of journalism
Expected results	<p>After completing the course, students:</p> <ul style="list-style-type: none"> -master the main typological characteristics inherent in the blogosphere; - learn how to create materials that are applicable in the blogosphere ; - acquire the skills of running their own blogs that are in demand in the Internet space <p>Competencies:</p> <ul style="list-style-type: none"> - knowledge of the specifics of the blogosphere; - knowledge of methods of processing and broadcasting popular information; - - understanding of the processes taking place in the modern media space aimed at the development of new media and their properties

Description of the discipline	
Discipline code	BEK 11
Name of the discipline	Journalistic skills
Number of credits	4
Course, semester	4,8

Name of the department	Media communications and history of Kazakhstan
Course author	Velitchennpo S. N.
Prerequisites	Fundamentals of Converged Journalism
Post	-
requests - The purpose of studying the discipline	Teach the student knowledge and skills on the basic laws and strategies of journalism
Brief description of the course (main sections)	The subject includes a set of knowledge and information related to the specifics of a journalist's creative activity. A detailed study of the skills of journalism forms the personality of a novice journalist: - improve the skill level of a journalist; - teach students to write in an original style; - develop the student's level of thinking; - instill students 'taste for creative research; - students' analysis of text materials of leading journalists of the Republic of Kazakhstan; - students 'use of various technologies forwriting texts; - students' assessment of materials published in various publications of the Republic of Kazakhstan and other countries.
Expected results	As a result of studying the course, students should:: -know the basic techniques and forms of editing -be able to select material, edit it, master the art of text construction -have editorial editing skills - master the basics of journalism - know the creative schools of famous publicists Competencies: -mastery of the art of creating and modifying atext in literature -knowledge of the basic techniques of editorial editing -ability to create text and edit a publication - ability to create journalistic texts

Description of the discipline	
Discipline code	BEK 11
Name of the discipline	Research methodology
Number of credits	4
Course, semester	4,8
Name of the department	Media communications and history of Kazakhstan
Course author	-
Prerequisites	Fundamentals of Converged Journalism
Post-requests	Niyazgulova A. A.
The purpose of studying the discipline	is to form students ' methodological and scientific culture, a system of knowledge, skills and abilities in the field of organizing and conducting scientific research.
Brief description of the course (main sections)	At all stages of the development of science, the method, that is, the strategy of approaches, the way of building the framework, the grid of scientific knowledge with the aim of subsequent implementation of its architecture and the construction of the science building itself, played a decisive role. Course " MethodologyR& D " promotesthe formation of methodological and scientific culture, flexible perception of scientific texts, participation in discussions on methodology, effective application of the acquired knowledge in research work.

Expected results	<p>1. Teaching students the basics of methodology, methods and concepts of scientific research.</p> <p>2. Formation of practical skills and abilities in the application of scientific methods, as well as the development of a program of methods for conducting scientific research.</p> <p>3. Education of moral qualities, inculcation of ethical norms in the process of scientific research.</p> <p>Expected learning outcomes:</p> <p>As a result of mastering the discipline, the student should</p> <p>: - know the theoretical foundations of the organization of research activities;</p> <p>- be able to analyze trends in modern science, determine promising areas of scientific research;</p> <p>- use experimental and theoretical research methods in professional activities;</p> <p>- possess modern methods of scientific research in the subject area; skills of improvement and development of their scientific potential.</p> <p>Competencies:</p> <p>- readiness to use knowledge of modern problems of science and education in solving educational and professional tasks;</p> <p>- ability to independently master new research methods, to change the scientific profile of one's professional activity;</p> <p>- ability to systematize, generalize and disseminate methodological experience in the professional field.</p>
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Description of the discipline	
Discipline code	BEK 12
Name of the discipline	Journalism and Society
Number of credits	4
Course, semester	4,8
Name of the department	Media communications and history of Kazakhstan
Course author	Melnik G. S.
Prerequisites	Fundamentals of Converged Journalism
Post	-
requests - The purpose of studying the discipline	Study of the information society as a new environment for the existence of mass communication media
Brief description of the course (main sections)	Familiarization with the current situation of the information society functioning and conducting a theoretical discussion on the problem of studying the impact of informatization on social life; deepening knowledge in the field of studying the impact of computer and information technologies on the media sphere and journalistic activities
Expected results	<p>As a result of studying the course, students:</p> <p>They will learn general trends in the development of the information society and the features of national models of its formation, its impact on the state of the entire socio-cultural reality;</p> <p>will be able to navigate modern theoretical approaches to the study of the information society, have an idea of current discussions in this area; acquire discussion skills on topical issues of the impact</p>

	<p>of informatization on the evolution of society and the prospects for the development of new information technologies.</p> <p>master the understanding of the functioning of information and computer technologies and the impact of computerization and the development of the Internet, multimedia, social reality</p> <p>can within the allotted time budget to create content for the media in certain genres, formats, using a wide variety of sign systems, depending on the type of media for different audiences</p> <p>will be able to analyze, evaluate, and edit media texts to bring them into line with the norms, standards, formats, styles, technological requirements taken into account of different types</p>
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Description of the discipline	
Discipline code	BEK 12
Name of the discipline	Theory and practice of media business organization
Number of credits	4
Course, semester	4,8
Name of the department	Media communications and history of Kazakhstan
Course author	Mukhamedzhanova N. Zh.
Prerequisites	Fundamentals of Converged Journalism
Post	-
requests - The purpose of studying the discipline	The course is designed to train specialists whose professional activity is related to work in the field of media business.
Brief description of the course (main sections)	Professional functions and approaches to their implementation in the field of advertising and public relations in state, public, commercial structures, mass media, social sphere, politics, economics, production are studied
Expected results	<p>As a result of studying the course, students should::</p> <ul style="list-style-type: none"> - know the basics of strategic management - be able to apply knowledge of management and leadership when working with media enterprises - have leadership skills. <p>Competencies:</p> <ul style="list-style-type: none"> -As a result of studying the discipline, students will be able to: - to qualify the subject and structure of the media business - to be guided by the development trends of domestic and international media companies. Mass media - build economic models <p>The media is to analyze the factors that contribute to communication capabilities</p> <ul style="list-style-type: none"> to plan your marketing strategy in organizations of media to calculate the total features of the communicative space is to analyze the socio-political, socio-economic phenomena in the dynamics to make predictions for the future; - to analyze the events taking place in the Republic of Kazakhstan and abroad; - to determine the ratings of Kazakhstan and foreign media; - to possess the skills to work the media editor <p>to create a publicly-relevant information</p>

Additional educational Programs (Minor)

Name of the additional educational program (Minor) with an indication of the list of disciplines forming the Minor	Total number of credits/ number of credits per discipline	Semesters of study	Documents based on the results of the development of additional educational programs (Minor)
Media and Communication technologies	16		Certificate
Brand Management and PR	4	5	
Marketing and advertising	4	5	
Photo in multimedia (eng)	4	6	
Marketing technologies in PR	4	7	