

APPROVING IT
Vice-Rector for Academic and Educational
Activities JSC «International University of
Information Technologies»



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

6B03203 International journalism and Internet security

5B050400 Journalism

CATALOG OF ELECTIVE SUBJECTS

2021-2025 year

2021 г.

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

Catalog of elective subjects discussed at the meeting of the Department

Media communications and history of Kazakhstan

protocol no. 06 from " 30" 03 2021y.

Head of the Department

[Signature] Niyazgulova A. A.

Составитель CED Compiler

[Signature] Niyazgulova A. A.
[Signature] 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. 07 of "30"
03 2021 year.

Director of DOVE

[Signature] Mustafina A. K.
signature Full name, title, degree

F-71, catalog of elective disciplines.

[Signature]

1. TERMS AND ABBREVIATIONS

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 GES), basic disciplines (hereinafter referred to as BD) and profile disciplines (hereinafter referred to as PD).

The GES cycle includes the disciplines of the compulsory component (hereinafter referred to as the CC), the university component (hereinafter referred to as the UC), and(or) the elective component (hereinafter referred to as the EC). DB and PD include the disciplines of EC and UC.

2. Catalog of elective subjects (CED) – a systematized annotated list of all elective component disciplines for the entire period of study, containing their brief description with an indication of the purpose of study, brief content (main sections) and expected learning outcomes. The CED reflects the prerequisites and post-prerequisites of each academic discipline. CED 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 CED, students develop individual training plans with the help of advisors.

3. Individual curriculum (IP) – a curriculum formed for each academic year by students independently with the help of an adviser on the basis of the educational program and the 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 (MC), the university component (UC) and the elective component (EC).

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.
5. University component – a list of mandatory academic subjects determined by the university independently for the development of the educational program.
6. Elective component – a list of academic subjects and corresponding minimum academic credits offered by the university, independently selected by students in any academic period, taking into account their prerequisites and post-prerequisites.
7. Elective subjects – academic subjects included in the university component and the elective component within the established academic credits and introduced by educational organizations, reflecting the individual training of the student, taking into account the specifics of socio-economic development and the needs of a particular region, established scientific schools.
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;
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;
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	PD	S 3309	Speechwriting	5	4	Introduction to Journalism
2	BD	DZh 3224	Business journalism	6	4	Introduction to Journalism
3	BD	FM 3224	Photos in multimedia	5	4	Introduction to Journalism
4	BD	TPR 3225	Sociology of journalism	6	4	Sociology
<i>4 course</i>						
5	PD	KKSMI 4308	Cross-cultural communications in mass media	7	4	Introduction to Journalism
6	PD	PzH 4310	Politics and journalism: issues of information security in the Internet space	7	4	Mass communication and international relations
7	PD	NBRCA 4310	National security and the Central Asian region	7	4	Mass communication and international relations
8	BD	32	Internet broadcasting: Livestream	7	5	Information and communication technologies
9	PD	UMT 4311	The threat of international terrorism	7	5	Mass communication and international relations
10	BD	DF 3227	Media and information security	8	4	Information and communication technologies
11	PD	MM 4312	Media management	8	4	Introduction to Journalism
12	PD	ZhO 3309	Journalism and society	8	4	Introduction to Journalism

3. DESCRIPTION OF BELECTIVE DISCIPLINES

Description of the discipline	
Discipline code	S 3309
Name of the discipline	Speechwriting
Number of credits	4
Course, semester	5
Name of the department	Media communications and history of Kazakhstan
Course author	Velitchenko S. N.
Prerequisites	Introduction to Journalism
Post-requests	Eventmanagement
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. Preparation текста of speech texts for public figures. The key task is to analyze the composition of the audience of the customer's listeners ("diluting" 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	<p>As a result of mastering the discipline, the student:</p> <p>learns the laws of logical construction of the text, speech and writing, as well as the principles and methods of reasoning; basic skills in the creation of texts and documents used in the field of public relations and advertising, literary skills editing, copywriting;</p> <p>can logically true, convincingly 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;</p> <p>possess skills of a competent oral and written speech; the basic skills of communication, ability to establish, maintain and develop interpersonal relationships, business relationships; literary skills editing, copywriting.</p>
------------------	---

Description of the discipline	
Discipline code	DZh 3224
Name of the discipline	Business journalism
Number of credits	4
Course, semester	6
Name of the department	Media communications and history of Kazakhstan
Course author	Ashenova S. V.
Prerequisites	Introduction to Journalism
Post-requests	Creating analytical business programs
The purpose of studying the discipline	<p>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.</p>
Brief description of the course (main sections)	<p>Onznakomicie with the structure of the modern system of media and place it in business journalism, 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 business subjects in various genres, as well as methods and tools of their training; practical training acquired knowledge to real examples of the information field.</p>

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 work with sources of 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 activities in an ethical and legal aspects;</p>
------------------	---

Description of the discipline	
Discipline code	FM 3224
Name of the discipline	Photos in multimedia
Number of credits	4
Course, semester	5
Name of the department	Media communications and history of Kazakhstan
Course author	D. P. Shorokhov
Prerequisites	Introduction to Journalism
Post-requests	
The purpose of studying the discipline	<p>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</p>

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 student should 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	TPR 3225
Name of the discipline	Sociology of Journalism
Number of credits	4
Course, semester	6
Name of the department	Media communications and history of Kazakhstan
Course author	Ashenova S. V.
Prerequisites	Sociology
Post-requests	
The purpose of studying the discipline	<p>To form an idea of the sociological culture of a journalist. To enrich the methodological tools of the journalist with sociological methods of social reality research adapted to the practice of mass media for studying the nature and functioning of mass media, as well as for use in professional activities. Substantiate the perception of journalistic products as the most important source of knowledge of public life.</p>

Brief description of the course (main sections)	The discipline allows us to determine the place and role of journalism and journalists in social reality, their importance in the interaction of social groups, institutions, organizations of society and individuals.
Expected results	<p>As a result of studying the course, the student should know the system of synthesis of basic ideas about society, social processes and personality obtained from the disciplines of the social and humanitarian cycle, with theoretical knowledge about journalism and journalistic activity as a social phenomenon;</p> <ul style="list-style-type: none"> - be able to analyze the phenomena of journalistic practice; - have the following skills: works with the main scientific concepts that reveal the social meaning of the functioning of mass media, journalism, the place and role of the press in the social, political and spiritual life of society. <p>Competencies:</p> <ul style="list-style-type: none"> - mastering the basics of the social laws of a journalist's work, its interaction with other subjects of information relations in society; - understanding the role of journalistic products as the most important source of knowledge of public life; - mastering the methods of social reality research for studying the nature and functioning of mass media, as well as for application in professional activities.

Description of the discipline	
Discipline code	KKSMI 4308
Name of the discipline	Cross-cultural Communications in Mass Media /in English
Number of credits	4
Course, semester	7
Name of the department	Media communications and history of Kazakhstan
Course author	Doskhozina Zh.
Prerequisites	Introduction to Journalism
Post-requests	

The purpose of studying the discipline	Prerequisites: History of Kazakhstan, Ecology, Sociology, Philosophy 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.
Brief description of the course (main sections)	What is culture? Where do ideas about culture come from? What is art? What are relations between culture and society? 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. 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
Ожидаемые результаты	To acquire an understanding of the changing ideas of culture that have developed within different traditions <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 Learning outcomes: <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

Description of the discipline

Discipline code	PZh4310
Name of the discipline	Politics and journalism, information security issues in the Internet space
Number of credits	4
Course, semester	7
Name of the department	Media communications and history of Kazakhstan
Course author	Ashenova S. V.
Prerequisites	Mass communication and international relations
Post-requests	
The purpose of studying the discipline	II Providing 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 telecommunication systems
Expected results	<ul style="list-style-type: none"> - to be able to develop a policy on information security; - to implement communication, technology, implementing methods of information security; - apply methods for the assessment of vulnerabilities in information and communications networks; - to own methods of preparation of specialized Materials, to be able to work with a mass audience <p>In the result of the development of the discipline the student:</p> <ul style="list-style-type: none"> - demonstrates a willingness to provide professional audience, i.e. society, socially significant information, which can have an important impact on society, the state and citizens. - umeet apply modern technologies of journalistic skills in the field of political communications. - operates with knowledge of the mainx directionsof development of global politics and social and communicative relations.

Description of the discipline	
Discipline code	NBRCA 4310

Name of the discipline	National security and the Central Asian region
Number of credits	4
Course, semester	7
Name of the department	Media communications and history of Kazakhstan
Course author	Bek-Ali Ye.
Prerequisites	Mass communication and international relations
Post-requests	
The purpose of studying the discipline	II Prepare graduates of journalism faculties for the responsible role of a researcher, equipping them with the necessary knowledge about the main problems of our time and the opportunities that the mass media have in matters of national security
Brief description of the course (main sections)	The course is designed to introduce students to the problems that manifest the crisis situations experienced by Earth's civilization; to help young people realize the global nature of these problems and the need to unite the efforts of peoples to solve them; to show how the internal problems of Kazakhstan and the world reality are connected with these processes, which have become acute in the context of the country's transition to the values of a democratic society;
Expected results	As a result of studying the course, students should:: - know the main problems in which global crisis situations manifest themselves in various spheres of modern reality; - be able to analyze problems and suggest ways to solve them within the framework of historical tasks; have the skills to create journalistic materials that address current problems of our time. Competencies: - awareness of what is being done to resolve crisis situations, and understanding of the main tasks that time puts forward for the population of the planet; - awareness 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.

Description of the discipline	
Discipline code	32
Name of the discipline	Internet Broadcasting: Livestream

Number of credits	5
Course, semester	7
Name of the department	Media communications and history of Kazakhstan
Course author	D. P. Shorokhov
Prerequisites	Information and communication technologies
Post-requests	
The purpose of studying the discipline	To prepare graduates of journalism faculties for a new form of delivering news content to the consumer, such as streams, which are determined by the time itself, the features of the digital era, which led to new audience needs and fundamentally changed the nature of communication between the media and the consumer.
Brief description of the course (main sections)	The course is designed to introduce students to the specifics of news streams and streaming broadcasting, taking into account the nature of the audience, as well as the main methods and methods of monetization of news streams.
Expected results	<p>As a result of studying the course, students should::</p> <ul style="list-style-type: none"> - know the main problems of streaming broadcasting, determined by the peculiarities of the digital age; - be able to analyze the specifics of new forms of interaction between modern media and the audience; - have the skills to create journalistic materials in the context of streaming. <p>Competencies:</p> <ul style="list-style-type: none"> - awareness <i>сведомленность</i> of "digital diasporas" as a new phenomenon of information and communication technologies; - understanding of streaming as a cultural practice of mass consumer culture; - understanding the special role of the consumer as a content creator in the context of Internet broadcasting.

Description of the discipline	
Discipline code	UMT discipline code 4311
Name of the discipline	The threat of international terrorism
Number of credits	5
Course, semester	7
Name of the department	Media communications and history of Kazakhstan

Course author	Ashenova S. V.
Prerequisites	Mass communication and international relations
Post-requests	
The purpose of studying the discipline	To provide students with a holistic view of the nature, forms and transformation process of such a phenomenon as terrorism, as well as to familiarize them with the theory, practice and methods of countering terrorism in modern international relations.
Brief description of the course (main sections)	Study of the origins of modern terrorism, the prerequisites, nature and driving forces of terrorist organizations in various national and cultural environments; the nature and ideology of modern terrorism; various types of terrorism; various strategies for countering terrorism, including through the media; analysis of terrorism problems in the national, regional and global context; features of the current stage of development of international terrorism in the context of world political processes, as well as the complexity of countering it.
Expected results	As a result of studying the course, students will be able to : competently use the appropriate conceptual framework; understand the methodological difficulties associated with the essential characteristics of terrorism; work with official materials, with scientific texts on security and countering terrorism, analyze the problem of terrorism in a national, regional and global context; learn the origins of modern terrorism, the evolution of terrorist activities in history, types of terrorism, the nature and driving forces of terrorist organizations in various national and cultural environments, various forms and strategies of international counterterrorism; master the skills of analyzing and evaluating the effectiveness of measures to counter terrorism at the international level.

Description of the discipline	
Discipline code	DF3227
Name of the discipline	Media and information security
Number of credits	4
Course, semester	8
Name of the department	Media communications and history of Kazakhstan
Course author	Ashenova S. V.

Prerequisites	Information and communication technologies
Post-requests	
The purpose of studying the discipline	To form students ' holistic view of the professional activity of a journalist as the most important condition for information security of the individual, society and the state.
Brief description of the course (main sections)	The course is designed to introduce the problem of systematic support for the principle of freedom of speech – the main factor in the democratic development of society. At the same time, the author identifies and justifies the creative and political-economic prerequisites for the successful and free activity of a journalist and the mass media.
Expected results	<p>As a result of studying the course, students should::</p> <ul style="list-style-type: none"> - be aware of the security of interaction between the media and the authorities; - be able to analyze the main factors that pose a threat to the information security of the state; - have the skills to create materials in the context of the content side of information and cybersecurity, that is, the technical security of information resources and communication channels. <p>Competencies:</p> <ul style="list-style-type: none"> - awareness of <i>сведомленность</i> the high integration of our country into the global information and digital space, which creates additional risks for the national security of the state; - understanding of the technological, production, procedural and instrumentalist approach in defining the concept of "information security".

Description of the discipline	
Discipline code	MM 4312
Name of the discipline	Media management
Number of credits	5
Course, semester	7
Name of the department	Media communications and history of Kazakhstan
Course author	Mukhamedzhanova N. Zh.
Prerequisites	Introduction to Journalism

Post-requests	
The purpose of studying the discipline	is to 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. Professional functions and approaches to their implementation in the field of advertising and public relations in state, public, commercial structures, mass media, social, political, economic, production, trade, science, culture, sports are studied; methods of managerial decision-making; fundamentals of strategic management and planning; problems and methods of their effective solution in personnel management, the specifics of managing a creative team; approaches and methods of working with personnel, determining the assessment of productivity and quality of their work, eliminating conflicts and forming team cohesion; approaches to the development of managerial decisions and problems of their implementation; methods of diagnostics and analysis in decision-making procedures using information and analytical tools. technologies; theory of managerial decision-making; promising theories and techniques of management, business processes, marketing and problems of their adaptation in relation to a specific situation.

Expected results	<p>In the framework of the course, students will be able: - to use means and methods of management into account the specifics of the field of advertising and communications with the public in state, public and commercial structures, the mass of information in the social sphere, the sphere of politics, economy, production, trade, 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 to bear for them responsibility; to develop custom management solutions advertising WITH; - apply effective techniques for managing staff with the features of media institutions; - to 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; - to formulate and define solutions to the management of impacts on 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 organizational solutions; - to apply theoretical approaches of management, business process, marketing with your specific situation.</p>
------------------	--

Description of the discipline	
Discipline code	ZhO 3309
Name of the discipline	Journalism and Society
Number of credits	4
Course, semester	5
Name of the department	Media communications and history of Kazakhstan
Course author	Ashenova S. V.
Prerequisites	Introduction to Journalism
Post-requests	-
The purpose of studying the discipline	Andstudying the information society as a new environment for the existence of mass communication media
Brief description of the course (main sections)	Introduction to the current situation of the information society functioning and conducting a theoretical discussion on the problems of 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

<p>Expected results</p>	<p>As a result of studying the course, students: 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; 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 of informatization on the evolution of society and the prospects for the development of new information technologies. possess an understanding of the functioning of information and computer technologies and the impact of computerization and the development of the Internet, multimedia, social reality can within the allotted time budget to create content for the media in certain genres, formats, using a variety of sign systems, depending on the type of media for different audiences will be able to analyze, evaluate, and edit media texts to bring them into line with the norms, standards, formats, styles, technological requirements adopted in media of different types</p>
-------------------------	---