

Faculty of Digital Transformation Technology

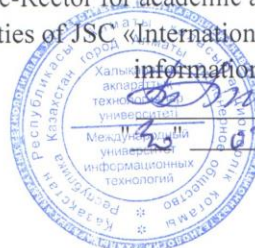
Department of International Communications and history of Kazakhstan

APPROVAL

Vice-Rector for academic and educational  
Activities of JSC «International university of  
information technologies»

Umarov T.F.

2021 year



6B032 -Journalistics and information  
(Curriculum code)

6B03204 - TV and radio journalism

5B050400 - Journalism

CATALOG OF ELECTIVE SUBJECTS

2021-2025 year

2021 year.

The catalog of elective subjects for the specialty / OP 6B032 "Journalistics and information" is developed on the basis of the working curriculum of the specialty/OP.

Catalog of elective subjects discussed at the meeting of the Department

Department of "Ministry of Communications and History of Kazakhstan»

Protocol № 08 " 30" 09 2021 year.

Head of the Department


 \_\_\_\_\_ Niyazgulova A.A.

Compiler of CED

 \_\_\_\_\_ Niyazgulova A.A.  
 \_\_\_\_\_ Kaliazhdarova Sh.Y.

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" 09 2021 year.

Director of DAQ

 \_\_\_\_\_ 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.
1. 2 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).
1. 3 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. 4 Catalog of elective subjects (QED) – 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 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.
1. 5 Based on the educational program and QED, students develop individual training plans with the help of advisors.
1. 6 Individual curriculum (IEP) – 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;
1. 7 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. 8 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. 9 University component – a list of mandatory academic subjects determined by the university independently for the development of the educational program.
1. 10 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.
1. 11 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.
1. 12 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. 13 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. 14 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>for the 3rd year</i>						
1	BD	BE 1	Media market monitoring	5	4	TV and radio journalism
2	BD	BE 1	Marketing and advertising	5	4	Basics of PR
3	BD	BE 2	Image making	5	4	Basics of PR
4	BD	BE	M2 History and criticism	5	4	Fundamentals of Converged Journalism
5	BD	BE 3	TV presenter skills	6	4	TV and radio journalism
6	BD	BE 3	Environmental journalism	6	4	Fundamentals of converged journalism
7	BD	BE 4	Online TV and radio journalism	6	4	TV and radio journalism
8	BD	BE 4	Preparation of information and analytical programs for television and radio	6	4	TV news: practicum
<i>4 course</i>						
9	BD	BE 5	Creating a video product in English	7	4	TV and radio journalism
10	BD	BE 5	TV production	7	4	TV and radio journalism
11	BD	BE 6	TV and radio host: problems of mastery	7	4	TV and radio journalism
12	BD	BE 6	Television and radio in the Internet age	7	4	Fundamentals of converged Journalism
13	BD	BE 7	TV and radiobroadcasting	7	4	TV and radio journalism
14	BD	BE 7	Media management	7	4	Fundamentals of converged journalism
15	BD	BE 8	Social TV and radio journalism	7	5	Sociology
16	BD	BE 8	Industry TV channels in the information space of Kazakhstan	7	5	TV and radio journalism
17	BD	BE 9	Teleradiopublicistics	7	4	Fundamentals of journalism

18	BD	BE 9	The work of TV and radio journalists on the air	7	4	TV news: praktikum
19	BD	BE 10	Psychology of journalism	8	4	Psychology
of 20	BD	BE 10	Industry TV channels in the information space of Kazakhstan	8	4	TV and radio journalism
21	BD	BE 11	Trashjournalism	8	4	Fundamentals of converged Journalism
22	BD	BE11	Electronic media and social networks	8	4	Fundamentals of converged journalism
23	BD	BE 12	Research methodology	8	4	Fundamentals of converged Journalism
24	BD	BE 12	Theory and practice of medical business	8	4	Media management

### 3 DESCRIPTION OF ELECTIVE SUBJECTS

Description of the discipline	
Discipline code	BE 1
Name of the discipline	Media market monitoring
Number of credits	4
Course, semester	3, 5
Name of the department	Media communication and history of Kazakhstan
Course author	Mukhamedzhanova N. Zh
Prerequisites	TV and radio journalism
Post-requests	Media
management The purpose of studying the discipline	Formation of students ' general understanding of modern mediasystems and media markets of the Republic of Kazakhstan and foreign countries
Short course description	The course introduces the main methods of studying mediasystems, media markets, media professions and media organizations. Mastering the skills of 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	As a result of studying the course, students should:: know: - basic concepts of media theory related to the subject of the discipline; - basic postulates of research ethics. be able to: - develop interdisciplinary research programs in the subject area of the discipline; - analyze the documentation of media organizations; - conduct expert interviews. possess: - methods of conducting research in the field of media&culturalstudies; - skills of

Description of the discipline	
Discipline code	BE 1
Name of the discipline	Marketing and advertising
Number of credits	4
Course, semester	3, 5
Name of the department	Media communication and history of Kazakhstan
Course author	Ashenova S.V.
Prerequisites	Basics of PR
Post-requests	The new technology of PR
purpose of studying the discipline	To learn the basic concepts and methods of developing advertising products, organizing and conducting advertising campaigns, monitoring their effectiveness, forming a system of views on modern advertising and information activities and prospects for its development, as well as the formation of general cultural and professional competencies
Short course description	Basic concepts and methods of developing advertising products, organizing and conducting advertising campaigns and monitoring their effectiveness, forming a system of views on modern advertising and information activities and prospects for its development, as well as forming general cultural and professional competencies.
Expected results	-principles of advertising construction text based on historical experience; - skills, advertising methods -necessary means of complex technology advertising activities

Description of the discipline	
Discipline code	BE 2
Name of the discipline	Image-making
Number of credits	4
Course, semester	3, 5
Name of the department	Media communication and history of Kazakhstan
Course author	Ashenova S. V.
Prerequisites	ОСНОВЫ PR Basics
Post-requests	New PR technologies
The purpose of studying the discipline	is to introduce the basics of image theory : the history of the image, its modern interpretation, typology, means, features in various fields of activity, forms of implementation; as well as to form general professional and professional competencies.
Short course description	The discipline teaches you to create an image of an individual, company, product, etc. The image or image of an object that lives in the place of consciousness is associated with the concept of "image". Students master the company's image, technologies, and personality building tools. A prestigious painting is an integral part of the course. A political image creator is a person who creates a political image. The course combines two areas: studying the features of creating publications for various social

	networks aimed at business audiences, and the features of creating socially significant information in the business sector.
Expected results	<ul style="list-style-type: none"> <li>- a culture of thinking, the ability to generalize, analyze, perceive information, set goals and choose ways to achieve them in accordance with the formed ideas about the image.</li> <li>- basic methods, methods and means of obtaining, storing, processing information, its use in analysis when creating an ideal image.</li> </ul>

Description of the discipline	
Discipline code	BE 2
Name of the discipline	Media Theory and Criticism
Number of credits	4
Course, semester	3, 5
Name of the department	Media communication and history of Kazakhstan
Course author	Orkhon N.
Prerequisites	Fundamentals of Converged Journalism
Post-requests	Media
The purpose of studying the discipline	Analysis of world-famous Netflix TV Shows-stereotypes and social phenomena
Short course description	This course focuses on the socio-cultural theory of mass media and communication. We focus on analyzing popular media and their impact on our perception, understanding, and life events.
Expected results	<p>Understand why some content is becoming more popular and what benefits and pleasure it brings to society ( accompany the Kardashian dynasty on the web, etc.).</p> <p>Popular culture is a reflection of modern society. The ability to understand trends, understand their roots-conscious consumption of mass media and its conscious creation.</p>

Description of the discipline	
Discipline code	BE 3
Name of the discipline	TV presenter's skill
Number of credits	4
Course, semester	3, 6
Name of the department	Media communication and history of Kazakhstan
Course author	Kalibarova Sh. Y.
Prerequisites	TV and radio journalism
Postrequisites	Telepublicistics
The purpose of studying the discipline	Introduce students to the peculiarities and problems associated with understanding the features and mechanisms of professional behavior of a journalist. During the classes, students learn about the behavior strategies of well-known curators, literature on the main topics of the special course. As a result of the special course, the student should learn to evaluate the professional and personal qualities of leading TV and radio programs, demonstrate skills in

	analyzing the creative parameters of journalistic speech on the screen and at the microphone.
Short course description	Researchers consider modern television and radio hosts as labels in modern society, exemplary figures of the era. Their stereotype of behavior is a sign of modern culture. The main characteristic of the leading speech behavior is the ability to establish social and psychological contact with the audience. First of all, such qualities as self-confidence, communication skills, activity, emotional expressiveness, and intellectual leadership in communication are manifested. In general, the combination of all these qualities of a journalist characterizes the conflict-manipulative manner of his speech. It is focused on communication, during which one of the participants in the communication sees in his interlocutor, first of all, a form of manipulation. It is no coincidence that most modern TV and radio programs are based on conflicts, conflicts of different opinions and views.
Expected results	Broad coverage of the leading genre specialization: informational, informational and analytical programs, informative magazine-type programs, talk shows, problem - solving and specialized reports. The type of activity of the interviewees is also taken into account: journalist, actor, specialist.

Description of the discipline	
Discipline code	BE 3
Name of the discipline	Environmental journalism
Number of credits	4
Course, semester	3, 6
Name of the department	Media communication and history of Kazakhstan
Course author	Nurmukhanbetova A.A.
Prerequisites	Fundamentals of Converged Journalism
Post	Requirements of journalism and society
The purpose of studying the discipline	Prepare 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.
Short course description	The course aims to introduce students to the environmental problems that manifest the crisis situations experienced by Earth's civilization; to help young people understand the global nature of these problems and the need to unite the efforts of peoples to solve them; to show how these processes are related to the internal problems of Kazakhstan and the world reality, 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: <ul style="list-style-type: none"> <li>-to know the main environmental problems in which global crisis situations manifest themselves in various spheres of modern reality;</li> </ul>



	<ul style="list-style-type: none"> <li>- be able to analyze problems and suggest ways to solve them within the framework of environmental problems;</li> <li>- have the skills to create journalistic materials that address current environmental problems of our time.</li> </ul> <p>Competencies:</p> <ul style="list-style-type: none"> <li>- awareness of what is being done to resolve environmental crisis situations, and understanding of the main tasks that it puts forward for the public.</li> <li>- awareness of the connection between the problems of Kazakhstan's reality and the global problems of the Earth;</li> <li>- understanding the role of mass media in the search for adequate responses to the challenges of the Earth's civilization today.</li> </ul>
Description of the discipline	
Discipline code	BE 4
Name of the discipline	Online TV and radio journalism
Number of credits	4
Course, semester	3, 6
Name of the department	Media communications and history of Kazakhstan
Course author	Mukhamedzhanova N.Zh.
Prerequisites	TV and radio journalism
Post-requests	Author's program: interviews, talk shows, essays...
Purpose of studying the discipline	<p>Introduce you to the theoretical foundations of television and radio broadcasting in the Internet age. This has deep practical value because it is more efficient.</p> <p>excellent command of expressive means using the real possibilities of "sound" and "audible" journalism;</p> <p>television and radio broadcasting, and, finally, creating programs that effectively affect the audience;</p>
Short course description	<p>Give an idea of the specifics of broadcasting in the system Nature, expressive means and modern mass media;</p> <p>broadcasting opportunities; give a general description of the structure of broadcasting organizations in Kazakhstan; introduce students to the basics of programming;</p> <p>public and commercial broadcasting sectors in various formats;</p>
There must be the ability to have a modern foundation.	<p>understand, know the role of the audience in the consumption and production of mass media;</p> <p>methods of audience research, understanding of social meaning participation in the work of mass media, the nature and role of public opinion, knowledge of its main methods;</p> <p>training, use of effective forms;</p> <p>interaction with it;</p> <p>interaction with it;</p>

Description of the discipline	
Discipline code	BE 4
Name of the discipline	Preparation of information and analytical programs for television and radio
Number of credits	4
Course, semester	3, 6

Name of the department	Media communication and history of Kazakhstan
Course author	Merkeev D.
Prerequisites	TV news: Practicum
Post-requests	Mediamenegment
The purpose of studying the discipline	The course is aimed at practical mastering the skills of creating information and analytical materials in electronic media.
Short course description	Modern mass media differ not only in their news reporting, but also in their analysis, research, and interpretation of current events, processes, and situations. In this regard, the mass media have created a fairly effective system of information and analytical genres. The course is aimed at training qualified specialists in the field of business journalism who have the skills to compile information and analytical materials and interact with the audience. As a result of studying the course, the student must know the educational material provided for in this program, possess certain skills of socio-political analysis and information research.
Expected results	<ul style="list-style-type: none"> <li>- to know the specifics of information and analytical genres of journalism when preparing video materials-the ability to prepare problematic interviews, write comments, letters, review, participate in a press conference, conversation, discussion.</li> <li>- have the skills to prepare special materials for business journalism related to electronic media.</li> </ul> Competencies: <ul style="list-style-type: none"> <li>- knowledge of the technology of creating information and analytical materials</li> <li>- apply knowledge about information and analytical genres of journalism in the practice of a business publication, channel</li> <li>- collection, processing, analysis of journalistic texts and programs in electronic media, practical skills</li> </ul>
Description of the discipline	
Discipline code	BE 5
Name of the discipline	Creating a video product in English
Number of credits	4
Course, semester	4, 7
Name of the department	Media communication and history of Kazakhstan
Course author	Adeleke William
Prerequisites	TV and radio journalism
Postrequests	-
The purpose of studying the discipline	Teaching students the skills of creating video materials on the theory and practice of creating professional materials in English, taking into account the interests of the English-speaking audience.
Short course description	Teaching students the skills of creating video materials, knowledge of the theory and practice of video playback at a professional level.

Expected results	-professional creation of video materials in English; - competent and clear speech in a foreign language; - content, editing -script - camerawork and director's approach
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Description of the discipline	
Discipline code	BE 5
Name of the discipline	TV Production Company
Number of credits	4
Course, semester	4, 7
Name of the department	Media communication and history of Kazakhstan
Course author	Kalibarova Sh.Y.
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.
Short course description	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	As a result of studying the course, the student: - learns the basics of television operation; - features of producing television programs 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. 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.

Description of the discipline	
Discipline code	BE 6
Name of the discipline	TV and the radiohost: Problems of mastery
Number of credits	4
Course, semester	4, 7
Name of the department	Media communication and history of Kazakhstan
Course author	Gabdullina A.
Prerequisites	TV and radio journalism
Post-requests	-

Purpose of studying the discipline	The aim of the course is to master the basics of TV journalist scenarios based on the principles of synthesis of theory, analysis and practice-from general to specific, from theoretical questions to the analysis of works by masters and independent creative tasks. After familiarizing themselves with the general laws of the screen language of films and television, the history of scripts, students move on to studying a certain broadcast material, and then to mastering the technology of creating scripts for various TV programs: from "verbal" and "visual" (and mixed forms).
Short course description	Not only the idea of the script development trend on modern television is formed, but also the first skills of creating scripts of various television genres. Along with academic lectures and discussion-based seminars, students perform creative tasks.
Expected results	<ul style="list-style-type: none"> <li>- analysis of reports and news, TV series, talk shows, studying their plot structure, drama, genre and author's style.</li> <li>- analysis of frames, episodes, style and quality of work of the cameraman, editor, director, artist</li> <li>- writing scripts, script plans, scripts in various TV genres, creating and creating your own plan as a script.</li> </ul>

Description of the discipline	
Discipline code	BE 6
Name of the discipline	Television and radio in the Internet Age
Number of credits	4
Course, semester	4, 7
Name of the department	Media communication and history of Kazakhstan
Course author	Mukhamedzhanov N.Zh.
Prerequisites	Fundamentals of Converged Journalism
Post-requests	-
Purpose of studying the discipline	Introduce you to the theoretical foundations of television and radio broadcasting in the Internet age. This has deep practical value because it is more efficient. excellent command of expressive means using the real possibilities of "sound" and "audible" journalism; TV and radio broadcasting, and finally, creating programs that effectively affect the audience;
Short course description	Give an idea of the specifics of broadcasting in the system Nature, expressive media, and modern mass media; broadcasting opportunities; give a general description of the structure of broadcasting organizations in Kazakhstan; introduce students to the basics of programming; public and commercial broadcasting sectors various formats;
Expected results	Ability to broadcast in various formats over the network; Feedback building skills; Ability to quickly check information; Monitoring the operation of other networks;

Description of the discipline	
Discipline code	BE 7
Name of the discipline	TV and radio broadcasting
Number of credits	4
Course, semester	4, 7
Name of the department	Media communication and history of Kazakhstan
Course author	Velitchenko S. N.
Prerequisites	TV and radio journalism
Post-requests	-
Purpose of studying the discipline	The purpose of the course is to acquaint bachelors with the features, functions and methods of operation of modern domestic and international TV and radiostations , to teach them to analyze their activities, to navigate the trends in the development of modern broadcasting.
Short course description	<ul style="list-style-type: none"> <li>- familiarization with the modern activities of a TV and radio journalist, formation of generalization skills;</li> <li>- development of informational materials for TV and radio broadcasting, practical development of theoretical skills in creating materials;</li> <li>- application in various genres of TV and radio journalism.</li> </ul>
Expected results	<p>Following the positions of a journalist;            With information sources, methods of its collection, selection, verification and analysis, electronic database capabilities, etc. ;            Methods of working with them.            TV and radio programs, online media, training in modern genres and styles;            Various media texts, will have a deep knowledge of the features of news journalism ;            Radio information tools of other directions;            1) main formats            2) usage specifics            media texts in radio journalism work and learn;            common formats of radio journalism;            2) Using different types of specifications            journalism on the radio            1) Preparation of materials            in the most common radio media formats;            2) creating various media texts,            get acquainted with artistic and journalistic genres.</p>
Description of the discipline	
Discipline code	BE 7
Name of the discipline	Media management
Number of credits	4
Course, semester	4, 7
Name of the department	Media communication and history of Kazakhstan
Course author	Mukhamedzhanov N. Zh.
Prerequisites	Fundamentals of Converged Journalism
Post-requests	-

Purpose of studying the discipline	Providing students with knowledge about the main mechanisms and methods of media management. Formation of theoretical ideas about the essence of media management, comprehensive consideration of marketing tasks in managing a media organization in a competitive environment, formation of skills in the field of fixed assets and means of their implementation, as well as a strategic approach to media business management;
Short course description	The course is designed to train specialists whose professional activity is related to working in the field of media business. Professional functions and methods of their implementation in the field of advertising and public relations in state, public, commercial structures, mass media, social sphere, politics, economy, production, trade, science, culture, sports; methods of managerial decision-making; fundamentals of strategic management and planning; problems of personnel management and methods of their effective solution, features of creative group management; methods and methods of working with personnel, assessing 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 technologies; theory of managerial decision-making promising management theories and methods, business processes, marketing and problems of adapting them to a specific situation.
Expected results	As part of the course, students:: <ul style="list-style-type: none"> <li>- use the means and methods of management in state, public, commercial structures, mass media, social sphere, taking into account the specifics in the field of politics, economics, production, trade, science, culture, advertising and public relations.</li> <li>- objective assessment of the company's state in the field of advertising, consideration of their development prospects; quickly makes decisions and is responsible for them; development of non-standard management solutions advertising and directions;</li> <li>- application of effective HR management technologies, taking into account the specifics of the media organization;</li> <li>- is able to apply techniques of working with staff in order to improve their work efficiency, taking into account the specifics of the media organization;</li> <li>- formulate and define ways of managerial influence production and business activities;</li> <li>- formulate and determine ways to solve managerial impacts on production and business activities, apply methods for evaluating the effectiveness of organizational decisions;</li> <li>- apply theoretical approaches to management, business processes, and marketing, taking into account the specifics of a particular situation.</li> </ul>
Description of the discipline	

Discipline code	BE 8
Name of the discipline	Social TV and radio journalism
Number of credits	5
Course, semester	4, 7
Name of the department	Media communication and history of Kazakhstan
Course author	Tokarchuk P.N.
Prerequisites	Sociology
Post-requests	-
Purpose of studying the discipline	Social problems in the media are a specific thematic segment related to the processes of self-preservation of society. The manifestation of social problems is alien to manipulation and requires special approaches based on the constructive interaction of social forces. Social journalism-a social media resource: As a professional ideology, it has deep traditions in television and demonstrates important priorities in covering social problems at different stages of socio-political life.
Short course description	Specific political trends not only contribute to the growth of the number of social-related materials, but also determine the problems and nature of information presentation that have a significant impact on the work of journalism. The peculiarities of television information require appropriate "imaginary" methods for analyzing social content, characteristics that can determine the quality of the existence of social problems on the air and correlate them with the peculiarities of the social sphere.
Expected results	functioning of the social sphere, features of its television image, reflecting the impact on real-life situations and problems; - modern methods and forms of displaying social problems on the TV screen in terms of their creative novelty, social expediency and ethical perception; - creative solutions when writing materials on social topics.

Description of the discipline	
Discipline code	BE 8
Name of the discipline	Industry-specific TV channels in the information space of Kazakhstan
Number of credits	5
Course, semester	4, 7
Name of the department	Media communication and history of Kazakhstan
Course author	Kaliadzharova Sh.Y.
Prerequisites	TV and radio journalism
Post-requests	-
Purpose of studying the discipline	The aim of the course is to give students the opportunity to master knowledge and analyze the Kazakh media market
Short course description	Development of Kazakhstan's telemarketer. State and commercial channels: commercialization of television as a global trend. Interaction of telecommunications companies in

	the global space. Technical, socio-political and creative perspectives of television development in Kazakhstan.
Expected results	<ul style="list-style-type: none"> <li>- Conduct an analysis of the Media market</li> <li>- specifics of industry channels</li> <li>- Specifics of state channels</li> <li>- Technical difference</li> <li>- Prospects of the creative channel</li> </ul>

Description of the discipline	
Discipline code	BEK 9
Name of the discipline	Teleradiopublicistics
Number of credits	4
Course, semester	4, 7
Name of the department	Media communication and history of Kazakhstan
Course author	Seitzhanova Zh.D.
Prerequisites	Fundamentals of journalism
Post-requests	-
Purpose of studying the discipline	The goal is to introduce students to the main programs, genres and forms of domestic television and radio journalism, its formation and development, and the current state. In the course of training, students have the opportunity to study the theory and modern practice of this section of audiovisual journalism, professionally analyze domestic radio and television programs that contribute to the professional growth of future journalists.
Short course description	The course is illustrated with examples of journalism programs. Students get acquainted with the peculiarities of the author's approach to the author's journalistic works, with the work of modern journalists of television and radio.
Expected results	<ul style="list-style-type: none"> <li>- genres and forms of TV and radio broadcasting;</li> <li>- TV and radio journalism in modern Kazakhstan: achievements and costs;</li> <li>- genre palette of modern Russian broadcasting journalism;</li> <li>- author's analytical and journalistic programs of Russian radio and television: history, experience, problems;</li> <li>- Problems of efficiency of modern domestic broadcasting journalism;</li> </ul>
Description of the discipline	
Discipline code	BE 9
Name of the discipline	The work of TV and radio journalists on the air
Number of credits	4
Course, semester	4, 7
Name of the department	Media communication and history of Kazakhstan
Course author	Gabdullina G.
Prerequisites	TV news: Practicum
Post-requests	-



Purpose of studying the discipline	A live broadcast leaves a big mark in the process of creating and releasing a Live Program. Modern information and analytical television broadcasting is difficult to imagine without providing a live broadcast. This has become an integral part of the television production of almost all national and major regional TV channels.
Short course description	Today, live broadcast television formats are actively influenced by convergent processes in journalism, which often expand journalistic works in a single broadcast space for television and radio broadcasting.
Expected results	<ul style="list-style-type: none"> <li>- organizes and directly participates in direct inclusion in information programs</li> <li>- talk shows, direct communication with TV bridges;</li> <li>- organizes live broadcasts on social networks;</li> <li>- writing texts, editing and working in front of the camera;</li> </ul>

Description of the discipline	
Discipline code	BE 10
Name of the discipline	Psychology in journalism
Number of credits	4
Course, semester	4, 8
Name of the department	Media communication and history of Kazakhstan
Course author	Ashenova S.V.
Prerequisites	Psychology
Post-requests	-
Purpose of studying the discipline	The goals of mastering the discipline "Psychology of Journalism" are 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
Short course description	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-philosophy, sociology, theory of journalism, social psychology, and sociology of journalism.
Expected results	As a result of the study, students will: study the main communication technologies that facilitate the transfer of information in various structures of a journalist's professional activity, psychological aspects of the journalistic profession, its creative, psycho-emotional and informational-cognitive functions, features of a journalist's personality; psychological, socio-psychological, moral and state-political parameters of the

	media, will be able to use communication technologies that facilitate the transfer of information in various structures of a journalist's professional activity; diagnose the psychological properties of a journalist's personality, his creative, psycho-emotional and informational-cognitive functions; determine psychological, socio-psychological, moral and state-political parameters of the media, master communication methods, techniques and technologies that increase the efficiency of information transmission in various structures of the journalist's professional activity; psychological, socio-psychological, moral and state-political skills that contribute to the success of the journalist's activity.
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Description of the discipline	
Discipline code	BE 10
Name of the discipline	Industry-specific TV channels in the information space of Kazakhstan
Number of credits	4
Course, semester	4, 8
Name of the department	Media communication and history of Kazakhstan
Course author	Kalibarova Sh. Y.
Prerequisites	TV and radio journalism
Post-requests	-
Purpose of studying the discipline	The aim of the course is to give students the opportunity to master knowledge and analyze the Kazakh media market
Short course description	Development of the Kazakhstan radio channel. Public and commercial channels: commercialization of radio as a global trend. Interaction of radio communication companies in the global space. Technical, socio-political and creative prospects for the development of radio stations in Kazakhstan.
Expected results	- Conduct an analysis of the Media market - specifics of industry-specific radio channels - Specifics of state radio channels - Technical difference - Prospects of the creative channel

Description of the discipline	
Discipline code	BE 11
Name of the discipline	Trash Journalism
Number of credits	4
Course, semester	4, 8
Name of the department	Media communication and history of Kazakhstan
Course author	Beisenkulov A.A.
Prerequisites	Fundamentals of Converged Journalism
Post-requests	-
Purpose of studying the discipline	The main differences of thrash journalism, analysis of factors contributing to the development of this direction, indicating the elements underlying it

Short course description	What is a Thrash product? Documentaries and props, aesthetic culture or passing, sensation, the place of thrash in the transmission of exclusive materials. Ways to use thrash by professional journalists, when its use is most effective and its impact on the audience.
Expected results	<ul style="list-style-type: none"> <li>- Creating thrash products</li> <li>- ways to effectively use thrash elements</li> <li>- distinguish between an object-subject-eran image</li> <li>- responsibility to the audience in creating thrash products</li> <li>- correctrendering of an expressive character</li> </ul>
Description of the discipline	
Discipline code	BE 11
Name of the discipline	Electronic media and social networks
Number of credits	4
Course, semester	4, 8
Name of the department	Media communication and history of Kazakhstan
Course author	Melnik G.S.
Prerequisites	Fundamentals of Converged Journalism
Post-requests	-
Purpose of studying the discipline	To identify the relationship between electronic media and social networks, and to show the place of modern media platforms in complementing each other.
Short course description	Filling with knowledge about the differences between the product in electronic media and the product in social networks, about the efficiency, reliability and accuracy of information, about the place of display media in it.
Expected results	<ul style="list-style-type: none"> <li>- Preparation of products for electronic information tools;</li> <li>- Preparation of products for social networks;</li> <li>- Two works simultaneously with the platform;</li> <li>- Access to basic information via the network;</li> <li>- Creating an abstract;</li> <li>- Increase in popularity;</li> </ul>
Description of the discipline	
Discipline code	BE 12
Name of the discipline	Research methodology
Number of credits	4
Course, semester	4, 8
Name of the department	Media communication and history of Kazakhstan
Course author	Niyazgulova A.A.
Prerequisites	Fundamentals of Converged Journalism
Post-requests	-
Purpose of studying the discipline	formation of students ' methodological and scientific culture, knowledge system, skills and abilities in the field of organizing and conducting scientific research.
Short course description	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 "

	Methodology R& D " promotes the 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, instilling ethical standards in the process of scientific research.</p> <p>Expected learning outcomes:</p> <p>As a result of mastering the discipline, the student must:</p> <ul style="list-style-type: none"> <li>- know the theoretical foundations of the organization of research activities;</li> <li>- be able to analyze trends in modern science, identify promising areas of scientific research;</li> <li>- use experimental and theoretical research methods in professional activities;</li> <li>- possess modern methods of scientific research in the subject area; skills to improve and develop their scientific potential.</li> </ul> <p>Competencies:</p> <ul style="list-style-type: none"> <li>- willingness to use knowledge of modern problems of science and education in solving educational and professional tasks;</li> <li>- ability to independently master new research methods, to change the scientific profile of one's professional activity;</li> <li>- ability to systematize, generalize and disseminate methodological experience in the professional field.</li> </ul>

Description of the discipline	
Discipline code	BE 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 communication and history of Kazakhstan
Course author	Mukhamedzhanova N.Zh.
Prerequisites	Media management
Post-requests	-
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.
Short course description	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, economy, production are studied
Expected results	<p>As a result of studying the course, students should::</p> <ul style="list-style-type: none"> <li>- know the basics of strategic management</li> <li>- be able to apply management and management knowledge when working with media enterprises</li> <li>- have leadership skills.</li> </ul> <p>Competencies:</p>

	<ul style="list-style-type: none"> <li>-As a result of studying the discipline, students will be able to:</li> <li>- qualify the subject and structure of the media business</li> <li>- be guided in the development trends of domestic and international media</li> <li>- build economic models of mass media</li> <li>- analyze factors that affect communication capabilities</li> <li>- plan marketing strategies in the media business organization</li> <li>- calculate general features of the communication space</li> <li>- analyze socio-political, socio-economic phenomena in dynamics, make forecasts for the future;</li> <li>- analyze events taking place in the Republic of Kazakhstan and abroad;</li> <li>- determine ratings of Kazakhstani and foreign media outlets;</li> <li>- possess the skills of a media editor</li> <li>- create socially relevant information</li> </ul>
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#### 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
Formation of a media personality	4	5	
Youtube channels of professional journalists	4	5	
Podcast creation technology	4	6	
Tik-tok shooting at a professional level	4	7	