

I APPROVED

Chairman of the Educational and Methodological  
Council of JSC "International University of  
Information Technologies"



Mustafina A.K.

" 03 2024

## CATALOG OF ELECTIVE DISCIPLINES

6B032 journalism and information

6B03201 Business journalism, SMM&PR

2024-2027

2024


developed on the basis of the working curriculum of the specialty/EP.

6B03201 Business journalism, SMM&PR

The catalog of elective disciplines was discussed at the department meeting

Media communications and history of Kazakhstan

Protocol No. \_\_\_\_\_ dated “ \_\_\_\_ ” \_\_\_\_\_ 20\_\_

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

Compiler of QED \_\_\_\_\_ Ashenova S.V.

The catalog of elective disciplines was approved at a meeting of the Educational and Methodological Council of JSC “International University of Information Technologies”, protocol No. \_\_\_\_\_ dated “ \_\_\_\_ ” \_\_\_\_\_ 20\_\_.

Head of the Department  
of Educational and Methodological Activities \_\_\_\_\_  A.Sh.Ajibayeva  
signature

---

## 1 TERMS AND ABBREVIATIONS

1. 1 Educational program - a single set of basic characteristics of education, including goals, results and content of training, the organization of the educational process, methods and methods for their implementation, criteria for assessing learning outcomes.

The content of the educational program of higher education consists of disciplines of three cycles - general education disciplines (hereinafter - OOD), basic disciplines (hereinafter - DB) and core disciplines (hereinafter - PD).

The cycle of OOD includes disciplines of the compulsory component (hereinafter - OK), the university component (hereinafter - VK) and (or) the component of choice (hereinafter - KV). DB and PD include disciplines of VK and KV.

1. 2 Catalog of elective disciplines (QED) - a systematic annotated list of all disciplinary components of choice, for the entire training period, contains a brief description of the study objectives, summary (main sections) and expected learning outcomes. In QED reflect the prerequisites and postrequisites of each academic discipline. QED should provide an opportunity for an alternative choice of elective subjects for the formation of an individual educational trajectory.

Based on the educational program and QED, they are trained with the help of advisers and individual curricula are developed.

1. 3 Individual curriculum (IUP) - a curriculum formed for each academic year for students studying independently with the help of an adviser based on the educational program and the catalog of elective disciplines and (or) modules;

IUP defines an individual educational trajectory of each student separately. IEP includes disciplines and types of educational activities (practice, research / experimental research, forms of final certification) of the required component (OK), the university component (VK) and the optional component (KV).

1. 4 Advisor - a teacher who performs the functions of an academic mentor studying according to the appropriate educational program, who assists in choosing a learning path (creating an individual curriculum) and mastering the educational program during the training period.

1. 5 University component - a list of compulsory educational disciplines determined by the university independently for the development of the educational program.

1. 6 Optional component - a list of academic disciplines and the corresponding minimum amounts of academic loans offered by the university, independently chosen by students in any academic period, taking into account their prerequisites and postrequisites.

1. 7 Elective disciplines - educational disciplines that are part of the university component and the optional component in the framework of established academic loans and introduced by organizations of education, reflecting the individual preparation of the student, taking into account the specifics of socio-economic development and the needs of a particular region, established scientific schools.

1. 8 Postrequisites (postrequisites) - disciplines and (or) modules and other types of educational work, the study of which requires knowledge, skills, competencies acquired at the end of the study of this discipline and (or) modules; 1. 9 Prerequisites (prerequisites) - disciplines and (or) modules and other types of academic work containing knowledge, abilities, skills and competencies necessary for the development of the studied discipline and (or) modules; 1. 10 Competencies - the ability of the practical use of knowledge acquired in the learning process, skills in professional activities.

1. 9 Prerequisites (prerequisites) - disciplines and (or) modules and other types of educational work containing knowledge, abilities, skills and competencies necessary for the development of the studied discipline and (or) modules;

1. 10 Competencies - the ability of the practical use of knowledge acquired in the learning process, skills in professional activities.

## 2 ELECTIVE DISCIPLINES

No	Discipline cycle	Code of discipline	Name of discipline	Semester	Number of credits	Prerequisites
<i>1 course</i>						
1.	GER	RM 6301	Research fundamentals	1	5	Fundamentals of Convergent Journalism
2.		JUR 7448	Entrepreneurship and Economics	1	5	Fundamentals of Convergent Journalism
3.		JUR 6470	Fundamentals of law and anti-corruption culture	1	5	Fundamentals of Convergent Journalism
4.		JUR 6457	Economic	1	5	Fundamentals of Convergent Journalism
<i>3 course</i>						
5.	BS	JUR 6437	Author's programs	5	3	Teleradio journalism
6.		JUR 6492	Social content in business publication			Skills in creating analytical materials
7.	BS	MNR6701	Minor 1	6	5	Fundamentals of Convergent Journalism
8.	BS	MNR6702	Minor 2	6	5	Fundamentals of Convergent Journalism
9.	BS	MNR6703	Minor 3	6	5	Fundamentals of Convergent Journalism
10.	BS	JUR 6471	Travel journalism	5	4	Fundamentals of Convergent Journalism
11.		JUR 6479	The work of the press service of state and commercial structures			Modern PR technologies
12.		JUR6415	Motion TV Design			Television and radio journalism
13.		JUR6450	Media theory and criticism			Fundamentals of Convergent Journalism
14.	BS	JUR6470	Social networks and live broadcast (live broadcast)	6	3	Fundamentals of Convergent Journalism
15.		JUR 6432	Foreign language (professional)			Fundamentals of Convergent Journalism

16.		JUR6477	Theory and practice of media business organization			Fundamentals of Convergent Journalism
-----	--	---------	--	--	--	---------------------------------------

## 3 DESCRIPTION OF ELECTIVE DISCIPLINES

Discipline description	
Discipline code	RM 6301
Name of the discipline	Research fundamentals
Amount of credits	5
Course, semester	1, 1
The name of the department	Media communications and history of Kazakhstan
Course Author	Niyazgulova A
Prerequisites	Fundamentals of Convergent Journalism
Post requisites	
The purpose of studying the discipline	Study of issues of practical organization of scientific research
Short course description (main sections)	Study of issues of practical organization of scientific research, analysis and generalization of research results, mastery of decision-making theory, the basics of project management, requirements analysis, architecture development, detailed design, development of user interfaces and testing methods.
Expected results	Study of issues of practical organization of scientific research, analysis and generalization of research results, mastery of decision-making theory, the basics of project management, requirements analysis, architecture development, detailed design, development of user interfaces and testing methods.

Discipline description	
Discipline code	JUR 7448
Name of the discipline	Entrepreneurship and Economics
Amount of credits	5
Course, semester	1, 1
The name of the department	Media communications and history of Kazakhstan
Course Author	Niyazgulova A
Prerequisites	Fundamentals of Convergent Journalism
Post requisites	
The purpose of studying the discipline	The discipline "Entrepreneurship and Economics" studies entrepreneurship as an economic phenomenon.

Short course description (main sections)	The course covers a wide range of practical topics such as forms of organization and forms of doing business, basic profit and cost calculations, microeconomics of the firm. Students will also study theoretical foundations of entrepreneurship as a production factor in modern economic system in the context of philosophy of capitalism and socialism.
Expected results	The course provides a large number of case studies and problems for the development of analytical abilities, and independent and critical thinking.

Discipline description	
Discipline code	JUR 6470
Name of the discipline	Fundamentals of law and anti-corruption culture
Amount of credits	5
Course, semester	1, 1
The name of the department	Media communications and history of Kazakhstan
Course Author	Niyazgulova A
Prerequisites	Fundamentals of Convergent Journalism
Post requisites	
The purpose of studying the discipline	After successful completion of the course, students will gain the following competencies: 1. Understand the measures of legal responsibility for participation in corruption violations. 2. Determine the conflict of interests in the activities of organizations leading to corruption. 3. Analyze the work of organizations using various research methods.
Short course description (main sections)	The course outlines the legal, economic, and social foundations of fighting corruption. Throughout the course, students will gain practical knowledge in identifying the peculiarities of state policies, applying international experiences in combating corruption, mastering skills in conflict resolution, and detecting corruption activities using professional ethics and methods.
Expected results	Understand the measures of legal responsibility for participation in corruption violations. Determine the conflict of interests in the activities of organizations leading to corruption. Analyze the work of organizations using various research methods.

Discipline description	
Discipline code	JUR 6457
Name of the discipline	Economic

Amount of credits	5
Course, semester	1, 1
The name of the department	Media communications and history of Kazakhstan
Course Author	Niyazgulova A
Prerequisites	Fundamentals of Convergent Journalism
Post requisites	
The purpose of studying the discipline	The course covers all key elements of the discipline "Economics".
Short course description (main sections)	In The course the object and subject of study, problems of ownership and economic relations, types of economic systems, money and monetary systems, mechanisms of the market, competition and monopoly, capital and value, reproduction firm capital, wages, profit and income, macroeconomic analysis economy, economic growth, national economy in the world economic system. Finally, various emerging trends will be discussed in this course in economic theory through real life examples and case studies.
Expected results	By the end of the course, students will know the basic economic issues, how businesses decide how people invest money to save for the future, and how economic policy affects a person or a state.

Discipline description	
Discipline code	MNR6701
Name of the discipline	Minor 1
Amount of credits	5
Course, semester	3,6
The name of the department	Media communications and history of Kazakhstan
Course Author	Niyazgulova A
Prerequisites	Fundamentals of Convergent Journalism
Post requisites	Writing and defending a diploma project
The purpose of studying the discipline	The course is intended for the development of competencies other than profiling
Short course description (main sections)	The course is intended for the development of competencies other than profiling
Expected results	The course is intended for the development of competencies other than profiling



Discipline description	
Discipline code	MNR6702
Name of the discipline	Minor 2
Amount of credits	5
Course, semester	3,6
The name of the department	Media communications and history of Kazakhstan
Course Author	Niyazgulova A
Prerequisites	Fundamentals of Convergent Journalism
Post requisites	Writing and defending a diploma project
The purpose of studying the discipline	The course is intended for the development of competencies other than profiling
Short course description (main sections)	The course is intended for the development of competencies other than profiling
Expected results	The course is intended for the development of competencies other than profiling

Discipline description	
Discipline code	MNR6703
Name of the discipline	Minor 3
Amount of credits	5
Course, semester	3,6
The name of the department	Media communications and history of Kazakhstan
Course Author	Niyazgulova A
Prerequisites	Fundamentals of Convergent Journalism
Post requisites	Writing and defending a diploma project
The purpose of studying the discipline	The course is intended for the development of competencies other than profiling
Short course description (main sections)	The course is intended for the development of competencies other than profiling
Expected results	The course is intended for the development of competencies other than profiling

Discipline description	
Discipline code	JUR 6437
Name of the discipline	Author's programs

Amount of credits	3
Course, semester	3,5
The name of the department	Media communications and history of Kazakhstan
Course Author	Kaliazhdarova Sh.
Prerequisites	Television and radio journalism
Post requisites	Not required
The purpose of studying the discipline	Learn to create original programs taking into account their ideological and thematic features
Short course description (main sections)	Traditional television original programs in modern conditions are actively exploring the Internet space, in particular popular video platforms such as Youtube. In turn, the quality of author's thematic video blogs is growing rapidly. Thus, the possibilities of reaching an audience are expanding, and modern gadgets are becoming more accessible, which greatly simplifies the possibilities of creating video content. This discipline is practical in nature and is aimed at students trying to create their own original projects.
Expected results	Students who have mastered the course material must: <ul style="list-style-type: none"> <li>-know the main aspects and characteristics of an author's program on television</li> <li>- create original programs as television works</li> <li>-know the features of the process of preparing and creating an original program on Kazakh television.</li> <li>- analyze original programs on television.</li> <li>- determine the author's role of the journalist's individuality in the success of the approach and organization of the program.</li> </ul>

Discipline description	
Discipline code	JUR 6492
Name of the discipline	Social content in business publications
Amount of credits	3
Course, semester	3,5
The name of the department	Media communications and history of Kazakhstan
Course Author	Ashenova S.V.
Prerequisites	Skills in creating analytical materials

Post requisites	Not required
The purpose of studying the discipline	The discipline is aimed at developing in-depth knowledge among students about the creation of specialized journalistic materials, the formation of a systematic methodological and practical approach to the substantive, formal and informal criteria for collecting, processing, analyzing and editing information for the preparation of materials published in modern
Short course description (main sections)	The course combines two areas: it studies the features of creating publications for various social networks aimed at business audiences and the features of creating socially significant information in the business sphere. Familiarization with the structure of the modern media system and the place of business journalism in it, the target audience of business media, its values and motivation; with concepts and categories fundamental to understanding the format and content of business journalism; studying the features of preparing journalistic materials on business topics in various genres, as well as methods and tools for their preparation; practical development of acquired knowledge using real examples of the information field.
Expected results	As a result of mastering the material, the student will be able to acquire the following knowledge, skills and abilities: have an idea of the place and role of business media in the general system of mass media, the essence of mass communication processes for a specialized readership, and the typology of business media; understand the specifics of business journalism as a specialized section of general journalism: features of genesis and development, the system of type-forming factors; be able to systematically analyze phenomena, facts and events in the business and economic life of society, have the skills to work with sources of information, collect, process and analyze information of a business and economic nature; know the basic concepts and categories of macro- and microeconomic theory; have an understanding of the main genres (including synthesized) of journalistic materials used in business media, as well as methods of their processing and editing; be able to apply in practice a range of techniques, tools and methods for collecting information, processing and editing it to create high-quality journalistic materials of various genres; have an understanding of the specifics of journalistic activity in ethical and legal aspects;

Discipline description	
Discipline code	JUR 6471
Name of the discipline	Travel journalism
Amount of credits	4
Course, semester	3.5

The name of the department	Media communications and history of Kazakhstan
Course Author	Ashenova S.V.
Prerequisites	Fundamentals of Convergent Journalism
Post requisites	Not required
The purpose of studying the discipline	Mastery of various technological techniques of journalistic practice, which are necessary to obtain professional skills in social networks and the media in specialized travel areas
Short course description (main sections)	Studying aspects of a growing trend in journalism – travel and tourism journalism. The research methodology is based on an understanding of the mission of the media as an important means of popularizing knowledge about other countries and peoples, their role in interethnic communication. Along with determining the place of this trend in the media system and tracing its history, practical attention is paid to today's problems of travel journalism in the context of the current challenges of globalization, the meaning of the integrative communication function of travel journalism, and its place in a market-oriented direction. The objective of the course is to study new journalistic travel genres and master a wide range of modern scientific ideas about culture and tourism, journalism and travel blogging.
Expected results	<p>After completing the course, students:</p> <ul style="list-style-type: none"> <li>- master the main typological characteristics inherent in the travel blogosphere;</li> <li>- learn to create materials applicable in travel journalism</li> <li>- will acquire skills in running their own travel websites, which are in demand in the Internet space</li> </ul> <p>Competencies:</p> <ul style="list-style-type: none"> <li>- mastery of the specifics of travel journalism;</li> <li>- knowledge of methods for processing and broadcasting required information;</li> <li>- understanding of the processes occurring in the modern media space aimed at the development of new media and their properties</li> </ul>

Discipline description	
Discipline code	JUR 6479
Name of the discipline	Work of press services of government and commercial structures
Amount of credits	4
Course, semester	3,5
The name of the department	Media communications and history of Kazakhstan

Course Author	Doskhozina Zh.M.
Prerequisites	Modern PR technologies
Post requisites	Not required
The purpose of studying the discipline	Training of specialists in accordance with current requirements for qualifications and professionalism in the field
Short course description (main sections)	To give students an idea of the information bases of public relations as a special and specific type of social activity; familiarization with the modern press relations system, their specifics and operating features; developing practical business communication skills for a public relations specialist both with media representatives of all types and levels, and in the context of internal corporate communications. Studying the discipline also offers the acquisition of systematic knowledge about the modern system of functioning of domestic media of all types and types
Expected results	As a result of studying the course, the student must -know the conceptual apparatus, principles and methods of managing public opinion; organization structure, -be able to design an information strategy depending on the typology of the organization's structure, -have PR influence skills in the field of professional communication Competencies: -mastery of the basics in accordance with the assigned objectives of studying this discipline within the framework of social, personal, professional and instrumental competencies of Public relations - management of organizational forms of Public Relations in various organizations, - organization of communicative events depending on the typology, structure and policy of the organization.

Discipline description	
Discipline code	JUR6415
Name of the discipline	Motion TV Design
Amount of credits	4
Course, semester	3,5
The name of the department	Media communications and history of Kazakhstan
Course Author	Kaliazhdarova Sh.
Prerequisites	Television and radio journalism
Post requisites	Not required

The purpose of studying the discipline	The student acquires the skills of creating video clips, designing television broadcasts, TV screensavers, movie titles, creating commercials, using motion design in content marketing and advertising.
Short course description (main sections)	The visual design of moving objects for television, social networks, websites is the main subject of the course. Motion design is created using computer technology. In the process of studying the course, the student will create works using classic, combined, animation video filming techniques.
Expected results	As a result, the student will learn how to make high-quality branded video and animated graphic content.

Discipline description	
Discipline code	JUR6450
Name of the discipline	Media theory and criticism
Amount of credits	4
Course, semester	3,5
The name of the department	Media communications and history of Kazakhstan
Course Author	Nijazgulova A
Prerequisites	Fundamentals of Convergent Journalism
Post requisites	Not required
The purpose of studying the discipline	This course will focus on the socio-cultural theory of media and communication. We will focus on the analysis of popular media and their impact on our perception, understanding and real events.
Short course description (main sections)	This course will focus on the socio-cultural theory of media and communication. We will focus on the analysis of popular media and their impact on our perception, understanding and real events.
Expected results	This course will focus on the socio-cultural theory of media and communication. We will focus on the analysis of popular media and their impact on our perception, understanding and real events.

Discipline description	
Discipline code	JUR6470
Name of the discipline	Social networks and Live Streaming (live broadcast)
Amount of credits	3

Course, semester	3,6
The name of the department	Media communications and history of Kazakhstan
Course Author	Mazeika Kipras Jozovic
Prerequisites	Fundamentals of Convergent Journalism
Post requisites	-
The purpose of studying the discipline	Teach students new methods of promoting information – on social networks and using technology and live broadcasting skills
Short course description (main sections)	The course includes studying the specifics of online journalism, methods of working on the network, familiarization with the creative process of creating blog posts, studying forms of online publishing, professional and ethical rules and norms governing the behavior of a web journalist. The training program includes practical and lecture classes that reveal the specifics of blog journalism, the laws of information organization, and the principles of creating successful network projects. The conditions for mastering the specifics of the blogosphere are studied; methods of processing and broadcasting required information; processes occurring in the modern media space aimed at the development of new media and their properties. Today it is obvious that for a large amount of information and communication services, traditional channels of marketing communications and promotion no longer provide the same effect, but, on the contrary, only increase the difference between traditional and new media. It is this fact that can explain the high interest of professionals in new methods of promotion and communication channels, among which promotion in social media (Social Media Marketing) and Streaming technologies take pride of place.
Expected results	As a result of studying the course, students: <ul style="list-style-type: none"> <li>-learn the features of modern video streaming</li> <li>-will be able to plan media activity on social media through streaming services</li> <li>-will gain skills in streaming technologies, including gaming</li> </ul> Competencies: <ul style="list-style-type: none"> <li>-knowledge of promotion tools in social media using streaming;</li> <li>- understanding the importance of mastering modern types and technologies of new communications;</li> <li>- ability to use streaming services</li> </ul>

Discipline description

Discipline code	JUR 6432
Name of the discipline	Foreign language (professional)
Amount of credits	3
Course, semester	3,6
The name of the department	Media communications and history of Kazakhstan
Course Author	Adeleke V
Prerequisites	Fundamentals of Convergent Journalism
Post requisites	Not required
The purpose of studying the discipline	master a foreign language
Short course description (main sections)	The course of study involves the formation of linguistic, discursive and socio-cultural competence of students, familiarization with the culture of the countries of the language being studied, the acquisition of professional speech skills in a foreign language, and the development of skills in translating texts in the specialty. Overview of grammar, reading and writing techniques, essay writing, listening and speaking techniques.
Expected results	master a foreign language

Discipline description	
Discipline code	JUR6477
Name of the discipline	Theory and practice of organizing media business
Amount of credits	3
Course, semester	3,6
The name of the department	Media communications and history of Kazakhstan
Course Author	Niyazgulova A.A.
Prerequisites	Fundamentals of Convergent Journalism
Post requisites	Not required
The purpose of studying the discipline	The course is designed to train specialists whose professional activities are related to work in the field



Short course description (main sections)	Specifics of creating a media enterprise. Providing information services to society and its information security, providing citizens with all the information necessary for this through the creation and management of a media enterprise. The course examines the activities of editorial offices under the status of enterprises that earn the funds necessary for the existence of the media, taking into account all legal and economic prerequisites. Professional functions and approaches to their implementation in the field of advertising and public relations in government, public, commercial structures, the media, the social sphere, politics, economics, and 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 leadership knowledge when working with media enterprises</li> <li>- have leadership skills. Competencies:</li> <li>- As a result of studying the discipline, students will be able to: <ul style="list-style-type: none"> <li>- qualify the subject, structure of the media business</li> <li>- navigate the development trends of domestic and world media</li> <li>- build economic models of the media</li> <li>- analyze factors influencing communication capabilities</li> <li>- - plan marketing strategies in a media business organization</li> <li>- - calculate the general features of the communicative space</li> <li>- - analyze socio-political, socio-economic phenomena in dynamics, make forecasts for the future;</li> <li>- - analyze events occurring in the Republic of Kazakhstan and abroad;</li> <li>- - determine ratings of Kazakh and foreign media;</li> <li>- - possess the skills of working as a media editor</li> <li>- - create socially significant information</li> </ul> </li> </ul>