

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

6B03202 Digital journalism

2024-2027

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

6B03202 Digital journalism

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 _____  Niyazgulova A.A.

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

TERMS AND ABBREVIATIONS

1.1 Educational program - a single set of basic characteristics of education, including goals, results and content of learning, organization of the educational process, methods and methods of 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 major disciplines (hereinafter - PD).

The OOD cycle includes the disciplines of a mandatory component (hereinafter referred to as OK), a university component (hereinafter referred to as VC) and (or) an optional component (hereinafter referred to as CV). DB and PD include the disciplines of VK and KV.

1.2 Catalog of elective disciplines (CED) - a systematized annotated list of all disciplines of the optional component for the entire period of study, containing a brief description of them indicating the purpose of the study, a summary (main sections) and expected learning outcomes. The QED reflects the prerequisites and postrequisites of each academic discipline. QED should provide educators with the opportunity to choose an alternative choice of elective academic disciplines to form an individual educational trajectory.

Based on the educational program and QED, students develop individual curricula with the help of advisors

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

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

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

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

1. 6 Elective component - a list of academic disciplines and the corresponding minimum amount of academic credits offered by the university, independently selected by students in any academic period, taking into account their prerequisites and post-requisites.

1.7 Elective disciplines are academic disciplines included in the university component and the optional 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.

1.8 Postrequisite (postrequisite) - disciplines and (or) modules and other types of educational work, the study of which requires knowledge, abilities, skills and competencies acquired upon completion of the study of this discipline and (or) modules;

1.9 Prerequisite (prerequisite) - disciplines and (or) modules and other types of educational work containing knowledge, abilities, skills and competencies necessary for mastering the studied discipline and (or) modules;

1. 10 Competences - the ability to practically use the knowledge, skills and abilities acquired in the learning process in professional activity.

2 ELECTIVE DISCIPLINES

№	Discipline cycle	Code of discipline	Name of discipline	Semester	Number of credits	Prerequisites
<i>2 course</i>						
1	BS	JUR 6475	Polish language	3	2	Foreign language
2		JUR 6407	Mass media writing			Foreign language
<i>3 course</i>						
3	BS	MNR6701	Minor 1	5	5	Fundamentals of Convergent Journalism
4		MNR6702	Minor 2			Fundamentals of Convergent Journalism
<i>4 course</i>						
5	BS	MNR6703	Minor 3	5	5	Fundamentals of Convergent Journalism
6	BS	(kv4) JUP 6498	Data visualization	7	4	Design and design of publications
7		JUR 6487	Computer graphics			Information and communication technologies
8	BS	JUR 6437	Author's programs	7	5	TV news: workshop
9		JUR 6480	Website promotion and support			Design and design of publications
10		JUR 6496	Investigative journalism			Legal foundations of journalism and media ethics
11		Web design, usability and SEO promotion	Design and design of publications			
12		Multimedia journalism	Fundamentals of Convergent Journalism			

№	Discipline cycle	Code of discipline	Name of discipline	Semester	Number of credits	Prerequisites
<i>1 курс</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 курс</i>						
5.	BS	MNR6701	Minor 1	6	5	Fundamentals of Convergent Journalism
6.		MNR6702	Minor 2			Fundamentals of Convergent Journalism
7.	BS	MNR6703	Minor 3	6	5	Fundamentals of Convergent Journalism
8.	BS	(kv4) JUR6498	Data visualization	5	5	Fundamentals of Convergent Journalism
9.		JUR 6487	Computer graphics	5	5	Fundamentals of Convergent Journalism
10.		JUR 6418	Infographics, 3D technologies, animations	5	5	Fundamentals of Convergent Journalism
11.		JUR 6488	Web design, usability and SEO promotion	5	5	Fundamentals of Convergent Journalism
12.		JUR6437	Author's programs	5	5	Fundamentals of Convergent Journalism
13.	BS	JUR6435	Media coverage of the economy	5	4	Fundamentals of Convergent Journalism

14.	BS	JUR-6510	Media monitoring	5	4	Fundamentals of Convergent Journalism
15.		JUR 6407	Mass media writing	5	4	Fundamentals of Convergent Journalism
16.		JUR6480	Website promotion and support	6	5	Fundamentals of Convergent Journalism
17.		JUR6494	Multimedia journalism	6	5	Fundamentals of Convergent Journalism
18.		JUR 6432	Foreign language (professional)	6	5	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.
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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)	<p>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.</p> <p>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.</p>
Expected results	<p>The course provides a large number of case studies and problems</p> <p>for the development of analytical abilities, and independent and critical thinking.</p>

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	<p>After successful completion of the course, students will gain the following competencies:</p> <ol style="list-style-type: none"> 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	<p>Understand the measures of legal responsibility for participation in corruption violations.</p> <p>Determine the conflict of interests in the activities of organizations leading to corruption.</p> <p>Analyze the work of organizations using various research methods.</p>

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)	<p>In The course</p> <p>the object and subject of study, problems of ownership and economic relations, types of economic systems, money and monetary systems,</p> <p>mechanisms of the market, competition and monopoly, capital and value, reproduction</p> <p>firm capital, wages, profit and income, macroeconomic analysis</p> <p>economy, economic growth, national economy in the world economic</p> <p>system. Finally, various emerging trends will be discussed in this course</p> <p>in economic theory through real life examples and case studies.</p>
Expected results	<p>By the end of the course, students will know the basic economic issues, how</p> <p>businesses decide how people invest money to save for the future, and how economic policy affects a person or a state.</p>

Discipline code	MNR6701
Name of the discipline	Minor 1
Amount of credits	5
Course, semester	3,5
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	3,5
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	3,5
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	(kv4) JUR 6498
Name of the discipline	Data visualization
Amount of credits	4
Course, semester	3, 5

The name of the department	Media communications and history of Kazakhstan
Course Author	Beysenkulov A
Prerequisites	Design and design of publications
Post requisites	Animation video effects for digital media
The purpose of studying the discipline	Teach students to work on visualizing information through photography. Reveal ways to interact with mass audiences through photography as a modern means of communication.
Short course description (main sections)	training to work with basic data and diagrams, with the interactive visualization tool D3.is
Expected results	Knowledge of the principles of infodesign and visual storytelling, creating infographics in the conditions of limited resources.

Discipline description	
Discipline code	JUR 6487
Name of the discipline	Computer graphics
Amount of credits	5
semester	3,5
Department name	Media communications and history of Kazakhstan
Course author	Beisenculov A
Prerequisites	Information and communication technologies
Post-requisites	Web Design ", infographics and 3D animation
The purpose of studying the discipline	The discipline is designed to prepare the future employee of the converged editorial office for practical work on media projects using modern digital technologies. The teaching of the discipline has a practical orientation and is carried out in close connection with the general professional disciplines: "Information and Communication Technologies", SDPI.
Brief description of the course (main sections)	The main objective of the course is to familiarize students with the basics of computer graphics, the ability to use vector and raster graphic editors, as well as three-dimensional modeling systems.

Expected results	<p>At the end of the course, the student should know:</p> <ul style="list-style-type: none"> - types of computer graphics, areas of their application; - ways of storing graphic information; basic techniques of working in Corel DRAW; -concept and types of animation; -the concept of web design; -the basics of site planning; -hypertext markup language HTML.
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Discipline description	
Discipline code	JUR 6418
Name of the discipline	Infographics, 3D technologies, animations
Amount of credits	5
semester	3,5
Department name	Media communications and history of Kazakhstan
Course author	Beisenculov A
Prerequisites	Information and communication technologies
Post-requisites	
The purpose of studying the discipline	In the process of studying the discipline "Infographics, 3D technologies, animations", the student learns the basics of website design using infographics, animation.
Brief description of the course (main sections)	Animation is a key factor in creating video ads. Training how to create interactive content, interactive infographics, interactive chronology, to be able to make out video, to own the basics of editing, animation programs, to create video effects.
Expected results	Mastering this direction gives students the opportunity to create media content that is popular with viewers.

Discipline description	
Discipline code	JUR 6488
Name of the discipline	Web design, usability and SEO promotion
Amount of credits	5

Course, semester	3,5
The name of the department	Media communications and history of Kazakhstan
Course Author	Beysenkulov A
Prerequisites	Design and design of publications
Post requisites	Writing and defending a diploma project
The purpose of studying the discipline	The purpose of the course is to develop in students the necessary knowledge in the field of new technologies necessary for modern digital journalism, mastering design and technical skills
Short course description (main sections)	The student learns to master digital mobile technologies for collecting, processing and transmitting information, create various formats of information, use texts convenient for Internet publications, work with various text editors, optimize texts for search engines, and know SEO optimization technologies.

Discipline description	
Discipline code	JUR 6437
Name of the discipline	Author's programs
Amount of credits	5
Course, semester	3,5
The name of the department	Media communications and history of Kazakhstan
Course Author	Kaliazhdarova Sh
Prerequisites	TV news: workshop
Post requisites	
The purpose of studying the discipline	This discipline is of a practical nature and is aimed at making students try to create their own author's projects.

Short course description (main sections)	Traditional TV author programs in modern conditions are actively developing the Internet space, in particular popular video platforms such as Youtube. In turn, the quality of the author's thematic video blogs is growing rapidly. Thus, the possibilities of reaching the audience are expanding, and modern gadgets are becoming more and more accessible, which greatly simplifies the possibilities of creating video content.
Expected results	<p>As a result of studying the course, students should:</p> <ul style="list-style-type: none"> -know the specifics of creating proprietary programs -be able to prepare a problem interview, write a commentary, correspondence, make a review, take part in a press conference, conversation, discussion. -have skills in preparing specialized materials in relation to electronic media. <p>Competencies:</p> <ul style="list-style-type: none"> - knowledge of the technology for creating copyright materials - application of knowledge about creating original programs in the practice of journalism - practical skills in collecting, processing, analyzing

Discipline description	
Discipline code	JUR6435
Name of the discipline	Media coverage of the economy
Amount of credits	5
Course, semester	3,5
The name of the department	Media communications and history of Kazakhstan
Course Author	Ashenova S
Prerequisites	Fundamentals of Convergent Journalism
Post requisites	-
The purpose of studying the discipline	The purpose of the discipline is to form in students an idea about the development of the economy in Kazakhstan and the world, about the specifics of using professional methods in the activities of a journalist writing about economic problems.

Short course description (main sections)	The objectives of the course include studying the specifics of economic journalism, methods of presenting information on economic topics, the process of a journalist working on an economic topic, and skills in working with various sources of economic information.
Expected results	To form in students an idea about the development of the economy in Kazakhstan and the world, about the specifics of using professional methods in the activities of a journalist writing about economic problems.

Discipline description	
Discipline code	JUR-6510
Name of the discipline	Media monitoring
Amount of credits	4
Course, semester	3, 5
The name of the department	Media communications and history of Kazakhstan
Course Author	Shayadilov
Prerequisites	Fundamentals of Convergent Journalism
Post requisites	-
The purpose of studying the discipline	The purpose of studying the discipline is to learn to create a “portrait” of an organization or personality formed by social networks and the media, determine assessments of the public resonance of a particular action, tracking the actions of other companies or individuals.

Short course description (main sections)	The objective of the course is to teach how to track media messages that correspond to a given topic. Media monitoring is used to study the effectiveness of PR and advertising campaigns.
Expected results	The student will learn to create a “portrait” of an organization or personality formed by social networks and the media, determine assessments of the public resonance of a particular action, tracking the actions of other companies or individuals.

Discipline description	
Discipline code	JUR 6407
Name of the discipline	Mass media writing
Amount of credits	4
Course, semester	3, 5
The name of the department	Media communications and history of Kazakhstan
Course Author	Adeleke V
Prerequisites	Foreign language
Post requisites	Professional foreign language
The purpose of studying the discipline	The course is aimed at practical mastery of the skills of creating texts in a foreign language media
Short course description (main sections)	The course forms the skills of preparing texts in a foreign language for the media.
Expected results	The student will acquire the skills of professional speech in a foreign language

Discipline description	
Discipline code	JUR 6480
Name of the discipline	Website promotion and support

Amount of credits	5
Course, semester	3,6
The name of the department	Media communications and history of Kazakhstan
Course Author	Beysenkulov A
Prerequisites	Design and design of publications
Post requisites	Writing and defending a diploma project
The purpose of studying the discipline	The discipline is aimed at creating practical skills for working as a web designer. Includes mastering the necessary software products and a creative vision of the product being created.
Short course description (main sections)	Journalists get acquainted with the standards and conditions for site design, processing illustrations for sites and methods of preparing graphic material for the Internet
Expected results	At the end of the course the student should know: - types of computer graphics, areas of their application; - methods of storing graphic information;

Discipline description	
Discipline code	JUR6494
Name of the discipline	Multimedia journalism
Amount of credits	5
Course, semester	3,6
The name of the department	Media communications and history of Kazakhstan
Course Author	Merkeev D
Prerequisites	Fundamentals of Convergent Journalism
Post requisites	Writing and defending a diploma project
The purpose of studying the discipline	The purpose of the course is to develop in students the necessary knowledge in the field of new technologies necessary for modern digital journalism.

Short course description (main sections)	The student learns to master digital mobile technologies of collecting, processing and transmitting information to create information in various formats, convenient texts for online publications, work with various types of text editors, optimize texts for search engines, know SEO optimization technologies.
Expected results	As a result of mastering the discipline, the student will learn: apply your knowledge in practical activities, optimize texts for search engines, maintain and support the operation of the website. Competencies: -possess the skills of a multimedia journalist capable of computer processing of data -work with various types of text editors -use computer audio and video equipment to prepare a media product - navigate design and optimization

Discipline description	
Discipline code	JUR 6432
Name of the discipline	Foreign language (professional)
Amount of credits	5
semester	3,6
Department name	Media communications and history of Kazakhstan
Course author	Adeleke
Prerequisites	Fundamentals of Convergent Journalism
Post-requisites	
The purpose of studying the discipline	master a foreign language
Brief description of the course (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