

I APPROVED

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



Mustafina A.K.

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## CATALOG OF ELECTIVE DISCIPLINES

6B032 journalism and information

6B03203 International journalism and Internet security

2024-2027

2024

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

6B03203 International journalism and Internet security

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

## 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

№	Discipline cycle	Code of discipline	Name of discipline	Semester	Number of credits	Prerequisites
<i>3 course</i>						
1.	БД	JUR 6427	Security Issues in Central Asia	5	4	Mass Communications and International Relations
2.		JUR6450	Media theory and criticism			Fundamentals of Convergent Journalism
3.		JUR6466	Creating analytical business programs			Fundamentals of Convergent Journalism
4.		JUR6435	Media coverage of the economy			Fundamentals of Convergent Journalism
5.		JUR 6455	International relations and sustainable development			Mass Communications and International Relations
6.	БД	JUP 6505	Regional stability and country branding of Kazakhstan	6	5	Fundamentals of Convergent Journalism
7.		JUR 6410	Regional stability and country branding of Kazakhstan			Fundamentals of Convergent Journalism
8.		JUR 6458	The formation of public opinion and its measurement			Fundamentals of Convergent Journalism
<i>4 course</i>						
9.	БД	MNR6701	Minor 1	8	5	Fundamentals of Convergent Journalism
10.		MNR6702	Minor 2			Fundamentals of Convergent Journalism
11.	БД	MNR6703	Minor 3			Fundamentals of Convergent Journalism
12.		JUR 6407	Mass media writing	8	3	Fundamentals of Convergent Journalism
13.		JUR-6475	Polish language			Fundamentals of Convergent Journalism

14.		JUR6438	Creation of video products in English			Fundamentals of Convergent Journalism
15.		JUR6430	Propaganda, trolling, misinformation and visual demonization in the media and social media			Fundamentals of Convergent Journalism
16.	БД	JUR 6433	Foreign language (professional)	7	3	Fundamentals of Convergent Journalism
17.		JUR 6437	Author's programs			TV news workshop
18.		JUR6473	Blogging and creating PR texts			Fundamentals of Convergent Journalism

### 3 DESCRIPTION OF ELECTIVE DISCIPLINES

Discipline description	
Discipline code	JUR 6427
Name of the discipline	Security issues of Central Asia
Amount of credits	4
Course, semester	3,5
The name of the department	Media Communications and the History of Kazakhstan
Course Author	Malbakov D
Prerequisites	Mass media and international relations
Post requisites	
The purpose of studying the discipline	Training of a specialist in accordance with the current requirements for qualification and professionalism in the field of crisis Public relations.
Short course description (main sections)	The dynamic development of information technologies and global telecommunications determines the current importance of PR in the management of all socio-economic systems and the need for practical training of competent specialists with public relations skills.
Expected results	As a result of studying the course, the student must - know the conceptual apparatus, principles and methods of managing public opinion; - be able to design an information strategy - have PR-impact skills in the field of professional communication Competencies: - - mastering the basics in accordance with the tasks of studying this discipline in the framework of social and personal Photo in multimedia, professional and instrumental competencies Public relations - managing organizational forms of Public Relations; - organization of communication events; - formation of technological competencies in the field of professional activity in combination with the ability to translate them into accurate and convincing information material.

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 the History of Kazakhstan
Course Author	Seitzhanova
Prerequisites	Fundamentals of Convergent Journalism
Post requisites	
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	JUR6466
Name of the discipline	Creating analytical business programs
Amount of credits	4
Course, semester	3,5
The name of the department	Media Communications and the History of Kazakhstan
Course Author	Ashenova S
Prerequisites	Fundamentals of Convergent Journalism
Post requisites	
The purpose of studying the discipline	Discipline helps study technologies and methods of creating business programs on various communication channels based on knowledge of the activities of organizations in the form of business process systems, interests of the target audience and special journalistic instrumentation
Short course description (main sections)	Discipline helps study technologies and methods of creating business programs on various communication channels based on knowledge of the activities of organizations in the form of business process systems, interests of the target audience and special journalistic instrumentation
Expected results	Discipline helps study technologies and methods of creating business programs on various communication channels based on knowledge of the activities of organizations in the form of business process systems, interests of the target audience and special journalistic instrumentation

Discipline description	
Discipline code	JUR6435
Name of the discipline	Media coverage of the economy
Amount of credits	4
Course, semester	3,5
The name of the department	Media Communications and the History of Kazakhstan
Course Author	Kaliazhdarova
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 6455
Name of the discipline	International relations and sustainable development
Amount of credits	4
Course, semester	3,5
The name of the department	Media Communications and the History of Kazakhstan
Course Author	Mukan S
Prerequisites	Mass Communications and International Relations
Post requisites	
The purpose of studying the discipline	To prepare journalism graduates for the responsible role of researcher by equipping them with the necessary knowledge of the mainstream media in matters of international relations
Short course description (main sections)	System of international relations is based and realized on political, economic, and legal spheres.
Expected results	Students introduce to fundamental legal terms in field of international relations and UN's role in process of sustainable development achievements.

Discipline description	
Discipline code	JUR 6505
Name of the discipline	Regional stability and country branding of Kazakhstan
Amount of credits	5
Course, semester	3,6



The name of the department	Media communications and history of Kazakhstan
Course Author	Tungatarova L
Prerequisites	Fundamentals of Convergent Journalism
Post requisites	
The purpose of studying the discipline	Study and analysis of regional stability
Short course description (main sections)	Stability is a kind of guarantee of the country's security, since an aggressive geopolitical situation can carry a number of destabilizing factors and all kinds of risks, primarily such as: terrorism, religious extremism, etc. The discipline considers the analysis of the media, which at the information level are equally capable of both maintaining and strengthening this stability, and vice versa destroying it..
Expected results	In the process of studying the discipline, the student analyzes the role of stability at the regional level. The student will master the technique of creating and maintaining stability with the help of media resources.

Discipline description	
Discipline code	JUR 6410
Name of the discipline	Communication in Political Campaigns
Amount of credits	5
Course, semester	3,6
The name of the department	Media communications and history of Kazakhstan
Course Author	Velitchenko
Prerequisites	Fundamentals of Convergent Journalism
Post requisites	
The purpose of studying the discipline	<p>Aim 1: to present the evolvement of communication in political campaigns as a social and cultural phenomenon</p> <p>Aim 2: to determine and characterise the most influential concepts and theories used to understand and explain the evolvement of communication in political campaigns</p> <p>Aim 3: to analyse in-depth main channels of disseminating communication in political campaigns</p> <p>Aim 4: to deliver effective methods of analysing argumentative, persuasive, and manipulative communication aspects in political campaigns</p>
Short course description (main sections)	<p>to present the evolvement of communication in political campaigns as a social and cultural phenomenon</p> <p>to determine and characterise the most influential concepts and theories used to understand and explain the evolvement of communication in political campaigns</p> <p>to analyse in-depth main channels of disseminating communication in political campaigns</p> <p>to deliver effective methods of analysing argumentative, persuasive, and manipulative communication aspects in political campaigns</p>

Expected results	<p>Aim 1: to present the evolution of communication in political campaigns as a social and cultural phenomenon</p> <p>Aim 2: to determine and characterise the most influential concepts and theories used to understand and explain the evolution of communication in political campaigns</p> <p>Aim 3: to analyse in-depth main channels of disseminating communication in political campaigns</p> <p>Aim 4: to deliver effective methods of analysing argumentative, persuasive, and manipulative communication aspects in political campaigns</p>
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Discipline description	
Discipline code	JUR 6458
Name of the discipline	The formation of public opinion and its measurements
Amount of credits	4
Course, semester	3.6
The name of the department	Media Communications and the History of Kazakhstan
Course Author	Rakhimbekov K
Prerequisites	Fundamentals of Convergent Journalism
Post requisites	
The purpose of studying the discipline	Learn the specifics of preparing photo materials for online publications. Learn about various approaches and systems for understanding the role of photojournalists in the Internet space. Get an idea of how to store and present photo information
Short course description (main sections)	The discipline allows you to master the General laws of photojournalism in the space of the Internet and new media, introduces students to the diversity of world experience and the main trends in the development of this industry in recent years
Expected results	<p>As a result of studying the course, the student should know the system of genres of photojournalism in multimedia and its difference from traditional photography;</p> <ul style="list-style-type: none"> <li>- be able to competently and professionally approach the research of problems and their coverage in the modern multimedia space;</li> <li>- have the skills to create a high-quality and diverse photo product for multimedia.</li> </ul> <p>Competencies:</p> <ul style="list-style-type: none"> <li>- mastering the basics of journalistic work in the modern conditions of development of the electronic media industry and Internet television;</li> <li>- - understanding the role of photojournalism in the global world.</li> <li>- - mastering the skills of creating photo news, various genres and topics in online resources;</li> </ul>

Discipline description	
Discipline code	MNR6701
Name of the discipline	Minor 1
Amount of credits	5

Course, semester	4,8
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	4,8
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	4,8
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 6475
Name of the discipline	Polish language
Amount of credits	3
Course, semester	4,8
The name of the department	Media communications and history of Kazakhstan
Course Author	Monika Valkova
Prerequisites	Foreign language
Post requisites	Professional foreign language
The purpose of studying the discipline	Reach level B2 of the Polish language
Short course description (main sections)	The classes will host discussions on various topics, for example, politics, science, religion and culture of the world, shopping and advertising, human rights, and much more. The students will learn how to write business documents professionally, maintain a conversation with the interlocutor, understand Polish, and convey their thoughts to the listener.
Expected results	After completing this course, the students will be able to communicate grammatically correctly in Polish, confidently, clearly, and easily express their thoughts, and learn more than 2000 everyday words and phrases in Polish, some of which are stable expressions, idioms, and phraseological units.

Discipline description	
Discipline code	JUR 6407
Name of the discipline	Mass media writing
Amount of credits	3
Course, semester	4,8
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	JUR6438
Name of the discipline	Creation of video products in English
Amount of credits	3
Course, semester	4,8
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 purpose of the discipline is to teach students the skills of creating video materials, knowledge of the theory and practice of video production at a professional level in English and taking into account the interests of the English-speaking audience.
Short course description (main sections)	The purpose of the discipline is to teach students the skills of creating video materials, knowledge of the theory and practice of video production at a professional level in English and taking into account the interests of the English-speaking audience.
Expected results	The student will acquire the skills of professional speech in a foreign language

Discipline description	
Discipline code	JUR6430
Name of the discipline	Propaganda, trolling, misinformation and visual demonization in the media and social media
Amount of credits	3
Course, semester	4,7
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 this discipline is to get acquainted with the theoretical and practical possibilities of countering propaganda influence and learn how to fact-check.
Short course description (main sections)	Recently, in view of the escalated confrontation at the international level, such words as: propaganda, trolling, fact-checking, disinformation, demonization, etc. are increasingly heard in the media.
Expected results	to get acquainted with the theoretical and practical possibilities of countering propaganda influence and learn how to fact-check.

Discipline description	
Discipline code	JUR 6433
Name of the discipline	Foreign language (professional)
Amount of credits	3
Course, semester	4,7
The name of the department	Media communications and history of Kazakhstan
Course Author	Adeleke V
Prerequisites	Foreign language
Post requisites	
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.
Expected results	Overview of grammar, reading and writing techniques, essay writing, listening and speaking techniques.

Discipline description	
Discipline code	JUR 6437
Name of the discipline	Author's programs
Amount of credits	3
Course, semester	4.7
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	As a result of studying the course, students should: -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. Competencies: - 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	JUR6473
Name of the discipline	Blogging and creating PR texts
Amount of credits	3
Course, semester	4,7
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 objective of the course is to train students to blog professionally and create texts aimed at attracting an interested audience by regularly publishing content.
Short course description (main sections)	The discipline studies both theoretical and practical aspects of blogging as a PR technology. Blogging uses the unique capabilities of the global Internet, which have become innovative in the field of information provision. This has been the reason why PR specialists use blogs as a PR tool. During the course, the student acquires practical skills in creating texts for the Internet space.
Expected results	The student will become familiar with the components of a successful blog, learn how to write company blogs in order to attract new clients and maintain contact with current ones, increase awareness, talk about promotions and offers, and demonstrate expertise.