

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

"19" 03 A.K. Mustafina
202 4 y.



APPROVED
Chairman of the Board-Rector of the
JSC "International University of Information
Technologies"
A.K. Khikmetov
202 4 y.

EDUCATIONAL PROGRAM

6B03202 – DIGITAL JOURNALISM

Code and classification of the field of education: 6B03 Social sciences, journalism and information

Code and classification of areas of training: 6B032 Journalism and information

Group of educational programs: B042 Journalism and reporting

ISCE level: 6 EBSH

Level by NRC: 6 NRC

Level by ORC : 6 NQF, 6 EQF

Duration: 3 years

Volume of credits: 240

Agreed

"Alash media group"
E. Tuleukhanova
R.B

« » 2024 y.



Almaty, 2024

The educational program «6B03202 Digital Journalism» is the main academic document of the University for the training of highly qualified professionals for international relations in the sphere of internet information and communication.

This educational program was discussed and approved at the meeting of the Department of media Communication and History of Kazakhstan. _____ . Protocol № _____

Head of the Department _____  Niyazgulova A. A.

This educational program was reviewed and approved at the meeting of the University's management BOARD 27.03.2024. Protocol №8


Head of the management
of educational and methodological activities _____  A.Ajibayeva

Table of contents

List of abbreviations and symbols.....	4
1. Description of the educational program	5
2. Purpose and objectives of the educational program.....	5
3. Requirements for evaluating the learning outcomes of an educational program	6
4.1 General information.....	7
4.2 Matrix of correlation of the educational program learning results with the formed competencies	10
4.3 Data on subjects.....	10
4.4. List of modules and training results	26
5. Curriculum of the educational program	30
6. Additional educational programs (Minor).....	35
7. An approval sheet with the developers.....	36

List of abbreviations and symbols

БК	Базовая компетенция
БМ	Базовый модуль
ВО	Высшее образование
ГОСО	Государственный общеобязательный стандарт образования
ЕКР	Европейская квалификационная рамка
ЕФО	Европейский фонд образования
ЗУН	Знания, умения, навыки
НКЗ	Национальный классификатор занятий
НРК	Национальная рамка квалификаций
НСК	Национальная система квалификаций
ОГМ	Общегуманитарный модуль
ОМ	Общий модуль
ОП	Образовательная программа
ОПМ	Общепрофессиональный модуль
ОРК	Отраслевая рамка квалификаций
ОК	Общеобразовательная компетенция
ПС	Профессиональный стандарт
ПВО	Послевузовское образование
ПК	Профессиональная компетенция
ПМ	Профессиональный модуль
РГ	Рабочая группа
РК	Республика Казахстан
РО	Результат обучения
СМ	Специальный модуль
СМК	Система менеджмента качества
СЭМ	Социально-экономический модуль
ЮНЕСКО	United Nations Educational, Scientific and Cultural Organization/
UNESCO	специализированное учреждение Организации Объединённых Наций по вопросам образования, науки и культуры.
Cedefop	European Centre for the Development of Vocational Training
DACUM	от англ. Developing Curriculum
ECVET	European Credit System for vocational education and training
EQAVET	European Quality Assurance in Vocational Education and Training
ENQA	European Association for Quality Assurance in Higher Education/Европей- ская ассоциация по обеспечению качества в высшем образовании
ESG	Standards and Guidelines for Quality Assurance in the European Higher Education Area
FIBAA	Международное агентство (некоммерческий фонд) по аккредитации и экспертизе качества высшего образования (г. Бонн, Германия)
IQM-HE	Internal Quality Management in Higher Education
TACIS	Technical Assistance for the Commonwealth of Independent States
WSI	WorldSkills International

1. Description of the educational program

In the modern period, the role of the media in determining the innovative and strategic policy of the state is increasing. The information society, the attribute of which is information and communication technologies, opens up large-scale opportunities for a person to access information and knowledge. At the same time, the power of modern information technologies creates the danger of manipulating human consciousness and behavior, threatens dehumanization. Therefore, in the modern period, the problem of preparing journalists for activities in a highly automated information environment, the effective use of the capabilities of multimedia technologies, is being actualized. Analysis of the processes of world development of information and communication processes requires the modernization of the strategy of journalism education in the framework of the development of the digital economy. This educational program is a set of requirements that are mandatory in the implementation of basic professional educational programs of higher education - bachelor's programs in a new direction of training 6 B 03202- "Digital Journalism".

2. Purpose and objectives of the educational program

The purpose of the EP is to train a specialist with skills in working with digital mobile technologies for collecting, processing and transmitting information; able to create content for digital media, with deep technological and humanitarian knowledge that allows him to work on the creation of an innovative journalistic product.

Educational Program tasks:

1. Knowledge of the information needs of the audience; the ability to recognize the audience and work with it, master the technologies of public relations, communication strategies.
2. Understanding of the target audience's value system: figures + "beacons", reference groups, language, style preferences; involvement in certain communities; understanding the importance of the network community for media companies and single producers of Internet content;
3. Ability to collect information using online communities and skills in working with media texts on the Internet;
4. Ability to work with open data bases - to collect, analyze, organize, create content based on data. Ability to analyze data and process statistics
5. Be able to create content for digital media.
6. Knowledge of the basics of programming and HTML, the basic principles of the Internet, understand usability, online typography and know how text is displayed on different devices, understand the principles of user interaction with the site
7. Possession of design and web-design technologies.
8. Possession of digital marketing technologies, be able to delve into business processes, know media economics.
9. Conducting direct text, audio and video broadcasts, the ability to shoot on a smartphone, create full-fledged information stories, podcasts.

10. Possession of interactive infographics, interactive chronology, programs 2 and 3D - animation

3. Requirements for evaluating the learning outcomes of an educational program

The following forms of exams are used as an assessment of learning results: written exam (answers on sheets), oral exam (tickets), project (passing a creative project), complex (test/written/oral+others). According to table 1, the following ratio of exam forms is recommended:

Table 1

№	exam form	recommended percentage, %
1	Written	30%
2	Oral	30%
3	Project	30%
4	Complex	10%

Subjects taken for the state exam: "Introduction to journalism" or "TV and radio Journalism", "Legal foundations of journalism" or "History of Kazakh journalism", "Design and layout", "Technology for creating and promoting advertising".

The final certification ends with the defense of the diploma project.

4. Passport of the educational program

4.1 General information

№	Field name note	Field name note
1.	Education area code and classification	6B03 Social Sciences, journalism and information
2.	Code and classification of training areas	6B032 – Journalism and Information
3.	Group of educational programs	B042 Journalism and Reporting
4.	Name of the educational program	6B03202 Digital Journalism
5.	Type of EP	Innovative EP
6.	The goal of the EP	The goal of the EP is to provide High-quality training of highly qualified employees in the media market, specializing in business, economic journalism and social media marketing, who have the necessary skills and competencies for managing a media enterprise, and who possess modern marketing and management skills in the media business and public relations.
7.	ISCED	level 6
8.	NRK	level 6
9.	ORC	level 6
10	Distinctive features of EP.	Together with VKSU and the Association of SMM and MMM service providers
	The UNIVERSITY partner	Adam Mickiewicz University Poland
11.	<p>Qualification characteristics of an EP graduate:</p> <ul style="list-style-type: none"> - The field of professional activity of an EP graduate: Modern mass media, including digital media, new media and social networks; - Objects of professional activity of graduates of the EP: Domestic and foreign media, information agencies, advertising agencies, media structures; - The subject of professional activity: the collection and processing of information about the outside world in a real specific area, with a certain degree of saturation; - Types of professional activity of an EP graduate: journalist, editor, analyst, media business organization, media business management; - The functions of the professional activity of a graduate of the EP: informational, communicative, cultural, social, organizational, recreational; 	

12	<p>The list of EP competencies</p> <p>A matrix is formed for correlating the results of training in the educational program with the formed competencies (Appendix 2.1)</p> <p>OC 1 the Ability to use knowledge about the patterns of historical development of society in its economic, political, philosophical and cultural aspects to form a civil and ideological position;</p> <p>OC2 Ability to communicate in native and foreign languages at a professional level.</p> <p>OC3 the Ability to apply knowledge in the field of IT technologies to develop the ability and skills to work with computer programs and mobile applications.</p> <p>BC 1 Ability to effectively communicate in oral and written forms to solve problems of interpersonal and intercultural interaction; ability to logically correctly and argumentatively build oral and written speech, conduct a discussion, knowledge of media text creation technologies and stylistic norms of the language.</p> <p>BC 2 Be able to fully realize the creative potential of a convergent journalist</p> <p>BC 3 Ability to adequately assess the needs of the media market and trends in public opinion</p> <p>BC 4 the Ability to be professionally realized as an intellectual individual with a broad Outlook and deep knowledge .</p> <p>BC 5 Ability to analyze and navigate the media discourse of the legal, political and economic fields of society, taking into account modern media communication and processes</p> <p>PC 1 The ability to use modern digital technologies to work with open data bases and create high-quality content for digital media - Internet publications, blogs, TV channels, radio channels, news agencies.</p> <p>PC 2 The ability to understand the specifics of working in a multimedia environment, to master the methods and technologies of preparing a media product in different sign systems (verbal, audio, video, graphics, animation)</p> <p>PC 3 Ability to use modern computer programs for digital media.</p> <p>PC 4 Ability to solve standard tasks of professional activity using information and communication technologies and taking into account the basic requirements of information security</p>
13	<p>Learning outcome</p> <p>Graduates of this program will be able to demonstrate:</p> <p>LO1 Be able to conduct direct text, audio and video broadcasts, take pictures and shoot videos, be proficient in design and web design technologies, use content management systems and know the basics of layout, work in the frame, interview, voice over, do editing, record on a smartphone, creating full-fledged information and analytical stories and programs.</p> <p>LO2 Know the main provisions of the Law of the Republic of Kazakhstan “On Mass Media” for working in social and digital media, as well as ethical norms of journalist behavior, have an idea about the basic laws and forms of regulation of social behavior, the formation of personality, psychological features of the communication process; understand the essence of power and political relations.</p> <p>LO3 Know at least one foreign language and the state language at a professional level for interpersonal, business and scientific communication; be able to work with foreign partners, exchange information and ideas, best practices.</p> <p>LO4 To have basic knowledge that contributes to the formation of a highly educated person with a broad outlook and culture of thinking, with a rich baggage of historical knowledge on a wide range of areas of domestic and world journalism, literature, as well as to keep abreast</p>

	<p>of the development trends of modern media.</p> <p>LO5 Be able to create interactive content, master interactive infographics, interactive chronology, be able to create video effects, master 3D animation programs, understand the role of usability, digital marketing, understand the processes of media economy.</p> <p>RE6 Use modern digital technologies to work with open databases and create high-quality content for digital media - online publications, blogs, TV channels, radio channels, news agencies. To be able to conduct professional photography, panoramic and 360-degree shooting, process photography, use lighting correctly, choose angles.</p> <p>LO7 Be able to apply the acquired knowledge in the chosen additional educational program.</p> <p>LO8 Have the skills of a multimedia journalist capable of processing data with a computer; work with various types of text editors; know the principles of management, creation and operation of corporate websites, as well as the development of strategies for network image policy, self-branding technologies.</p> <p>LO9 To master the methods and technologies of media product preparation in different sign systems (verbal, audio, video, graphics, animation) To be able to work with the interactive D3is visualization tools, to know the principles of infographic design and visual storytelling, to be able to create infographics in conditions of limited resources.</p> <p>LO10 Know the social and ethical values based on public opinion, social norms and focus on them in their professional activities. Know the traditions and culture of the peoples of Kazakhstan, the rights and freedoms of man and citizen, the foundations of the legal system and legislation of Kazakhstan, the foundations of information security, the trends in the social development of society, the foundations and principles of a healthy lifestyle.</p> <p>LO11 Possess digital mobile technologies for collecting, skills of digital processing and transmission of information, create media texts, competently and logically expressing thoughts and owning the genre and lexicological diversity of modern convergent journalism.</p> <p>LO12 Know the basics of programming, information and communication technologies, be able to create websites and use popular mobile applications in professional activities.</p> <p>LO13 Know the information needs of the audience, be able to recognize the audience and work with it, master public relations technologies, marketing and advertising strategies, understand the technology of SEO - mass media promotion, as well as the value system of the target audience: figures + &quot;beacons&quot;, reference groups, involvement to certain communities.</p> <p>LO14 Be able to use modern computer programs for digital media, know the basics of computer graphics, be able to use raster and vector graphics editors, 3D modeling systems</p> <p>LO15 Own digital technologies for collecting, processing and transmitting information, create information in various formats, write long reads for online publications, optimize texts for search engines, know SEO optimization technologies.</p>	
14	Full-time education	Full-time education
15	Language of instruction	Kazakh, Russian
16	Volume of loans	240
17	Awarded academic degree	Bachelor of Social Sciences in the educational program "Digital Journalism"
18	Prof.standard name	<p>Activities for the production of films, videos and television programs</p> <p>Activities related to the creation and broadcast of television programs</p> <p>Activities for creating and processing news</p>

19	Developers (Authors)	JSC "International University of Information Technologies", Department of Media Communications and History of Kazakhstan Niyazgulova A.A.
----	----------------------	--

4.2 Matrix of correlation of the educational program learning results with the formed competencies

	LO1	LO2	LO3	LO4	LO5	LO6	LO7	LO8	LO9	LO10	LO11	LO12	LO13	LO14	LO15
OC1	V						V					V			
OC2		V		V											
OC3			V	V	V										
BC1	V			V									V		
BC2			V		V				V						
BC3						V								V	
BC4	V						V		V	V					
BC5	V							V							
PC1					V				V						V
PC2										V	V				
PC3					V						V				

4.3 Data on subjects

№	Name of the discipline	Brief description of the discipline (30-50 words)	Number of credits	Generated competencies (codes)	Prerequisites	Post-requisites
Cycle of General education disciplines University component / optional Component						

1.	History of Kazakhstan	<p>This program is designed to form the historical consciousness of undergraduate students, based on the knowledge gained in the study of modern history of Kazakhstan.</p> <p>The versatility and importance of the discipline "Modern history of Kazakhstan" is due to its huge role in strengthening the identity of Kazakhstan, the identity of the people and the implementation of tasks related to the need for an intellectual breakthrough in the new Millennium. Kazakhstan's society must have a spiritual and ideological core for the successful implementation of its goals, which is facilitated by the "Ruhani zagyr" program, which reveals the mechanisms for modernizing public consciousness and is based on the continuity of spiritual and cultural traditions.</p> <p>This program is designed to form the historical consciousness of undergraduate students, based on the knowledge gained in the study of modern history of Kazakhstan.</p>	5	OC1	School curriculum Geography: History of Kazakhstan	history of Kazakhstan journalism
2.	Foreign language	Mastering new language tools: phonetic, spelling, lexical, grammatical in accordance with the topics, areas and situations of communication necessary for language acquisition. Getting knowledge about the phenomena of the language being studied, different ways of expressing thoughts; further development of General and special skills; familiarization with available methods and techniques for self-study of languages and cultures, including the use of new information technologies.	10	OC2	School course	Professional-oriented foreign language
3.	Kazakh (Russian) language	The discipline involves deep study of the Kazakh/Russian language, using it in the as an object and means of mastering basic language knowledge. Purpose the purpose of the course is to develop communication skills in Kazakh/Russian.	10	OC2	School course	Media language : culture and speech technology
4.	Information and communication technologies	The discipline develops a system of knowledge, skills and abilities in the field of use of information and communication technologies in education and education, which form the basis for the formation of ICT competence in the use of information and communication technologies in the educational process and in further activities.	5	OC3	Computer science, school course	

5.	Philosophy (OC)	The discipline refers to basic General education courses in the bachelor's degree system with engineering and Economics education. This course is aimed at developing students ' open mind, understanding their own national code and national identity, spiritual modernization, competitiveness, realism and pragmatism, independent critical thinking, the cult of knowledge and education, the assimilation of such key worldview concepts as justice, dignity and freedom, as well as the development and strengthening of the values of tolerance, intercultural dialogue and a culture of peace.	5	OC1		
6.	Sociology Political science	<p>The course provides comprehensive coverage of all key elements, the study of sources and political relations, types of political systems, democratic and authoritarian systems, political mechanisms, political competition and power, political capital and values, the survival of political ideas, nationalism, analysis of domestic and foreign policy, political growth, public policy in the world political system.</p> <p>The course explores the basic concepts of sociological theories and the most effective ways to gain in-depth knowledge about various aspects of our modern society. During the semester, we examine the ways in which society and social processes shape our lives, the structure of ideas that contextualize our lives, the ways in which these ideas are institutionalized in formal and informal social organizations, and how this institutionalization forms a social structure that restricts and ensures change. In this course, students will study scientific social knowledge that will help them gain experience in forming models of social and interpersonal relationships, social communication skills, and principles of respect for different cultures of Kazakhstan and the world community.</p>	4	OC1		Mediam onitoring
7.	Cultural studies Psychology	The discipline studies the object, principles, methods of studying psychology; the main stages formation and modern ideas about the subject of psychological science; the main sections of psychology and areas of practical use psychological knowledge; basic subject-psychological categories and concepts; the most important scientific directions and theories of General psychology; the most important problems of psychology in the context of an updated system	4	OC1	Philoso phy	Politics and journalis m

		<p>psychological disciplines and various practices.</p> <p>Knowledge in the field of cultural studies can serve as the basis for the study of the entire complex of social and humanitarian Sciences. At the same time, the discipline of cultural studies can serve as a Supplement to General courses in history and philosophy. The course material can serve as a methodological guide for a number of special disciplines: for example, ethics, cultural history, art styles, national schools of management, negotiation strategy and tactics, and cultural management.</p> <p>Methods and technologies of training used in the implementation of the program: role-playing games and educational discussions of various formats; case studies (analysis of specific situations); project method.</p>				
8.	Physical Culture	The ability to understand the practical use of healthy lifestyle norms, including prevention issues, is being instilled.	8	OC2	School course	
University component						
1	Economy	<p>The course covers all key elements of the discipline "Economics". In him 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. TO</p> <p>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.</p>	5	OC1		Media coverage of the economy
Cycle of basic disciplines High school component						

	Fundamentals of converged journalism	Students are offered information about the essence and features of journalism as a specific profession, about the ways of forming knowledge and skills, the General laws of functioning of journalism as a social institution are Considered, and fundamental theoretical foundations are formed in relation to journalism of a sovereign state.	4	BC1	School curriculum	TV and radio journalism and all courses by profile
1.	Sustainable Development Goals: Journalistic Aspect	The study of the production and dissemination of economic information using the media, the aggregate of which is either a social system (media system) in the case of performing the functions of economic journalism, or a system of media enterprises, if we consider the media as a subject of a market economy.	3	OC1 BC5 PC2	School program	Business journalism
2.	Introduction to Communication Studies	"In the course of studying the course, the student learns to recognize the information needs of the audience and work with it, to master public relations technologies, communication strategies, As a result of studying the course, students should: - know the basics of PR-activity; - be able to apply legal and ethical regulators in communication in practice; - have the skills of conflict-free solution of problem situations."	5	BC1	School curriculum	TV and radio journalism and all courses by profile
3.	Introduction to Studies on State and Law	The main goal of the discipline "Introduction to Studies on State and Law" is the development of scientific and methodical guidance to help students gain an in-depth understanding of issues relating to state and law, mechanisms for the movement and functioning of legal matters, the correlation of state, law and other areas of social activity, and basic areas of development in regard to modern legal institutions and systems. Knowledge of political and legal doctrines, historical processes of state and legal development, the approaches to comparative analysis of legal and political institutions help to educate future specialists who will work as well-qualified experts able to solve difficult and unique tasks.	4	BC1	Fundamentals of converged journalism	TV and radio journalism and all courses by profile
4.	Genre forms and functions of journalism	The development of journalism as a social institution is in constant motion. at the same time, journalistic genres are being transformed, the presence of which in the media discourse depends directly on the challenges of the time and the needs of	4	BC1	Fundamentals of converged journalism	TV and radio journalism and all courses by

		society. It is extremely important for future journalists to be able to realize their creative potential across the entire spectrum of genre diversity and understand their functional purpose.			sm	profile
5.	Media language: culture and speech technology	In the result of mastering the discipline a student must: logically, it is true and arguments to build oral and written language to create texts for professional purposes - actively speak the language at a level that allows you to work in an intercultural environment, - Write texts in the state and Russian languages, - Prepare audio and video materials in the state and Russian languages.	5	BC1	School curriculum	TV and radio journalism and all courses by profile
6.	Journalism of Newspapers and magazines	Modern trends in the development of mass media are directed to the field of convergent journalism, which combines all traditional types of media on one Internet platform (within one news-room). At the same time, Newspapers and magazines have not yet completely disappeared and will continue to exist in a certain foreseeable future, so it is important for journalists to have an understanding of the production process of printed media products and the specific differences in prof. activities of journalists of Newspapers and magazines.	4	BC2	Fundamentals of converged journalism	Design and layout of publications
7.	Analytical materials creating skills for digital media	The discipline teaches the use of all types of analysis in identifying the relationships of the subject, causes, and consequences, their assessment, and the forecast of their development, which is the task of analytical journalism. The concept of modern analytical journalism as a type of creative activity is also considered. The features of the analytical method of displaying actual phenomena of reality in journalism are determined. The subject, goals, methods, and main types of analysis in the press are characterized, and its technology is described. Modern genres of analytical journalism are considered in full context. The necessary programs used in working with text visualization are studied.	4	BC2	Fundamentals of convergent journalism, Genre forms and functions of journalism	Author program,
8.	Edition design and layout	The discipline is aimed at obtaining a clear understanding of the design of modern print and online media, the forms and methods of work of the designer and layout designer in modern business media.	4	BC2	ICT	Coverage of economic issues in the media

9.	Data journalism	The course aims to master theoretical knowledge and practical skills that will allow you to effectively search, filter, analyze and process large amounts of data for the design of the resulting material in the form of a fascinating media text or infographics, introduces students to the concept of data and teaches them to work with them and use them to create journalistic material. Studies methods of working with data journalism, with the creative process of creating specialized materials where different types of data need to be used.	4	BC2	Fundamentals of converged journalism	The technique of creating longido
10.	Fundamentals of Digital Marketing and Management	The course provides students with the necessary knowledge about advertising and marketing activities, conducting advertising campaigns, creating effective advertising materials, and promoting media products on the Internet.	5	BC3		
11.	History of Kazakh journalism	The discipline introduces students to the history of Russian journalism. As a result of mastering the discipline, the student has an idea about the history of Kazakh journalism, the founders of national journalism, the development of journalism in different historical periods.	4	BC4		Business journalism, Journalism and politics
12.	The modern world of mass media	Familiarizing students with the trends in the development of modern world media, the methodology for creating new media, management technologies and the specifics of creating a text for international publications. The course focuses on analyzing trends in the modern media industry, the development of global news agencies and media corporations.	4	BC4	History of foreign journalism	Relevant discipline
13.	Legal basis of journalism and media ethics	The course is aimed at expanding and deepening legal knowledge, developing the ability to apply legal knowledge in practice. Conceptual legal knowledge in the field of mass information law is an important and necessary component of the legal culture of modern society. Special attention should be paid to the legal nature of the mass media and their place in a modern democratic state and its market economy.	4	BC5	Fundamentals of converged journalism	Relevant discipline
14.	Politics and journalism, issues of information security in the	Purpose of the discipline - providing students with knowledge of the main types and methods of information security; students acquire the ability to prepare journalistic material on political topics; mastering modern knowledge of working with political information;	5	PC5	Ethics and law in Journalism.	Profile disciplines

	Internet space	knowledge of the main directions of global politics of the modern world				
15.	Design and web design	training to create website design and texts suitable for online publications; optimize texts for searching online; know how to write SEO-texts, be able to use working links, write headlines, together with searching online, use and manage semantic indexes and/ or categories in the media text system, work in various management systems (Joomla, Wordpress, Drupal), JavaScript (scripting language), etc.	4	PC2 PC3	Design and making publications	Infographics, 3D technology, animation
16.	Educational practice	The study of the basics of computer technology, the basics of programming, applications for radio engineering and telecommunications systems.	2	BC		Specialized disciplines
17.	Industrial practice	The formation of practical skills and abilities, universal competencies, familiarity with the basics of professional activity	12	PC3 PC4	Fundamentals of Convergent Journalism	Protection of the diploma
18.	Undergraduate practice	A field trip is a practical part of training qualified journalists in real-life editorial offices. Consolidation and concretization of the results of theoretical educational and practical training, the acquisition by students of skills and practical work in the profession.	6	BC1 BC2 BC4		Specialized disciplines

Cycle of specialized disciplines

Component of choice

1.	Infographics, 3D technology, animation	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.	5	PC	Fundamentals of convergent journalism	Profile disciplines
----	--	--	---	----	---------------------------------------	---------------------

					m	
2.	Computer graphics	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. Upon completion of the course, the student should know: types of computer graphics, areas of their application; methods of storing graphic information; the concept and types of animation; site planning basics; HTML Hypertext Markup Language; create three-dimensional images			Info graphics, 3D technology, animation	Profile disciplines
3.	Data visualization	training to work with basic data and diagrams, with the interactive visualization tool D3.js; know the principles of infodesign and visual storytelling, create infographics in the conditions of limited resources.			Info graphics, 3D technology, animation	Profile disciplines
4.	Web design, usability and SEO promotion	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.				
5.	Author program	Traditional TV author's programs in modern conditions are actively developing the Internet space, in particular popular video platforms such as Youtube. In turn, the quality of author's thematic video blogs is growing rapidly. In this way, audience reach is expanding, and modern gadgets are becoming more accessible, which greatly simplifies the ability to create video content. This discipline is practical in nature and is aimed at making students try to create their own author's projects.			TV and radio journalism	Discipline by profile
6.	Multimedia journalism	The student learns to use digital mobile technologies of collecting, processing and transmitting	5	PC	Fundamental	Profile disciplines

		information to create it various formats; make the texts suitable for online publications; work with various types of text editors to optimize texts for searching online; know SEO- optimization technologies.			s of convergent journalism	plines
7.	Foreign language (professional)	Students will become familiar with the processes of activity and the sequence of procedures that are central to the study: in particular, how to determine the scope and topic of research, how to conduct research, how to work with various databases and data sources. During the course, undergraduates will work on one project.			Foreign language	
8.	Website promotion and support	Journalists get acquainted with the standards and conditions for site design, processing illustrations for sites and methods of preparing graphic material for the Internet			Fundamentals of convergent journalism	Profile disciplines
9.	Artificial intelligence tools in the media sphere	In the media sphere, there are three areas of application of Artificial Intelligence in journalism: data collection, content creation, information dissemination. One of the most obvious uses of artificial intelligence for content creation is translating foreign language sources and transcribing interviews. as a result of studying the course, students will master the applications of artificial intelligence in collecting information and creating texts, recognizing foreign speech, for personalizing content, and mastering artificial intelligence programs for individualizing the audience.	4	PC	Fundamentals of convergent journalism	Profile disciplines
10	SEO analysis of big data	Formation of the necessary theoretical base and practical skills that will allow students to comprehensively and systematically understand modern problems of applied mathematics and			Fundamentals of conv	

		computer science, problems of information processing and analysis, as well as develop and -analyze conceptual and theoretical models for solving scientific and applied problems in the field of information technology. The main goal of the course is to form a holistic view of modern problems of big data analysis and processing, to help master the experience of developing and analyzing conceptual and theoretical models of applied problems of big data analysis using Data Mining models			erged journalism	
11	Media coverage of the economy	Formation of students' ideas 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. The objectives of the course include the study of the specifics of economic journalism, methods of providing information on economic topics, the process of a journalist working on an environmental topic, skills of working with various sources of economic information.			Economy	
12	Media theory and criticism	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.			Ethics and law in Journalism.	Profile disciplines
13	Mass media writing	The course forms the skills of preparing texts in a foreign language for the media. The student will acquire the skills of professional speech in a foreign language			Fundamentals of convergent journalism	Profile disciplines
14	Minor 1	Additional educational program (minor) - a set of disciplines and (or) modules and other types of educational work, determined by			Fundamentals of	Profile discipline

		students for study in order to form additional competencies	5	PC5	convergent journalism	s
15	Minor 2	Additional educational program (minor) - a set of disciplines and (or) modules and other types of educational work, determined by students for study in order to form additional competencies	5	PC5	Fundamentals of convergent journalism	Profile disciplines
16	Minor 3	Additional educational program (minor) - a set of disciplines and (or) modules and other types of educational work, determined by students for study in order to form additional competencies	5	PC5	Fundamentals of convergent journalism	Profile disciplines
Cycle of specialized disciplines						
1.	Fact Checking and Trolling	The objectives of mastering the discipline are to get acquainted with the peculiarities of journalistic activity in the field of fact-checking, to get an idea of fact-checking and trolling within professional activities, to form practical skills of working with information, to study the basic principles of working with these phenomena.	4	BC5		
2.	History of foreign journalism	Knowledge of the history of the origin of journalism as a social institution, as well as the formation of a holistic picture of the stages of development of foreign mass media not only guarantees a high level of professional competence and general erudition of future	5	BC4	Modern world media	

		journalists, but also contributes to a deeper understanding of the specifics of the functional features of mass media and the dynamics of the formation of modern genre diversity.				
3.	Radio Preparation	The purpose of the course is to teach the student to create programs for radio, to be able to work live, to master the skills of creating a program, the ability to understand the genres and forms of radio, to perform practical tasks in the necessary formats of radio broadcasting, to know the specifics of online broadcasting.	3	BC		
4.	Modern PR technologies	In the course of studying the course, the student learns to recognize the information needs of the audience and work with it, to master public relations technologies, communication strategies. as a result of studying the course, students must: - know the basics of PR activities; - be able to apply legal and ethical regulations in PR in practice; - have skills of conflict-free solution of problem situations.	4	BC3	Skills in creating analytical materials	Marketing and advertising
5.	Mobilography	The discipline teaches the skills of mobile photography, which is a necessary skill at the current stage of development of digital media technologies. The features of mobile shooting, technical and technological tools are studied. The student learns to create different content using mobile photography, post material in the media. The discipline considers methods of attracting the attention of the audience using mobilography	3	BC5	TV and Radio Journalism	Author Programs
6.	International Intellectual Property	The purpose of the discipline "International Intellectual Property" is to form a systematic and comprehensive understanding of the rules for the protection, management and protection of works, inventions, trademarks, geographical indications and other intellectual property objects in the course of international business.	3	BC5	Fundamentals of Converg	Mass communications and international

					ent Jour nalis m	relat ions
7.	Digital photography	Photography is an integral part of both traditional print media and online publications. Proper use of the potential of modern hardware and software for post-photographic processing (for example, Photoshop or Lightroom) allows you to achieve bright, colorful and expressive images. During this course, students gain practical experience in preparing photo reports on the example of student life at the University.	3	BC2	Desi gn and desig n of publi cations, ICT	Disci pline by profil e
8.	New Media Techniques, storytelling, longrid	The discipline is aimed at developing students' in-depth knowledge of creating complex journalistic materials of considerable volume, combined with the term "longrid", developing skills in collecting, analyzing, structuring information for the preparation of journalistic materials, and developing in-depth skills in creating multimedia media products. Students learn how to mount text on a separate special platform that allows the reader to delve deeply into the topic thanks to both the content of the text and its multimedia elements.	3	BC5 PC1	Skill s in creati ng analy tical mate rials	
9.	TV news: workshop	The student acquires the skills to produce news content using digital technologies.	4	BC5	Fund amen tals of Con vergen t Jour nalis m	Auth or's progr ams
10	Motion TV Design	The formation of basic knowledge and skills to create video products in the field of talk shows, creating an environment for creative self-realization of a person in the field of recreational journalism. This course includes studying the basics of creating talk shows on TV, which are revealed during the study of topics such as screenwriting, drama, directorial skills, soundtrack and selection of music.	3	PC1	Fun dam ental s of Con vergen t Jour nalis m	Spec ializ ed disci pline s
11	Image maker	To teach students the skills of creating video materials, knowledge of the theory and	4	PC1 PC2	PR basi cs	Spec ializ ed

		practice of video production at a professional level in English and taking into account the interests of the English-speaking audience.				disciplines
12	Environmental journalism	The discipline teaches students to reflect in the media, in social networks, the world's environmental problems. The student learns to see problems, conduct an investigation, do analytics and convey environmental problems to society. In the process of studying the course, the student creates informational and analytical articles on environmental topics	4	BC5	Fundamentals of converged journalism	Relevant discipline
13	Television and radio journalism	In the course of studying the course, the student learns the specifics of television and radio journalism, acquires skills in creating news content. principles of news selection. The course develops knowledge of information selection technology and its text design,	3	BC2	Fundamentals of converged journalism	Preparation of radio programs, Author's programs
14	Cinema and video are weapons of mind manipulation	The purpose of the discipline is to show methods of manipulating people through the media and cinema, to analyze films and media materials. creating special attention among the population. Manipulation is a method of hidden psychological influence on a person. The task of the discipline is to show the technology of manipulation through videos, the technology of creating the behavior of an object in the direction required by the manipulator.	4	BC	Television journalism	FA
15	Media and international relations: Information Security	The course aims to provide comprehensive coverage of all key elements of global policy and information security. It will briefly cover the economic and political problems of democracy and authoritarianism, political and information mechanisms, global and national conflicts, and survival. nationalism, separatism and terrorism, political and information	6	BC	History of foreign journalism	Specialized disciplines

		<p>development, national politics and security. Finally, this course will discuss various emerging trends in global politics and information security with real-life examples and case studies.</p>				
<p>16</p>	<p>Media monitoring</p>	<p>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. 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.</p> <p>As a rule, media monitoring includes the following phases:</p> <p>Monitoring a number of potential sources (TV channel, radio station, periodical, blog, etc.);</p> <p>Preservation of found material;</p> <p>Filtering and categorization;</p> <p>Transfer of collected material for further analysis.</p> <p>The product of media monitoring can be a fragment or full text of an article from a periodical printed or online publication, clipping (a paper or electronic document that includes a graphic image of the article as it was originally published), a broadcast transcript, a video or audio recording air, on-air</p>	<p>4</p>	<p>BC</p>	<p>Sociology</p>	<p>FA</p>

		certificate, statistical report, digest. When monitoring the media, Internet search engines or specialized media databases[1], for example Integrum or Medialogy, are usually used.				
	Writing and defending a diploma project		8			
	Total		8			

4.4. List of modules and training results

Name of the educational program: **Business journalism, SMM & PR**

Qualification: **bachelor of social science**

Module code / module Name	Learning outcome	Criteria for evaluating learning outcomes	Disciplines that form the module Code / Name
GENERAL EDUCATION MODULES			
GCC-1 General Cultural competences	LO4 To have basic knowledge that contributes to the formation of a highly educated person with a broad outlook and culture of thinking, with a rich baggage of historical knowledge on a wide range of areas of domestic and world journalism, literature, as well as to keep abreast of the development trends of modern media. LO10 Know the social and ethical values based on public opinion, social norms and focus on them in their professional activities. Know the traditions and culture of the peoples of Kazakhstan, the rights and freedoms of man and citizen, the foundations of the legal system and legislation of Kazakhstan, the foundations of information security, the trends in the social development of society, the foundations and principles of a healthy lifestyle.	OC1, BC1	IK 1101 History of Kazakhstan
		OC1, BC1, BC5, PC4	Fil 2102 Cultural Studies Philosophy
		OC1, BC1, PC4	Cultural Studies Philosophy
		OC1, BC1, PC4	MSPX 2106 Sociology political Science
		OC1, BC1, BC3, PC4	MSPX 2106 Sociology political Science
		OC1, BC1, PC4	Cultural Studies Philosophy
		OC1, BC1, BC4, BC5, PC1, PC4	EPUB 1111 economic
		OC1	FK 2110 Physical education
PC2	Sustainable Development Goals: journalistic aspect		

LSPB-2 Language skills and programming basics	LO3 Know at least one foreign language and the state language at a professional level for interpersonal, business and scientific communication; be able to work with foreign partners, exchange information and ideas, best practices.	OC2, BC1	Iya 1103 Foreign language
		OC2, BC1	KRYa 1104 Kazakh (Russian) language
		OC3, PC1	Mass media writing
FC-12 Final certification	LO7 Be able to apply the acquired knowledge in the chosen additional educational program	OC1, BC1, PC4	NZDP Defense of the diploma project (work)
		OC1, BC1, BC5	GEK State exam in the specialty

BASIC MODULES			
GPC-4 General professional competencies	LO11 Possess digital mobile technologies for collecting, skills of digital processing and transmission of information, create media texts, competently and logically expressing thoughts and owning the genre and lexicological diversity of modern convergent journalism.	OC1, BC2	OCZh 1201 Fundamentals of converged journalism
		BC2, BC3, BC4	MMW 2207 Genre forms and functions of journalism
		OC2, BC2	IyaSMI 1204 Language of mass media : culture and technique of speech
		OC1, BC2, BC4	TRZh 1202 TV And Radio Journalism
		BC2, BC4	RP 2203 Preparing radio broadcasts
		PC3, PC4	TV news: workshop
		BC2, BC4	ZhGJ 2214 Journalism of Newspapers and magazines
		BC2	New media techniques, storytelling, longread
		OC3, PC1	DOI 2218 Design and layout of the publication
		OC1, BC4	IKZh 3208 History of Kazakh journalism
		BC2, BC3, BC4	UP 1222 Educational practice
		OC3, BC2	TVF 1217 Digital photography
LBJE-8 Legal bases of journalism and ethics	LO2 Know the main provisions of the Law of the Republic of Kazakhstan "On Mass Media" for working in social and digital media, as well as ethical norms of journalist behavior, have an idea about the basic laws and forms of regulation of social behavior, the formation of personality, psychological features of the communication process; understand the essence of power and political relations.	OC1, BC1, BC5, PC1, PC4	POZh 2206 Legal foundations of journalism and media ethics
		OC1, BC3, BC5, PC1, PC3, PC4	CTPS 2219 Politics and Journalism

WMT-10 World media trends	LO8 Have the skills of a multimedia journalist capable of processing data with a computer; work with various types of text editors; know the principles of management, creation and operation of corporate websites, as well as the development of strategies for network image policy, self-branding technologies.	OC1, BC3, BC5, PC1, PC4	ZZh 4210 Modern world mass media		
		BC5	Media theory and criticism		
		OC1, BC1, BC5, PC1	IZZh 3227 History of foreign journalism		
		BC2, BC3, BC4	PP 4226 Author's programs		
		BC5	International intellectual property		
MMP-6 Mass media Promotion	LO13 Know the information needs of the audience, be able to recognize the audience and work with it, master public relations technologies, marketing and advertising strategies, understand the technology of SEO - mass media promotion, as well as the value system of the target audience: figures + "beacons", reference groups, involvement to certain communities.	BC1, BC3, PC3	Modern PR technologies		
		PROFESSIONAL MODULES			
		PS-5 Professional skills	LO1 Be able to conduct direct text, audio and video broadcasts, take pictures and shoot videos, be proficient in design and web design technologies, use content management systems and know the basics of layout, work in the frame, interview, voice over, do editing, record on a smartphone, creating full-fledged information and analytical stories and programs.	BC1, BC2, BC4, PC4	Ezh3302 Big Data Analysis
				BC1, BC4, PC1, PC2, PC3, PC4	
					PdP 4308 Pre-graduate practice
		BC1, BC4	Introduction to Communication Studies		
SNPC-7 Specializations and narrow professional competencies	LO15 Own digital technologies for collecting, processing and transmitting information, create information in various formats, write long reads for online	BC4	Artificial Intelligence Tools in the Media Sphere		
		PC4	Fact checking and trolling		

<p>publications, optimize texts for search engines, know SEO optimization technologies.</p> <p>LO14 Be able to use modern computer programs for digital media, know the basics of computer graphics, be able to use raster and vector graphics editors, 3D modeling systems</p> <p>LO5 Be able to create interactive content, master interactive infographics, interactive chronology, be able to create video effects, master 3D animation programs, understand the role of usability, digital marketing, understand the processes of media economy.</p> <p>LO6 Use modern digital technologies to work with open databases and create high-quality content for digital media - online publications, blogs, TV channels, radio channels, news agencies. To be able to conduct professional photography, panoramic and 360-degree shooting, process photography, use lighting correctly, choose angles.</p> <p>LO9 Use modern digital technologies to work with open databases and create high-quality content for digital media - online publications, blogs, TV channels, radio channels, news agencies. To be able to conduct professional photography, panoramic and 360-degree shooting, process photography, use lighting correctly, choose angles.</p>	PC3,PC4	PZh 3310 Computer Graphics
	PC3	Multimedia journalism
	BC5	Motion TV design Mobilography
		VDSS3303Design and web design Website promotion and support
	PC1,PC3,PC4	SBP3224 Infographics, 3D technologies, animations
	PC1,PC3,PC4	Ezh3302 Big Data Analysis
	PC1, PC4	Image making
	PC3	Environmental journalism
	PC1,PC3,PC4	SBP3224Infographics , 3D technologies, animations

5. Curriculum of the educational program

CURRICULUM OF THE EDUCATIONAL PROGRAM

for 2024-2027 Academic year
 for Educational Program “6B03202-Digital journalism”
 Education Field 6B03 – Social sciences, Journalism and Information
 Training Direction 6B032 – Journalism and information
 Group of educational programs B042 – Journalism and reporting studies

The awarded academic degree: Bachelor

Form of study: CCO 3 year

Year of admission: 02-09-2024

Module name	Discipline cycle	Discipline component	Code of subject	Subject name	Academic credits	Academic study period	Control in the academic period			Number of hours						Distribution of credits per academic period					
							Exams	Differentiated test	Term paper/project	Total	Classroom work			Practice with faculty students	Independent work of students	1 course		2 course		3 course	
											Lectures	Laboratory trainings	Practice			Studio lessons	1	2	3	4	5
																Number of weeks in the academic period					
									15	15	15	15	15	15	15	15					
General modules																					
Modules of specialty/education programm																					
Additional modules beyond qualification																					
Modules of choice																					
GER	CS	SPS6001		Philosophy	5	1	1		5/150	15	15.0	15					5.0				
GER	CS	LAN6001A		Foreign language	5	1	1		5/150			45					5.0				
GER	CS	LAN6001A		Foreign language	5	2	2		5/150			45					5.0				
GER	CS	HK6002		History of Kazakhstan	5	2	2		5/150	15		30					5.0				
GER	CS	ICT6001		Information and Communication Technologies	5	2	2		5/150	15	15.0	15					5.0				

GER	CS	SPS6006	Cultural studies- Psychology	4	2	2	15	15.0	15	4/120	15	60	15	4.0				
GER	CS	LAN6001KR	Kazakh (Russian) language	5	3	3	45		5/150			90			5.0			
GER	CS	PhC6006	Physical Culture	4	3	3		45	4/120	45		60			4.0			
GER	CS	LAN6001KR	Kazakh (Russian) language	5	4	4	45		5/150			90				5.0		
GER	CS	PhC6005	Physical Culture	4	4	4	45		4/120			60				4.0		
GER	CS	SPS6007	Sociology-Political science	4	4	4	15	15.0	4/120	15		60				4.0		
GER	UC	JUR6507	Economy	5	1	1	15	15.0	5/150	15		90				5.0		
BS	UC	JUR6400	Fundamentals of Convergent Journalism	4	1	1	15	15.0	4/120	15		60				4.0		
BS	UC	JUR 6456	Introduction to Communication Studies	5	1	1	15	15.0	5/150	15		90				5.0		
BS	UC	JUR 6473	Introduction to Studies on State and Law	4	1	1	15	15.0	4/120	15		60				4.0		
BS	UC	JUR 6511	Fundamentals of Digital Marketing and Management	5	1	1	15	15.0	5/150	15		90				5.0		
BS	UC	JUR6453	The modern world of mass media	4	2	2	15	15.0	4/120	15		60		4.0				
BS	UC	JUR6404	Genre forms and functions of journalism	4	2	2	15	15.0	4/120	15		60		4.0				
BS	UC	EP6401	Educational practice	2	2				2/60		60	0	0	2.0				
BS	UC	JUR6414	Edition design and layout	4	3	3	15	15.0	4/120	15		60			4.0			
BS	UC	JUR6410	Journalism of Newspapers and magazines	4	3	3	15	15.0	4/120	15		60			4.0			
BS	UC	JUR6405	History of Kazakh journalism	4	3	3	15	15.0	4/120	15		60			4.0			
BS	UC	JUR6402	Media language: culture and speech technology	5	3	3	15	15.0	5/150	15		90			5.0			
BS	UC	JUR6467	Politics and journalism, issues of information security in the Internet space	5	3	3	15	15.0	5/150	15		90			5.0			
BS	UC	IP6402	Industrial practice	6	4				6/180		180	0	0			6.0		
BS	UC	JUR6508	Sustainable Development Goals: Journalistic Aspect	3	4	4	15		3/90	15		45				3.0		
BS	UC	JUR6403	Legal basis of journalism and media ethics	4	4	4	30		4/120	15		60				4.0		
BS	UC	JUR6406	Analytical materials creating skills for digital	4	5	5	30		4/120	15		60						4.0

Level	Program	Course	media	4	5	5																	
BS	JUR6408	Data journalism		4	5	5			4/120	15				15	60								4.0
BS	JUR6506	Design and web design		4	5	5			4/120	15	15.0			15	60								4.0
BS	PP6404	Undergraduate practice		6	6				6/180				180	0	0								6.0
BS	IP6403	Industrial practice		6	6				6/180				180	0	0								6.0
BS	(kv4) JUR6498	Data visualization							5/150		15.0			15	90								
BS	JUR 6487	Computer graphics							5/150		15.0			15	90								
BS	(kv2) JUR6418	Infographics, 3D technologies, animations		5	5	5			5/150		15.0			15	90								5.0
BS	JUR 6488	Web design, usability and SEO promotion							5/150		15.0			15	90								
BS	JUR6437	Author's programs							5/150		15.0			15	90								
BS	JUR 6492	Artificial intelligence tools in the media sphere							4/120		15.0			15	60								
BS	JUR-6489	SEO analysis of big data							4/120		15.0			15	60								4.0
BS	JUR 6407	Mass media writing		4	5	5			4/120		15.0			15	60								
BS	JUR6435	Media coverage of the economy							4/120		15.0			15	60								
BS	JUR6450	Media theory and criticism							4/120	15	15.0			15	60								
BS	MNR6703	Minor 3		5	6	6			5/150	15				15	90								5.0
BS	MNR6702	Minor 2		5	6	6			5/150	15				15	90								5.0
BS	MNR6701	Minor 1		5	6	6			5/150	15				15	90								5.0
BS	JUR 6432	Foreign language (professional)							5/150		15.0			15	90								
BS	JUR6480	Website promotion and support		5	6	6			5/150		15.0			15	90								
BS	JUR6494	Multimedia journalism							5/150		15.0			15	90								
AS	JUR 6459	International Intellectual Property		3	1	1			3/90	15				15	45								3.0
AS	JUR6449	History of foreign journalism		5	1	1			5/150	15	15.0			15	90								5.0
AS	JUR 6409	Modern PR technologies		4	2	2			4/120	15	15.0			15	60								4.0
AS	JUR6401	Television and radio journalism		3	2	2			3/90	15				15	45								3.0
AS	JUR 6455	New Media Techniques, storytelling, longrid		3	2	2			3/90	15				15	45								3.0
AS	JUR6442	Mobiography		3	3	3			3/90	15	15.0			15	45								3.0

AS	UC	JUR6460	TV news: workshop	4	3	3				15.0	30					15	60				4.0	
AS	UC	JUR6421	Radio Preparation	3	3	3			3/90	15.0	15					15	45				3.0	
AS	UC	JUR6412	Digital photography	3	4	4			3/90	15	15					15	45				3.0	
AS	UC	JUR6419	Fact Checking and Trolling	4	4	4			4/120	15	30					15	60				4.0	
AS	UC	JUR6439	Media and international relations: Information Security	6	4	4			6/180	15.0	15					15	105				6.0	
AS	UC	JUR6420	Image maker	4	5	5			4/120	15	30					15	60				4.0	
AS	UC	JUR6415	Motion TV Design	3	5	5			3/90	15.0	15					15	45				3.0	
AS	UC	JUR 6510	Cinema and video are weapons of mind manipulation	4	5	5			4/120	15	15					15	60				4.0	
AS	UC	JUR6424	Environmental journalism	4	6	6			4/120	15	30					15	60					4.0
AS	UC	JUR-6510	Media monitoring	4	6	6			4/120	15	15					15	60					4.0
Weekly average workload at hours																						
General education subjects(GER)																						
				56		12	0	0	1680	135	75	330	0	0	180	960	15	19	9	13	0	0
			Core subjects(GER/CS)	51		11	0	0	1530	120	60	315	0	0	165	870	10	19	9	13	0	0
			University component(GER/UC)	5		1	0	0	150	15	15	15	0	0	15	90	5	0	0	0	0	0
			Electives(GER/ES)	0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
			Base requirements(BS)	11		22	0	0	2880	285	225	465	0	60	330	1575	18	10	22	13	21	32
			Core subjects(BS/CS)	0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
			University component(BS/UC)	87		16	0	0	2010	240	180	285	0	60	240	1065	18	10	22	13	12	12
			Electives(BS/ES)	29		6	0	0	870	45	45	180	0	0	90	510	0	0	0	0	9	20
			Profession requirements(VRS)	60		16	0	0	1800	210	135	285	0	0	240	930	8	10	10	13	11	8
			Core subjects(VRS/CS)	0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
			University component(VRS/UC)	60		16	0	0	1800	210	135	285	0	0	240	930	8	10	10	13	11	8
			Electives(VRS/ES)	0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
			Disciplines for the formation of professional competencies(BDFPC)	0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
			Core subjects(BDFPC/CS)	0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
			University component(BDFPC/UC)	0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
			Electives(BDFPC/ES)	0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

6. Additional educational programs (Minor)

The name of the additional educational program (Minor) with an indication of the list of disciplines that form the Minor	Total number of credits / number of credits by discipline	Semesters of study	Documents on the results of the development of additional educational programs (Minor)
Minor 1	5	4	Certificate-transcript
Minor 2	5	5	Certificate-transcript
Minor 3	5	6	Certificate-transcript

7. An approval sheet with the developers

Code and name of the educational program: 6B03203 International journalism and Internet Security

№ п/п	Position, scientific or academic degree, name and surname of the developer of the educational program	Date	Signature	Note
1	Niyazgulova Aigul Askarbekovna Head of the Department of "Media Communication and history of Kazakhstan", Professor	2.02.2024	