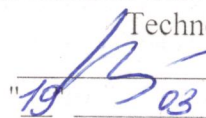


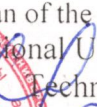
AGREED

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


A.K. Mustafina
2024 y.

APPROVED

Chairman of the Board-Rector of the
JSC "International University of Information
Technologies"


A.K. Khikmetov
2024 y.



EDUCATIONAL PROGRAM

6B03203 INTERNATIONAL JOURNALISM and INTERNET SECURITY

Education area code and classification: 6B03 Social science, journalism and information

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

Group of educational programs: B042 Journalism and Reporting

ISCED level: 6 ҰБШ, 6 ЕБШ

NRC level: 6 NRC


ORC level 6 ERC / 6 NQF, 6 EQF

Duration of training: 4 years

The amount of credits: 240

Agreed

"Alash media group"


E. Tuleukhanova
2024 y.



The educational program «6B03203 International Journalism and Internet Security» 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

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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/Европейская 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 difficult conditions of a multipolar world, the profession of an international journalist is in great demand today. Interest in international journalism is growing steadily all over the world, the media are in dire need of international analysts. The focus of the program involves the training of highly qualified specialists in the field of international journalism with fundamental knowledge in the theory and practice of modern media, regional studies, media economics, interstate relations, international copyright, sociology of mass communication. Media and information security is a unique area of training for modern journalists, which is only available at IITU. Today all over the world there are such negative phenomena as propaganda of extremism, fake information, pranking, digital aggression, trolling, etc. A modern journalist is obliged to recognize the methods of manipulating people, to distinguish news from advertising, fact from fiction, and be able to analyze various news sources.

In the field of International Journalism and Internet Security, a journalism training program is being implemented, focused on the collection, processing and analysis of specialized information for digital media; classification and work with the audience based on political communications; creation of high-quality content for digital media: Internet publications, TV channels, radio channels, news agencies; creating analytical materials in various formats - audio, video, online format, as well as newspaper and magazine text for political and analytical publications.

The main attention in training specialists within the framework of the International Journalism and Internet Security program is paid, first of all, to the practical component, as well as to the synthesis of various fields of research, both humanitarian and technological.

2. Purpose and objectives of the educational program

High-quality training of highly qualified workers in the media market, specializing in international journalism and information systems, who have the necessary skills and competencies to make analytical comments and forecasts, taking into account modern information challenges, in demand as correspondents, press secretaries, heads of departments of news agencies, information services, international media, government agencies, public organizations, diplomatic missions.

Educational Program tasks:

1. To train an international journalist who is ready to work in the context of globalization of cultures, who has the skills to work in the Internet space, who has not only knowledge in the field of journalism, but also in the media business, as well as in the field of information and communication technologies;

2. Knowledge of the information needs of the audience, the ability to recognize the audience and work with it;

3. Master the technologies of public relations, marketing and advertising strategies, understand the technology of SEO - promotion of mass media, as well as the value system of the target audience;

4. Knowledge of content management systems, creation of full-fledged information and analytical plots and programs. Proficiency in video cutting, voiceover, posting on the Internet, creating audio plots, podcasts;

5. The ability, within the allotted time budget, to create in-demand materials focused on posting on social networks, to create high-quality content for international media, for various social platforms and sites, to master the technologies for its creation and posting on media platforms, using various formats: photo, audio -, video, multimedia technologies;

6. Knowledge of modern international concepts, new forms of organization of information enterprises, modern communication system;

7. Knowledge of the typology of international publications, methods and forms of activities of world information holdings, to demonstrate in practice the skills and abilities necessary for full-fledged professional activity in the field of international journalism and Internet security;

8. Be guided in the design of sites and create convenient texts for online publications, optimize texts for search engines, know how to write SEO texts and the willingness to apply this knowledge in professional activities.

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	6B03203 International Journalism and Internet Security
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	Double diploma with Adam Mickiewicz University (Poland).
	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 create high-demand materials focused on placement in social networks within the allotted time budget, create high-quality content for business media, for various social platforms and sites, own technologies for its creation and placement on media platforms, using various formats: photo, audio, video, multimedia technologies.</p> <p>PC 2 Knowledge of modern economic concepts, new forms of organization of information enterprises, modern business communication systems, skills in analyzing the modern business environment and social marketing</p> <p>PC 3 Knowledge of the typology of business publications, the specifics of the design of business publications, methods and forms of PR structures, ways of interaction between media and business, demonstrate in practice the skills and abilities necessary for a full-fledged professional activity in the field of Business journalism, SMM and PR</p> <p>PC 4 Navigate the design of websites and create convenient texts for online publications, optimize texts for search engines, know how to write SEO texts and be ready to apply this knowledge in professional activities</p>
13.	<p>Learning outcome</p> <p>Graduates of this program will be able to demonstrate:</p> <p>RE1 Know at least one foreign language, language of interethnic communication, native 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>RE2 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, dc editing, record on a smartphone, creating full-fledged information and analytical stories and programs, to master the skills of cutting video, voice-over, creating audio stories, podcasts.</p> <p>RE3 To be able to analyze the interpretation of the facts of the media mainstream, relying on the wealth of experience gained by foreign media in countering the threats of negative information impact in a highly unstable world situation.</p> <p>RE4 To know the social and ethical values based on public opinion, social norms and focus on them in their professional activities; traditions and culture of the peoples of Kazakhstan; human and civil rights and freedoms; fundamentals of the legal system and legislation of Kazakhstan; basics of information security; social trends of society; fundamentals and principles of a healthy life.</p>

	<p>RE5 Able to ensure the information security of the country, being legally, sociologically and politically competent in the current international geopolitical situation</p> <p>RE6 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 the ethical norms of journalist behavior, have an idea about the main patterns and forms of regulation of social behavior, the formation and development of personality, the psychological characteristics of the communication process; understand the essence of power and political relations</p> <p>RE7 Know the basics of programming, information and communication technologies, be able to create websites and use popular mobile applications in professional activities.</p> <p>RE8 Able to professionally and adequately cover issues of international politics, economics, using all the necessary technologies that are in demand in modern journalism</p> <p>RE9 To be able to form a positive image of Kazakhstan (Kazakhstani companies, organizations, etc.) in the global media space, realizing all the available tools of modern PR-technologies, based on measurements of public opinion and the results of content-analytical studies.</p> <p>RE10 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>RE11 Able to use the potential of modern mass media to form a positive image of Kazakhstan and work with public opinion</p> <p>RE12 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</p> <p>RE13 To be able to competently write journalistic texts on the topic of international issues, clearly presenting our own thoughts, using all the richness of the artistic and expressive means of the language and its stylistic diversity.</p> <p>RE14 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.</p> <p>RE15 Be able to apply the acquired knowledge in the chosen additional educational program</p>	
14.	The form of education	Full-time education
15.	Language of instruction	Kazakh, Russian, English
16.	Volume of loans	240
17.	Developer(s) and authors:	JSC "International University of Information Technologies", Department of Media Communications and History of Kazakhstan: - Niyazgulova A.A.

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

	RE1	RE2	RE3	RE4	RE5	RE6	RE7	RE8	RE9	RE10	RE11	RE 12	RE 13	RE 14	RE 15
OC1	V						V								
OC2		V		V											
OC3			V	V	V							V			
BC1	V			V											V
BC2			V		V				V				V		
BC3						V									
BC4	V						V		V	V					
BC5	V							V						V	
PC1					V				V						
PC2										V	V				
PC3					V						V				
PC4										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>	5	OC1	School curriculum Geography: History of Kazakhstan	History of Kazakhstan journalism

		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.				
2.	Physical Culture	The ability to understand the practical use of healthy lifestyle norms, including prevention issues, is being instilled.	8	OC2	School course	
3.	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
4.	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
5.	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	
6.	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		

7.	Sociology Political science	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.	4	OC1		Mediamonitoring
8.	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 psychological disciplines and various practices.	4	OC1		Introduction to Communication Studies

University component

1.	Economy	The course covers all the key elements of the discipline "Economics". It will briefly cover the object and subject of study, problems of property and economic relations, types of economic systems, money and monetary systems, market mechanisms, competition and monopoly, capital and value, reproduction of firm capital, wages, profit and income, macroeconomic analysis of the economy, economic growth, national economy in the world economic system. Finally, this course will discuss various emerging trends in economic theory using real-life examples and case studies. By the end of the course, students will know the main economic problems, how businesses make decisions, how people invest money to save for the future, and how economic policy affects a person or the state	5	OC2		Media coverage of the economy
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**Cycle of basic disciplines
High school component**

1.	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
2.	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 society. It is extremely	4	BC1	Fundamentals of converged journalism	TV and radio journalism and all courses by profile

		important for future journalists to be able to realize their creative potential across the entire spectrum of genre diversity and understand their functional purpose.				
3.	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
4.	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
5.	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,
6.	Media language: culture and speech technology	The objectives of mastering the discipline are: preparation for public speech activity and formation of professional responsibility of future journalists. Future specialists should be able to work with the qualitative characteristics of their speech in order to be able to vividly and competently broadcast with its help the accumulated specialized knowledge.	4	BC3	Fundamentals of convergent journalism, Genre forms and functions of journalism	

7.	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
8.	Modern PR technologies	Public relations technologies include a set of sequential procedures, various techniques and activities that are aimed at the optimal and most effective implementation of the goals and objectives of the organization at a given time in a given place. The object of public relations technologies can be considered the behavior, consciousness and subconsciousness of people who are controlled through specially directed communications. The discipline is aimed at studying PR tools, public relations technologies, methods of creating the image of a company or product, reputation management of a company.	4	BC2	The basics of PR	Blogging and creating PR texts
9.	The modern world of mass media	The course introduces students to the trends in the development of modern world media, the methodology of creating new media, management technologies and the specifics of creating a text for international publications.	4	BC2	The basics of PR	
10.	Fundamentals of Digital Marketing and Management	The discipline "Organization and Management" studies the general tasks of management, which includes such sections as the structure of organizations, motivation, control, leadership, decision-making process. The course will introduce students to the main elements of management in an organization, such as the role of a manager, the structure of organizations, bureaucratic and project apparatus, strategic planning, SWOT analysis, functions and types of control, leadership and power, motivation in the decision-making process, communication. The course also develops students' analytical abilities when studying case studies.	5	BC3	Fundamentals of converged journalism	
11	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

12.	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.	4	BC2	Design and design of publications, ICT	Discipline by profile
13.	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	The basics of PR	Business journalism, Journalism and politics
14.	Educational practice	The study of the basics of computer technology, the basics of programming, applications for radio engineering and telecommunications systems.	2	BC5	Fundamentals of Convergent Journalism	TV and radio journalism
15.	Industrial practice	Study of hardware information protection technologies	12	BC5	Fundamentals of Convergent Journalism	
16.	Undergraduate practice	Collecting material for writing a thesis project	6	PC4	Fundamentals of Convergent Journalism	
17.	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
18.	Environmental journalism	The discipline teaches students to reflect the world's environmental problems in the media, in social networks. The student learns to see problems, investigate, do analytics and communicate environmental problems to society. In the process of studying the course, the student creates informational and analytical articles on environmental topics.	4	BC4	Fundamentals of converged journalism	Relevant discipline

19.	Media theory and criticism	This course will be devoted to the socio-cultural theory of media and communications. We will focus on the analysis of popular media and their impact on our perception, understanding and real events.	4	BC5	Fundamentals of Convergent Journalism	Propaganda, trolling, disinformation and visual demonization in the media and social media
20.	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 Convergent Journalism	Mass communications and international relations
21.	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.	4	BC	Fundamentals of Convergent Journalism	Author program

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.	Media and international relations: Information Security	Purpose of the course: providing students with knowledge of the main types and methods of information security; the acquisition by students of the ability to prepare journalistic material on political topics; mastering modern knowledge of working with political information; knowledge of the main directions of global politics in the modern world.	5	PC2	Skills of creating analytical materials	
3.	Sources and risks of international terrorism	By the second half of the twentieth century, the word usage was practically defined, according to which the concept of "terrorism", as a rule, is applied to the activities of extremist opposition groups, and the concept of "terror" - to open violence by the state. Such an application of these concepts is generated not by verbal arbitrariness, but by objective necessity. At the same time, in the most general terms, both concepts can and are used also as terms covering both of these main forms of terrorist activity. Their fundamental similarity lies in the fact that both phenomena act as forms of open violence	4	PC2	Political science, history of Kazakhstan	Regional stability and country branding of Kazakhstan

		directed against those who are (or are declared by them) political opponents. Their fundamental difference is based on the fact that state terror is open violence of the state against society and people, and terrorism is violence practiced by conspiratorial groups in relation to the state and the persons representing it.				
4.	Politics and journalism, issues of information security in the Internet space	The course is aimed at studying the processes of the political structure of States, the functioning of political institutions, and knowledge of the main problems of modern geopolitics. As a result of training student should know the role and place of policy in modern society, the nature and types of political processes, the nature and causes of the political conflicts and methods of management, the nature and content of political technologies and political leadership, existing paradigm of political knowledge, political analysis.	5	BC5	Political science	Discipline by profile
5.	TV news: workshop	The discipline is aimed at studying the principles of the work of the news department of the TV channel. The main task of the discipline is to teach students how to create television news stories, process TV material, and prepare a selection of news. The course is aimed at helping students to master the general patterns of preparing television news stories. The discipline is applied, practical in nature.	4	BC5	Fundamentals of Convergent Journalism	
6.	Sustainable Development Goals: Journalistic Aspect	In the course of studying the discipline, the student learns about the 17 Sustainable Development Goals aimed at eliminating poverty, preserving the planet's resources and ensuring well-being and understands the role of the media as a tool for achieving the goals of the Sustainable Development Program. The course gives students the basics of environmental knowledge.	3	BC5	Fundamentals of Convergent Journalism	
7.	Intercultural Communications and Stereotypes	Traditional television copyright programs in modern conditions are actively exploring 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. This discipline is of a practical nature and is aimed at students trying to create their own author projects.	4	BC2	TV journalism	
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	3	BC5 PC1	Skills in creating analytical materials	

		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.				
9.	Political Image Maker	Imagemaking does not pass into the category of sciences, but still remains at the junction of science and art. Scientifically based techniques applied in specific conditions allow you to create a special combination in which the impact is most effective. Here the role of a political scientist-image-maker is especially important, each time creating a new unique work of art to influence the audience. Making decisions in conditions of a lack of information, and in some cases due to lack of time, a person replaces the process of constructing a complex and in-depth portrait of a person by creating his image - a symbolic substitute that reflects and projects his main features. Different features can be projected depending on the specific purpose.	4	PC3	PR Basics	Election Technologies and World Mass Media
10.	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 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.	5	BC4	Modern world media	
11.	Introduction to Communication Studies	"In the process of studying the course, the student learns to recognize the information needs of the audience and work with it, to own public relations technologies, communication strategies, As a result of studying the course, students should: -know the basics of communication activities; – be able to apply legal and ethical regulators in communication in practice; -have conflict-free problem solving skills."	5	BC1		Teleradioj ournalism

12.	Introduction to Studies on State and Law	The main purpose of the discipline "Introduction to the study of state and law" is to develop scientific and methodological guidelines that help students to better understand issues related to the emergence of the state and law, the history of the development and functioning of legal and state institutions, the relationship of the state, law and other spheres of public activity, the main directions of development of modern legal and political institutions and systems. Knowledge of political and legal doctrines, historical processes of state and legal development, approaches to comparative analysis of legal and political institutions contributes to the education of future specialists as highly qualified specialists capable of solving complex and unique social tasks.	4	BCI	Fundamentals of converged journalism	Sociology Political science
13.	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		Tele radio journalism	FA
Cycle of specialized disciplines Component of choice						
1.	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.	3	BCI	Foreign language	
2.	Mass media writing	The course develops the skills of preparing texts in a foreign language for the mass media. The student will acquire the skills of professional speech in a foreign language	4	BC	TV Radio Journalism	Foreign language
3.	Communication in Political Campaigns	Objective 1: To present the evolution of communication in political campaigns as a social and cultural phenomenon. Objective 2: To identify and characterize the most influential concepts and theories used to understand and explain the development of communication in political campaigns Goal 3: To analyze in depth the main channels of information dissemination in political campaigns. Goal 4: To provide effective methods for analyzing aspects of argumentation, persuasion and manipulative communication in political campaigns				
4.	Polish language	In the process of studying the discipline, the student learns to communicate grammatically correctly in Polish, confidently, clearly and easily express his thoughts. The goal is to learn more than 2000 common words and phrases in Polish, some of which are stable			Foreign Language	

		expressions, idioms, phraseological units. The classes will include discussions on a variety of topics, for example: politics, science, religion and culture of the world, shopping and advertising, human rights and much more. The student will learn how to write business documents professionally, maintain a conversation with the interlocutor, understand Polish and convey his thoughts to the listener.				
5.	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.	4	BC	Economy	
6.	International relations and sustainable development	Study of the principles of the TV channel's news Department. Teach students to create TV news stories, process TV material, and prepare a selection of news. The course is aimed at helping students master the General laws of preparing, editing and broadcasting news materials. It is applied and practical.				Mass communications and international relations: information security
7.	Creating analytical business programs	The discipline allows you to study technologies and methods for creating business programs on various communication channels based on knowledge about the activities of organizations in the form of business process systems, the interests of the target audience and special journalistic tools.			Broadcast journalism	Not required
8.	Security problems in Central Asia	Modern Central Asia is not only a geographically important region, where in a new format one can see the revival of the Great Silk Road connecting the West and the East. Today the region is viewed as a space rich in fuel, energy and other important resources, in which the leading players on the world stage are showing increased interest. Among them, along with the United States and Russia, we also consider China, Japan, the leading European countries and the countries of the Asia-Pacific region. Globalization has brought its own adjustments to the concept of bilateral and multilateral relations of the states of the world. The activities of fundamentalist and extremist Islamic organizations are creating more and more hotbeds of tension in different parts of the world. Serious security threats also exist in the Central Asian region.				

9.	Regional stability and country branding of Kazakhstan	Stability at the regional level 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. At the informational level, the media are equally capable of both maintaining and strengthening this stability, and vice versa destroying it.	5	BC3 BC4	Fundamentals of converged journalism	Sources and risks of international terrorism, PR basics
	The formation of public opinion and its measurement	One of the direct results of the activities of journalists is the formation of public opinion. It is extremely important for future professionals to know not only how and how public opinion is formed, what characteristics it has, but also how to correctly measure the directional vector of public sentiment.				
10.	Minor 1	An additional educational program (Mipog) is a set of disciplines and (or) modules and other types of educational work determined by the student for study in order to form additional competencies	5	PC4	Fundamentals of Convergent Journalism	
11.	Minor 2	An additional educational program (Mipog) is a set of disciplines and (or) modules and other types of educational work determined by the student for study in order to form additional competencies	5	PC4	Fundamentals of Convergent Journalism	
12.	Minor 3	An additional educational program (Mipog) is a set of disciplines and (or) modules and other types of educational work determined by the student for study in order to form additional competencies	5	PC4	Fundamentals of Convergent Journalism	

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 competencies	RE1 Know the social and ethical values based on public opinion, social norms and focus on them in their professional activities; traditions and culture of the peoples of Kazakhstan; human and civil rights and freedoms; the basics of the legal system and legislation of Kazakhstan; the basics of information security; trends in social development of society; the basics and principles of a healthy lifestyle;	OC1, BC1	IK 1101 History of Kazakhstan
		OC1, BC1, BC5, PC4 OC1, BC1, PC4 OC1, BC1, PC4	Fil 2102 Philosophy MSPX 2106 Cultural Studies Psychology MSPX 2106 Sociology political Science
LSPB-2 Language skills and programming basics	RE2 Knowledge of at least one foreign language at the professional level for interpersonal, business and scientific communication; ability to work with foreign partners, exchange information and ideas, and best practices;	OC1, BC1, BC3, PC4 OC1, BC1, PC4	Sociology political Science Cultural Studies Psychology
		OC1, BC1, BC4, BC5, PC1, PC4 OC1	EPUB 1111 Fundamentals of economic theory: journalistic aspect (optional) FK 2110 Physical education Iya 1103 Foreign language KRYa 1104 Kazakh (Russian) language IKT 1105 Information and communication technologies
FC-12 Final certification		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	RE4 Own digital mobile technologies for collecting, processing and transmitting information, create media texts, correctly and logically expressing thoughts and	OC1, BC2	OCZh 1201 Fundamentals of converged journalism
		BC2, BC3, BC4	MMW 2207 Genre forms and functions of journalism

	<p>possessing the genre variety of modern convergent journalism;</p>	<p>OC2, BC2 OC1, BC2, BC4 BC2, BC4 BC2, BC4 BC2, BC4 BC2, BC4 BC2, BC4, PC4 OC3, PC1 OC1, BC4 OC1, OC2, BC1, BC5, PC4 BC2, BC3, BC4 OC3, BC2, BC4, PC4 OC3, BC2</p>	<p>IyaSMI 1204 Language of mass media : culture and technique of speech TRZh 1202 TV And Radio Journalism RP 2203 Preparing radio broadcasts TR 2204 TV Production 2: workshop ZhGJ 2214 Journalism of Newspapers and magazines NSAM 2209 analytical materials creation Skills DOI 2218 Design and layout of the publication IKZh 3208 History of Kazakh journalism MEO 3112 Russian and world literature UP 1222 Educational practice DZh 3212 date journalism TVF 1217 Digital photography</p>
<p>Digital technologies and programming skills, STEP-3</p>	<p>RE3 Knowledge of the fundamentals of programming, information and communication technologies, the ability to create sites and use the popular mobile application in professional activity;</p>		
<p>LBJE-8 Legal bases of journalism and ethics</p>	<p>RE8 to Know the basic principles of the Law of RK "On mass media" for social and digital media, and ethical norms of behaviour of the journalist, have an idea of the basic laws and forms of regulation of social behavior, the formation and development of personality, psychological characteristics of the communication process; understand the nature of power and political relations;</p>	<p>OC1, BC1, BC5, PC1, PC4 OC1, BC3, BC5, PC1, PC3, PC4</p>	<p>POZh 2206 Legal foundations of journalism and media ethics CTPS 2219 Politics and Journalism</p>
<p>WMT-10 World media trends</p>	<p>RE10 be Able to analyze the interpretation of the facts of the media mainstream, based on the rich experience accumulated by foreign media in countering the threats of negative information impact in an extremely unstable world situation;</p>	<p>OC1, BC3, BC5, PC1, PC4 OC1, BC1, BC5, PC1 BC2, BC3, BC4 BC1, BC3, PC3, PC4 BC1, BC3, PC1, PC3</p>	<p>ZZh 4210 Modern world mass media IZZh 3227 History of foreign journalism PP 4226 Author's programs MPS 2205 Fundamentals of LAW ICM 3225 Business journalism</p>

<p>MMP-6 Mass media Promotion</p>	<p>RE6 Knowledge of the information needs of the audience; ability to recognize and work with the audience, own public relations technologies, marketing and advertising strategies, understand the technology of SEO promotion of mass media, as well as the value system of the target audience: figures+ "beacons", reference groups, involvement in certain communities;</p>	<p>BC1, BC3, PC3 BC1, BC3, PC1, PC3</p>	<p>SPRIP 3211 Marketing and advertising ICM 3225 Business journalism</p>
<p>PROFESSIONAL MODULES</p>			
<p>PS-5 Professional skills</p>	<p>RE5 be Able to conduct direct text, audio and video broadcasts, take photos and shoot videos, own design and web design technologies, use content management systems and know the basics of layout, work in the frame, interview, voice, do editing, record on a smartphone, creating full-fledged information and analytical stories and programs. Skills in video editing, voice-over, Internet posting, creating audio clips, podcasts;</p>	<p>BC1, BC2, BC4, PC4 BC1, BC2, BC4, PC4 BC1, BC2, BC4, PC4</p>	<p>TV Business news. Practicum PzP 3307 Industrial practice PdP 4308 pre-Graduate practice</p>
<p>SNPC-7 Specializations and narrow professional competencies</p>	<p>RE7 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 in a wide range of areas of national and world journalism, journalism, literature, as well as be aware of the trends in the development of modern mass media;</p>	<p>OC3, PC4, OC3 BC2 BC1, BC2, BC3, PC1, PC2, PC3, PC4</p>	<p>The technique of creating longid as a format for business journalism Skills to support and promote a business publication's website QED discipline</p>
<p>ACSJ-9 Analytics and creative skills of a journalist</p>	<p>RE9 be able to correctly write journalistic texts on the topic of international issues, clearly and clearly expressing their own thoughts, using all the richness of artistic and expressive means of the language and its stylistic diversity;</p>	<p>OC2, BC3, BC4, PC1, PC2, PC3, PC4 PC1, PC2, BC2</p>	<p>Social content in business publications QED discipline</p>
<p>PREMM-11 PR and Economics of mass media</p>	<p>RE should be Able to create a positive image of Kazakhstan (Kazakhstani companies, organizations, etc.) in the global media space, implementing all available tools of modern PR technologies, based on measurements of public opinion and the results of content-analytical research.</p>	<p>BC1, BC3, BC4, PC1, PC3, PC4</p>	<p>Theory and practice of media business organization QED discipline</p>

5. Curriculum of the educational program

CURRICULUM OF THE EDUCATIONAL PROGRAM

for 2024-2028 Academic year

for Educational Program “6B03203-International journalism and Internet security”

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: Full 4 year

Year of admission: 02-09-2024

Module code	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	Differentiate	Term	Total	Classroom work	Independent work of students	Independent work of students	1 course	2 course	3 course	4 course							
										Lectures	Laboratory trainings	Practice	Studio lessons	Practice	Independent work of students	Independent work of students	1	2	3	4	5	6	7	8	
																	15	5	1	15	5	15	15	5	
																	15	5	1	15	5	15	15	5	
General modules																									
Modules of specialty/education program																									
Additional modules beyond qualification																									
Modules of choice																									
1		GE R	CS	SPS6001	Philosophy	5	1	1			5/150	15	15.0	15		15	90	5.0							
2		GE R	CS	LAN6001A	Foreign language	5	1	1			5/150	45		45		15	90	5.0							
3		GE R	CS	LAN6001A	Foreign language	5	2	2			5/150	45		45		15	90	5.0							
4		GE R	CS	HK6002	History of Kazakhstan	5	2	2			5/150	15		30		15	90	5.0							

6. Additional educational programs (Minor)

Name of the additional educational program (Minor) with an indication of the list of disciplines that form the Minor	The total number of loans/ number of credit hours in the 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	