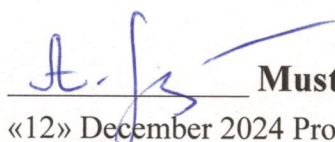


AGREED

Chairman of the
Educational and Methodological
Council of JSC «International Information
Technology University»

 **Mustafina A.**

«12» December 2024 Protocol of the EMC № 3

APPROVED

Chairman of the Board-Rector of JSC
«International Information
Technology University»



 **Issakhov A.**

«28» February 2025 Protocol of the AC № 10

EDUCATIONAL PROGRAM

6B03202 Digital Journalism

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

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

Group of educational programs: B042 Journalism and reporting studies

ISCED level: 6

NQR level: 6

ORC level: 6

Academic degree awarded: Bachelor of social arts in the educational program "6B03202 Digital Journalism"

Duration of study: 3 years

Number of credits: 240

AGREED

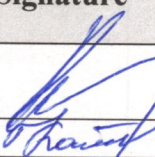

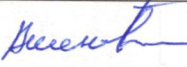
HR Director LLP «Alash Media Group»



 **Tuleukhanova E.A.**

«08» 2025

The code and name of the educational program: 6B03202 Digital Journalism

| № | Educational program developers (Position, scientific degree, academic degree, Full name) | Signature |
|---|---|---|
| 1 | A.A. Niyazgulova - Candidate of Philological Sciences, Professor, Head of the Department of Media Communications and History of Kazakhstan. |  |
| 2 | Sh.I. Kaliadzhdarova – Doctor of Philosophy (PhD), Associate Professor. |  |
| 3 | S.V. Ashenova – Candidate of Political Sciences, Associate Professor of the Department of Media Communications and Information Technologies |  |

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List of abbreviations and acronyms

| | |
|-------|--|
| BD | Cycle of basic disciplines |
| BC | Basic competency |
| BM | Basic module |
| UC | University component |
| HE | Higher education |
| NMS | National Mandatory Standards of Higher and Post-Graduate Education |
| ATT | Additional types of training |
| EQF | European qualifications framework |
| EFE | European foundation for education |
| KSA | Knowledge, Skills and Abilities |
| FA | Final attestation |
| EC | Elective component |
| ISCED | International Standard Classification of Education |
| NQF | National qualifications framework |
| NQS | National qualifications system |
| GHM | General humanitarian module |
| RC | Required component |
| GEM | General education module |
| GED | Cycle of general education disciplines |
| EP | Educational program |
| GPM | General professional module |
| SQF | Sectoral qualifications framework |
| GEC | General education competency |
| MD | Cycle of major disciplines |
| PI | Professional internship |
| PS | Professional standard |
| PE | Postgraduate education |
| PC | Professional competency |
| PM | Professional module |
| LO | Learning outcome |
| QMS | Quality Management System |

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 6B03202- "Digital Journalism".

2. Aim and objectives of the educational program

The purpose of the EP - Training of a specialist who is able to create high-quality multimedia content for the media and has the skills to work with digital mobile technologies for collecting, processing and transmitting information.

AP objectives:

1. Knowledge of audience information needs; ability to recognize and work with the audience; proficiency in public relations technologies and communication strategies.
2. Understanding the value system of the target audience: key figures ("beacons"), referent groups, language, style preferences; affiliation with certain communities; understanding the importance of online communities for media companies and independent internet content creators.
3. Proficiency in digital mobile technologies for collecting, processing, and transmitting information; ability to gather information through online communities and skills in working with media texts on the Internet.
4. Ability to work with open data bases – collecting, analyzing, systematizing, and creating content based on data; ability to analyze data and process statistics.
5. Ability to create content for digital media.
6. Knowledge of programming basics and HTML, fundamental principles of Internet functioning; understanding online typography and how text displays on different devices; comprehension of user interaction principles with websites.
7. Proficiency in design and web design technologies.
8. Proficiency in digital marketing technologies; ability to understand business processes; knowledge of media economics.
9. Conducting live text, audio, and video broadcasts; ability to shoot videos on smartphones; creating full-fledged informational stories and podcasts.
10. Proficiency in interactive infographics, interactive timelines, and 2D and 3D animation software.

3. Passport of the academic program

| № | Name | Description |
|----|--|---|
| 1. | Education area code and classification | 6B03 Social Sciences, journalism and information |
| 2. | Training direction code and classification | 6B032 Journalism and information |
| 3. | Group of academic programs | B042 Journalism and reporting studies |
| 4. | Name of the educational program | 6B03202 Digital Journalism |
| 5. | Aim of the educational program | Training of a specialist who is able to create high-quality multimedia content for the media and has the skills to work with digital mobile technologies for collecting, processing and transmitting information. |
| 6. | Type of the educational program | New EP |

| | | |
|-----|---|---|
| 6. | Type of the educational program | New EP |
| 7. | Level according to the National Classifications Framework | Level 6 |
| 8. | Level according to the Sectoral Qualifications Framework | Level 6 |
| 9. | Distinctive features of the program | Double diploma EP |
| 10. | Partner University | Adam Mickiewicz University in Poznan |
| 11. | Academic degree awarded | Bachelor of social arts in the educational program "6B03202 Digital Journalism" |
| 12. | Duration of study | 3 years |
| 13. | Volume of credits | 240 |
| 14. | Language of education | Kazakh-English, Russian-English, English |
| 15. | Atlas of new professions | - |
| 16. | Regional standard | - |
| 17. | Availability of an attachment to the training license | available |
| 18. | License number for the training area | KZ81LAM00001263 |
| 19. | Availability of program accreditation | available |
| 20. | Generated learning outcomes | <p>LO1: Be able to conduct live text, audio, and video broadcasts; take photographs and shoot videos; possess skills in design and web design; master mobile shooting techniques; use content management systems and know basic layout principles; work on camera, conduct interviews, do voice-over, perform editing, and record on smartphones to create full-fledged informational and analytical stories and programs.</p> <p>LO2: Know the main provisions of the Law of the Republic of Kazakhstan "On Mass Media" for work in social and digital media; understand legal norms of journalism and ethical standards of journalist behavior; have an understanding of anti-corruption culture, the main patterns and forms of social behavior regulation, personality formation and development, psychological features of the communication process; understand the essence of power and political relations; know methods of manipulation through media and cinema; gain an understanding of fact-checking and trolling within professional activities.</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, ideas, and 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 of the development trends of modern media. Possess skills in research, entrepreneurship, and creating startups.</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>LO7: Be able to apply acquired knowledge from 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 methods and technologies for preparing media products in different sign systems - verbal, audio, video, graphics, for newspapers and magazines. 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 international foundations of the legal system, intellectual property, inclusive education, the basics of information security, trends in the social development of society, the basics and principles of a healthy lifestyle, the basics of life safety. Be able to cover environmental issues and sustainable development goals, economic issues.</p> <p>LO11: Possess digital mobile technologies for collecting, skills in digital processing and transmission of information, create media texts, expressing thoughts competently and logically and mastering the genre and lexical diversity of modern convergent journalism, be able to use basic technologies, methods and tools for storing, processing and creating relevant information in professional activities, be able to create video and audio stories, podcasts, and then post them on the Internet, write longreads for online publications, optimize texts for search engines, know SEO optimization technologies</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, own artificial intelligence tools and programs for creating media products.</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 + "beacons", reference groups, involvement to certain communities.</p> <p>LO14: Be able to use modern computer programs for digital media; know basics of computer graphics; be able to use raster and vector graphic editors and 3D modeling systems.</p> <p>LO15: Possess competencies in anti-corruption culture basics, ecology, sustainable development goals, life safety, economics, management, intellectual property, entrepreneurship, and scientific research methods.</p> |
|--|--|---|

4. Professional Standards (PS), profession cards, labor functions

| № | Name of the PS | Profession card | Labor functions |
|---|--|--|---|
| 1 | Publishing newspapers, magazines, and periodicals | Correspondent of publishing house, newspaper, and magazine editorial offices | <ul style="list-style-type: none"> - Creating publications and submitting them to the editor - Searching and preparing relevant publication materials |

| | | | |
|---|--|--|--|
| 2 | Distribution of films, video, and TV programs | Consultant on multimedia publications | <ul style="list-style-type: none"> - Planning and implementing promotion strategies, marketing programs, advertising strategies, and campaigns for product/service promotion - Ensuring interaction with business partners, experts, consultants, and other organizational units - Conducting research and market trend analysis |
| 3 | Web portal activities | Reviewer | <ul style="list-style-type: none"> - Publishing analytical, summarizing, and review materials on assigned topics with references to domestic and global sources, including own opinion on the issue - Preparing materials for the editorial office with analyzed information on assigned areas (economic, political, social, cultural, etc.), objects, and regions |
| 4 | Creation and broadcasting of TV programs | 1. Program Host | - Conducting program releases; creative search and preparation of program topics |
| | | 2. Commentator | - Conducting program releases; preparing comments on current events |
| | | 3. TV/Radio News Reporter | Creative search and preparation of programs; preparing reports from places of current events; working live on air |
| 5 | News processing activities in mass media | Coordinator for relations with government bodies | <ul style="list-style-type: none"> - Ensuring communication with government bodies and professional communities - Monitoring and analyzing legislative and political decisions and trends |

5. List of the EP competencies

GEC1: 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;

GEC2: Ability to communicate in native and foreign languages at a professional level.

GEC3: 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.

BC1: 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.

BC2: Be able to fully realize the creative potential of a convergent journalist

BC3: Ability to adequately assess the needs of the media market and trends in public opinion

BC4: The Ability to be professionally realized as an intellectual individual with a broad Outlook and deep knowledge.

BC5: 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.

PC1: 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.

PC2: 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)

PC3: Ability to use modern computer programs for digital media.

PC4: Ability to solve standard tasks of professional activity using information and communication technologies and taking into account the basic requirements of information security

6. List of learning outcomes of the EP

LO1: Be able to conduct live text, audio and video broadcasts, take photographs and shoot videos, be proficient in design and web design technologies, have mobile shooting skills, use content management systems and know the basics of layout, work in front of the camera, interview, voice over, edit, record on a smartphone, creating full-fledged information and analytical stories and programs.

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.

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.

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. Possess skills in research, entrepreneurship, and creating startups.

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.

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.

LO7: Be able to apply the acquired knowledge in the chosen additional educational program

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.

LO9: To master methods and technologies for preparing media products in different sign systems - verbal, audio, video, graphics, for newspapers and magazines. 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.

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 international foundations of the legal system, intellectual property, inclusive education, the basics of information security, trends in the social development of society, the basics and principles of a healthy lifestyle, the basics of life safety. Be able to cover environmental issues and sustainable development goals, economic issues.

LO11: Possess digital mobile technologies for collecting, skills in digital processing and transmission of information, create media texts, expressing thoughts competently and logically and mastering the genre and lexical diversity of modern convergent journalism, be able to use basic technologies, methods and tools for storing, processing and creating relevant information in professional activities,

be able to create video and audio stories, podcasts, and then post them on the Internet, write longreads for online publications, optimize texts for search engines, know SEO optimization technologies

LO12: Know the basics of programming, information and communication technologies, be able to create websites and use popular mobile applications in professional activities, own artificial intelligence tools and programs for creating media products.

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.

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

LO15: Possess competencies in the field of fundamentals of anti-corruption culture, ecology, sustainable development goals and life safety, economics, management, intellectual property, entrepreneurship, as well as scientific research methods

7. Matrix for correlating the learning outcomes of the EP with the formed competencies (V)

| | LO 1 | LO 2 | LO 3 | LO 4 | LO 5 | LO 6 | LO 7 | LO 8 | LO 9 | LO1 0 | LO1 1 | LO1 2 | LO1 3 | LO1 4 | LO1 5 |
|-------|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|-------|-------|
| GEC 1 | | V | V | V | | | | | | V | | | | | |
| GEC 2 | | | V | | | | V | | V | | | | | | |
| GEC 3 | | V | | | V | | | | | | V | V | V | V | |
| BC1 | V | | V | V | | | | | | V | | | | | |
| BC2 | | | | | | | | | | | V | | V | | |
| BC3 | | | | | | | | | | | | | | | |
| BC4 | | | | V | | V | | V | | V | | | | | |
| BC5 | | | V | | | | | | V | | | | | | |
| PC1 | | | | | | | V | | | | | | | | |
| PC2 | | | | | | | | | | | | | | | V |
| PC3 | | | | | | | | | | | | | | | V |
| PC3 | | | | | V | | | | | | | V | | V | |

8. The relationship of LO with labor functions

| № | LO | Labor functions |
|----|--|--|
| 1. | LO1: Be able to conduct live text, audio and video broadcasts, take photographs and shoot videos, be proficient in design and web design technologies, have mobile shooting skills, use content management systems and know the basics of layout, work in front of the camera, interview, voice over, edit, record on a smartphone, creating full-fledged information and analytical stories and programs. | Preparation of reports from the scene of current events, working live on air. |
| 2. | 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 | Publication of analytical, summarizing, and review materials on assigned issues, using documents from domestic and international sources, with a mandatory expression of personal opinion on the matter under consideration. Preparation of material for the editorial office based on analyzed information related to assigned areas of activity |

| | | |
|----|---|--|
| | media. Possess skills in research, entrepreneurship, and creating startups. | (economic, political, social, cultural, etc.), objects, and regions. |
| 3. | 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. | Creative thematic research and preparation of a broadcast (program). Publication of analytical, summarizing, and review materials on assigned issues, involving documents from domestic and global sources, with a mandatory expression of personal opinion on the topic under consideration. |

9. Table showing interconnection of competencies, learning outcomes, assessment methods and criteria

| Competencies of the EP graduate | Competences expressed in expected learning outcomes | Evaluation criteria | Name of the estimation method |
|---------------------------------|---|--|---|
| GEC1, BC1, PC4 | LO3 | Effective exchange of information and ideas | Interview |
| | LO10 | Knowledge and understanding of socio-ethical values and norms | Scientific communication |
| GEC2, BC5, PC4 | LO3 | Confident work with content management systems and layout | Practical assignment |
| | | Ability to conduct interpersonal, business, and scientific communication | Scientific communication |
| | LO7 | Broad outlook and culture of thinking | Oral questioning |
| | | Knowledge of key trends in the development of modern mass media | Understanding human rights and freedoms |
| PC2, GEC3 | LO14 | Ability to analyze mainstream media facts | Security |
| | | Can create and maintain websites | Testing |
| | LO1 | Applies stylistic diversity in texts | Oral questioning |
| | | Expresses own thoughts clearly and coherently | Test |
| BC5, PC3 | LO2 | Professionally covers international politics and economy | Project |
| | LO10 | Ability to apply knowledge for information protection in modern conditions | Writing competent journalistic articles |
| PC1, BC3 | LO4 | Awareness of personality formation and communication features | Presentation |
| | LO13 | Confident use of PR, marketing, and advertising tools according to audience type | Portfolio |
| GEC3, BC51 | LO9 | Prepares products suitable for publication in real media (newspapers, magazines, websites) | Infographics |
| | LO6 | Able to properly use lighting and select optimal shooting angles | Project method |

10. Information about the modules of the educational program

| Module code and name | Volume (labor intensity) of the module | Learning outcomes | Learning outcomes assessment criteria | Disciplines forming the module Code and name |
|--|--|--|--|--|
| GENERAL EDUCATION MODULES | | | | |
| OOM6001 Module of social and cultural development | 18 | 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. | Knowledge of the history of journalism and publicistics | Philosophy |
| | | | Interest in the development of professional knowledge | Cultural studies-Psychology |
| | | | Broad outlook | History of Kazakhstan |
| | | | Cultural and critical thinking | Sociology-Political science |
| OOM6002 Language and ICT skills development module | 25 | 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. | Fluent command of the state language | Foreign language |
| | | | Proficiency in at least one foreign language | Information and Communication Technologies |
| | | | Understanding of cultural characteristics and business etiquette | Kazakh (Russian) language |
| | | | Identification of audience information needs | Inclusive education |
| OOM6004 Module of personal and social development | 35 | 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 | Segmentation and recognition of the audience | Fundamentals of law and anti-corruption culture |
| | | | Application of public relations (PR) technologies | Foundation of economics and financial literacy |
| | | | Analysis of the target audience's value system | Fundamentals safety of life activity |
| | | | Understanding of SEO promotion technologies for mass media | Research methodology |
| OOM6003 Module of physical culture | 4 | LO7: Be able to apply the acquired knowledge from the chosen additional educational program. | Proficiency in marketing and advertising strategies | Startups and entrepreneurship |
| | | | Analysis of community affiliation | Ecology and sustainable development |
| | | | Reflection and self-analysis | Physical Culture |
| | | | | |
| BASIC MODULES | | | | |
| BM6400 General professional competencies | 20 | 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. | Use of digital mobile technologies | Fundamentals of Digital Marketing and Management |
| | | | Skills in digital information processing | Fundamentals of Convergent Journalism |
| | | | Creation of media texts | Media language: culture and speech technology |
| | | | Genre diversity | Sustainable Development Goals: Journalistic Aspect |
| | | | Lexical diversity | History of Kazakh journalism |

| | | | | |
|--|----|---|---|--|
| BM6411 Project and research work module | 13 | LO12: Know the basics of programming, information and communication technologies, be able to create websites and use popular mobile applications in professional activities. | Knowledge of programming basics | Introduction to Communication Studies |
| | | | Website creation and maintenance | Analytical materials creating skills for digital media |
| | | | Integration of technologies into the profession | Media theory and criticism |
| BM6403 Module of genres and theory of journalism | 20 | 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 | Knowledge of media legislation | Introduction to Studies on State and Law |
| | | | Legal norms of journalism | The modern world of mass media |
| | | | Ethical standards of journalist conduct | Genre forms and functions of journalism |
| | | | Understanding patterns of social behavior | Legal basis of journalism and media ethics |
| BM6406 Design and Publication Design Module | 8 | 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. | Data processing using computers | Edition design and layout |
| | | | Proficiency in text editors | Journalism of Newspapers and magazines |
| | | | Creation and maintenance of corporate websites | Design and web design |
| | | | Application of public relations (PR) technologies | Foreign language (professional) |
| BM6407 Elective Specialization Module | 51 | 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 | Development of marketing and advertising strategies | Website promotion and support |
| | | | Knowledge of SEO promotion for mass media | Multimedia journalism |
| | | | Analysis of audience value systems | Media coverage of the economy |
| | | | Creation of information in various formats | Mass media writing |
| | | | Optimization of texts for search engines | Media monitoring |
| | | | Knowledge of SEO optimization technologies | Data visualization |
| | | | Segmentation and recognition of the audience | Web design, usability and SEO promotion |
| | | | Identification of audience information needs | Author's programs |
| | | | Skills in writing longreads for online publications | Infographics, 3D technologies, animations |
| | | | Analysis of audience value systems | Computer graphics |

| | | | | |
|---|----|--|---|--|
| BM6404 New Media Technique Module | 18 | LO5: Be able to create interactive content, master interactive infographics and timelines, create video effects, be proficient in 3D animation software, understand the role of usability and digital marketing, and comprehend media economics processes. | Creation of interactive content | Fundamentals of artificial intelligence |
| BM6401 Professional module | 15 | LO15: Possess competencies in the fundamentals of anti-corruption culture, ecology, sustainable development goals, life safety, economics, management, intellectual property, entrepreneurship, as well as scientific research methods. | Proficiency in interactive infographics and timelines Ability to create video effects Knowledge of the basics of anti-corruption culture Awareness in ecology and sustainable development Entrepreneurship skills | Politics and journalism, issues of information security in the Internet space SEO analysis of big data Educational practice Industrial practice Undergraduate practice |
| PROFESSIONAL MODULES | | | | |
| PM6409 Information Security Media Literacy Module | 7 | 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. | Proficiency in design and web design technologies On-camera work and interviewing skills | History of foreign journalism New Media Techniques, storytelling, longrid |
| PM6412 Intellectual Property and Information Security Module | 13 | 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 | Proficiency in vector graphic editors Use of modern computer programs for digital media Knowledge of basic computer graphics | International Intellectual Property Media and international relations: Information Security Image maker |
| PM6408 Module for developing specialized journalistic skills | 19 | 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. | Creating interactive content Ability to create video effects Knowledge of digital marketing Proficiency in 3D animation software Understanding media economics processes | Modern PR technologies Television and radio journalism Radio Preparation Fact Checking and Trolling Environmental journalism |
| PM6405 Module for creating and processing graphic and video content | 14 | 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. | Using digital technologies to work with open data databases Creating high-quality content for digital media Proper use of lighting Choosing camera angles | TV news: workshop Mobliography Motion TV Design Cinema and video are weapons of mind manipulation |
| PM6415 Digital Technologies and Programming Skills Module | 7 | LO9 To master the methods and technologies of media product preparation in different sign systems (verbal, audio, video, graphics, | Working with interactive visualization and 3D tools | Digital photography |

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| | | animation) To be able to work with the interactive D3js visualization tools, to know the principles of infographic design and visual storytelling, to be able to create infographics in conditions of limited resources. | Proficiency in visual storytelling | Data journalism |
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11. Information about the disciplines of the educational program

| № | Discipline Code and Name | Brief description of the discipline (30-50 words) | Labor intensity of discipline in credits | Learning outcomes formed (codes) | Prerequisites | Postrequisites |
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| Cycle of general education disciplines (GED) Required component (RC) | | | | | | |
| 1. | SPS6001 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 | LO1, LO8, LO13 | | |
| 2. | SPS6006 Cultural Studies – Psychology | 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. 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. | 4 | LO8, LO14, LO15 | | Cultural Studies – Psychology |
| 3. | HK6002 History of Kazakhstan | 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. 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 | 5 | LO4, LO6, LO11 | | |

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| | | the "Ruhani zagyr" program, which reveals the mechanisms for modernizing public consciousness and is based on the continuity of spiritual and cultural traditions. 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. | | | | |
| 4. | SPS6007 Sociology-Political science | 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. | 4 | LO5, LO14 | | Mass Communications and International Relations: Information Security |
| 5. | LAN6001A LAN6002A 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 | LO1, LO4, LO5, LO13 | | Professional-oriented foreign language |
| 6. | LAN6001KR/ LAN6002KR 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 | LO1, LO13 | | Professional-oriented Kazakh/Russian language |
| 7. | ICT6001 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 | 5 | LO5, LO10 | | SDP programming basics 1 |

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| | | the educational process and in further activities. | | | | |
| 8. | PhC6006/PhC6005 Physical Culture | The ability to understand the practical use of healthy lifestyle norms, including prevention issues, is being instilled. | 8 | LO15 | | |
| Cycle of general education disciplines (GED) University component (UC) and (or) Elective component (EC) | | | | | | |
| 9. | ECO6007 Foundation of economics and financial literacy | This course provides an integrated introduction to economics and legal foundations relevant to entrepreneurial decision-making and everyday personal finance. Students will understand basic economic principles, and navigate legal systems affecting individuals and businesses and learn how to manage personal finances. Topics include economic behavior, legal research, business budgeting, taxation, investment and case analysis. The course is open to non-economics majors interested in how economic, legal and financial systems shape our lives. | 5 | LO7, LO4 | | Theory and practice of organizing media business |
| 10. | JUR 6505 Ecology and sustainable development | The course reveals the role of ecology in solving modern economic, social and political problems, as well as the emergence of global environmental problems as a result of human production activities and the responsibility of the world community for them. A very important aspect is also international cooperation to ensure sustainable development. Various areas of practical application of ecology are also considered - natural resources and environmental pollution | 5 | LO4 | | Sustainable Development Goals: Journalistic Aspect |
| 11. | MGT6706 Startups and entrepreneurship | This course provides an introduction to what a business is, how it works and how to run it. Students will define ownership and processes used in manufacturing and marketing, finance, personnel, and management in business operations. | 5 | LO5 | | Theory and practice of organizing media business |
| 12. | RM6001 Research methodology | The course is devoted to the study of activities aimed at developing students' ability to independent theoretical and practical judgments and conclusions, skills of objective evaluation of scientific information, freedom of scientific research and the desire to apply scientific knowledge in educational activities, including for the diploma project (work). | 5 | LO7, LO10 | | |
| 13. | JUR6413 Fundamentals safety of life activity | Studying ways of safe human interaction with the environment (industrial, domestic, urban, natural), sustainable operation of business facilities (organizations) in emergency situations, issues of protection from negative factors, prevention and elimination of | 5 | LO8 | | |

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| | | the consequences of natural and man-made emergencies and the use of modern means defeat. | | | | |
| 14. | HUM6400 Inclusive education | The philosophy, history and methodology of an inclusive approach. Documents governing the development of an inclusive process in higher professional education. Educational needs of students with disabilities and disabilities. Methods and forms of organization of the educational process at a university for students with disabilities. Development of adapted educational programs, curricula and educational paths for students with disabilities and disabilities. Psychological and pedagogical support of students with disabilities and disabilities at the university. | 5 | LO8 | | Cultural studies |
| 15. | LAW6007 Fundamentals of law and anti-corruption culture | The course presents the legal, economic and social foundations of combating corruption, reveals the features of state policy, presents international experience in combating corruption, defines the features of regulating conflicts of interest, official ethics, and methods for identifying corruption violations. As a result of successful completion of the course, students will have the following competencies: 1. Understand the measures of legal liability for participation in corruption violations. 2. Determine the conflict of interest in the activities of organizations leading to corruption. 3. Conduct an analysis of the work of organizations using various research methods. | 5 | LO7, LO4 | | Sociology-Political science |
| Cycle of basic disciplines (BD) University component (UC) | | | | | | |
| 16. | JUR6400 Fundamentals of Convergent Journalism | The students are offered information on the nature and characteristics of journalism as a specific profession, on ways of building knowledge and skills. The general regularities of the journalism functioning as a social institution are considered, fundamental theoretical basis are applied to journalism of a sovereign state. | 4 | LO7, LO6 | | TV and radio journalism and all courses by profile |
| 17. | JUR6467 Politics and journalism, issues of information security in the Internet space | 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; knowledge of the main directions of global politics of the modern world | 5 | LO4 | Ethics and law in Journalism. | |
| 18. | JUR6402 Media language: culture and speech technology | The main goal of studying the discipline is to teach students to create texts, audio and video materials in the state and other languages, to competently and | 5 | LO1, LO9 | Genre Forms and Functions of Journalism | TV and radio journalism and all courses by profile |

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| | | reasonably build oral and written speech, to speak the language at a level that allows them to work in an intercultural environment. The subject of the discipline is the norms of the mass media language, types of communication, its principles and rules, ethical standards of communication, functional speech styles, the basics of the art of speech, as well as the specifics of speech technology for various media - television, radio, newspapers and magazines, online media. The main goal of the course is the formation of a highly educated journalist, whose speech corresponds to the norms accepted in an educated environment, is distinguished by expressiveness and beauty. | | | | |
| 19. | JUR6508 Sustainable Development Goals: Journalistic Aspect | In the process of studying the discipline, the student will become familiar with 17 sustainable development goals aimed at eliminating poverty, conserving the planet's resources and ensuring prosperity, and understands the role of the media as a tool to achieve the goals of the Sustainable Development Program. The course gives students the basics of environmental knowledge. | 3 | LO10, LO14 | | Business journalism |
| 20. | JUR6405 History of Kazakh journalism | Discipline introduces students to the history of national journalism. As a result of mastering the discipline, the student has knowledge about the history of Kazakh journalism, the founders of national journalism, the development of journalism in different historical periods. | 4 | LO4, LO6 | | |
| 21. | JUR 6456 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 | LO7 | | Convergent journalism |
| 22. | JUR6406 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 | 4 | LO7, LO10 | Fundamentals of convergent journalism, Genre forms and functions of journalism | Author program |

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| | | 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. | | | | |
| 23. | JUR6453 The modern world of mass media | Acquaintance of students with the development trends of the modern world media, the methodology for creating new media, management technologies and the specifics of creating text for international publications. The course focuses on the analysis of trends in the modern media industry, the development of global news agencies and media corporations. | 4 | LO13 | History of foreign journalism | Relevant discipline |
| 24. | JUR6404 Genre forms and functions of journalism | The discipline is aimed at studying the forms and genres of journalism. The discipline is intended to reveal the meaning of genres and their functions in the media, the types of genres, the main features of analytical, informational, artistic and journalistic genres and show their capabilities and role in the creative professional activities of journalists and editors. The development of journalism as a social institution is in constant motion, at the same time journalistic genres are transformed, the presence of which in a media discourse directly depends on the challenges of time and the needs of society. It is extremely important for future journalists to be able to realize their creative potential across the whole spectrum of genre diversity and understand their functional purpose. | 4 | LO15, LO9 | | Skills for creating analytical materials |
| 25. | JUR6403 Legal basis of journalism and media ethics | As a result of studying the course, the student acquires in-depth knowledge in the field of mass information law, intellectual law, international humanitarian law, and is able to apply this amount of knowledge in practice. The objectives of studying the discipline are to prepare a legally competent specialist who is able to carry out his work in accordance with the legal norms in force in this area. The purpose of the course • to form an idea among future journalists about the nature of professional morality and the nature of professional and moral relations in journalism; to reveal the content of the main professional and ethical ideas considered by the world journalistic community as standards of professional behavior, the orientation of which ensures optimal interaction between journalism and society. | 4 | LO7, LO9 | | Relevant discipline |

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| 26. | JUR6410 Journalism of Newspapers and magazines | Current trends in the development of mass media are aimed at convergent journalism, which unites all traditional types of media on one Internet platform (within one news-room). At the same time, newspapers and magazines have not yet disappeared completely and will continue to exist in a certain foreseeable future, therefore it is important for journalists to have an idea about the process of producing printed media products and specific differences in the professional activities of newspapers and magazines journalists | 4 | LO7, LO13 | | Design and layout of publications |
| 27. | JUR 6511 Fundamentals of Digital Marketing and Management | The discipline "Fundamentals of Digital Marketing and Management" includes such sections as the structure of the organization, motivation, control, leadership, and decision-making. Undergraduate study course with a focus on organization structure will cover effectiveness of a manager, structure of organizations, bureaucratic and project apparatus, strategic planning, SWOT analysis, functions and types of control, leadership and power, motivation for decision-making, communication. The course also develops students' ability to explore case studies. The purpose of the discipline is to master the skill of analyzing the Internet space, marketing technologies for promoting goods and services. The student will learn the basics of SEO promotion, target advertising and other digital promotion technologies in the Internet space. The course provides students with the necessary knowledge about advertising and marketing activities, conducting advertising campaigns, creating effective promotional materials, and promoting media products on the Internet. | 5 | LO12 | | Advertisement |
| 28. | JUR6450 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. | 4 | LO12 | | |
| 29. | JUR 6473 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 | 4 | LO4 | Fundamentals of converged journalism | Politics and Journalism, Issues of Information Security in the Internet Space |

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| | | 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. | | | | |
| 30. | JUR-6489 SEO analysis of big data | The goal of the mastery of the discipline is students' understanding of the basics of working with data and the skills of analysis and visualization in order to create journalistic material. By the end of the course, students will be able to generate ideas for creating materials based on data, will know data sources and critically approach their content. Students will also understand how to analyze data in tabular operators and how to present it using data visualization tools. | 3 | LO2, LO13 | Design and Layout of Publications | Mobilography |
| 31. | JUR6414 Edition design and layout | The purpose of the course is to give a complete picture of the design and modeling of the press, to get acquainted with the functions of press design, resources and design tools, how to combine them into a harmonious composition, to study the factors influencing the design of the publication, the design features of publications of various typological groups, to master the tools of the modern press designer in the theoretical and applied aspect, to learn how to apply the acquired knowledge in the process of theoretical and practical professional activities. Discipline is aimed at obtaining a clear idea about the design of modern print and online media, the forms and methods of work of the designer and layout designer in modern media business. The course also involves the development of skills to apply this knowledge to solve the problems of professional journalistic activities in international media. | 4 | LO2, LO15 | | Design and layout of publications |
| 32. | EP6401 Educational practice | Formation of practical skills and abilities, universal competencies, familiarization with the basics of professional activity. Acquisition of primary professional skills and abilities, consolidation of theoretical knowledge in practice. | 2 | LO1 | Basics of Convergent Journalism | Industrial practice |
| 33. | PP6402 Industrial practice | Formation and development of professional competencies necessary for work in the field of journalism, independent work skills, demonstrate the application of acquired knowledge, study equipment and technologies, and develop | 8 | LO15 | Educational practice | Undergraduate practice |

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| | | communication skills | | | | |
| 34. | PP6404 Undergraduate practice | Acquisition of in-depth professional knowledge and skills, development of readiness for independent work, preparation for the defense of the final qualification work | 5 | LO3 | Industrial practice | Defense of the diploma project |
| Cycle of basic disciplines (BD) Elective component (EC) | | | | | | |
| 35. | JUR6437 Author's programs | Traditional TV author programs in modern conditions are actively developing the Internet space, in particular popular video platforms such as Youtube. In turn, the quality of the author's thematic video blogs is growing rapidly. Thus, the possibilities of reaching the audience are expanding, and modern gadgets are becoming more and more accessible, which greatly simplifies the possibilities of creating video content. This discipline is of a practical nature and is aimed at making students try to create their own author's projects. | 5 | LO12 | | Broadcast Journalism. |
| 36. | JUR6407 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 | 4 | LO1 | Fundamentals of convergent journalism | Profile disciplines |
| 37. | JUR6435 Media coverage of the economy | The purpose of the discipline is to form in students an idea about the development of the economy in Kazakhstan and the world, about the specifics of using professional methods in the activities of a journalist writing about economic problems. The objectives of the course include studying the specifics of economic journalism, methods of presenting information on economic topics, the process of a journalist working on an economic topic, and skills in working with various sources of economic information. | 4 | LO9 | Economy | |
| 38. | JUR 6488 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 | LO8, LO11 | | |
| 39. | JUR 6418 Infographics, 3D technologies, animations | In the process of studying the discipline "Infographics, 3D technologies, animations", the student learns the basics of website design using infographics, animation. Animation is a key factor in creating video ads. Mastering this direction gives students the opportunity to create media content that is popular with viewers. Training how to create interactive content, interactive infographics, interactive | 5 | LO12 | | |

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| | | chronology, to be able to make out video, to own the basics of editing, animation programs, to create video effects. | | | | |
| 40. | JUR6498 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. | 5 | LO10, LO15 | | Modern PR technologies |
| 41. | JUR 6487 Computer graphics | The discipline "Computer graphics" is aimed at creating new and processing existing images. Students will study Computer Vision and Image Recognition, Image Processing, Image Generation and Shaping. 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 | 5 | LO14 | | |
| 42. | JUR6435 Media coverage of the economy | The purpose of the discipline is to form in students an idea about the development of the economy in Kazakhstan and the world, about the specifics of using professional methods in the activities of a journalist writing about economic problems. The objectives of the course include studying the specifics of economic journalism, methods of presenting information on economic topics, the process of a journalist working on an economic topic, and skills in working with various sources of economic information. | 4 | LO9 | Economy | |
| 43. | JUR6494 Multimedia journalism | The purpose of the discipline is to teach the student to master digital mobile technologies for collecting, processing and transmitting information, to create information in various formats, convenient texts for online publications, to work with various types of text editors, to optimize texts for search engines, to know SEO optimization technologies | 3 | LO8 | | |
| 44. | JUR-6510 Media monitoring | 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, | 4 | LO15, LO1 | | |

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| | | determine assessments of the public resonance of a particular action, tracking the actions of other companies or individuals. | | | | |
| 45. | Minor 1 | The course is designed to develop competencies different from the core (major) ones. | 5 | LO15 | | |
| 46. | Minor 2 | The course is designed to develop competencies different from the core (major) ones. | 5 | LO15 | | |
| 47. | Minor 3 | The course is designed to develop competencies different from the core (major) ones. | 5 | LO15 | | |
| Cycle of major disciplines (MD) University component (UC) | | | | | | |
| 48. | JUR6408 Data journalism | The Data Journalism discipline is based on the processing of data and the presentation of the information received in the form of a text story or infographic. In the process of studying the discipline, the student will master the variety of forms and methods of work of a journalist with large amounts of data, learn how to extract and analyze information, visualize it, get acquainted with the technological foundations of data journalism. Also, the purpose of the course is to master the ethical standards when working with open data, the processing of personal data, the development of the legal framework for working with data. The course aims to master the theoretical knowledge and practical skills that will allow effective search, filtering, analysis and processing of large amounts of data for processing the resulting material in the form of an exciting media text or infographic, introduces students to the concept of data and teaches them to work with them and use to create journalistic material. Examines methods of working with data journalism, with the creative process of preparation specialized materials where are used different types of data. | 4 | LO13 | Genre Forms and Functions of Journalism | Coverage of Economic Issues in the Media |
| 49. | JUR6412 Digital photography | Photography is an integral part of both traditional print media and online publications. The correct use of the potential of modern equipment and software for post-photographic processing (for example, Photoshop or Lightroom) allows you to achieve bright, colorful and expressive images. In the course of this discipline, students gain practical experience in preparing photo reports on the example of student life at the university. | 3 | LO2, LO13 | Design and Layout of Publications | Mobilography |

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| 50. | JUR 6409 Modern PR technologies | Technologies of public relations 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 subconscious 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, and managing the company's reputation | 4 | LO6 | Fundamentals of converged journalism | TV and radio journalism and all courses by profile |
| 51. | JUR6421 Radio Preparation | The purpose of the discipline is to give skills in creating radio programs in various genres and formats. in the process of learning, the student will learn how to create radio programs on various topics and work live, learn to understand the genres and forms of radio programs, learn the specifics of online broadcasting. The study of the course is supported by an extended laboratory practice. | 3 | LO2, LO7 | | Legal Foundations of Journalism and Media Ethic |
| 52. | JUR6419 Fact Checking and Trolling | The objectives of mastering the discipline are acquaintance with the peculiarities of journalism in the field of fact-checking, getting an idea of fact-checking and trolling within professional activities, developing practical skills in working with information, studying the basic principles of working with these phenomena. | 4 | LO4, LO14 | <ul style="list-style-type: none"> Legal Foundations of Journalism and Mediaties | Politics and Journalism, Issues of Information Security in the Internet Space |
| 53. | JUR6420 Image maker | Discipline teaches you to create the image of an individual, company, product, etc. The image or image of an object that stably lives in consciousness is associated with the concept of "image". Students will master the technology and tools for creating the image of the company, personality. Reputation image is a component of the course. Political image maker - a person who creates a political image. | 4 | LO5 | Fundamentals of Convergent Journalism | International Relations and Sustainable Development |

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| 54. | JUR6449 History of foreign journalism | The purpose of the discipline is to analyze the formation of foreign journalism, to study the best practices of world journalism. Knowledge of the history of the birth of journalism as a social institution, as well as the formation of a holistic picture of the stages of development of foreign media not only guarantees a high level of professional competence and general knowledge of future journalists, but also contributes to a deeper understanding of the specifics of the functional features of the media and the dynamics of the development of contemporary genre diversity. | 4 | LO3 | | |
| 55. | JUR6401 Television and radio journalism | The discipline of TV and radio journalism is aimed at studying the basics of television and radio journalism. In the process of learning, the student will create news TV and radio stories, analytical programs, learn the skills of a TV and radio host. Also, in the process of training, trends in the development of world television and radio journalism will be considered, the best practices of world television and radio journalism will be studied. In the course a student studies the specifics of television and radio journalism, acquires skills for creating news content, and principles for selecting news. The course builds knowledge of information selection technology, its textual design, communications. | 4 | LO2, LO12 | S | Authorial Programs |
| 56. | JUR 6455 New Media Techniques, storytelling, longrid | Discipline is aimed at developing students' in-depth knowledge about creating complex journalistic materials of a significant amount, combined with the term "longrid", developing skills for collecting, analyzing, structuring information for preparing journalistic materials, and developing in-depth skills in creating a multimedia media product. Students learn to mount text on a separate special platform; allowing the reader to dive deep into the topic due to both the content of the text and its multimedia elements. | 3 | LO3 | | Fundamentals of Convergent Journalism |
| 57. | JUR 6459 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 | LO9 | | Legal Foundations of Journalism and Media Ethics |

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| 58. | JUR 6439 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 development, national policy and security. Finally, this course will discuss various emerging trends in global politics and information security, with real-world examples and case studies. | 6 | LO4 | Fundamentals of Convergent Journalism | Author's programs |
| 59. | JUR6460 TV news: workshop | The discipline is aimed at studying the principles of the news department of the TV channel. The main objective of the discipline is to teach students how to create television news stories, process television material, and prepare a news compilation. The course is focused on helping students master the general patterns of preparing television news stories. The discipline is applied, practical. | 4 | LO2 | Fundamentals of Convergent Journalism | Specialized Disciplines |
| 60. | JUR6424 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 | LO5 | Fundamentals of Convergent Journalism | Major Disciplines |
| 61. | JUR6442 Mobilography | The discipline teaches the skills of mobile shooting, which is a necessary skill at the present stage of development of digital media technologies. The features of mobile filming, technical and technological tools are being studied. The student learns to create different content using mobile filming, post material in the media. The discipline considers methods of attracting the attention of the audience with the help of mobilography. | 3 | LO12 | | |
| 62. | JUR6415 Motion TV Design | The visual design of moving objects for television, social networks, websites is the main subject of the course. Motion design is created using computer technology. In the process of studying the course, the student will create works using classic, combined, animation video filming techniques. The student acquires the skills of creating video clips, designing television broadcasts, TV | 3 | LO12 | Fundamentals of Convergent Journalism | Major Disciplines |

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| | | screensavers, movie titles, creating commercials, using motion design in content marketing and advertising. As a result, the student will learn how to make high-quality branded video and animated graphic content. | | | | |
|--|--|--|--|--|--|--|

12. Curriculum of the educational program (Platonus)

| 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 | Differentiated | Term | Total | Classroom work | | | | Independent work of students | | 1 course | 2 course | | | 3 course | | | | |
| | | | | | | | | | | | | Lectures | Laboratory trainings | Practice | Studio lessons | Practice | Independent work of | | Independent work of | 1 | 2 | | 3 | 4 | 5 | 6 |
| | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | 15 | | |

| | | | | | | | | | | | | | | | | | | | | | | | | | | |
|------------------------------|--|---|-----|-----|-----------|---|------------------|---|---|---|--|-------|-------|------|----|----|----|----|-----|-----|--|--|-----|--|--|--|
| Minor module for disciplines | | | | | | | | | | | | | | | | | | | | | | | | | | |
| General modules | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | | | GER | CS | SPS6001 | Philosophy | 5 | 1 | 1 | | | 5/150 | 15 | | 30 | | 15 | 90 | 5.0 | | | | | | | |
| 2 | OOM6001 Module of social and cultural development | | GER | CS | SPS6006 | Cultural studies-Psychology | 4 | 2 | 2 | | | 4/120 | 15 | | 30 | | 15 | 60 | | 4.0 | | | | | | |
| 3 | | | GER | CS | HK6002 | History of Kazakhstan | 5 | 2 | 2 | | | 5/150 | 15 | | 30 | | 15 | 90 | | 5.0 | | | | | | |
| 4 | | | GER | CS | SPS6007 | Sociology-Political science | 4 | 4 | 4 | | | 4/120 | 15 | | 30 | | 15 | 60 | | | | | 4.0 | | | |
| 5 | | OOM6002 Language and ICT skills development module | | GER | CS | LAN6001A | Foreign language | 5 | 1 | 1 | | | 5/150 | | | 45 | | 15 | 90 | 5.0 | | | | | | |
| 6 | | | GER | CS | LAN6002A | Foreign language | 5 | 2 | 2 | | | 5/150 | | | 45 | | 15 | 90 | | 5.0 | | | | | | |
| 7 | | | GER | CS | ICT6001 | Information and Communication Technologies | 5 | 2 | 2 | | | 5/150 | 15 | 30.0 | | | 15 | 90 | | 5.0 | | | | | | |
| | | | | GER | CS | | | | | | | | | | | | | | | | | | | | | |
| 8 | | | GER | CS | LAN6001KR | Kazakh (Russian) language | 5 | 3 | 3 | | | 5/150 | | | 45 | | 15 | 90 | | 5.0 | | | | | | |
| 9 | | | GER | CS | LAN6002KR | Kazakh (Russian) language | 5 | 4 | 4 | | | 5/150 | | | 45 | | 15 | 90 | | | | | 5.0 | | | |
| 10 | OOM6004 Module of personal and social development | | GER | | HUM6400 | Inclusive education | | | 1 | | | 5/150 | 15 | | 30 | | 15 | 90 | | | | | | | | |
| 11 | | | GER | ES | LAW6007 | Fundamentals of law and anti-corruption culture | 5 | 1 | 1 | | | 5/150 | 15 | | 30 | | 15 | 90 | | 5.0 | | | | | | |

| | | | | | | | | | | | | | | | | | |
|--|-----|---------|--|---|---|-------|----|-------|----|----|----|-----|-----|--|-----|-----|--|
| 12 | GER | ECO6007 | Foundation of economics and financial literacy | 1 | | 5/150 | 15 | 30 | | 15 | 90 | | | | | | |
| 13 | GER | JUR6413 | Fundamentals safety of life activity | 1 | | 5/150 | 15 | 30 | | 15 | 90 | | | | | | |
| 14 | GER | RM6001 | Research methodology | 1 | | 5/150 | 15 | 30 | | 15 | 90 | | | | | | |
| 15 | GER | MGT6706 | Startups and entrepreneurship | 1 | | 5/150 | 15 | 30 | | 15 | 90 | | | | | | |
| 16 | GER | JUR6505 | Ecology and sustainable development | 1 | | 5/150 | 15 | 30 | | 15 | 90 | | | | | | |
| 17 | GER | PhC6006 | Physical Culture | 4 | 3 | 4/120 | | 45 | | 15 | 60 | | 4.0 | | | | |
| 18 | GER | PhC6005 | Physical Culture | 4 | 4 | 4/120 | | 45 | | 15 | 60 | | | | 4.0 | | |
| Modules of specialty/education program | | | | | | | | | | | | | | | | | |
| 19 | BS | JUR6511 | Fundamentals of Digital Marketing and Management | 5 | 1 | 1 | | 5/150 | 15 | 15 | 15 | 5.0 | | | | | |
| 20 | BS | JUR6400 | Fundamentals of Convergent Journalism | 4 | 1 | 1 | | 4/120 | 15 | 15 | 15 | 4.0 | | | | | |
| 21 | BS | JUR6402 | Media language: culture and speech technology | 5 | 3 | 3 | | 5/150 | 15 | 15 | 15 | 5.0 | | | | | |
| 22 | BS | JUR6508 | Sustainable Development Goals: Journalistic Aspect | 3 | 4 | 4 | | 3/90 | 15 | 15 | 15 | 45 | | | | 3.0 | |

F-72, Educational program

| | | | | | | | | | | | | | | | | | | | | | |
|----|--|----|----|---------|---|---|---|---|--|--|--|--|--|------|----|----|--|--|-----|-----|--|
| 36 | | BS | UC | JUR6506 | Design and web design | 3 | 5 | 5 | | | | | | 15.0 | 15 | 45 | | | | 3.0 | |
| 37 | | BS | | JUR6480 | Website promotion and support | | | 4 | | | | | | | 15 | 45 | | | | | |
| 38 | | BS | ES | JUR6432 | Foreign language (professional) | 3 | 4 | 4 | | | | | | | 15 | 45 | | | 3.0 | | |
| 39 | | BS | | JUR6494 | Multimedia journalism | | | 4 | | | | | | | 15 | 45 | | | | | |
| 40 | | BS | | JUR6510 | Media monitoring | | | 5 | | | | | | 15.0 | 15 | 60 | | | | | |
| 41 | | BS | ES | JUR6435 | Media coverage of the economy | 4 | 5 | 5 | | | | | | 15.0 | 15 | 60 | | | 4.0 | | |
| 42 | | BS | | JUR6407 | Mass media writing | | | 5 | | | | | | 15.0 | 15 | 60 | | | | | |
| 43 | | BS | | JUR6498 | Data visualization | | | 6 | | | | | | 15.0 | 15 | 90 | | | | | |
| 44 | | BS | | JUR6488 | Web design, usability and SEO promotion | | | 6 | | | | | | 15.0 | 15 | 90 | | | | | |
| 45 | | BS | ES | JUR6437 | Author's programs | 5 | 6 | 6 | | | | | | 15.0 | 15 | 90 | | | | 5.0 | |
| 46 | | BS | | JUR6418 | Infographics, 3D technologies, animations | | | 6 | | | | | | 15.0 | 15 | 90 | | | | | |
| 47 | | BS | | JUR6487 | Computer graphics | | | 6 | | | | | | 15.0 | 15 | 90 | | | | | |
| 48 | | BS | UC | JUR6467 | Politics and journalism, issues of information security in the Internet space | 5 | 5 | 5 | | | | | | 15.0 | 15 | 90 | | | 5.0 | | |
| 49 | | BS | UC | SFT6375 | Fundamentals of | 5 | 5 | 5 | | | | | | 15.0 | 15 | 90 | | | 5.0 | | |

F-72, Educational program

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13. Additional Educational Programs (Minor)

| The name of the AEP (Minor), indicating the list of disciplines forming the Minor | Number of credits AEP / number of credits in the discipline | Description, Competencies generated by the AEP, learning outcomes |
|--|--|--|
| Minor 1 | 15 | |
| Minor 2 | 5 | |
| Minor 3 | 5 | |
| Minor 4 | 5 | |