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«International Information
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«12» December 2024 Protocol of the EMC № 3 «28» February 2025 Protocol of the AC № 10

EDUCATIONAL PROGRAM

6B03201 Business Journalism, SMM & PR

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 «6B03201 Business Journalism, SMM & PR»

Duration of study: 3 years

Number of credits: 240

AGREED

HR Director LLP «Alash Media Group»

_____ Tuleukhanova E.A.

«__» _____ 2025

Almaty, 2025

The code and name of the educational program: 6B03201 Business Journalism, SMM & PR

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

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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

The specifics of teaching journalism disciplines require not only constant updating in accordance with the new demands of the times but also entirely new approaches to the development of educational programs. The electronic environment has become an open social system that includes both producers and consumers of mass information. Therefore, modern media should act not only as a full-fledged institution but also as a technological platform actively influencing social life and other societal institutions. The media market must adhere to the concept of a competent internet user and a specialist who meets all the requirements of new communication and marketing relationships

In this regard, there arose an urgent need to create the Educational Program in Business Journalism, SMM, and PR, which would fully cover the trends of the modern information market. The need for specialization in this direction is due to the rapid development of smart technologies in the media environment, including processing and classification of specialized information, cloud services, econometrics, innovative approaches to media business management, and the development of media management in accordance with informatization and the structure of new media and social networks.

In the field of Business Journalism, the training program is implemented with a focus on digital media, social networks, blogging, and social media marketing, as well as management technologies in media production. In addition to learning the core skills of a modern journalist, students acquire knowledge in programming, design technologies and web design, digital marketing, interactive infographics, and information security. Due to the modified format of the final project, students at MUIT have the opportunity to commercialize their diploma projects. This opens wide horizons for the industrialization of Kazakhstan, as future specialists are ready not only to demonstrate their high level of knowledge but also to apply interdisciplinary skills at the boundaries of different fields and deliver the final product on time.The emphasis in preparing specialists for the media industry is placed on practical components, interdisciplinary education, and the synthesis of various research areas—digital content, IT technologies, radio broadcasting, television, advertising and public relations, marketing, management, and business journalism.

2. Aim and objectives of the educational program

The purpose of the EP - Qualified training of sought-after specialists in the field of media-industry, specialists in business, economic journalism and social media marketing, possessing necessary skills and competences in running media business, possessing modern skills in marketing and management all within the scope of media business and public relations

AP objectives:

1. To train multimedia journalists who are ready to work in a modern newsroom, have the skills to work in the global internet space, and possess knowledge not only in the field of business journalism, but also in media business, ICT, and economics. Training
2. Knowledge of the information needs of the audience, the ability to recognise the audience and work with it;
3. Master public relations technologies, marketing and advertising strategies, understand SEO technology – mass media promotion, as well as the value system of the target audience;
4. Knowledge of content management systems, creation of full-fledged information and analytical stories and programmes. Proficiency in video editing, voice-over recording, Internet publishing, creation of audio stories and podcasts;
5. Ability to create in-demand materials within the allotted time budget, focused on posting on social networks, create high-quality content for business media, various social platforms and websites, master the technologies for its creation and posting on media platforms, using various formats: photo, audio, video, multimedia technologies.
6. Knowledge of modern economic concepts, new forms of information enterprise organisation, modern business communication systems, and skills in analysing the modern business environment and social marketing.
7. Knowledge of the typology of business publications, the specifics of business publication design, the methods and forms of PR structures, the ways in which the media and business interact, and the

ability to demonstrate in practice the skills and abilities necessary for full-fledged professional activity in the field of business journalism, SMM and PR.

8. Be familiar with website design and create user-friendly texts for online publications, optimise texts for search engines, know how to write SEO texts and be ready to apply this knowledge in professional activities

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	6B03201 Business Journalism, SMM & PR
5.	Aim of the educational program	Qualified training of sought-after specialists in the field of media-industry, specialists in business, economic journalism and social media marketing, possessing necessary skills and competences in running media business, possessing modern skills in marketing and management all within the scope of media business and public relations
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	D. Serikbayev East Kazakhstan Technical University Adam Mickiewicz University in Poznań, Poland
11.	Academic degree awarded	Bachelor of social arts in the educational «6B03201 Business Journalism, SMM & PR»
12.	Duration of study	3 years
13.	Volume of credits	240
14.	Language of education	Kazakh, English, Russian
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	LO1: Know the information needs of the audience, be able to recognise the audience and work with it, master public relations technologies, marketing and advertising strategies, understand SEO technology – mass media promotion, as well as the value system of the target audience: "beacons", reference groups, involvement in certain communities. LO2: Know methods of managing a media enterprise, methods and forms of PR structures, ways of interaction between the media and business, create a company's image and brand. LO3: Possess digital mobile technologies for collecting, skills of digital processing and transmission of information, create media texts, expressing thoughts competently and logically and owning the genre and lexicological diversity of

		modern convergent journalism, master fact-checking and trolling technologies LO4: Use modern digital technologies to work with open data bases and create high-quality content for media - Internet publications, blogs, TV channels, radio channels, newspapers and magazines. Be able to take professional photographs, panoramic and 360-degree shots, edit photographs, use lighting correctly, and choose angles. Graduates should be proficient in artificial intelligence tools. LO5: Know modern economic concepts, new forms of organization of information enterprises, the modern system of business communication, have the skills to analyze the modern business environment and social marketing LO6: Able to analyze the problems and situations of professional activity using the knowledge, language and apparatus of professional areas, master the skills of modern media issues in the context of the requirements of Business Journalism, SMM and PR, assess the socio-cultural and social conditions of professional activity, master the basic legal concepts in this area, be able to use legal documents in their work, have deep knowledge in the field of professional and corporate ethics. LO7: Be able to conduct live text, audio and video broadcasts, take photographs and shoot videos, be proficient in design technologies, web design, Motion design, use content management systems and know the basics of layout, work on camera, conduct interviews, voice over, edit, record on a smartphone, creating full-fledged informational and analytical stories, programmes, and commercials LO8: Possess basic knowledge that contributes to the formation of a highly educated personality with a broad outlook and culture of thinking, with a wealth of historical knowledge in a wide range of areas of domestic and world journalism, publicistics, literature, as well as being aware of trends in the development of modern mass media. LO9: Able to determine the necessary strategy for preparing journalistic materials in the context of professional specialization, work with information necessary to cover professional topics, be able to create advertising texts in various formats, as well as cover topics of politics, economics, ecology, international relations, sports, tourism, social development of society and others. LO10: 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 standards of journalistic conduct, have an understanding of the main patterns and forms of regulation of social behaviour, the formation and development of personality, and the psychological characteristics of the communication process; understand the essence of power and political relations.

		LO11: Own digital technologies for collecting, processing and transmitting information, creating information in various formats, writing long reads for online publications, optimizing texts for search engines, knowing SEO optimization technologies, owning technologies for its creation and placement on media platforms using various formats: photo, audio, video, multimedia technologies. LO12: Possess competencies in the areas of anti-corruption culture, inclusive education, ecology, sustainable development goals and life safety, economics, management, intellectual property, as well as scientific research methods. LO13: Be able to apply the acquired knowledge in the chosen additional educational program LO14: 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 basics of the legal system and legislation of Kazakhstan, the basics of information security, social development trends society, the foundations and principles of a healthy lifestyle. LO15: Know at least one foreign language, a language of international communication, and their native language at a professional level for interpersonal, business, and scientific communication, be able to work with foreign partners, exchange information and ideas, and share best practices.

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

№	Name of the PS	Profession card	Labor functions
1	**Film, video and television programme production activities**	1. Consultant on working with multimedia and publications	Planning and implementation of promotion strategies, marketing programmes, advertising strategies, advertising campaigns to promote products or services Ensuring interaction with business partners, experts, consultants, and other structural divisions of the organisation Conducting research, market analysis, and trend analysis
		2. Programme host	Creative search for topics and preparation of broadcasts (programmes) Producing the broadcast (programme)
		3. Television/radio news reporter	Preparing reports from the scene of current events, working live on air
2	**Web portal activities**	Government relations coordinator	Ensuring communication with government agencies and professional communities Preparing informational materials, letters, appeals to authorities, and responses to inquiries. Monitoring and analysis of legislative and political decisions and trends Organising and conducting (participating in) events

3	**Publishing newspapers. Publishing magazines and periodicals**	Newspaper reporter	Searching for and promptly covering current events in society

5. List of the EP competencies

GEC1: Ability to use knowledge of the patterns of historical development of society in its economic, political, philosophical and cultural aspects to form a civic and worldview position;

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

GEC3: Ability to apply knowledge in the field of IT technologies to develop skills and abilities in working with computer programs and mobile applications.

BC1: Ability to communicate effectively in oral and written forms to solve problems of interpersonal and intercultural interaction; ability to construct oral and written speech logically and argumentatively, to conduct discussions, to master media text creation technologies and stylistic norms of language.

BC2: Ability to fully realise the creative potential of a convergent journalist, create in-demand materials.

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

BC4: Ability to realise professional potential as an intellectual individual with a broad outlook and in-depth knowledge of trends in contemporary journalism, including digital technologies.

BC5: Ability to analyse and navigate media discourse in the legal, political and economic spheres of society, taking into account contemporary media communication processes.

PC1: Ability to create in-demand materials within a given time budget, focused on placement on social networks, to create high-quality content for business media, for various social platforms and websites, to master the technologies for its creation and placement on media platforms, using various formats: photo, audio, video, multimedia technologies.

PC2: Knowledge of modern media concepts, new forms of organisation of information enterprises, modern communication systems, skills in analysing the modern business environment and social marketing, intercultural communication, creation of specialised information in accordance with the goals and channels of its promotion.

PC3: Knowledge of the typology of business publications, the specifics of business publication design, methods and forms of PR structures, ways of interaction between the media and business, demonstrating in practice the skills and abilities necessary for full-fledged professional activity in the field of business journalism, SMM and PR

PC4: Navigate website design and create user-friendly texts for online publications, optimise texts for search engines, know how to write SEO texts and be ready to apply this knowledge in professional activities

6. List of learning outcomes of the EP

LO1: Know the information needs of the audience, be able to recognise the audience and work with it, master public relations technologies, marketing and advertising strategies, understand SEO technology – mass media promotion, as well as the value system of the target audience: "beacons", reference groups, involvement in certain communities.

LO2: Know methods of managing a media enterprise, methods and forms of PR structures, ways of interaction between the media and business, create a company's image and brand.

LO3: Possess digital mobile technologies for collecting, skills of digital processing and transmission of information, create media texts, expressing thoughts competently and logically and owning the genre and lexicological diversity of modern convergent journalism, master fact-checking and trolling technologies

LO4: Use modern digital technologies to work with open data bases and create high-quality content for media - Internet publications, blogs, TV channels, radio channels, newspapers and magazines. Be able to take professional photographs, panoramic and 360-degree shots, edit photographs, use lighting correctly, and choose angles. Graduates should be proficient in artificial intelligence tools.

LO5: Know modern economic concepts, new forms of organization of information enterprises, the modern system of business communication, have the skills to analyze the modern business environment and social marketing

LO6: Able to analyze the problems and situations of professional activity using the knowledge, language and apparatus of professional areas, master the skills of modern media issues in the context of the requirements of Business Journalism, SMM and PR, assess the socio-cultural and social conditions of professional activity, master the basic legal concepts in this area, be able to use legal documents in their work, have deep knowledge in the field of professional and corporate ethics.

LO7: Be able to conduct live text, audio and video broadcasts, take photographs and shoot videos, be proficient in design technologies, web design, Motion design, use content management systems and know the basics of layout, work on camera, conduct interviews, voice over, edit, record on a smartphone, creating full-fledged informational and analytical stories, programmes, and commercials

LO8: Possess basic knowledge that contributes to the formation of a highly educated personality with a broad outlook and culture of thinking, with a wealth of historical knowledge in a wide range of areas of domestic and world journalism, publicistics, literature, as well as being aware of trends in the development of modern mass media.

LO9: Able to determine the necessary strategy for preparing journalistic materials in the context of professional specialization, work with information necessary to cover professional topics, be able to create advertising texts in various formats, as well as cover topics of politics, economics, ecology, international relations, sports, tourism, social development of society and others.

LO10: 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 standards of journalistic conduct, have an understanding of the main patterns and forms of regulation of social behaviour, the formation and development of personality, and the psychological characteristics of the communication process; understand the essence of power and political relations.

LO11: Own digital technologies for collecting, processing and transmitting information, creating information in various formats, writing long reads for online publications, optimizing texts for search engines, knowing SEO optimization technologies, owning technologies for its creation and placement on media platforms using various formats: photo, audio, video, multimedia technologies.

LO12: Possess competencies in the areas of anti-corruption culture, inclusive education, ecology, sustainable development goals and life safety, economics, management, intellectual property, as well as scientific research methods.

LO13: Be able to apply the acquired knowledge in the chosen additional educational program

LO14: 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 basics of the legal system and legislation of Kazakhstan, the basics of information security, social development trends society, the foundations and principles of a healthy lifestyle.

LO15: Know at least one foreign language, a language of international communication, and their native language at a professional level for interpersonal, business, and scientific communication, be able to work with foreign partners, exchange information and ideas, and share best practices.

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	LO 10	LO 11	LO 12	LO 13	LO 14	LO 15
GEC1	V					V	V								
GEC2		V	V	V						V				V	
GEC3			V	V	V		V								
BC1	V			V	V			V							
BC2			V		V							V			
BC3		V				V									
BC4	V						V	V						V	
BC5	V							V							V
PC1					V					V		V		V	
PC2							V				V		V		
PC3	V		V								V				
PC4						V				V			V		

8. The relationship of LO with labor functions

№	LO	Labor functions
1.	LO11: Own digital technologies for collecting, processing and transmitting information, creating information in various formats, writing	Production of a broadcast (programme) Conducting research, market analysis, trends

	long reads for online publications, optimizing texts for search engines, knowing SEO optimization technologies, owning technologies for its creation and placement on media platforms using various formats: photo, audio, video, multimedia technologies.	Searching for and promptly covering current events in society
2.	LO3: Possess digital mobile technologies for collecting, skills of digital processing and transmission of information, create media texts, expressing thoughts competently and logically and owning the genre and lexicological diversity of modern convergent journalism, master fact-checking and trolling technologies	Preparing reports from the scene of current events, working live on air Creative search for topics and preparation of broadcasts (programmes)
3.	LO1: Know the information needs of the audience, be able to recognise the audience and work with it, master public relations technologies, marketing and advertising strategies, understand SEO technology – mass media promotion, as well as the value system of the target audience: "beacons", reference groups, involvement in certain communities.	Ensuring communication with government bodies and professional communities Monitoring and analysis of legislative policy decisions and trends

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	LO6	Understands and applies the principles of business journalism, SMM and PR	Test
	LO4	Complies with professional and corporate ethics	Project presentation
GEC2, BC5, PC4	LO11	Creates media content in various formats	Defence of creative work
	LO12	Applying the experience of foreign media to counter misinformation.	Oral examination
GEC3, BC1	LO7	Uses SEO tools to promote content	Media plan
	LO14	Formulates and expresses professional ideas competently, both orally and in writing	Interview
PC2, GEC3	LO1	Ability to create media texts with a competent and logical structure.	Dialogue
	LO7	Conducts live broadcasts (text, audio, video)	Presentation of media content
BC5, PC3	LO5	Works with CMS (content management systems), has layout databases	project

	LO6	Uses the language and tools of business journalism, SMM and PR	Case analysis
PC1, BC3	LO9	Applies legal documents in practical activities	Essay
	LO3	Creates media texts, observing logic, literacy and genre characteristics	Test

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	LO6: Able to analyze the problems and situations of professional activity using the knowledge, language and apparatus of professional areas, master the skills of modern media issues in the context of the requirements of Business Journalism, SMM and PR, assess the socio-cultural and social conditions of professional activity, master the basic legal concepts in this area, be able to use legal documents in their work, have deep knowledge in the field of professional and corporate ethics.	Applies business journalism, SMM and PR skills in the analysis of media issues	Philosophy
			Assesses the socio-cultural and social conditions of professional activity	**Cultural Studies Psychology**
			Has a command of the basics of media and information law	History of Kazakhstan
			Demonstrates knowledge of professional and corporate ethics	Sociology Political Science
OOM6002 Language and ICT skills development module	25	LO15: 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.	Proficient in native language for business and scientific communication	Foreign language
			Fluent in a foreign language and a language of international communication at a professional level	Kazakh (Russian) Language
			Demonstrates understanding of cultural characteristics in intercultural communicatio	Information and Communication Technologies
OOM6004 Module of personal and social development	35	LO4: Use modern digital technologies to work with open data databases and create high-quality content for media - online publications, blogs, TV channels, radio channels, newspapers and magazines. To be able to conduct professional photography, panoramic and 360-degree shooting, process photography, use lighting correctly, choose angles. The graduate must be proficient in artificial intelligence tools	Uses artificial intelligence tools	Foundation of economics and financial literacy
			Performs professional photography, including panoramic and 360°	Ecology and sustainable development
			Creates content for different media	Startups and entrepreneurship
			Uses AI to create and process content	Research metodology
			Creates content for different media	Fundamentals safety of life activity
			Use modern digital technologies to work with open data bases	Inclusive education

			Create high-quality content for various media platforms (internet, TV, radio, print)	Fundamentals of law and anti-corruption culture
OOM6003 Module of physical culture	8	LO2: Know the methods of managing a media enterprise, the methods and forms of activity of PR structures, the ways of interaction between the media and business, and create the image and brand of the company.	Able to create a company image and brand	Physical Culture
BASIC MODULES				
BM6421 Professional practical module	15	LO9: Able to determine the necessary strategy for preparing journalistic materials in the context of professional specialization, work with information necessary to cover professional topics, be able to create advertising texts in various formats, as well as cover topics of politics, economics, ecology, international relations, sports, tourism, social development of society and others.	Determines the strategy for preparing journalistic materials	Training practice
			Works with specialised information for professional topics	Production practice
			Creates advertising texts in various formats	Pre-diploma practice
BM6422 Module Political and legal foundations of media	15	LO8: Possess basic knowledge that contributes to the formation of a highly educated personality with a broad outlook and culture of thinking, with a rich baggage of historical knowledge in a wide range of areas of domestic and world journalism, journalism, literature, and also be aware of the trends in the development of modern mass media.	Possess basic knowledge of the history of journalism and literature	Introduction to the study of the state and law
			Has a broad outlook and cultural literacy	International intellectual property
			Keeps abreast of trends in the development of modern mass media	Legal foundations of journalism and media ethics
			Has fundamental knowledge of journalism, publicistics and literature	Politics and journalism, issues of information security in cyberspace
BM6423 Module Applied Fundamentals of Journalism	13	LO12: Possess competencies in the field of anti-corruption culture, inclusive education, ecology, sustainable development goals and life safety, economics, management, intellectual property, as well as scientific research methods	Understanding the principles of inclusive education and its importance.	Introduction to communication studies
			Ability to create a favourable educational environment for all participants in the process.	History of Kazakh journalism
			Mastery of skills for preventing and responding to emergencies.	Contemporary global mass media
BM6424 Digital Journalism Module	22	LO5: Know modern economic concepts, new forms of organization of information enterprises, the modern system of business communication, have the skills to analyze the modern business environment and social marketing	Knowledge of key economic theories and concepts relevant to the modern world.	Fundamentals of convergent journalism
			Understanding the impact of global and local economic processes on business.	Fundamentals of digital marketing and management
			Knowledge of modern models and structures of information companies	Design and layout of publications

			Skills in SWOT analysis, PESTEL analysis and other business environment assessment tools.	Digital photography
			Understanding the principles and objectives of social marketing.	Fundamentals of artificial intelligence
BM6425 Module Genre Specification and Specialisation	20	LO9: Able to determine the necessary strategy for preparing journalistic materials in the context of professional specialization, work with information necessary to cover professional topics, be able to create advertising texts in various formats, as well as cover topics of politics, economics, ecology, international relations, sports, tourism, social development of society and others.	Possess the skills to search for, analyse and verify sources in a specific subject area.	Genre forms and functions of journalism
			Understanding the context and trends in the topic being covered.	Newspaper and magazine journalism
			Ability to quickly adapt to new professional topics and get involved in work promptly.	Media language: culture and speech techniques
			Deep understanding of the specifics and style of each topic.	Skills in creating analytical materials
			Ability to cover socially significant issues objectively and ethically.	Mediamonitoring
BM6426 Media Business and Information Promotion Module	6	LO7: Be able to conduct direct text, audio and video broadcasts, take pictures and shoot videos, be proficient in design ,web design, Motion 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-analytical plots, programs, commercials.	Ability to organise and conduct live broadcasts on various platforms.	Coverage of economic issues in the media.
			Skills in working with photo and video cameras, including smartphones.	Blogging and creating PR texts.
PM6429 Information and Communication Technologies and PR Module	15	LO3: Possess digital mobile technologies for collecting, skills of digital processing and transmission of information, create media texts, expressing thoughts competently and logically and owning the genre and lexicological diversity of modern convergent journalism, master fact-checking and trolling technologies	Ability to express thoughts logically, competently and in a genre-appropriate manner.	Brand management and PR
			Proficiency in basic applications and services for field work as a journalist.	Usability and SEO promotion
			Proficiency in methods of fact-checking and identifying fakes..	Image making
			Proficiency in basic applications and services for field work as a journalist.	SEO analysis of big data
PROFESSIONAL MODULES				
PM6428 Module of Profile Specializations	30	LO11: Own digital technologies for collecting, processing and transmitting information, creating information in various formats, writing long reads for online publications, optimizing texts for search	Confidently uses digital tools for collecting, processing and transmitting data.	History of foreign journalism

		engines, knowing SEO optimization technologies, owning technologies for its creation and placement on media platforms using various formats: photo, audio, video, multimedia technologies.	Knows the principles of information design and content adaptation for digital platforms.	Television and radio journalism
			Applies SEO optimisation technologies: working with keywords, headlines, meta tags and text structure.	Mobilography
			Has skills in writing longreads for online publications.	TV business news. Workshop
			Application of SEO optimisation in text creation..	Data journalism
			Skills in placing content on media platforms, taking into account formats and audience requirements.	New media techniques, storytelling, longreads
			The ability to create longreads and multimedia materials (text, photos, audio, video).	Advertising
			Proficiency in digital technologies for collecting, processing and transmitting information.	Modern PR technologies
BM6407 Elective Specializations Module	27	LO6: Able to analyze the problems and situations of professional activity using the knowledge, language and apparatus of professional areas, master the skills of modern media issues in the context of the requirements of Business Journalism, SMM and PR, assess the socio-cultural and social conditions of professional activity, master the basic legal concepts in this area, be able to use legal documents in their work, have deep knowledge in the field of professional and corporate ethics.	ability to apply professional knowledge and terminology to analyse work cases.	Foreign language (professional)
			Ability to work with modern tools of business journalism, SMM and PR.	Social networks and live streaming
			Understanding of the influence of social and cultural factors on professional activity.	Theory and practice of media business organisation
			Knowledge and application of basic legal concepts and legal documents in work	Travel journalism
			Mastery of the principles of professional and corporate ethics and their observance in practice.	Motion design for television
			Taking social conditions into account in decision-making and project implementation	Work of press services of state and commercial structures
			Knowledge of the basic legal norms governing media activities.	Author's programs

			Decision-making taking into account ethical norms and industry standards.	Social content in business publications
PM6430 Information Security Module		LO14: 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 basics of the legal system and legislation of Kazakhstan, the basics of information security, social development trends society, the foundations and principles of a healthy lifestyle.	awareness of the cultural heritage and traditions of the peoples of the country.	Sustainable development goals: the journalistic aspect
			knowledge of the fundamental rights and freedoms enshrined in legislation.	Fact-checking and trolling
			Understanding the basics of the legal system and legislation of the republic.	Intercultural communication and stereotypes
			Knowledge of information protection principles and the ability to apply them.	Film and video as

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
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		Sociology and Political Science
2	**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 the "Ruhani zagyru" 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.	5	LO4, LO6, LO11		Political science
3	**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		Media Language: Culture and Speech Techniques
4	**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

5	**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		Professionally-oriented Kazakh/Russian language
6	**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 the educational process and in further activities.	5	LO5, LO10		SDP programming basics 1
7	**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
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	**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
10	**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

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	**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
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 the consequences of natural and man-made emergencies and the use of modern means defeat.	5	LO8		
14	**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
15	**RM6001 Research metodology**	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		
Cycle of basic disciplines (BD) University component (UC)						
16	**JUR6473 Blogging and creating PR texts**	The discipline studies both theoretical and practical aspects of blogging as a PR technology. Blogging uses the unique capabilities of the global Internet, which have become innovative in the field of information provision. This has led PR specialists to use blogs as a PR tool. During the course, students acquire practical skills in creating texts for the Internet. The aim of the course is to teach students how to blog professionally and create texts aimed at attracting an interested audience through regular content publication. Students will learn about the components of a successful blog and how to run company blogs in order to attract new customers and maintain contact with existing ones, increase brand awareness, publicise promotions and offers, and demonstrate expertise.	3	LO10, LO15	Modern PR technologies	

17	**JUR 6456 Introduction to Communication Studies**	During the course, students learn to recognise the information needs of their audience and work with them, master public relations technologies and 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 the skills to resolve problematic situations without conflict.	5	LO6		Skills in creating analytical materials
18	**JUR 6473 Introduction to the study of the state and law**	The main objective of the course "Introduction to the Study of State and Law" is to develop scientific and methodological guidelines to help students gain a deeper understanding of issues related to the emergence of the state and law, the history of the development and functioning of legal and state institutions, the relationship between the state, law and other spheres of public activity, and 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, and approaches to the comparative analysis of legal and political institutions contributes to the education of future specialists as highly qualified professionals capable of solving complex and unique social problems..	4	LO10, LO11		Legal Foundations of Journalism and Media Ethics
19	**JUR 6459 International Intellectual Property**	The aim of the course "International Intellectual Property" is to develop a systematic and comprehensive understanding of the rules for the protection, management and defence of works, inventions, trademarks, geographical indications and other intellectual property objects in the course of international business.	3	LO10, LO11		Legal Foundations of Journalism and Media Ethics
20	**JUR 6511 Fundamentals of Digital Marketing and Management**	This course examines general management tasks, including topics such as organisational structure, motivation, control, leadership, and decision-making. The course will familiarise students with the basic elements of management in an organisation, such as the role of a manager, organisational structure, bureaucratic and project apparatus, strategic planning, SWOT analysis, functions and types of control, leadership and power, motivation in the decision-making process, and communication. The course also develops students' analytical skills through the study of case studies. The aim of the discipline is to master the skills of analysing the Internet space and marketing technologies for promoting goods and services. Students will learn the basics of SEO promotion, targeted 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 advertising materials, and promoting media products on the Internet.	5	LO8, LO9		Advertising
21	**JUR6453 Contemporary Global Mass Media**	The course introduces students to trends in the development of modern global media, methodologies for creating new media, management technologies, and the specifics of creating text for international publications.	4	LO10, LO11	History of Foreign Journalism	History of Kazakh Journalism
22	**JUR6404 Genres and Functions of Journalism**	This course focuses on the study of forms and genres of journalism. It aims to reveal the significance of genres and their functions in the media, types of genres, main features of analytical, informational, and artistic-publicistic genres, and to demonstrate their potential and role in the creative professional activities of journalists and editors. As a result of studying the course, students will master the skills of using the entire palette of journalism genres in the creation of media products and will be able to apply them in practice.	4	LO12		Skills in creating analytical materials

23	**JUR6414 Design and layout of publications**	The aim of the course is to provide a comprehensive overview of press layout and modelling, to familiarise students with the functions of press design, design resources and tools, and ways of combining them into a harmonious composition, to study the factors that influence publication design, the features of the design of publications of various typological groups, to master the tools of a modern press designer in theoretical and applied aspects, and to learn how to apply the knowledge gained in the process of theoretical and practical professional activity.As a result of studying the course, students acquire knowledge of graphic design for publications and media resources, learn how to work with colour and composition, and learn how to apply computer graphics technologies.	4	LO10, LO13	Fundamentals of Convergent Journalism	Digital Photography
24	**JUR6410 Newspaper and Magazine Journalism**	Current trends in mass media development are moving towards convergent journalism, which combines all traditional types of media on a single internet platform (within a single newsroom). At the same time, newspapers and magazines have not yet disappeared completely and will continue to exist in the foreseeable future. As a result of studying the course, students will gain an understanding of the process of print media production and the specific differences in the professional activities of newspaper and magazine journalists.	4	LO15		Legal Foundations of Journalism and Media Ethics
25	**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 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.	5	LO12	Genre forms and functions of journalism	Skills in creating analytical materials
26	**JUR6412 Digital photography**	Photography is an integral part of both traditional print media and online publications. Proper use of the potential of modern equipment and software for post-photographic processing (e.g., Photoshop or Lightroom) allows you to achieve vivid, colourful and expressive images. In this course, students gain practical experience in preparing photo reports using the example of university student life.	4	LO8, LO13	Design and layout of publications	Mobilography
27	**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 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	LO14		Coverage of economic issues in the media

28	**JUR6403 Legal foundations of journalism and media**	As a result of studying the course, students acquire in-depth knowledge in the field of mass media law, intellectual property law, and international humanitarian law, and are able to apply this knowledge in practice. The objectives of the course are to train legally competent specialists who are able to carry out their work in accordance with the legal norms in force in this field.The aim of the course is to give future journalists an understanding of the nature of professional ethics and the nature of professional and ethical relations in journalism; to reveal the content of the basic professional and ethical concepts considered by the global journalistic community as standards of professional behaviour, the orientation towards which ensures optimal interaction between journalism and society.	4	LO8	Fundamentals of Convergent Journalism	Fact-checking and trolling
29	**JUR6405 History of Kazakh Journalism**	This course introduces students to the history of domestic journalism. Upon completion of the course, students will have an understanding of the history of Kazakh journalism, the founders of domestic journalism, and the development of journalism throughout different historical periods.	4	LO10, LO13		
30	**JUR6467 Politics and Journalism, Information Security Issues in Cyberspace**	The aim of the course is to provide students with knowledge of the main types and methods of information security; to enable students to prepare journalistic material on political topics; to master modern knowledge of working with political information; to learn about the main directions of global politics in the modern world.	4	LO2		Film and video as weapons of mind control
31	**SFT6375 Fundamentals of Artificial Intelligence**	The Fundamentals of Artificial Intelligence course in the immersive technologies educational programme provides students with basic knowledge and understanding of artificial intelligence (AI) and its application in the context of immersive technologies. Within this discipline, students learn the basic concepts, methods and techniques of artificial intelligence, as well as their application for creating unique immersive experiences and interactions with the virtual world.	5	LO11, LO9		Blogging and PR writing
32	**JUR-6510 Media monitoring**	The aim of the course is to teach students how to track media reports on a given topic. Media monitoring is used to study the effectiveness of PR and advertising campaigns. Students will learn how to create a "portrait" of an organisation or personality based on social networks and mass media, determine the public response to a particular action, and track the actions of other companies or individuals.	3	LO6	Introduction to Communication Studies	
33	**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	Modern PR Technologies	
34	**JUR6435 Coverage of economic issues in the media**	The aim of the course is to give students an understanding of economic development in Kazakhstan and the world, and the specifics of using professional methods in the work of journalists writing about economic issues. The course aims to study the specifics of economic journalism, methods of presenting information on economic topics, the process of a journalist's work on an economic topic, and skills for working with various sources of economic information.	3	LO12	Skills in creating analytical materials	
35	**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	LO12		Industrial practice

36	**PP6402 Industrial practice**	Formation and development of professional competencies necessary for work in the field of journalism, independent work skills, demonstration of the application of acquired knowledge, study of equipment and technologies, and development of communication skills.	8	LO12		Undergraduate practice
37	**PP6404 Undergraduate practice**	Acquisition of in-depth professional knowledge and skills, preparation for independent work, preparation for the defence of the final qualification work	5	LO12		Defense of the diploma project
		Cycle of basic disciplines (BD) Elective component (EC)				
38	**JUR6477 Theory and practice of media business organization**	The specifics of creating a media company. Providing information services to society and its information security, providing citizens with all the necessary information for this through the creation and management of media. The course examines the activities of editorial offices under the status of enterprises earning incomes necessary for running the media, taking into account all the legal and economic premises.	3	LO3	Contemporary Global Mass Media	
39	**JUR 6432) Foreign language (professional)**	The course of study involves the formation of linguistic, discursive and socio-cultural competence of students, familiarization with the culture of the countries of the language being studied, the acquisition of professional speech skills in a foreign language, and the development of skills in translating texts in the specialty. Overview of grammar, reading and writing techniques, essay writing, listening and speaking techniques.	3	LO12	Foreign Language	
40	**JUR6470) Social networks and live broadcast (live broadcast)**	The course includes the study of the specifics of network journalism, methods of work in the network, familiarity with the creative process of creating blog posts, the study of forms of network publishing, professional ethical rules and norms governing the behavior of a web journalist. The training program includes practical and lecture classes that reveal the specifics of blog journalism, the laws of organizing information, the principles of creating successful network projects. Students learn the conditions for mastering the specifics of the blogosphere; ways of processing and broadcasting the required information; the processes involved in the modern media space, aimed at the development of new media and their properties.	3	LO1	Mobile Photography	Motion Design for Broadcast
41	**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	LO2		Media Monitoring
42	**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 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.	4	LO7	Television and Radio Journalism	
43	**JUR6479 The work of the press service of state and commercial structures**	To give students an idea of the information bases of public relations as a special and specific kind of social activity; familiarity with the modern system of press relations, their specifics and peculiarities of functioning; formation of practical skills of business communication specialist in public relations with media representatives of all types and levels, and in the context of internal corporate communications. The study of the discipline also offers a systematic knowledge of the modern system of functioning of domestic media of all kinds and types	4	LO8	Modern PR Technologies	Blogging and PR Text Creation

44	**JUR6471 Travel journalism**	Exploring the aspects of the increasingly popular trend in journalism — travel and tourism journalism. The research methodology is based on the understanding of the media mission as an important means of popularizing knowledge about other countries and peoples, and their role in international community. Along with determining the place of this trend in the media system and tracing its history, practical attention is paid to today's problems of travel journalism in the context of current challenges of globalization, the values of the integrative-communication function of travel journalism, and its place in a market-oriented direction.	4	LO5		
45	**JUR6492 Social content in business publication**	The course combines two areas: exploring the peculiarities of creating publications for various social networks, focused on the business audience and the peculiarities of creating socially important information in the business sphere	3	LO1	Brand Management and PR	
46	**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.	3		Television and Radio Journalism	
47	**Minor 1**	The course is intended for the development of competencies other than profiling	5	LO15		
48	**Minor 2**	The course is intended for the development of competencies other than profiling	5	LO15		
49	**Minor 3**	The course is intended for the development of competencies other than profiling	5	LO15		
	Cycle of major disciplines (PD) University component (UC)					
50	**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		Contemporary Global Mass Media
51	**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	LO13		Legal Foundations of Journalism and Media Ethics
52	**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.I n the course a student studies the specifics of television and radio journalism, acquires skills for creating news content, and principles for	4	LO13	Fundamentals of Convergent Journalism	Authorial Programs

		selecting news. The course builds knowledge of information selection technology, its textual design.				
53	**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	LO6		
54	**JUR6459 Advertising**	The course provides students with the necessary knowledge about advertising activities, teaches the skills of creating advertising audio, video clips, printed materials, conducting advertising campaigns, creating effective advertising materials in order to promote media products on the Internet.	4	LO6	Fundamentals of Digital Marketing and Management	
55	**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	LO5		Usability and SEO Promotion
56	**JUR6503 ТВ-бизнес новости. Практикум**	Изучение принципов работы новостного отдела телеканала. Научить студентов создавать новостные телевизионные сюжеты, обрабатывать телематериал, готовить подборку новостей. Курс ориентирован на то, чтобы помочь студентам освоить общие закономерности подготовки, монтажа и эфира новостных материалов. Носит прикладной, практический характер.	4	LO9	Broadcast Journalism	Coverage of Economic Issues in the Media
57	**JUR6469 Brand management and PR**	To give students a clear understanding of the specifics, technologies for creating and promoting Brand Management, image making in the system of communicative relations, familiarize with modern reputation technologies and provide skills in the use of communication tools and communication techniques in corporate PR.	4	LO5	Modern PR Technologies	Organization and Management
58	**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	LO5	Intercultural Communication and Stereotypes	
59	**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	LO8		Brand Management and PR

60	**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	LO1	Introduction to Communication Studies	
61	**JUR6408 Д 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	LO12		Information and Communication Technologies
62	**JUR 6411 Intercultural Communications and Stereotypes**	Aim 1: to present the essences of a stereotype as an intercultural phenomenon Aim 2: to determine and characterise the most influential theories of stereotypes in intercultural communications Aim 3: to discuss crucial aspects of functioning stereotypes in intercultural communications Aim 4: to examine ways of detecting and overcoming prejudices and superstitions in intercultural communications	4	LO9	Information and Communication Technologies	
63	**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	LO8	Information and Communication Technologies	
64	**JUR 6510 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**	LO4	Broadcast Journalism	
65	**JUR6417 usability and SEO promotion**	As a result of studying the course, the student has the skills to develop a site with high-quality design and focus on SEO promotion, as well as the basics of programming interactive user interfaces. The student will gain the skills to promote a website, blogs, learn how to make a Usability audit, master the skills of SEO optimization, learn how to determine positions in the search engine results for targeted key queries, adjust the settings of advertising channels, and will be able to effectively convert the received traffic. The student will be proficient in website promotion tools, pages in social networks	4	LO9	Основы конвергентной журналистики	

12. Curriculum of the educational program (Platonus)

№	Module name	Discipline cycle	Discipline component	Code of discipline	Name of discipline	Academic credits	Academic study period	Control in the academic period			Number of hours								Distribution of credits per academic period					
											Total	Classroom work					IWS		1 course		2 course		3 course	
								Exams	Differentiated test	Term paper/ project		Lectures	Laboratory trainings	Practice	Studio lessons	Practice	IWST	IWS	1	2	3	4	5	6
																			Number of weeks in the academic period					
																			15	15	15	15	15	15
Minor module for disciplines																								
General modules																								
1	OOM6001 Module of social and cultural development	GED	RC	SPS6001	Philosophy	5	1	1			5/150	15		30			15	90	5.0					
2		GED	RC	SPS6006	Cultural studies-Psychology	4	2	2			4/120	15		30			15	60		4.0				
3		GED	RC	HK6002	History of Kazakhstan	5	2	2			5/150	15		30			15	90		5.0				
4		GED	RC	SPS6007	Sociology-Political science	4	4	4			4/120	15		30			15	60				4.0		
5	OOM6002 Language and ICT skills development module	GED	RC	LAN6001A	Foreign language	5	1	1			5/150			45			15	90	5.0					
6		GED	RC	ICT6001	Information and Communication Technologies	5	2	2			5/150	15	30.0				15	90		5.0				
7		GED	RC	LAN6002A	Foreign language	5	2	2			5/150			45			15	90		5.0				
8		GED	RC	LAN6001KR	Kazakh (Russian) language	5	3	3			5/150			45			15	90			5.0			
9		GED	RC	LAN6002KR	Kazakh (Russian) language	5	4	4			5/150			45			15	90				5.0		
10	OOM6004 Module of personal and social development	GED	EC	HUM6400	Inclusive education	5	1	1			5/150	15		30			15	90	5.0					
11		GED		LAW6007	Fundamentals of law and anti-corruption culture			1			5/150	15		30			15	90						
12		GED		MGT6706	Startups and entrepreneurship			1			5/150	15		30			15	90						
13		GED		ECO6007	Foundation of economics and financial literacy			1			5/150	15		30			15	90						

14		GED		JUR6413	Fundamentals safety of life activity			1			5/150	15		30			15	90						
15		GED		JUR 6505	Ecology and sustainable development			1			5/150	15		30			15	90						
16		GED		RM6001	Research metodology			1			5/150	15		30			15	90						
17	OOM6003 Module of physical culture	GED	RC	PhC6005	Physical Culture	4	3	3			4/120			45			15	60			4.0			
18		GED	RC	PhC6006	Physical Culture	4	4	4			4/120			45			15	60				4.0		
Modules of specialty/education programm																								
19	BM6424 Module Digital Journalism	BD	UC	JUR6400	Fundamentals of Convergent Journalism	4	1	1			4/120	15	15.0	15			15	60	4.0					
20		BD	UC	JUR 6511	Fundamentals of Digital Marketing and Management	5	1	1			5/150	15	15.0	15			15	90	5.0					
21		BD	UC	JUR6414	Edition design and layout	4	3	3			4/120	15	15.0	15			15	60			4.0			
22		BD	UC	JUR6412	Digital photography	4	4	4			4/120	15	15.0	15			15	60				4.0		
23		BD	UC	SFT6375	Fundamentals of artificial intelligence	5	5	5			5/150	15	15.0	15			15	90					5.0	
24	BM6423 Module Applied Fundamentals of Journalism	BD	UC	JUR 6456	Introduction to Communication Studies	5	1	1			5/150	15	15.0	15			15	90	5.0					
25		BD	UC	JUR6453	The modern world of mass media	4	2	2			4/120	15	15.0	15			15	60		4.0				
26		BD	UC	JUR6405	History of Kazakh journalism	4	5	5			4/120	15	15.0	15			15	60					4.0	
27	BM6422 Module Political and legal foundations of media	BD	UC	JUR 6473	Introduction to Studies on State and Law	4	1	1			4/120	15	15.0	15			15	60	4.0					
28		BD	UC	JUR 6459	International Intellectual Property	3	1	1			3/90	15		15			15	45	3.0					
29		BD	UC	JUR6403	Legal basis of journalism and media ethics	4	4	4			4/120	15		30			15	60				4.0		

30		BD	UC	JUR6467	Politics and journalism, issues of information security in the Internet space	4	5	5			4/120	15	15.0	15			15	60					4.0	
31	BM6425 Module Genre specification and specialization	BD	UC	JUR6404	Genre forms and functions of journalism	4	2	2			4/120	15	15.0	15			15	60		4.0				
32		BD	UC	JUR6402	Media language: culture and speech technology	5	3	3			5/150	15	15.0	15			15	90			5.0			
33		BD	UC	JUR6410	Journalism of Newspapers and magazines	4	3	3			4/120	15	15.0	15			15	60			4.0			
34		BD	UC	JUR6406	Analytical materials creating skills for digital media	4	4	4			4/120	15		30			15	60				4.0		
35		BD	UC	JUR-6510	Media monitoring	3	6	6			3/90	15		15			15	45						3.0
36	BM6421 Professional practical module	**BD**	**UC**	**EP6401**	**Educational practice**	**2**	**2**				**2/60**					60				2.0				
37		**BD**	**UC**	**PP6402**	**Industrial practice**	**8**	**4**				**8/240**					240						8.0		
38		**BD**	**UC**	**PP6404**	**Undergraduate practice**	**5**	**6**				**5/150**					150								5.0
39	BM6426 Module Media Business and Information Promotion	BD	UC	JUR6435	Media coverage of the economy	3	6	6			3/90	15		15			15	45						3.0
40		BD	UC	JUR6473	Blogging and creating PR texts	3	6	6			3/90			30			15	45						3.0
41	BM6402 Additional elective specialization module	BD	EC	MNR6702	Minor 2	5	6	6			5/150	15	15.0	15			15	90						5.0
42		BD	EC	MNR6701	Minor 1	5	6	6			5/150	15		30			15	90						5.0
43		BD	EC	MNR6703	Minor 3	5	6	6			5/150	15		30			15	90						5.0
44	PM6428 Module of profile specializations	MD	UC	JUR6449	History of foreign journalism	4	1	1			4/120	15	15.0	15			15	60	4.0					
45		MD	UC	JUR 6455	New Media Techniques, storytelling, longrid	3	2	2			3/90	15		15			15	45		3.0				
46		MD	UC	JUR 6409	Modern PR technologies	4	2	2			4/120	15	15.0	15			15	60		4.0				

47		MD	UC	JUR6401	Television and radio journalism	4	2	2			4/120	15	15.0	15			15	60		4.0				
48		MD	UC	JUR6442	Mobilography	3	3	3			3/90	15		15			15	45			3.0			
49		MD	UC	JUR6503	TV business news. Practical work	4	3	3			4/120	15	15.0	15			15	60			4.0			
50		MD	UC	JUR6459	Advertising	4	3	3			4/120	15	15.0	15			15	60			4.0			
51		MD	UC	JUR6408	Data journalism	4	5	5			4/120	15		30			15	60					4.0	
52	PM6429 Module of information and communication technologies and PR	MD	UC	JUR6469	Brand management and PR	4	3	3			4/120	15	15.0	15			15	60			4.0			
53		MD	UC	JUR6417	usability and SEO promotion	4	5	5			4/120	15	15.0	15			15	60					4.0	
54		MD	UC	JUR6420	Image maker	4	5	5			4/120	15		30			15	60					4.0	
55		MD	UC	JUR-6489	SEO analysis of big data	3	5	5			3/90			30			15	45					3.0	
56	PM6430 Information Security Module	MD	UC	JUR6508	Sustainable Development Goals: Journalistic Aspect	3	4	4			3/90	15		15			15	45				3.0		
57		MD	UC	JUR6419	Fact Checking and Trolling	4	4	4			4/120	15		30			15	60				4.0		
58		MD	UC	JUR 6411	Intercultural Communications and Stereotypes	4	5	5			4/120	15	15.0	15			15	60					4.0	
59		MD	UC	JUR 6510	Cinema and video are weapons of mind manipulation	4	5	5			4/120	15	15.0	15			15	60					4.0	
Additional modules beyond qualification																								
Modules of choice																								
60	BM6407 Elective	BD	EC	JUR 6432	Foreign language (professional)	3	4	4			3/90		30.0				15	45				3.0		

61	Specialization Module	BD		JUR6470	Social networks and live broadcast (live broadcast)			4			3/90		15.0	15			15	45						
62		BD		JUR6477	Theory and practice of media business organization			4			3/90	15		15			15	45						
63		BD		JUR6471	Travel journalism			5			4/120	15	15.0	15			15	60						
64		BD		JUR6450	Media theory and criticism			5			4/120	15	15.0	15			15	60						
65		BD	EC	JUR6415	Motion TV Design	4	5	5			4/120	15	15.0	15			15	60					4.0	
66		BD		JUR6479	The work of the press service of state and commercial structures			5			4/120	15	15.0	15			15	60						
67		BD	EC	JUR6437	Author's programs	3	5	5			3/90		30.0				15	45					3.0	
68		BD		JUR6492	Social content in business publication			5			3/90			30			15	45						
Weekly average workload at hours																			0	0	0	0	0	0
1	**General education disciplines (GED)**					**56**		**12**	**0**	**0**	**1530**	**75**	**30**	**390**	**0**	**0**	**165**	**870**	**15**	**19**	**9**	**13**	**0**	**0**
	Required component (GED/RC)					51		11	0	0	1530	75	30	390	0	0	165	870	10	19	9	13	0	0
	University component (GED/UC)					0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Elective component (GED/EC)					5		1	0	0	0	0	0	0	0	0	0	0	5	0	0	0	0	0
2	**Basic disciplines (BD)**					**116**		**25**	**0**	**0**	**3180**	**315**	**210**	**405**	**0**	**450**	**330**	**1470**	**21**	**10**	**13**	**23**	**20**	**29**
	Required component (BD/RC)					0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

	University component(BD/UC)	91		19	0	0	2730	270	195	330	0	450	285	1200	21	10	13	20	13	14
	Elective component (BD/EC)	25		6	0	0	450	45	15	75	0	0	45	270	0	0	0	3	7	15
3	**Major disciplines (MD)**	**60**		**16**	**0**	**0**	**1800**	**225**	**135**	**300**	**0**	**0**	**240**	**900**	**4**	**11**	**15**	**7**	**23**	**0**
	Required component (MD/RC)	0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	University component (MD/UC)	60		16	0	0	1800	225	135	300	0	0	240	900	4	11	15	7	23	0
	Elective component (MD/EC)	0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
4	**Disciplines for the formation of professional competencies (BDFPC)**	**0**		**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**
	Required component (BDFPC/RC)	0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	University component (BDFPC/UC)	0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Elective component (BDFPC/EC)	0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5	**Disciplines of personal development and the formation of leadership qualities(BDPD)**	**0**		**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**
	Required component (BDFPC/RC)	0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	University component (BDFPC/UC)	0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Elective component (BDFPC/EC)	0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total on curriculum		232			**0**	**0**	**6510**	**615**	**375**	**1095**	**0**	**450**	**735**	3240	40	40	37	43	43	29

6	Additional courses		Number of credits	Academic period	Number of hours	Number of weeks
7	Module of final certification (MoFC)		8		240.0	
Total including FC			240		7200.0	

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
The name of the AEP (Minor)	**15**	
Minor 1	5	
Minor 2	5	
Minor 3	5	