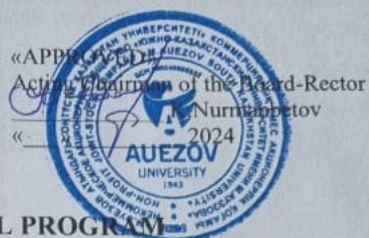


Ф.7.02-10

MINISTRY OF SCIENCES AND HIGHER EDUCATION OF THE REPUBLIC OF
KAZAKHSTAN

M.O. AUEZOV SOUTH KAZAKHSTAN UNIVERSITY



EDUCATIONAL PROGRAM

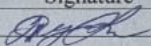



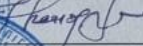
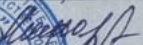
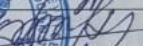

7M03220 – Journalism

Registration Number	
Code and Classification of Education	7M03 – Social Sciences, Journalism and Information
Code and Classification of Areas of Training	7M032 – Journalism and Information
Group of educational programs (EP)	7M067 – Journalism and reporting studies
Type of EP	New
ISCE level	7
NQF level	7
IQF level	7
Language learning	Kazakh, Russian
The complexity of EP	120 credits
Distinctive features of EP	
Partner University (JEP) -	-
University partner (DDEP) -	-

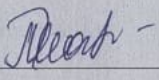
Shymkent, 2024

Ф.7.02-10

Developers:


Full Name	Position	Signature
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Samidin Aruzhan Azatovna	Student of group FI-20-1-1-1	

The EP was considered at a meeting of the Academic Quality Committee of the Philological faculty, Minutes # 4 «22» 02 2024 y.

Chairman of the Committee  Shakenova M.

The EP was considered and recommended for approval at Educational-methodical meeting of M. Auezov SKU

Minutes # 4 «22» 02 2024 y.

Chairman of the EMM  K. Sarykulov

The EP was approved by the decision of the Academic Council of the University

Minutes # 10 «28» 03 2024 y.

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1 CONCEPT OF THE EDUCATIONAL PROGRAM

Mission of the University	We are focused on generating new competencies, training a leader who translates research thinking and culture.
University Values	<p>Openness - open to change, innovation and cooperation.</p> <p>Creativity - generates ideas, develops them and turns them into values</p> <p>Academic freedom - free to choose, develop and act.</p> <p>Partnership - creates trust and support in a relationship where everyone wins.</p> <p>Social responsibility - ready to fulfill obligations, make decisions and be responsible for their results.</p>
Graduate Model	<p>Deep subject knowledge, their application and continuous expansion in professional activity</p> <p>Information and digital literacy and mobility</p> <p>Research skills, creativity and emotional intelligence</p> <p>Entrepreneurship, independence and responsibility for their activities and well-being</p> <p>Global and national citizenship, tolerance to cultures and languages</p>
Uniqueness of the EP	<p>-a high level of theoretical training in the field of journalism, taking into account the trends of modern social development, inclusion in the educational process of leading domestic and foreign specialists in the field of training relevant personnel;</p> <p>-personally-oriented approach to the educational process, focused on developing a responsible attitude towards the results of one's professional activities;</p>
Academic Integrity and Ethics Policy	<p>The university has taken measures to maintain academic integrity and academic freedom, protection from any type of intolerance and discrimination:</p> <ul style="list-style-type: none"> • Rules of academic integrity (order No. 212 of October 10, 2022); • Anti-corruption standard (order No. 221 n/a dated 12/07/2021). • Code of Ethics (Order No. 212 of October 10, 2022).
Regulatory and legal framework for the development of EP	<p>1. Law of the Republic of Kazakhstan "On Education";</p> <p>2. «Model Rules for the Activities of Organisations of Higher and Postgraduate Education», approved by order of the Ministry of Education and Science of the Republic of Kazakhstan dated October 30, 2018 No. 595 as reworded by order of the Minister of Science and Higher Education of the Republic of Kazakhstan dated June 24, 2024. No. 307;</p> <p>3. Standard rules for admission to training in educational organizations implementing educational programs of higher and postgraduate education, approved by order of the Ministry of Education and Science of the Republic of Kazakhstan dated October 31, 2018 No. 600 as reworded by order of the Minister of Science and Higher Education of the Republic of Kazakhstan dated July 26, 2024. No. 372;</p> <p>4. State mandatory standards for higher and postgraduate education, approved by order of the Ministry of Education and Science of July 20, 2022 No. 2 as reworded by order of the Minister of Science and Higher Education of the Republic of Kazakhstan dated March 04, 2025. No. 90;</p>

5. Rules for organizing the educational process in credit technology of education, approved by order of the Ministry of Education and Science of the Republic of Kazakhstan dated April 20, 2011 No. 152 as reworded by order of the Minister of Science and Higher Education of the Republic of Kazakhstan dated April 29, 2024. No. 203;
6. Qualification reference book for positions of managers, specialists and other employees, approved by order of the Minister of Labor and Social Protection of the Population of the Republic of Kazakhstan dated December 30, 2020 No. 553 as reworded by order of the Minister of Science and Higher Education of the Republic of Kazakhstan dated June 20, 2024. No. 207;
7. Methodological recommendations for introducing ECTS principles into the educational process and expanding academic freedom. Appendix to the order of the Minister of Science and Higher Education of the Republic of Kazakhstan dated February 12, 2024 No. 57
8. Guidelines for the development of educational programs for higher and postgraduate education, Appendix 1 to the order of the Director of the National Center for the Development of Higher Education of the Ministry of Education and Science of the Republic of Kazakhstan dated May 4, 2023 No. 601 n/k.

Organization of the educational process	Implementation of the principles of the Bologna Process Student-centered learning Availability Inclusivity
Quality assurance of EP	Internal quality assurance system Involvement of stakeholders in the development of the EP and its evaluation Systematic monitoring Updating the content (updating)
Requirements for applicants	They are established in accordance with the Standard Rules for admission to training in educational organizations implementing educational programs of higher and postgraduate education by order of the Ministry of Education and Science of the Republic of Kazakhstan No. 600 dated October 31, 2018, with changes and additions dated June 2, 2023. No. 252.
Conditions for the implementation of educational programs (EP) for persons with disabilities and special educational needs (SSN)	For students with SEN (special educational needs) and persons with disabilities (PSI), tactile PVC tiles, specially equipped toilets, a mnemonic diagram, and shower bars have been installed in educational buildings and student dormitories. Special parking spaces have been created. Crawler lift installed. There are desks for people with limited mobility (PLM), signs indicating the direction of movement, ramps. In the educational buildings (main building, building No. 8) there are 2 rooms with six working places adapted for users with disorders of the musculoskeletal system (DMS). For visually impaired users, the SARA™ CE Machine (2 pcs.) is available for scanning and reading books. The library website is adapted for the visually impaired. There is a special NVDA audio program with a service. The JIC website http://lib.ukgu.kz/ is open 24/7. An individual differentiated approach is provided for all types of classes and in the organization of the educational process.

2. PASSPORT OF THE EDUCATIONAL PROGRAM

Purpose of the EP	Formation of competitive master's students with scientific thinking, capable of professional growth, possessing key and professional competencies, management competencies in the field of media and demonstrating pedagogical and scientific thinking skills.
Tasks of the EP	<ul style="list-style-type: none"> - mastering the skills of generalization and critical assessment of the results of socio-psychological research on current problems of the mass media; - provide professional training to undergraduates, give them the opportunity to continue their education throughout their lives, and successfully adapt to changing conditions during their professional activities; - providing conditions for mastering literate and cultural speech, a culture of thinking and skills in the scientific organization of work in the field of journalism, mastering a high general intellectual level of development; - formation of competitiveness of graduates in the field of mass media to ensure the possibility of their quickest employment in their specialty. - establishing conditions for the development of in-demand knowledge and skills, as well as a conscious attitude towards enhancing the welfare of society and conserving the planet within the framework of the SDGs.
Harmonization of EP	<ul style="list-style-type: none"> • 7th level of the National Qualifications Framework of the Republic of Kazakhstan; • Dublin descriptors of the 7th level of qualification; • 2 cycle of a Framework for Qualification of the European Higher Education Area); • 7th Level of European Qualification Framework for Life long Learning).
Connection of EP with the professional sphere	<p>1. Professional standard "Teacher (faculty and teaching staff of an organization of higher professional education)", Order of the Ministry of Science and Higher Education No. 591 of November 20, 2023.</p> <p>2. Professional standard "Newspaper publishing. Magazines and periodical publications", approved by order of the Acting Minister of culture and information of the Republic of Kazakhstan dated December 26, 2024 №635;</p> <p>3. Professional standard "Activities for the creation and broadcast of television programs", approved by order of the Acting Minister of culture and information of the Republic of Kazakhstan dated December 26, 2024 №635;</p> <p>4. Qualification reference book for positions of managers, specialists and other workers, approved by order of the Minister of Labor and Social Protection of the Population of the Republic of Kazakhstan dated December 30, 2020 No. 553.</p>

Name of the degree awarded	After successful completion of this EP, the graduate is awarded a master's degree in social knowledge in the educational program "7M03220-Journalism".
List of qualifications and positions	PR manager; Web Designer; Web editor; Journalist and literary worker; Communication structure manager; Reviewer; Press Secretary; Editor; Specialist editor; The reporter; Internet publication employee; Employee of an international organization; Public Relations Specialist; Speechwriter.
Field of professional activity	<ul style="list-style-type: none"> • Information Services; • Mass media; • Advertising agency services; • Services of SMM agencies (Social Media Marketing); • Analytical and educational services; • Public relations and PR agencies.
Objects of professional activity	<ul style="list-style-type: none"> • domestic and foreign electronic and print media; • structures and divisions for public relations in Kazakhstan abroad; • political, sociological and marketing; research and consulting structures of Kazakhstan and foreign countries; • advertising agencies; • network information structures; • market for entertainment services and promotions; • media editorial offices; • advertising agencies; • online publications; • press service.
Subjects of professional activity	<ul style="list-style-type: none"> • chronicle, note, report, interview, report, remark, questionnaire, letters from readers; • commentary, correspondence, article, review, overview, journalistic investigation, review; • essay, feuilleton, pamphlet, parody, essay.
Types of professional activity	<ul style="list-style-type: none"> • Information and reference; • Information and creative; • Information and analytical; • Cultural and educational; • Organizational and managerial; • Investigative; • Artistic and journalistic; • Experimental research.
Learning outcomes	LO1 analyzes and summarizes current problems in the social sciences and humanities, modern trends in the development of

scientific education and pedagogy at universities;
LO2 uses the state language, Russian and foreign, to solve problems of social interaction in a multicultural and multilingual environment, analyzes and takes into account the diversity of cultures in the process of intercultural interaction;
LO3 Analyzes the main ideological and methodological problems of an interdisciplinary nature that arise in science at the present stage of its development, evaluate various facts and phenomena based on the provisions and categories of the philosophy of science, carries out scientific and methodological work;
LO4 teaches scientific and practical skills using scientific research methods and techniques, mathematical statistics, and technology for analyzing the results of pedagogical activities using information and communication technologies;
LO5 critically analyzes, evaluates new and complex ideas, collects and interprets information to form judgments, taking into account pedagogical, social, ethical and scientific concepts;
LO6 develops program ideas, checking the accuracy of information, identifying the target audience for collecting and processing information from various sources, including from social networks, creative search for current topics;
LO7 critically analyzes socio-political, socio-economic phenomena in dynamics, monitoring and predicting legal and political trends and changes, guided by legislative and other regulatory legal acts of the Republic of Kazakhstan in the field of media.
LO8 knows how to work with audio and video equipment, conducts scientific and business communication, speaking at scientific conferences, write an article on a scientific research topic.
LO9 effectively leads the team, demonstrating leadership qualities, using management psychology.
LO10 Coordinates the process of creating media products the norms of media culture and with the help of artificial intelligence.
LO11 studies the patterns of development of social phenomena and processes, improves special theoretical and practical skills for conducting mass media and editorial work.
LO12 controls the artistic and visual format of the media project during the editing process, analyzes themes and their aspects taking into account the social and production goals of domestic and foreign media channels and media outlets.

3. Competencies of a graduate of the EP

GENERAL COMPETENCIES (SOFT SKILLS). Behavioral skills and personality traits

GC 1. Competence in managing one's own literacy	<ul style="list-style-type: none"> - analytical thinking; - communication skills; - skill to work in team; - organizational skills; - creativity and the ability to acquire skills of critical thinking, interpretation, analysis, inference, evaluation; - have an active life position; - making professional decisions in conditions of uncertainty and probability.
GC 2. Language competence	<ul style="list-style-type: none"> - the ability to express and understand concepts, thoughts, feelings, facts and opinions in written and oral form (listening, speaking, reading and writing) in the social and humanities areas of knowledge, as well as the ability to appropriately assimilate linguistically and creatively the comprehensive social and cultural context in during study, work, at home and in free time, fluency in social communication skills in a professional environment and society, skills in systematically and competently conveying one's thoughts, oral and written communication skills; - ability to master the basic skills of foreign language communication - skills of understanding, expressing and understanding concepts, facts and opinions in the professional field in oral and written form (listening, speaking, reading, writing) in the appropriate social and cultural context, skills of mediation and intercultural understanding.
GC 3. Mathematical competence and competence in the field of science	<ul style="list-style-type: none"> - the ability to master the culture of scientific thinking, generalization, analysis and generalization of arguments and theoretical positions, the ability to use educational potential, personal qualities and experience acquired during the teaching of mathematical, natural science disciplines at a university, the ability to control and evaluate the solution of professional values, to determine methods development of mathematical and natural scientific thinking.
GC 4. Digital competence, technological literacy	<ul style="list-style-type: none"> - confident and critical use of modern information and digital technologies in work, leisure and communications, mastering the skills of their use, restoration, evaluation, storage, production, presentation and exchange of information via a computer, the ability to communicate and participate in professional activities in collaborative networks via the Internet.
GC 5. Personal, social and educational competencies	<ul style="list-style-type: none"> - possess social and ethical values based on public opinion, traditions, customs, norms and be able to rely on them in their professional activities; - Knowledge of the fundamentals and legislation of the legal system of Kazakhstan; knowledge of trends in social development of society; - ability to work in various social situations; - the ability to conclude deals, correlate one's opinion with the

GC 6. Entrepreneurial competence

- opinion of the team;
- have knowledge of business ethics, ethical and legal standards;
- desire for professional growth and development as an individual;
- ability to work with a team, ability to argue one's point of view, propose new solutions;
- the ability to show tolerance towards other people.

GENERAL COMPETENCIES (SOFT SKILLS). Behavioral skills and personality traits

GC 1. Competence in managing one's own literacy

- analytical thinking;
- communication skills;
- skill to work in team;
- organizational skills;
- creativity and the ability to acquire skills of critical thinking, interpretation, analysis, inference, evaluation;
- have an active life position;
- making professional decisions in conditions of uncertainty and probability.

GC 2. Language competence

- the ability to express and understand concepts, thoughts, feelings, facts and opinions in written and oral form (listening, speaking, reading and writing) in the social and humanities areas of knowledge, as well as the ability to appropriately assimilate linguistically and creatively the comprehensive social and cultural context in during study, work, at home and in free time, fluency in social communication skills in a professional environment and society, skills in systematically and competently conveying one's thoughts, oral and written communication skills;
- ability to master the basic skills of foreign language communication - skills of understanding, expressing and understanding concepts, facts and opinions in the professional field in oral and written form (listening, speaking, reading, writing) in the appropriate social and cultural context, skills of mediation and intercultural understanding.

GC 3. Mathematical competence and competence in the field of science

- the ability to master the culture of scientific thinking, generalization, analysis and generalization of arguments and theoretical positions, the ability to use educational potential, personal qualities and experience acquired during the teaching of mathematical, natural science disciplines at a university, the ability to control and evaluate the solution of professional values, to determine methods development of mathematical and natural scientific thinking.

GC 4. Digital competence, technological literacy

- confident and critical use of modern information and digital technologies in work, leisure and communications, mastering the skills of their use, restoration, evaluation, storage, production, presentation and exchange of information via a computer, the ability to communicate and participate in professional activities in collaborative networks via the Internet.

GC 5. Personal, social and educational competencies

- possess social and ethical values based on public opinion, traditions, customs, norms and be able to rely on them in their professional activities;

- Knowledge of the fundamentals and legislation of the legal system of Kazakhstan; knowledge of trends in social development of society;
- ability to work in various social situations;
- the ability to conclude deals, correlate one's opinion with the opinion of the team;
- have knowledge of business ethics, ethical and legal standards;
- desire for professional growth and development as an individual;
- ability to work with a team, ability to argue one's point of view, propose new solutions;
- the ability to show tolerance towards other people.

GC 6. Entrepreneurial competence

- mastering the skills of critical thinking, interpretation, creativity, analysis, conclusion, evaluation;
- ability to manage projects, manage personnel, demonstrate entrepreneurial skills to achieve professional goals.

GC 7. Cultural awareness and self-expression

- Knowledge and understanding of the traditions and culture of the people of Kazakhstan, tolerance for the traditions and culture of other peoples of the world, tolerance for tolerance;
- the ability to possess high spiritual qualities, the ability to develop as an intelligent person.

PROFESSIONAL COMPETENCIES (HARDSKILLS).

Theoretical knowledge and practical skills specific to this field

PC1 - the ability to understand the social, informational, creative significance of the journalistic profession, its main characteristics, the social role of the journalist, the personality traits necessary for the responsible performance of professional activities;

PC2 - the ability to reveal the essence of multilateral journalistic activity, which consists in joint work with the compilers of media texts and the preparation of individual publications; independent and collective activities; ability to create textual and extra-textual works (design, production, organizational);

PC3 - the ability to master the skills of entering, recording, encrypting and updating data using electronic or manual information systems, to be aware of the basic domestic and foreign standards of work as a journalist;

PC4-knowledge of the rules of working with sources of information and methods of their generalization (interviewing, control, work with documents), selection, verification and analysis, as well as knowledge of precision (specific) methods of journalism;

PC5 - ability to comprehend the features of public information, technology and technology of the process of creating journalistic publications, tasks and methods, content and structural-compositional specifics;

PC6-Ability to demonstrate professional values: professionalism; innovativeness; creativity; meritocracy; integrity.

3.1 Matrix for correlating learning outcomes in the EP as a whole with the competencies

being developed

	L01	LO 2	LO 3	LO 4	LO 5	LO 6	LO 7	LO 8	LO 9	LO10	LO11	LO12
GS1	+			+								
GS2								+				
GS3		+			+					+		
GS4			+						+			
GS5	+	+	+			+	+					+
GS6		+						+		+	+	+
GS7									+			
PC1							+				+	
PC2		+				+						
PC3			+					+				
PC4	+				+					+		
PC5				+							+	
PC6									+			+

4. MATRIX OF THE INFLUENCE OF MODULES AND DISCIPLINES ON THE FORMATION OF LEARNING OUTCOMES AND INFORMATION ON LABOR INTENSITY

№	Module name	Cycle	Component	Component Name	Brief course description	Quantity loans	Formed learning				
							L	L	L	L	L
							0	0	0	0	0
							1	2	3	4	5
1	Module of scientific and pedagogical training	BD	HsC	History and Philosophy of Science	Goal: Studies the history and philosophy of natural, social, humanities and technical sciences, modern European science in culture and civilization, the structure of scientific knowledge, philosophical problems of the exact sciences, determines ways to solve current methodological and philosophical problems of natural and technical sciences, develops critical thinking and logic. Contents: The problem of the truth of scientific knowledge. The main stages of the development of scientific knowledge. The emergence of pre-science and its types. Reasons for the emergence of ancient science. Ancient science and philosophy. The relationship between medieval science and philosophy. Experimental Science. Changing the scientific picture of the world.	4	v		v		
		BD	HsC	Foreign language (Professional)	Goal: Proficiency in a foreign language at level C1, C2 (language specialties), LSP communication in monologue and dialogic forms (report, presentation, conversation, discussion). Contents: Studying the grammar of scientific style in oral and written form.	4		v			

					Listening to informational and professional messages. Writing, drafting scientific articles, reports, projects, etc. Working with dictionaries and reference books. Two-way translation skills.				
		BD	HsC	Psychology of Management	<p>Goal: to introduce undergraduates to the psychological patterns of management activities.</p> <p>Contents: introduces psychological conditions, features of management activities. Diagnostics and forecasting of the state and changes of the control subsystem; formation of a program of action for subordinates; Organization of decision implementation. Managerial needs and abilities of a leader.</p> <p>Competencies: proficient in diagnostic methods of team research, management, conflict resolution in a team, stress, leadership training, management consulting.</p>	3		v	
2	Methodological foundations of education	BD	HsC	Pedagogy and psychology of higher school	<p>Purpose: is to develop undergraduates' skills and abilities to effectively organize professional and pedagogical activities at a university based on modern psychological and pedagogical knowledge.</p> <p>Contents: Modern paradigms of higher education. History, trends and strategies of higher education development in Kazakhstan. The subject, tasks, and categories of higher school pedagogy and psychology. Methodological foundations of higher school pedagogy and psychology. Professional competence of a university teacher. The</p>	5		v	v

communicative competencies of a university teacher. Higher school didactics. Psychological features of student age. The university learning process and its patterns. The content of education at the university. Forms of organization of the educational process at the university. Technologies of organization and implementation of the educational process at the university. Features of the credit training system. Methods and methods of teaching.

PD	HsC		<p>Purpose: consideration of the main functions, powers and priorities of creating a media information security system in the field of information policy of the Republic of Kazakhstan. Ensuring the confidentiality and integrity of information, as well as the availability of its users.</p> <p>Contents: Equipping the media with incomplete, unknown, distorted or disinformation, open disinformation, uniting government structures, business, and the press. Interests of regional media markets. Promoting the development of local media. Improving national legislation. Preventing the spread of violence and intolerance, ensuring media pluralism. Guaranteeing access to official information.</p>	5	v
		Information security in the Media			
BD	HsC	Teaching Practice	<p>Goal: to consolidate and expand the theoretical and practical knowledge acquired during the learning process. Implementation of self-development experience in training sessions. Formation of skills for conducting independent training</p>	4	v

3	Research methodology	PD	EC	Modern media technologies	<p>sessions, gaining experience in organizational work.</p> <p>Contents: Gaining experience in solving practical problems that require the use of professional knowledge and skills.</p> <p>Goal: to identify the main characteristics of traditional and new types of journalism, to characterize traditional and new media in terms of time and quality, to consider the content, technical and technological foundations of each type of journalism.</p> <p>Contents: The goal and task of society and the state in the development of the Internet and technology, taking into account the basic policy of the state in the field of information technology. The need and demand for modern technological modernization. The influence of Internet journalism on public policy. Social prosperity and economic development of society. Typology and principles of Internet resources.</p>	4	v	v
		PD	EC	Press Management and Marketing	<p>Goal: familiarization with modern printing media, development of practical skills in the field of printing, mastering methods of storing information using digital media and communications. Introduce the history of modern technology, periodicals used in the work of the media.</p> <p>Content: Demonstration to students of ways to assess the quality of newspapers and magazines. Acquiring skills in publishing print media. Formation of ideas about editorial activities and the modern</p>			

PD	EC	Media literacy and critical thinking	<p>structure of the press in the field of printing. Providing the necessary amount of knowledge about the basic elements of press marketing and management. Students mastering the basics of printing using information technology.</p> <p>Goal: accept certain ideas, figure out why they are relevant, be able to contrast them with moderately skeptical thoughts, be able to compare them, contrast these ideas with opposing points of view, look at them with confidence.</p> <p>Contents: Critical thinking. Stimulate critical thinking. Acceptance of ideas and opinions. Active support. Demand that the answer be logical and consistent. Assessing critical thinking.</p>	6	v
			<p>Goal: to analyze the distribution of television programs in the information space, the modern development of television, to introduce the experience of journalists and editors in the field of television, to practice creating television stories, interviews, and text processing. Promote through television programs the self-awareness of the nation, the ability to distinguish oneself from other nations, the struggle for the realization of national goals and interests, the ability to combine national goals and interests with the goals and interests of all humanity.</p> <p>Contents: Stories of the development of television in Kazakhstan and the world. Modern trends in television broadcasting. The nature of broadcasting, language,</p>		
BD	OC	Television and National Consciousness			

				Research practice	<p>artistic features and genres of television, television technology. Training in the skills of collecting information, setting a message title, choosing a program character, creating a plot. Script writing. TV program processing. Preparation for filming. Working with director, cameraman, sound engineer.</p> <p>Goal: critical analysis of modern scientific achievements, assessment, study and development of practical skills, including the formation of new ideas in interdisciplinary fields.</p> <p>Contents: Introduction to various methods and techniques of media research in journalism and related fields, experience in conducting such research. Effective use of various methods in the scientific research process. Participation in research projects, interaction with members of the scientific team.</p>	6	v
4	Scientific and technological module	BD	EC	Fashion Journalism	<p>Goal: formation of a knowledge system about the peculiarities of the functioning of Fashion journalism, disclosure of the basic terminology and conceptual apparatus of Fashion journalism, formation of professional competencies in the field of creating high-quality media texts on fashion topics; analysis of the work features of Fashion-media creative departments.</p> <p>Contents: Mastering the history of fashion publications. Grouping of modern fashion publications. Analysis of specialized modern fashion media genre structure. Fashion - mastery of the specifics of preparing</p>	4	v

			multimedia materials and texts on the topic and creating Fashion media content. Search and selection of information on fashion topics using various sources. Preparation of a Fashion media structure, implementation of the selection of photo and video materials to complement fashion publications, acquisition of skills in competent compilation, editing and design of text.
BD	EC	Career Foresight	<p>Goal: to draw attention to future career achievements, to help take responsibility for career development. Mastering the intended trajectory of a career goal and methods for achieving it, learning perseverance in developing steps leading to employment, promotion, change of profession or place of work. Ensuring that the individual considers his or her strengths and weaknesses, as well as his or her values and priorities to achieve the desired goal.</p> <p>Contents: Drawing up a career plan. Career goal, set your immediate career goal based on a global approach. Mastering knowledge, skills, experience, competencies, interests, values, resources, personal brand, health, family, environment, the ability to analyze your potential and risks.</p>
PD	EC	Socio-political journalism	<p>Goal: to study the place of political journalism in the socio-political life of society, to study the main forms of interaction between the media and government.</p> <p>Contents: Corporate spirit in media activities. Civil media: issues of mutual trust</p>

			and mutual responsibility. Civil society and the media. Protecting citizens' rights from media interference. Information policy of Kazakhstan at the present stage. Political and legal regulation of media activities. Media and political pluralism. The media is an element of the information infrastructure of society.	
PD	EC	Scientific Journalism	<p>Goal: the role and study of the media in the promotion of scientific knowledge, organizing counteraction to pseudoscience, mastering the skills of adaptation and editing of scientific text.</p> <p>Contents: Science and scientific research. Science communication. Information service. Scientific and publicistic journalism. Scientific language, scientific style. Scientific citation and bibliographic description. Science journalism and scientific careers. Development of scientific culture and scientific thinking. The power of communication science. The future of science journalism.</p>	v
PD	EC	Mobilography and blogging service	<p>Goal: To formulate situations for using the mobilography and blogging service, basic concepts of digital photo processing, basic concepts about digital images, basic interface elements for creating an SMM product.</p> <p>Contents: Photography techniques. The main parts of the camera and their purpose, the procedure for working with the camera. Basic parts of a mobile phone camera. Photos in desktop and mobile versions.</p>	6

PD	EC	Systematization of editorial services	<p>Blogger ethics. Media risks. Trends in the development of the blogosphere.</p> <p>Goal: To create systemic concepts of the editorial and publishing process as a modern technology for preparing literary works for printing, their production and distribution. Formation of an editorial service, publishing project.</p> <p>Contents: Legal aspects of editorial activities. Printing process. From manuscript to publication: pre-press, printing, post-press. Thematic planning. Publication concept. Review. Editorial team. Design and layout. Print layouts.</p>		v
BD	EC	Psychology of constructive communication	<p>Goal: to acquire knowledge about communication as a type of specialist activity, to understand the importance of communication in the professional development and self-realization of a person.</p> <p>Contents: The concept of multifaceted, multifunctional nature and connection; analysis of the similarities and differences between the concepts of "competence" and "competence"; analysis of the content of communicative competence. Types, levels, models of communication.</p>	5	v
BD	EC	Journalistic deontology	<p>Goal: understanding the moral consciousness of a journalist as a moral and ethical regulator of his professional activities. Study of existing forms, mechanisms and methods of ethical regulation of the media. Acquaintance with the main codes of journalistic honor created</p>		v

in Western and domestic practice. Analysis of the range of leading deontological dilemmas and problems associated with professional journalistic activity.

Contents: Journalism concepts. The theory of social responsibility of the press. The concept of a journalist's mission. Origins of professional ethics. The structure of morality. Brief description of the main ethical concepts. Professional morality, its specificity and functions. The formation of professional ethics of a journalist and its essential features. Development factors and specific norms of journalistic ethics. Basic functions, principles and categories of journalistic ethics.

5	Organization and planning module	PD	EC	Artificial Intelligence in Journalism	<p>Goal: collection and deeper analysis of information using artificial intelligence. Automate the data analysis process with AI so journalists can use machine learning algorithms to identify trends, patterns and hidden relationships in data. Modern AI platforms and tools allow journalists to quickly generate ideas and structure information, creating high-quality and interesting content.</p> <p>Contents: Methods for creating content using artificial intelligence. Collection and deeper analysis of information. Automation of the data analysis process through AI. Identifying trends and patterns in data. Using machine learning algorithms. Personalization and audience engagement. Creation of modern platforms and tools</p>	6	v
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			based on AI. Structuring information. Fact checking and verification. Methods of writing texts using artificial intelligence. Graphs and tables.			
PD	EC	Media Production Activities	Goal: to reveal the features of the release of printed and online music media projects and place them in the modern media market and show business space. Contents: Television producer: professional opportunities. The emergence of a production institute on domestic television. Producer competence in modern television. Journalist and producer: experience of interaction. Development of concept and script for media content. Organization of filming and editing of video and audio materials. Project budget management.			v
PD	EC	Media Project Management	Goal: mastering the skills of effective planning and development of a new media project or improving an existing media project, studying the basic values and principles of modern media project management systems, mastering the skills of managing creative teams of mass media. Contents: The concept of a media project and methods of its implementation. Media project concept. Prototypes of media projects. Startups and venture investments. Relationship management in a media project. Results of the study of the media. From the features of the development and functioning of the media. Standards in project management. Ways to monetize a media project. Project risk management.	6		v

PD	EC	Speechwriting Technology	<p>Goal: study of business communication in its various aspects, compilation, analysis of political discourse, study of speech technologies, improvement of the practice of public speaking.</p> <p>Contents: Description of speechwriting technologies. Speechwriting: essence, history, basic technologies. Speaker and text. Behavior of the speaker in the audience. Rhetorical skills of a PR specialist. Preparing for public speaking. Public speaking techniques. Proof of speech. Psychological techniques in public speaking. Speakerwriting technology for preparing political texts. The Evolution of Artificial Intelligence in Speechwriting.</p>			
PD	EC	Methods of Teaching Journalism Disciplines	<p>Goal: formation of the foundations of methodological preparation of students for future teaching activities. A competency-based approach to education, aimed at studying the problems of journalism education in the context of the digital revolution and the transition to new educational standards taking into account modern requirements of the media center, scientific and methodological support for innovative processes in modern journalism education; application of methodological aspects of teaching professional academic disciplines in the system of journalism education.</p> <p>Contents: The creative nature of the profession. Requirements for training journalists. Principles and mechanisms of</p>	5	v	

		innovative development of professional activities. Modern technologies, information and communication technologies. Economic subjects, media, management, solution development and training. Editorial of mass media to improve business processes. Modern pedagogical technologies. Pedagogical activity. Lessons on traditional and innovative problems of conducting.	
PD	EC	Goal: Scientific substantiation and formation of the blogosphere as an effective platform for the popularization of ethnic values. Develop skills in using social media as a source for public opinion research and cultural memoir. A review of social networks on ethnic content, trust and culture of tolerance.	v
		The Blogosphere and Ethnic Values	
		Contents: Blogosphere and ethnic values. Platform of ethnic values. Expressing your position in the media. Information exchange and modern media platform. Communication function. Ethnic values are close to traditional media. Mobility and dynamism in the blogosphere. Possibilities for local and fast feedback. Hypergenre of text, visual and audio information. Ethnic content, culture of trust and tolerance. Public opinion and cultural memoirs, visual and audio information.	
PD	EC	Political communications	5
		Purpose: Classic and modern concepts and models of political communication, features of the development of political communication abroad, the life and work of domestic and foreign researchers, leading	

figures in the field of political communication, scientific schools of modern political communication are considered.

Contents: Theoretical foundations of the study of political communication. Concept and basic elements of communication. Features of the sphere of political communication. Foreign experience in research and teaching of political communication. Walter Lippmann and the organization of political communication, research foundations. Harold Lasswell and the political science tradition of studying political communication.

PD

EC

Storytelling

Goal: development of professional competencies in the field of methodological problems of storytelling, use and description of media technology tools. Formation of skills for independent choice of model and methodology of storytelling analysis, practical application of knowledge about digital technologies in the process of activity and formation of history.

Contents: Opportunities for using journalistic content. Storytelling material. Multimedia formats. Storytelling in traditional news. The theory of professional data transformation. The current state of storytelling practice. The context for scientific storytelling research. Model of storytelling analysis. Methods of storytelling in digital technologies.

v

v

PD	EC		<p>Goal: to develop an understanding of the features of media aspects of cultural communication and the main approaches to analyzing the problems of global culture. Consideration of cultural communications in international relations. Representation of professional activity and communication of a journalist in global culture. Consideration of cultural globalization as an intensive, intercultural dialogue, the formation of a single cultural and information space.</p> <p>Contents: Media aspects of cultural communication. Theoretical foundations of modern journalism. Cultural communications in international relations. Professional activity of a journalist in global culture. Models for managing international communication public opinion. Investments in culture and business. Unified cultural and information space. Problems of cultural globalization. Media and advertising propaganda. Information systems and directions.</p>	5
		Global Culture and Communication		
PD	EC	Innovative educational technologies	<p>Goal: To introduce innovative methods, to cultivate student independence, curiosity, creativity, to master modern innovative technologies, to humanize learning, to form a qualified, well-rounded personality who knows how to develop and educate himself, and is able to keep up with the times. once. Contents: Information and communication technologies. Technology for the development of critical thinking. Project</p>	

		technology. Development of training technology. Gaming technologies. Modular technology. Pedagogy of cooperation. Group technologies. Traditional technologies.			
6	Module of scientific-research work and Final Certification	Research work of a master student, including passing an internship and completing a master's thesis	Goal: development of research skills and abilities, application of knowledge on the methodology and theory of scientific and pedagogical research in the real practice of educational institutions. Forms the skills and abilities of planning and organizing research work. Allows you to use a set of research methods for scientific research procedures.	24	v v
		Execution and Defense of master's Thesis	Master's thesis as a type of final qualifying work. General requirements for a master's thesis. Scientific supervisor of the master's thesis. Structure and content of the master's thesis. Organization of preparation and defense of a master's thesis. Composition, design, documentation, evaluation criteria, procedure for designing and admission to the defense of a master's thesis. Language and style of final qualifying work, anti-plagiarism check, bibliographic apparatus.	8	

5. Summary table reflecting the volume of credits mastered by modules of the educational program

Course of Study	Semester	The number of mastered modules	The number of studied disciplines			Number of credits KZ						Total in hours	Total credits KZ	Amount	
			OC	HSC	EC	Theoretical teaching	Physical Culture	Educational practice	Productional practice	Teaching practice	Final Examination			ex.	pass-fail grade
1	1	4		5	2	29		1				900	30	6	1
	2	3			4	22		4		4		900	30	4	
2	3	2			2	10		4	6			600	20	2	
	4	1			3	17		3				600	20	3	
								12			8	600	20		
				5	11	78		24	6	4	8	3600	120		

6.Strategies, teaching methods and artificial intelligence, monitoring and assessment

Learning strategies Student-centered learning: The student is the center of teaching/learning and an active participant in the learning and decision-making process.

Practice-oriented training: orientation to the development of practical skills.

Teaching methods Conducting lectures, seminars, various types of practices with:

- the use of innovative technologies;
- problem-based learning;
- case study;
- work in a group and creative groups;
- discussions and dialogues, intellectual games, olympiads, quizzes;
- reflection methods, projects, benchmarking;
- Bloom's taxonomies;
- presentations;
- rational and creative use of information sources:
- multimedia training programs;
- electronic textbooks;
- digital resources.
- machine learning methods

Organization of independent work of students, individual consultations.

Monitoring and assessing the achievability of learning outcomes Current control on each topic of the discipline, control of knowledge in classroom and extracurricular activities (according to the syllabus). Assessment Forms:

- survey in the classroom;
- testing on the topics of the academic discipline;
- test papers;
- protection of independent creative works;
- discussions;
- trainings;
- colloquia;
- essays, etc.

Midterm control at least two times during one academic period within the same academic discipline.

Intermediate certification is carried out in accordance with the working curriculum, academic calendar.

Conduct forms:

- exam in the form of testing;
- oral exam;
- a written exam;
- combined exam;
- protection of projects;
- protection of practice reports.

Final state certification.

7. Educational and resource support for EP

Information Resource Center

Educational Information Center

The structure of the Educational Information Center includes 6 subscriptions, 16 readingrooms, 2 electronic resource ecenters (ERC). The basis of the network infrastructure of the Educational and Information Center is 180 computers with Internet access, 110 work stations, 6 interactive white boards, 2 video doubles, 1 video conferencing system, 3 A-4 formats canners, JIC software - AIBS "IRBIS-64" under MS Windows (basic set of 6 modules), stand-alone server for uninterrupted operation in the IRBIS system.

The library fund is reflected in the electronic catalog available to users on the site <http://lib.ukgu.kz> on-line 24 hours 7 days a week.

The main data bases of the own generation: "Almaty", "Proceedings of SKSU scientists", "Electronic archive" have been created. Online access from any device 24/7 via the external link <http://articles.ukgu.kz/ru/ppp>.

Catalogs are processed electronically. EC consists of 9 data bases: "Books", "Articles", "Periodicals", "Proceedings of the teaching staff of SKSU", "Rare Books", "Electronic Fund", "SKGU in Print", "Readers" and "SKU".

The EIC provides its users with 3 options for accessing its own electronic information resources: from the "Electronic Catalog" terminals in the catalog hall and in the EIC subdivisions; through the information network of the university for faculties and departments; remotely on the library web site <http://lib.ukgu.kz/>.

Open access to international and public resources: "Springer Link", "Polpred", "Web of Science", "EBSCO", "Epigraph", to electronic versions of scientific journals in the public domain, "Zan", "RMEB", "Adebiat", Digital library "Aknurpress", "Smart-kitar", "Kitar.kz", etc.

For people with special needs and disabilities, the library web site has been adapted to the work of visually impaired users.

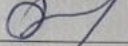
Material and technical base

The material and technical base of the educational program 7M03220 - Journalism is a multimedia room No. 417 and the Auezov FM television studio, located in the main building. For students of specialties 7M03220 - Journalism at the

university, 17 lecture halls, 20 new practical rooms, 2 conference rooms (main building №250), 1 international room, Mukhtar Studies room, 9 computer class, 2 linguistics rooms, 9 multimedia rooms, 2 self-knowledge rooms, 3 resource rooms are equipped center, etc. The classrooms and TV studio are equipped with modern technical equipment for teaching.

APPROVAL SHEET

on the Educational Program «7M03220 - Journalism»

Director of DAA  Naukenova A.S.

/ Director of DASc  Nazarbek U.B.

Director of DE&C  Bazhirov T.S.

РЕЦЕНЗИЯ

на образовательную программу

«7М03220 - Журналистика»,

разработанную в ЮКУ им. М.Ауэзова, г. Шымкент.

Образовательная программа «7М03220 – «Журналистика» разработана в соответствии с ГОС высшего образования (магистратура), утвержденным приказом МОН РК №604 от 13 октября 2018 года.

Актуальность и востребованность ОП заключается в подготовке компетентных, конкурентноспособных кадров на основе непрерывного развития научного и интеллектуального потенциала личности в области журналистики.

ОП направлена на подготовку высококвалифицированного специалиста, который способен корректно отстаивать свою точку зрения, знает и понимает цели и методы государственного регулирования в общественной среде, владеет основами языковых компетенций.

ОП критически анализирует общественно-политические, социально-экономические явления в динамике, содержит прогнозы на будущее. Эффективно работает на профессиональном уровне. Выпускники ОП «7М03220–Журналистика» успешно востребованы на рынке труда, например в пресс-службах общественных организаций, рекламных агентствах, сетевых информационных структурах.

Выпускники ОП «7М03220–Журналистика» получает навыки изучения взаимосвязей общественных явлений, прогнозирования, оценки политических, экономических, социальных процессов, происходящих в обществе, проведения интервью, беседы с деятелями политики Казахстана и зарубежных стран.

Содержание образовательной программы согласовано с миссией университета и направлено на подготовку специалистов, обладающих передовыми знаниями и навыками, творческим подходом к профессиональной деятельности.

Образовательная программа «7М03220-Журналистика» состоит из модулей, разработана по определенной схеме и включает: паспорт образовательной программы, цели и задачи образовательной программы «7М03220-Журналистика», основные задачи образовательной программы, объем освоенных кредитов в разрезе образовательной программы.

Паспорт ОП включает цели и задачи, достижение которых способствует формированию универсальных и предметных компетенций обучающихся. Основные задачи образовательной программы носят профессионально-ориентированный и учебно-воспитательный характер в системе высшего образования.

Данная программа учитывает образовательные потребности обучающихся, так как модульный принцип построения образовательных программ, наряду с кредитной системой обучения, играет важную роль в индивидуализации образовательной траектории студента, обеспечении

международной академической мобильности в рамках интеграционных процессов, происходящих в мире.

Заключение по ОП: рецензируемая образовательная программа, разработанная и реализуемая ЮКУ им. М.Ауэзова, отвечает запросом работодателей, способствует подготовке высококвалифицированных журналистов.

Директор телеканала «Оңтүстік»



Омаш С.

Приложение 2

ЭКСПЕРТНОЕ ЗАКЛЮЧЕНИЕ

на образовательную программу
по специальности 7М03220 - «Журналистика», разработанную кафедрой
«Журналистика и казахский язык» ЮКУ им. М. Ауэзова, г. Шымкент,
Республика Казахстан.

Образовательная программа «7М03220-Журналистика» разработана в соответствии с Правилами организации учебного процесса по кредитной технологии обучения и предназначена для обеспечения журналистики Республики Казахстан высококвалифицированными специалистами, соответствующими всем уровням европейских квалифицированных требований для магистров журналистики. Образовательная программа актуальна для подготовки необходимых кадров для развития журналистики РК. Образовательная программа соответствует сформулированным целям, которые отражают миссию вуза, отвечают запросам работодателей. Выпускники ОП «7М03220-Журналистика» могут работать журналистом, редактором, контент-менеджером, специалистом, по связям с общественностью в коммерческих и государственных структурах, телеведущим, продюсером, радиоведущим, PR специалистом, имиджмейкером и другим служащим в области медиасвязей с общественностью предприятий и организаций различных отраслей и форм собственности. ОП полностью соответствует требованиям квалификации Республики Казахстан.

В образовательной программе отражены результаты обучения и компетенции молодых специалистов, а также профессиональные требования согласно отраслевым стандартам.

Образовательная программа соответствует ГОС ВО, ТУПл и ТУПр. Содержит компоненты для подготовки к профессиональной деятельности, развивающие ключевые компетенций, интеллектуальные и академические навыки, отвечающие современным требованиям общества, в том числе президентской программе по овладению и обучению трем языкам: казахскому, русскому и английскому.

Приведенные в программе дисциплины изложены в логическом порядке и отражают основные требования учебных планов и программ обучения.

Образовательная программа составлена в соответствии с учебной нагрузкой магистрантов и преподавателей по кредитной системе обучения. Она освещает все аспекты организации производственной практики, которые отражены в учебной нагрузке в кредитах.

В результате освоения образовательной программы выпускник получит квалификацию «Магистр социальных знаний по образовательной программе «7М03220-Журналистика».

международной академической мобильности в рамках интеграционных процессов, происходящих в мире.

Заключение по ОП: рецензируемая образовательная программа, разработанная и реализуемая ЮКУ им. М.Ауэзова, отвечает запросом работодателей, способствует подготовке высококвалифицированных журналистов.

Директор телеканала «Оңтүстік»



Омаш С.