

MINISTRY OF SCIENCES AND HIGHER EDUCATION OF THE REPUBLIC OF  
KAZAKHSTAN

M.O. AUEZOV SOUTH KAZAKHSTAN UNIVERSITY



**EDUCATIONAL PROGRAM**

**6B03220 – Journalism**

Registration Number	6B03200026
Code and Classification of Education	6B03 – Social Sciences, Journalism and Information
Code and Classification of Areas of Training	6B032 – Journalism and Information
Group of educational programs (EP)	6B042 – Journalism and reporting studies
Type of EP	New
ISCE level	6
NQF level	6
IQF level	6
Language learning	Kazakh, Russian
The complexity of EP	240 credits
Distinctive features of EP	
Partner University (JEP) -	-
University partner (DDEP) -	-

Shymkent, 2024

Developers:

Full Name	Position	Signature
Turabayeva Lazzat Kalykulovna	C.p.s., associate professor	
Abdukurimova Gulzhan Aidarovna	C.p.s., associate professor	
Utegenova Gulzira Zhaksylykovna	C.p.s., associate professor	
Tanabayeva Gulzira Umirtayevna	C.p.s., associate professor	
Shoibekova Akbota Abayevna	C.p.s., associate professor	
Sarieva Tolkyn Kuanyshovna	Senior teacher	
Baymenova Saule Suleymenovna	Senior teacher	
Kydyr Uali	Director of TV channel «Ontustik»	
Bakhtiyar Taizhan	Chief editor of the newspaper «Shymkent kelbeti - Panorama Shymkent»	
Nurlan Kulbekuly Kenzhegulov	Head of the newspaper «Ontustik Kazakhstan» – chief editor deputy	
Limarenko Marina Anatolevna	Director-editor-in-chief of the newspaper «Southern Kazakhstan»	
Berkinbaev Edilbay Tuimebaevich	Editor of the «HAN-TV» channel	
Samidin Aruzhan Azatovna	Student of group FI-20-11k1	

The EP was considered at a meeting of the Academic Quality Committee of the Philological faculty, Minutes # 4 « 16 » 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 « 28 » 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	the program was developed in accordance with the Atlas of New Professions and Competencies, and is aimed at training competent specialists for transport and logistics and scientific and pedagogical structures who are able to organize and manage the activities of a structural enterprise, independently determine the goals of professional activity, choose and justify methods and means to achieve them.
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"> <li>• Rules of academic integrity (order No. 212 of October 10, 2022);</li> <li>• Anti-corruption standard (order No. 221 n/a dated 12/07/2021).</li> <li>• Code of Ethics (Order No. 212 of October 10, 2022).</li> </ul>
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 educational organizations implementing educational programs of higher and (or) postgraduate education, approved by order of the Ministry of Education and Science of the Republic of Kazakhstan dated October 30, 2018 №595 with amendments and additions dated December 29, 2021. №614</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 №600 with amendments and additions dated 06/02/2023. №252</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 №2;</p> <p>5. Rules for organizing the educational process in credit technology of education, approved by order of the Ministry of Education and Science</p>

of the Republic of Kazakhstan dated April 20, 2011 №152; with changes and additions from 09/23/2022. №79

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 № 553.

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 №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 №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 <a href="http://lib.ukgu.kz/">http://lib.ukgu.kz/</a> 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	Training of competitive specialists in the field of journalism with IT competencies, demonstrating critical thinking, a broad outlook and personal qualities that are in demand in the modern labor market.
Tasks of the EP	<ul style="list-style-type: none"> <li>- the formation of socially responsible behavior in society, an understanding of the significance of professional ethical norms and the adherence to these norms;</li> <li>- providing skills and skills for lifelong learning that will allow them to successfully adapt to changing conditions throughout their professional careers;</li> <li>- providing conditions for acquiring a high general intellectual level of development, mastering literate and well-developed speech, a culture of thinking and skills in the scientific organization of work in the field of television, the media, the press service, national companies, analytical centers.</li> <li>- formation of competitiveness of graduates in the field of mass media to ensure the possibility of their quickest employment in their specialty.</li> <li>- 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.</li> </ul>
Harmonization of EP	<ul style="list-style-type: none"> <li>• 6th level of the National Qualifications Framework of the Republic of Kazakhstan;</li> <li>• Dublin descriptors of the 6th level of qualification;</li> <li>• 1 cycle of a Framework for Qualification of the European Higher Education Area);</li> <li>• 6<sup>th</sup> Level of European Qualification Framework for Life long Learning).</li> </ul>
Connection of EP with the professional sphere	<p>1. 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>2. 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>3. Professional standard “Radio Broadcasting”, approved by order of the Acting Minister of culture and information of the Republic of Kazakhstan dated December 26, 2024 №635.</p>

Name of the degree awarded	After successful completion of this educational Program, the graduate is awarded the degree of Bachelor of Social Sciences in the educational program "6B03220 - Journalism".
List of qualifications and positions	Bachelors in EP "6B03202 - Journalism" can hold primary positions as a journalist, editor, radio and TV presenter, correspondent, reporter, press relations specialist, information analyst, specialist in media and communication of various industries and forms of ownership without qualifying work experience in accordance with the qualification requirements of the Qualification directory of positions of managers, specialists and other employees, approved by order of the Minister of Labor and Social Protection of Population Of the Republic of Kazakhstan dated May 21, 2012 No. 201-ө-м.
Field of professional activity	The sphere of professional activity of the EP is the field of mass media, Internet resources, information services and management, press services and centers, communication departments, related information and communication areas (PR services and management, publishing houses, advertising agencies, etc.)
Objects of professional activity	The objects of professional activity of graduates of the EP «6B03220 – Journalism» are mass media, domestic and foreign electronic and print media, news agencies and news services, publishing houses and printing complexes, press services of public organizations, structures and divisions for public relations, advertising agencies, network information structures.
Subjects of professional activity	The subjects of professional activity of the bachelor's degree in EP "6B03220 - Journalism" are information, professional activity aimed at collecting, processing and disseminating information, communicating, recognizing, considering topical issues of humanity to society, the ability to competently interpret and analyze various public situations, information management, regulating information partnership, creating advertising materials.
Types of professional activity	<p>Bachelor's degree in the EP "6B03220 - Journalism" can perform the following types of professional positions:</p> <ul style="list-style-type: none"> <li>• journalistic authorship (author's program)</li> <li>• information and creative (talk show, reality show)</li> <li>• design and analysis;</li> <li>• organizational and managerial;</li> <li>• social and organizational,</li> <li>• entrepreneurial activity.</li> </ul> <p>Graduates can work as sports commentators, screenwriters, radio and TV presenters, journalists, correspondents (including investigative reporters), TV operator, advertising specialists, telemarketers, analytical editors, proofreaders, publishing</p>

	<p>specialists, editors (general profile ), newspaper editors, publishing correspondents, newspaper and magazine editors, coordinator for relations with government organizations, announcers, radio and television producers, chief administrators, program editors, foreign correspondents, public relations specialists, marketing company analysts, PR managers, brand -managers.</p>
Learning outcomes	<p>L01 Prepare informational and analytical materials using traditional and modern genres of journalism and journalism, structure information from various sources, paying special attention to the best achievements of domestic and world experience in creating similar media projects.</p> <p>L02 Demonstrate socio-cultural and ethnic development based on the formation of ideological, civic, spiritual and social responsibility, academic honesty and decency, methods of scientific and experimental research.</p> <p>L03 Possess information and computational literacy, as well as develop skills in analyzing, generalizing and perceiving information, the ability to set goals and choose optimal ways to achieve them, and the use of artificial intelligence to improve efficiency and decision-making.</p> <p>L04 Critically analyze socio-political, socio-economic phenomena in dynamics, track, predict legislative and political trends and changes, study legislative and other regulatory legal acts of the Republic of Kazakhstan in the field of media.</p> <p>L05 Evaluate your work, accept criticism, take responsibility for your decisions, be responsible for your materials, use and protect professional rights in the interests of providing citizens with the necessary information and the successful operation of the media organization.</p> <p>L06 Improve special theoretical and practical skills in collecting and processing information, studying the patterns of development of social phenomena and processes, conducting mass media, editorial work, the use of modern technical means of communication and communication using tools and artificial intelligence.</p> <p>L07 Prepare and conduct programs of various genres when working on television, radio and the internet, possess the skills of creating a journalistic work and oratory.</p> <p>L08 Conduct PR campaigns, analysis of the goals and objectives, artistic solutions of the media project; apply elements of the photographic image, the laws of visual perception; organize international journalistic teams and work in them.</p> <p>L09 Possess the skills of studying the relationship of social phenomena, forecasting, assessing the political, economic and financial processes taking place in society, conducting interviews, talking with politicians in Kazakhstan and foreign countries in the media, covering and commenting on events in other countries.</p> <p>L010 Analyze modern social processes and phenomena in the context of global world development, maintaining constant communication with government agencies, local governments,</p>



enterprises, citizens, the media, be able to use modern communication technologies.

LO11 Embrace the ideals and values of a democratic legal society, plan business thinking and structure the basic knowledge of business and economics, assess the environmental situation and understand the need to respect the living world.

LO12 To work effectively individually and as a member of a team, correctly defending one's point of view, communicating in the state, Russian and foreign languages, commenting on sports events, competitions, creating and activating art issues as an active lever of cultural influence on a person.

### 3. Competencies of a graduate of the EP

#### GENERAL COMPETENCIES (SOFTSKILLS). Behavioral skills and personal qualities

GC 1. Competence in managing one's literacy	<p>SS1.1. The ability of self-learn, self-develop and constantly update their knowledge within the chosen trajectory and in an interdisciplinary environment.</p> <p>SS1.2. The ability to express thoughts, feelings, facts and opinions in the professional field.</p> <p>SS1.3. The ability for mobility in the modern world and critical thinking.</p>
GC 2. Language competence	<p>SS2.1. The ability to build communication programs in the state, Russian and foreign languages.</p> <p>SS2.2. Ability to engage in interpersonal, social and professional communication in the context of intercultural communication and inclusion.</p>
GC 3. Mathematical competence and competence in the field of science	<p>SS3.1. The ability and will in oneself to apply the educational potential, experience and personal qualities acquired during the study of mathematical, natural science, technical disciplines at the university to solve professional problems.</p>
GC 4. Digital competence, technological literacy	<p>SS4.1. The ability to demonstrate and develop information literacy through the mastery and use of modern information and communication technologies in all areas of their lives and professional activities.</p> <p>SS4.2. The ability to use various types of information and communication technologies: Internet resources, cloud and mobile services for searching, storing, protecting and disseminating information.</p>
GC 5. Personal, social and educational competencies	<p>SS5.1. The ability for physical self-improvement and focus on a healthy lifestyle to ensure full-fledged social and professional activities through the methods and means of physical culture.</p> <p>SS5.2. The ability to social and cultural development based on the manifestation of citizenship and morality.</p> <p>SS5.3. The ability to build a personal educational trajectory throughout life for self-development, career growth and professional success.</p> <p>SS5.4. The ability to successfully interact in a variety of socio-cultural contexts during study, work, home and leisure.</p>
GC 6. Entrepreneurial competence	<p>SS6.1. The ability to be creative and entrepreneurial in a variety of environments.</p> <p>SS6.2. The ability to work in a mode of uncertainty and rapidly changing task conditions, make decisions, allocate resources and manage your time.</p> <p>SS6.3. The ability to work with consumer requests.</p>
GC 7. Cultural awareness and self-expression	<p>SS7.1. The ability to show world view, civil and moral positions.</p> <p>SS7.2. The ability to be tolerant of the traditions and culture of other peoples of the world, to have high spiritual qualities.</p>

#### PROFESSIONAL COMPETENCIES (HARDSKILLS).

Theoretical knowledge  
and practical skills  
specific to this field

CL1 - understanding of the essence of the journalistic profession as a social, informational, creative, its basic characteristics, social roles of a journalist, personal qualities necessary for the responsible performance of professional functions;

CL2 - disclosure of the essence of journalistic activities as multidimensional, including the preparation of their own publications and work with other participants in the production of media texts; individual and collective activities; textual and extra-text work (project, producer, organizational);

CL3 - awareness of the basic domestic and foreign professional standards of the journalist, the ability to master the skills of entering, recording, encrypting and updating data using electronic or manual information systems;

CL4 - knowledge of the principles of work with sources of information and methods of its collection (interview, observation, work with documents), selection, verification and analysis, as well as methods of precision (accurate) journalism;

CL5 - an idea of the characteristics of the mass media, the tasks and methods, the technology and techniques of creating journalistic publications, the understanding of their content and structural compositional specifics;

CL6 - the study of the basic requirements for media information (accuracy, reliability, links to sources, the distinction between facts and opinions, pluralism in the presentation of points of view, etc.);

CL7 - the ability to form the foundations of the organization of scientific research in the field of journalism, the ability to master the skills of creating and managing manual or electronic systems for storing, selecting, organizing, receiving, distributing and protecting information.

CL8 - creating advertising, organizing sales. Development of plans.

CL9 - the ability to teach the skills of creating and developing visual images and displays, educational or promotional materials, art designs or performances, the ability to rethink accumulated creative and cultural experience, follow and acquire new creative and cultural knowledge and skills, conduct a creative search, put into practice analysis methods.

### 3.1 Matrix of correlation of the learning outcomes of the educational program as a whole with the competences formed

	L01	L02	L03	L04	L05	L06	L07	L08	L09	L010	L011	L012
GS1	+			+								
GS2								+				
GS3		+			+					+		
GS4			+						+			
GS5	+	+	+			+	+					+
GS6		+						+		+	+	+
GS7									+			
CL1							+				+	
CL2		+				+						
CL3			+					+				
CL4	+				+					+		
CL5				+							+	
CL6									+			+
CL7		+										
CL8					+							
CL9									+			

#### 4. Matrix of 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	Fundamentals of the Public Sciences/  Қоғамдық ғылымдар негіздері /	GED	OC		The purpose of the discipline is formation of an objective idea of the history of Kazakhstan based on a deep understanding and scientific analysis of the main stages, patterns and originality of the historical development of Kazakhstan.	5		v		v	
				History of Kazakhstan	Ancient people and the formation of nomadic civilization. Turkic civilization and the great steppe. Kazakh Khanate. Kazakhstan in the era of modern times. Kazakhstan as part of the Soviet administrative-command system. Declaration of Independence of Kazakhstan.						
	Основы общественных наук/				State system, socio-political development, foreign policy and international relations of the Republic of Kazakhstan. Methods and techniques of historical description for the analysis of the causes and consequences of events in the history of Kazakhstan.						
2		GED	OC		Purpose of the subject - the formation of a holistic idea among students about philosophy as a special form of knowledge of the world, about its main sections, problems and methods of studying them in the context of future professional activity. And also the formation of philosophical reflection, introspection and moral self-regulation among students.	5		v			
				Philosophy							

					<p>Emergence of a culture of thinking. Subject and method of philosophy. Fundamentals of philosophical understanding of the world: questions of consciousness, spirit and language. Being. Ontology and metaphysics. Cognition and creativity. Education, science, technology and technology. Human philosophy and the world of values. Ethics. Philosophy of values. The subject of aesthetics as a field of philosophical knowledge. Philosophy of freedom. Philosophy of art. Society and culture. Philosophy of history. Philosophy of religion. "Mangilik El" and "Modernization of Public Consciousness" are a new Kazakhstan philosophy.</p>		
3	<p>Socio-Political knowledge/ Әлеуметтік-саяси білімдер /</p>	GED	OC	<p>Social and Political Studies</p>	<p>The goal of forming knowledge about social and political activities, explaining social and political processes and phenomena.</p> <p>Consideration of the system of socio-ethical values of the society. Ways to use social, political, cultural, psychological institutions, features of youth policy in the modernization of Kazakhstani society and solve conflict situations in society and professional environment based on them.</p> <p>To study the methods of analysis and interpretation of political institutions and processes, ideas about politics, power, state and civil society, to understand and use the methods and methods of sociological, comparative analysis, to understand the meaning and content of the political situation in the modern world. Analysis and classification of the main political institutions. Socialization, identity and deviant behavior: the role of an</p>	4	v
	<p>Социально-политические</p>						



знания

4	GED	OC	Cultural Studies and Psychology	<p>inclusive approach.</p> <p>Purpose: the formation of scientific knowledge of history, modern trends, current problems and methods for the development of culture and psychology, the skills of a systematic analysis of psychological phenomena.</p> <p>Contents: Morphology, language, semiotics, anatomy of culture. Culture of nomads, proto-Turks, Turks. Medieval culture of Central Asia. Kazakh culture at the turn of the XVIII - XIX centuries, XX century. Cultural policy of Kazakhstan. State Program "Cultural Heritage". National consciousness, motivation. Emotions, intellect. The will of man, the psychology of self-regulation. Individual typological features. Values, interests, norms are the spiritual basis. The meaning of life, professional self-determination, health. Communication of the individual and groups. Socio-psychological</p> <p>conflict. Models of behavior in conflict. Social and psychological foundations and development of inclusive culture in modern society; Psychological characteristics and conditions of professional adaptation of persons with disabilities; Psychological support and tolerance as a way of social integration of people with disabilities; Social and psychological barriers to interaction between persons with normal and impaired development in modern society.</p>	4	v
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5	Socio-ethnic Development/ Әлеуметтік-этникалдық даму /	GED	HsC	Ecosystem and law	<p>The purpose: Formation of integrated knowledge in the field of economics, law, anti-corruption culture, ecology and life safety, entrepreneurship, scientific research methods.</p> <p>Content: Fundamentals of safe human-nature interaction, ecosystem and biosphere productivity. Inclusion is a strategy of international legislation. The entrepreneurial activity of society in conditions of limited resources, increasing the competitiveness of business and the national economy. Regulation of relations in the field of ecology and human life safety. Knowledge and compliance of Kazakhstan's law, obligations and guarantees of subjects, state regulation of public relations to ensure social progress. Application of scientific research methods. Legal basis for artificial intelligence.</p>	5	v
6	Социально-этническое развитие /	BD	EC	Abay Study	<p>Purpose: based on the creativity of A.Kunanbayev, the preservation of the «national code» and in the project «Kazakhstan»</p> <p>Contents: historical overview of the history of Kazakhstan and Kazakh literature of the XIX-XX centuries. Studies of Abai's legacy of the XX-XXI century. Chronology of Abai's creativity.</p> <p>Abai is a great poet, ethnographer, founder of Kazakh written literature. Abai is the compiler of the code of laws «The Position of Karamola», social significance. Abai is a thinker, religious scholar, philosopher.</p> <p>The role of Abai in education and science, the concept of a «Holistic person». «Words of Edification» by Abai, an epic novel by M.Auyezova</p>	3	v

«The Way of Abai». K. Tokayev «Abai and Kazakhstan in the XXI century», role, significance.

7	BD	EC	Basics of financial literacy	<p>The purpose of the discipline is to study personal and family financial resources, which are critical to achieving financial well-being.</p> <p>Contents of the discipline. Financial planning and consumer safety. Basic methods and techniques for effective spending and saving money. Protecting and investing your own financial resources. The role and significance of personal finance, its capabilities for achieving financial stability. Filtering out a lot of dubious financial information. Incentives for independent management of responsibilities and optimal financial capabilities of the consumer. Making smart financial decisions when building a professional career. Application of AI in combating corruption.</p>	v
8	BD	EC	Mukhtar Studies	<p>Purpose: Formation of a historical, literary idea of M. Auezov's work in the context of literary history, patriotism and cultural and spiritual position. Development of artistic thinking, skills of independent research activity.</p> <p>The content of the discipline The life and creative path of M. Auezov Semipalatinsk, Tashkent, St. Petersburg periods. M. Auezov's activity in the magazines «Sholpan», «Abai». M. Auezov's journalism. An artistic review of the short stories "Korgansyzdyn kuni", "Kyr suretteri",</p>	v

				<p>"Okagan azamat", "Kokserek", the play Enlik-Kebek and the stories "Kili Zaman", "Karash-Karash" okigasy", the monograph "Abai Kunanbayev", the epic novel "Abai Zholy".</p>	
9	BD	EC	<p>Foundations of Anticorruption Culture</p>	<p>Purpose: formation of an anti-corruption worldview, strong moral foundations of a personality, civic position, stable skills of anti-corruption behavior.</p> <p>Content: Overcoming legal nihilism, formation of the basics of students' legal culture in the field of anti-corruption legislation. Formation of a conscious perception/attitude towards corruption. Moral rejection of corrupt behaviour, corrupt morality and ethics. Development of skills necessary to fight corruption. Development of anti-corruption standards of conduct. Anticorruption propaganda, dissemination of lawfulness and respect for the law. Activities aimed at understanding the nature of corruption, awareness of social damage caused by its manifestation, ability to defend one's position with arguments, seeking ways to overcome manifestation of corruption.</p> <p><b>Application of AI in combating corruption.</b></p>	v
10	BD	EC	<p>Basics of Artificial Intelligence</p>	<p>Objective: To develop competencies in the use of knowledge and practical application of artificial intelligence tools and methods, in alignment with the priorities of the AI-Sana program.</p> <p>Contents: Introduction to Artificial Intelligence (AI). Development of practical skills and abilities, including: using AI tools; working with large language models (LLMs); utilizing no-code AI platforms; employing generative AI tools; image recognition; natural language processing (NLP); and data visualization through AI.</p>	

1 1	Communication and Physical Training/ Коммуникаций и физической культуры/ Коммуникация және дене мәдениеті /	GED	OC	Kazakh (Russian) language	<p>Understanding the application of AI in various fields and exploring its potential through the integration of AI-Sana program approaches.</p> <p>Purpose: formation of communicative competence using the Kazakh (Russian) language in the socio-cultural, professional and public life, improvement of the ability to write academic texts.</p> <p>The contents. Levels A1, A2, B1, B2-1, B2-2 (B2, C1 Russian language) are presented in the form of cognitive-linguocultural complexes, consisting of spheres, themes, sub-themes and typical situations of communication of the international standard: social, social - cultural, educational and professional, modeled by forms: oral and written communication, written speech works, listening. Demonstration of understanding of the language material in the texts on the educational program, knowledge of terminology and development of critical thinking.</p>	10	
1 2		GED	OC	Foreign language	<p>The aim is a formation of students' intercultural and communicative competence in the process of foreign language education at a sufficient level A2 and a level of basic sufficiency B1. Student reaches B2 level of common European competence if the language level at the start is higher than B1 level of common European competence</p> <p>The contents. Levels A1, A2, B1, B2 are presented in the form of cognitive-linguocultural complexes, consisting of spheres, themes, sub-themes and typical situations of international standard's communication: social, social - cultural, educational and professional, modeled by forms: oral and written communication,</p>	10	v

1 3	GED	OC	Physical training	<p>written speech works, listening. Demonstration of language material's understanding in texts on educational program, knowledge of terminology and critical thinking development.</p> <p>Objective: the formation of social and personal competencies and the ability to purposefully use the means and methods of physical culture that ensure the preservation and strengthening of health in preparation for professional activity; to the persistent transfer of physical exertion, neuropsychic stresses and adverse factors in future work.</p> <p>Implementation of physical culture and health and training programs. A complex of general development and special exercises. Sports (gymnastics, sports and outdoor games, athletics, etc.). Control and self-control during classes, insurance and self-insurance. Refereeing competitions, Means of professionally applied physical training. Modern health-improving systems: the breathing system according to A. Strelnikova, K. Buteyko, K. Dinaiki, joint gymnastics according to Bubnovsky.</p>	8	v
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BD	Hs C	Professional Kazakh (Russian) language	<p>The purpose of the discipline: to determine the importance of language in the society and to realize the necessity of developing language skills for future professions of students.</p> <p>Development of oral and written speech, formation of language culture of students using various methods and techniques; development of speech and writing skills in the professional sphere.</p>
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The content of the discipline provides students with cognitive knowledge about the Kazakh language, religion, history, traditions, national peculiarities as a means of communication; explains the cognitive system, lexical composition, grammatical categories of the Kazakh language; promotes the development of oral colloquial speech in compliance with the literary norms of the language; promotes to the mastery of scientific style and free expression of thought.

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BD	Hs C	Professionally-oriented foreign language	<p>The aim - is the formation of the basic level of professional communicative foreign language competence. in the process of improving skills in oral and written speech, improvement of skills of grammatical registration of the statement</p>
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The contents. The requirements for modern specialist by the employer and professional organizations is based on the analysis of the socio-pedagogical factors in accordance with additional and professional training. Conducting a comparative analysis, developing communication skills, the ability to perform the following tasks: a scientific view of objective

				factors, conducting comparative analyses.		
1 6		GED	OC	Information and communication technology  Purpose: formation of the ability to critically evaluate and analyze processes, methods of searching, storing and processing information, methods of collecting and transmitting information through digital technologies. Development of new "digital" thinking, acquisition of knowledge and skills in the use of modern information and communication technologies in various activities.  Contents: Introduction and architecture of computer systems. Software. Operating systems. Human-computer interaction. Database systems. Data analysis. Data management. Networks and Telecommunications. Cybersecurity. Internet technologies. Cloud and Mobile technologies. Multimedia technologies. Smart technology. E-technologies. Electronic business. Electronic government.	5	v
1 7	Fundamentals of Engineering and Technical Sciences/ Журналистика ғылымдары негіздер	BD	EC	Activities of Modern Press  The purpose of the discipline: the origin and formation of the history of the national press, the first publicists. editors of newspapers and magazines, training in their school of skill. The content of the discipline: gives an assessment of the orientation, content of the Kazakh press in accordance with the political and social conditions of the time of their publication, pays attention to the "white spots" in the history of the Kazakh press. Communicative functions, typologies, genre features, thematic orientations, language and style specifics are studied. The features of the functioning and development of the regional	4	v

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Основы  
журнал  
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BD

EC

History of  
journalism  
in the  
southern  
region

media of Kazakhstan in modern conditions are revealed. The main problematic and thematic areas of the regional press of Kazakhstan at the present stage are determined. The language, stylistic and genre features of the regional press of Kazakhstan are formulated. The role of the media in covering the issues of socio-economic and cultural development of Kazakhstan is being studied. The main trends and development prospects of the regional press of Kazakhstan are revealed.

The purpose of the subject: to instill skills in collecting, processing and differentiating important data related to the history and formation of journalism in the Southern region.

The content of the discipline: summarizes, analyzes materials about the work of prominent journalists and publicists of regional media. Comprehensively considers the significance and importance of spiritual, creative, historical heritage in journalism of the Southern region, gives guidelines for their use in journalistic materials.

Analyzes the journalistic heritage of A. Kunanbayev, Ch. Valikhanov, Y. Altynsarin, as the ancestor of the Alashpress. It studies the revolutionary press of the early twentieth century, the press of the repression period, front-line journalism during the Great Patriotic War, the press of the Soviet period, the era of restructuring and the period of independence of Kazakhstan through the prism of the work of prominent journalists and publicists of

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				Kazakhstan. It also analyzes texts, makes it possible to get a deep and comprehensive understanding of the importance and necessity of the spiritual, creative, historical heritage of Kazakh journalism in the southern region.	
1 9	BD	EC	Sports Journalis m	<p>The purpose of the discipline: to study and master the formation of sports journalism in Kazakhstan, its development, current state, features and originality. To teach ways to form language norms in sports journalism, to increase vocabulary.</p> <p>The content of the discipline: increases the general speech culture of students, forms skills and abilities for the correct use of language means in speech in various situations of communicative interaction. Develops the culture of oral business speech and the culture of written speech.</p> <p>The periods and trends of institutionalization of sports journalism in Kazakhstan, directions of its development are revealed. Sports and sports journalism of Kazakhstan are considered as the most important aspect of the culture of society in a historical context. The places of sports journalism of Kazakhstan in the international information space are determined, as well as the features of the manifestation of the main trends in sports journalism at the national level. The level of preparedness of the main participants, providing the process of development of sports journalism at the present time and their understanding of the meaning of sports journalism, its values, specificity and ability to objectively assess its condition in Kazakhstan, is determined.</p>	5

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BD EC

The purpose of the discipline: mastering the main professional laws and current problems of photojournalism, new modern methods and techniques.

The content of the discipline: teaches best practices in the field of photojournalism, teaches the ability to differentiate the process of development of domestic photojournalism, comparing it with the process of development of world photojournalism.

Photojournalism

Creates conditions for the development and formation of the students' personality, the realization of their creative potential, socialization through acquaintance with the world of photojournalism. It forms the moral foundations of the personality, active citizenship and respect for the word. It introduces students to photojournalism as a profession and fields of photography. It provides basic knowledge of photojournalism. It develops skills and abilities necessary for the professional activity of a photojournalist and develops students' information, computer and technical literacy.

2  
1

BD EC

Corporate Journalism

The purpose of the discipline: to familiarize the society with the results of the intensive work of the company, to determine the connection between corporate media and the media. Clarification of the connection between traditional media and corporate press.

The content of the discipline: Determines the

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relationship between corporate journalism and the audience. Reveals the connection of the corporate publication with the traditional press, determines the role of journalism in the media.

Forms a holistic view of students about the corporate media system, explains the junction in the corporate media system. Features of the construction of journalism and PR, genesis, specifics, activities, types, and also determines the main trends and development prospects. Goals, functions and opportunities of corporate media, their types.

2  
2

BD

EC

TV editor  
mastery

The purpose of the discipline: training of the creative laboratory of masters of the television format, systematic interpretation of the components of professional skill, the development of divergent thinking that expands the scope of creative potential.

The content of the discipline: technological and meaningful approaches to television programs are considered, the image of the leading author on the screen is described, creative shooting is summarized.

TV editorship is a fundamental subject that is theoretically taught to students majoring in journalism. This course provides detailed information on television and radio journalism, a branch of the media. The main content of the course includes the nature and peculiarities of television and radio journalism, its history, formation and development, modern nature, structure and principles of organization.



2 3	Journalism and publishing / Журналистика и издательское дело/ Журналистика және баспасөз ісі	BD	EC	Media literacy and Ethics	<p>Purpose of the discipline: Development of critical thinking regarding modern media products. Formation of skills in creating PR texts for the press. Communication support for the activities of a modern organization, the formation of basic ideas about the role of media relations in PR-communication.</p> <p>The content of the discipline: Develops the openness of mass media and media literacy in Kazakhstan. Forms critical thinking in assessing the accuracy and reliability of news. Forms professional competencies in relation to media ethics, organization and the media.</p> <p>Formation of basic ideas about the place occupied by public relations in the communication support of the activities of a modern organization, and the role that media relations play in PR communication, forms general professional competencies in the field of organizing interaction between the organization and the media; competence in the preparation and implementation of communication campaigns and events; develops the skills of creating PR-texts intended for the press.</p>	4	v
2 4		BD	EC	Preparation of magazines, newspapers and TV programs	<p>The purpose of the discipline: to get acquainted with the process of production of media products of important media - magazines, newspapers and TV programs, to summarize the peculiarities of the professional activities of journalists working in the periodicals.</p> <p>The content of the discipline: analyzes the forms of submission of journalistic materials,</p>		

types of processing, methods of reporting on the strip, methods of editing, design and release, location of figures.

The discipline includes the study of the typology of journalism; theories and methods of journalistic creativity; shows the features of work and planning of journalistic materials. Introduces some journalistic methods of mining and its use in the right field; reveals technological and economic opportunities for effective work; develops professional techniques and reporting skills that determine the successful work of a TV and radio journalist on air.

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BD

EC

Stylistics  
and  
culture of  
speech

The purpose of the discipline: to instill students the skills of analyzing the directions and basic concepts of stylistics, stylistic capabilities of functional styles.

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The content of the discipline: introduces the structure and types of genres in Kazakhstani media, contributes to the mastery of linguistic and stylistic features of journalism genres, forms the practice of effective writing of life material in a certain genre, hones journalistic skills.

He speaks the norms of oral and written literary language, the rules of pronunciation, stress, usage, stylistics, knows how to use the expressive means of the language in various conditions of communication in accordance with the goals and content of speech. Knows linguistic norms, literary, communicative and ethical norms. He understands the specific implementation of linguistic properties and

2 6	BD	EC	PR- Journalis m	<p>capabilities in everyday and mass conditions - oral and written communication.</p> <p>The purpose of the discipline: to define PR services. To teach rational and effective formation of public opinion through PR. Mastering PR efficiency. The awareness that PR (Public Relations) is an institution that forms mutual understanding and harmonious, friendly relations between the organization and society.</p> <p>The content of the discipline: masters the method or form of agitation that forms public opinion about the product, service and sale. Considers the close connection between PR and advertising.</p> <p>The discipline develops theoretical ideas about the evolution of the science of PR, PR concepts, the market of PR services. Forms practical skills of conducting business and press events for representatives of the target audience. Analyzes PR-manifestations in the texts of a modern information resource. Studies the legal and ethical features of PR in the multimedia space.</p>		
2 7	BD	EC	Basics of journalisti c creativity	<p>The purpose of the discipline: determining the directions of formation, development of Kazakh journalism, comprehension of thematic, genre, formal changes in journalism. Familiarization with samples of textbook collections and journalistic works published in newspapers and magazines in order for students to get a complete, systematic idea of them.</p> <p>The content of the discipline: determines the nature of the genres of journalism; shows the</p>	5	v

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8

BD

EC

Media  
and  
Society

relationship, similarity, difference between journalism and fiction, publicism and journalism. Determining journalistic features in ancient Turkic written monuments, teaches to write new works based on the rich heritage of Kazakh journalism.

Owns a set of knowledge and information related to the specifics of the creative activity of a journalist. A detailed study of the mastery of journalism forms the personality of the aspiring journalist. Raises the skill level of a journalist, develops the level of student thinking, forms a taste for creative research.

The purpose of the discipline: to provide students with a base of necessary theoretical knowledge about journalism, to determine the place and role of the media and journalist. Determination of connections between social groups, institutions, organizations and individuals; mastering methods of working with computer networks.

The content of the discipline: Gives the concept that the work of a journalist is the main source of information in the society. Analyzes problems and processes of public importance. It is mastered in close and non-ingratory connection with such fields of knowledge as literary criticism, political science, sociology.

To form an understanding of the history of development and the main theoretical directions of research in communication and information. To give the main scientific directions in the field of research of mass communications, the basic principles of the functioning of media as a subject of economic activity, to navigate the historical

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2 9	BD	EC	History and Practice of Kazakh Poetry	<p>aspects of the development of media in society, to know the economic specifics of the difference between media and other types of industries.</p> <p>The purpose of the discipline: a comprehensive analysis of the works of poets and writers of the last century, analysis of works related to the history and theory of development of genres of the Kazakh press.</p> <p>The content of the discipline: reveals the nature of the Kazakh idiomatic language as a scientific, cognitive, historical, national value during the new era. Determines the contribution of poet writers to journalism, paradigmatic features of genre texts.</p> <p>The main content of the poetry of the ancient period is determined. It reveals the values of Kazakh folklore, works of zhyrau, akyns, biys, musicians, written literature monuments, the content of people's religious life, education, customs, mentality, moral and aesthetic ideals. It characterizes the cultural heritage of the Kazakh people, reveals contradictions and trends in spiritual and cultural processes.</p>	5	v
3 0	BD	EC	Rhetoric and Speech Culture Journalist	<p>The purpose of the discipline: to identify the main signs of speech culture, to deepen knowledge about the normative, communicative, ethical aspects of speech culture. Development of methods and techniques of speech ethics, speech strategy, methodology. Familiarization with studies of language culture and oratory.</p> <p>The content of the discipline: considers the</p>		v

features of oratory in Kazakh linguistics and literary criticism, gives the concept that the main source of culture is language. Teaches delicate, tactful expression of subtext, hidden meaning of words in the Kazakh language. He studies changes in society in a multifaceted way.

Ability to interact with people in different speech situations and the ability to correctly build the argument are formed. Abilities of improvised public speaking and the ability to consciously respond to external verbal stimuli are developing. The skills of conducting a conversation and asking questions are fixed, skills are developed to achieve the goal by choosing the optimal tactics of speech behavior in a communicative situation.

3  
1

BD

EC

Expressive  
Reading  
and  
Manner  
of  
Speech  
of a  
Journalist

The purpose of the discipline: To give an idea of the artistic meaning and expressiveness of the work. To determine how understandable the text is to the audience; to develop the skills of understanding the task, the goal when reading. To explain what kind of tools should be used to determine the content of the text.  
The content of the discipline: teaches the dynamics of oral speech. Teaches the development of materials in various genres on Internet sites. Introduces the experience of periodicals. Forms the competencies of future journalists in mastering the experience of writing information.

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The cultural and linguistic bases of communication, the main methods of speech



influence, the specific properties of the language of the newspaper, radio, television, advertising, the Internet are being mastered. The skills of analyzing the characteristics of the text of the media are developed on the basis of the formed ideas about the ratio of the content and form of the utterance, about the interaction in communication of the actual linguistic and extralinguistic factors.

3  
2

BD

EC

Informatio  
n Radio

The purpose of the discipline: to describe the technological means of preparing information radio programs, to work in the unity of the full cycle of production of television and radio programs, to instill the skills of choosing a topic and creating a script.

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The content of the discipline: evaluates the technical means of information radio, editing methods, the role of the journalist in the preparation of audio materials, analyzes new genres on radio stations.

The discipline introduces the main typological features, the structure of the reportage, the peculiarities of editing on the radio; organizational principles of state and commercial radio stations, work with radio texts to improve the skills of a journalist, forms the skill of collecting and processing information materials for radio, creates materials in different genres, radio script; determines the format of the radio station; develops the concept of radio programs.

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PD	EC	Basics of Copywriting	<p>The purpose of the discipline: to give an idea of the object of study, the basic theoretical principles and concepts of the basics of copywriting. Development of text presentation skills based on the process of creating and placing unique text material.</p>	5
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The content of the discipline: gives an idea of the features, meaning, nature, features of the basics of copywriting; determines the features of the form of publication on the Internet; instills skills in preparing material for industry publications.

The discipline introduces students to the basics of copywriting as the compilation of advertising (including image and presentation) texts. Copywriting to create a text that offers you to buy here and now, by writing a direct answer designed to interest the reader, offers image copywriting.

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4

PD	EC	Foreign Journalism	<p>The purpose of the discipline: to acquaint with the history of development, formation, features of the functioning of the press, television, radio, the Internet abroad; to form skills to analyze the experience of the best foreign journalists.</p>
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Content of the discipline: studies the patterns of historical development of foreign journalism, analyzes the functional features of mass media, the dynamics of the formation of genre diversity. Familiarization of students with the history of the world press, radio and television, news agencies. Provide information about the driving forces and patterns of the

3 5	PD	EC	Publishing in Kazakhstan	<p>Western European process, the place of man, socio-political organizations, the main stages of development and the main processes of journalism, the information flow, the mechanism of the public management process.</p> <p>The purpose of the discipline: training in the development of innovative, editorial, printing, marketing and information technologies in publishing; deepening individual training of students in the publishing field.</p> <p>The content of the discipline: instills organizational skills in the information environment; trains specialists capable of conducting research in the field of mass media; teaches to differentiate the process of development of domestic publishing houses, comparing it with the process of world development.</p> <p>Innovative editorial, publishing, marketing and information technologies are being developed and implemented in the publishing industry. Theoretical and practical, individual training of students in mastering the theoretical problems of publishing science and training of specialists able to carry out organizational and managerial activities in the information sphere and conduct research in the field of interaction of various structures of society with the media are carried out.</p>	5	v
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PD	EC	Branding	<p>The purpose of the discipline: formation and development of knowledge and skills in the field of branding, professional approach to brand creation and management. Training in the collection and processing of materials for brand development, their introduction to market, brand management.</p> <p>The content of the discipline: determines the role of branding in the business model of the functioning of various companies, develops the concept of positioning the brand image. Analyzes a set of factors that affect the perception of the brand by consumers through various channels for obtaining information, his own experience of using the brand.</p>	v
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7

BD	EC	Form and Content of Radio Genres	<p>The purpose of the discipline: mastering in certain knowledge of one of the media; developing skills for developing materials in various genres on websites; developing future journalists' radio skills; mastering the skills of writing information.</p> <p>The content of the discipline: stages of development, structure, genres and forms of radio broadcasting in Kazakhstan; methods and techniques for preparation of radio programs; clarification of the content of information on the air and ways of its enrichment. Teaches how to work on a radio channel, find information, create a message in different genres and styles, maintain a program live.</p> <p>Students are being introduced to the specifics of</p>	5
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EC

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The journalism of A. Baitursynov, M. Dulatov, A. Bukeikhanov, H. Dismukhameduly, M. Tynyshbaev, M. Seralin, M. Chokai, E. Omaruli, T. Shonanuly is studied. A deep and comprehensive understanding of the significance and necessity of their spiritual and creative heritage is being shaped. The publicist mastery of A. Baitursynov, the first publications of M. Dulatov and other founders of democratic

					principles in the Kazakh press Alash are considered.		
3 9	Fundamentals of specialty/ Мамандық негіздері/ Основы специальности /	BD	HsC	Introduction to speciality	<p>The purpose of the discipline: to give students a cognitive and methodological orientation, to determine the role of journalism in society, the functions and principles of journalism, its performance and effectiveness.</p> <p>The content of the discipline: gives a clear concept of the place and role of the discipline "Journalism" in the history of all mankind, society, contributes to the awareness of the principles of national interest, historical continuity, information security in the art of public speaking.</p> <p>Stimulated interest in the specialty, based on the information received about the professional activity, its role and place in the general system of public professional relations. Acquaintance with the content of their future professional activity, the main requirements for specialists of this profile, the amount of knowledge and skills that students should receive during their studies at the university, and academic disciplines is carried out.</p>	4	
4 0		BD	EC	Genres Analytical Journalism	<p>The purpose of the discipline: to acquaint with such types of analytical genres as article, notice, review and letter. The formation of skills to analyze, reason, evaluate, check, express an opinion about facts and information.</p> <p>Development of the ability to analyze and evaluate literary works, draw conclusions.</p> <p>Content of the topic: Analytical journalism</p>	5	v

formulates and filters social phenomena, events and processes. Analytical correspondence, analytical interviews, analytical reviews, interviews, explanations, reviews, types of articles, press reviews.

The content of the discipline: analytical journalism summarizes and filters social phenomena, events and processes. Conducts analytical correspondence, analytical interview, conversation, explanation, review, interview, various types of articles, press review.

The values of analytical journalism in the media, its main features as a type of journalistic creativity are revealed. The opportunity and role of journalists and editors in creative professional activities are demonstrated. Assistance is being provided in mastering the basic methods of analyzing reality, substantiating judgments, evaluations, and inference. Acquired practical training skills analytical speeches.

4 1	BD	EC	Camera mans Skill	<p>The purpose of the subject: to master the compositional construction of a complex of data, information frames, text and sound, microphone systems. Developing the skills of writing text for video frames and organizing studio TV shows. Mastering the creation of a creative plan for a TV show, setting the configuration of a video camera, a symbolic background of the type and color.</p> <p>The content of the discipline: forms students' specific ideas about TV journalism and videography, introduces the theoretical nature of</p>	v
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TV shows. Forms the harmony of inner spiritual creativity in the process of creating a video frame, selecting text and music, developing an ethereal product.

Features of camerawork, principles and shooting modes, rules of operation of shooting equipment, has an idea about the basics of compositional frame construction, the specifics of camerawork depending on the genre.

4 2	BD	HsC	Education al Practice	<p>The purpose of the discipline: to give students a cognitive and methodological orientation, the ability to apply in educational practice the specific role of journalism in society, the functions and principles of journalism, its effectiveness.</p> <p>The content of the discipline: clearly comprehends the place and role of the discipline "Journalism" in the world, in society; assimilates the principles of national interest, historical continuity, information security in public verbal art, develops skills for their application in educational practice.</p> <p>The skills of studying the content of regulatory documents regulating the activities of radio and TV, the principles of building information and legal databases used in journalistic practice are consolidated. Acquired practical experience and its application. Acquaintance by means of an excursion with the practical activity of the media.</p>	1	v
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BD	EC	Literary Editing and Style	<p>The purpose of the discipline: to train specialists in newspapers, press, radio and television methods and techniques of analysis and editing manuscripts for publication in the media.</p> <p>The content of the discipline: conducts a comprehensive analysis of the activities of a literary worker directly engaged in literary editing, working with the manuscript in the press and newspaper.</p> <p>Critical analysis and application of theoretical and practical knowledge in the field of philology and other humanities for their own scientific research, the choice of communication strategies and tactics, rhetorical, stylistic and language norms and techniques adopted in various fields of communication are carried out. Oral and written communication with a statement of reasoned conclusions are studied.</p>	5
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BD	EC	Television Presenter's Mastery	<p>The purpose of the discipline: to form students as professionals by introducing them to the culture of live speech, creative skills, professional competence; a combination of theory and practice.</p> <p>The content of the discipline: discusses the current national orientation of developing programs on Kazakh TV channels and analyzes them in comparison with today's (modern) TV programs. Explores the work of famous TV presenters who have left their mark on the history of Kazakh television; creates an opportunity for students to study in their master schools.</p>	
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PD

HsC

Social  
Networks  
and  
Mass  
media

The discipline teaches students to communicate in the field of television and radio journalism, write programs, write scripts, find a character that matches the theme. Students will receive an overview of the live stream.

Journalists learn to study ethics, voice, rhythm and microphone on TV channels.

The purpose of the discipline: the development of information resources, formation of a journalist's professional culture in interaction with social networks.

Content of the discipline: analyzes phenomena and changes in the field of social media. Teaches methods of analysis and critical evaluation of information, data collection. Teaches how to properly upload data to sites. They focus on solving urgent problems of integrating social networks into the professional culture of a journalist. The process of forming a professional culture of a journalist in the context of his interaction with social networks, the impact of social networks on journalism is studied. The prerequisites for the development of social networks on the Internet are considered. The functionality of social networks, the features of the dissemination of information in social networks are revealed. The convergence of the professional culture of a journalist and social networks, the professional culture of a journalist in working with social networks is investigated.

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4 6	<p>Fundamentals of applied Sciences/ Жанры художественных публицистики/ Көркем публицистикалық жанрлар</p>	PD	EC	<p>Broadcasting technology training</p>	<p>The purpose of the discipline: to teach a TV journalist to speak on camera, being in the middle of the event, quickly master the topic and draw rational conclusions. Creative search in the preparation of a TV interview, the logic of interviewing; screen aesthetics and psychological mood within the framework of a TV interview; training in choosing an object with a TV interview, mastering the methods of studying it, forming the image of a journalist in a TV interview.</p> <p>The content of the discipline: TV broadcast is carried out based on the new technology. TV movies, news, TV interviews, TV reports are created. In practice, they teach how to work with a digital video camera, video recorder, computer and TV monitor. When analyzing news, the student improves his or her skills to express his opinion, to independently develop television products.</p> <p>Outlines the facts and gives a vivid description of the first attempts to transmit a TV signal at a distance. A clear separation of the stages of development of television in different countries of the world. There are guided tours from the first picture, broadcast by still electromechanical TV, and up to modern TV shows, broadcast using state-of-the-art quality technologies. The influence of television on the course of historical events is determined.</p>	5	v
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PD	EC	Ways of Forming Journalistic Skills	The purpose of the discipline: to form students' ideas about the principles and norms of international or regional transmission of information in the periodicals and on television.
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The content of the discipline: Helps to consolidate the theoretical knowledge of students during practice, increases creativity and professional abilities. Forms deep knowledge in the context of the practical application of information in the business culture of modern professional journalism and its introduction to the international market.

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BD	EC	Television authoring programs	The purpose of the discipline: teaching how to write scripts for programs on television, plan TV programs, layout TV news, how to broadcast them.
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The content of the discipline: provides information about the nature, structure of TV programs, information about the stages of development, modern directions of TV programs; makes a forecast for the future of their development; instills skills in mastering the technique of speaking in the frame and directing.

Acquaint students with the creative process of creating the program, the specifics of the genre, the characteristics of the television infrastructure, the expressive means of TV, the history of world TV, the history of Kazakh TV, genres and forms of TV, the specifics of television broadcasting in the media system, and the modern system of the right regulation of

				world television broadcasting. , with activities aimed at conquering the audience.		
4 9	BD	EC	Media Psychology	<p>The purpose of the discipline: formation of skills for understanding the peculiarities of psychological processes taking place in society, the priorities of journalistic creativity, the process of creation and reception (perception) of texts in the media.</p> <p>The content of the discipline: forms in students a systematic idea of the psychological patterns that underlie communication in society. The conceptual apparatus and terms of such disciplines as philosophy, sociology, theory of journalism, social psychology are widely used.</p> <p>Students form scientific ideas about media psychology, its subject area, principles and directions of research. Holistic ideas about mass media systems, their role, functions, and types in the modern world are being created. Summarizes the achievements of modern research in the field of media psychology. Students are familiarized with the basic methods and techniques of researching the effects of mass media.</p>	v	
5 0	BD	EC	Artistic Journalism	<p>The purpose of the discipline: mastering the features of artistic and journalistic genres, teaching them to determine as a result of generalization, analysis of data depending on the content of the text, writing style, language and stylistic method. Formation of competencies of future journalists in mastering the experience of writing information.</p>	4	v

The content of the discipline: forms skills in determining, communicating, disseminating, discussing, summarizing specific events and phenomena in the genres of artistic journalism. Improves journalistic skills through data disclosure and storyline in artistic and journalistic form.

It offers information on the nature and characteristics of journalism as a specific profession, on the ways of forming knowledge and skills, on the organization of the educational process, on rational methods of independent work with literature. The general laws governing the functioning of journalism as a social institution are considered. Collection, selection, composition, interpretation and distribution of mass media, designed for different segments of the audience, taking into account the social position of each media.

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BD

EC

Mass  
Communications  
and  
International  
Relations

The purpose of the discipline: systematic, comprehensive formation of students of the concept of the processes of interconnection of international relations and journalism, training in understanding the importance of the trend and problems in international relations and foreign journalism, familiarization with the sources of the communication system in the largest countries of the world

The content of the discipline: considers the main stages and patterns of development in the history of international relations and foreign

policy. Information on modern new models of information technologies is provided and it is possible to determine the individual characteristics of each of them. At the same time, attention is focused on key events in the history of large countries and regions of the world.

Creative research is the foundation of the journalistic profession. All aspects of mastery occupy a special place in journalism. As we grow older, our knowledge becomes rich, diversified, grows, renews and improves. NewsBulletin is a journalistic perspective that presupposes optimism, predicts the future and shapes public opinion.

5 2	BD	EC	<p>The purpose of the discipline: to determine the role of journalism in society, the nature of information services, the functions and principles of journalism, its effectiveness and effectiveness.</p>	5	v
		Methodology of Journalistic Research	<p>The content of the discipline: introduces the trends of journalism in close connection with the social process by mastering the first stage of journalistic skills; accurately, reliably describes the impact of systematically, purposefully disseminated information on public opinion, peculiarities of journalistic activity.</p> <p>Practical skills are acquired for choosing and using research methods, collecting and processing empirical information for scientific research. There is a mastering of skills in</p>		

defining the goal and structuring the tasks of scientific research, in formulating research hypotheses. Practiced skills of presenting the results.

5  
3

BD

EC

The purpose of the discipline: formation of the reputation of the brand, company, news resource as a reliable source of information. Preventing the spread of false information and concepts on the Internet, reducing the level of pseudoscience and unrest in society. Verification to determine the reliability and accuracy of actual data.

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Factcheck  
ing  
Methodolo  
gy

The content of the discipline: Fact-checking exposes those who intend to use topical social topics and political fraud for their own purposes. Preliminary verification of facts is carried out before publication and eliminates errors, inaccuracies, disputed data.

The discipline forms students' skills of individual and group work with media products. Teaches students how to work with hardware and software technologies. Considers real speculation on social topics as an effective and vivid means of exposing, reflecting reality. Systematizes the understanding of the principles of fact-checking, verification of information and the logic of investigative projects.

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PD

HsC

Industrial  
Practice I

The purpose of the practice: consolidation and deepening of theoretical knowledge, skills and abilities acquired by students in the educational

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process during the internship, the development of practical skills in professional activities, as well as the formation of professional competencies in accordance with the qualification sign.

The content of the practice: Industrial practice trains highly qualified and professionally competent specialists. Promotes the acquisition of skills, abilities and competencies to consolidate the knowledge gained in the process of studying in higher education institutions, replenishes best practices.

The theoretical knowledge gained in the basic disciplines is consolidated and deepened. Students form professional skills of independent work in the direction of training. Mastering the forms and methods of work of a specialist and the practice of implementing the activities of a journalist.

5 5	Fundamentals of scientific research / Ғылыми зерттеу негіздері / Основы научных исследований	PD	EC	Journalism and Law	<p>The purpose of the discipline: to motivate students to write on a legal topic in the process of teaching the legal foundations of journalism; to teach them to reveal subtleties, complex trends, phenomena in this field.</p> <p>The content of the discipline: introduces the stages of development of journalism and the foundations of law in Kazakhstan, explains the functions and significance of law, determines the place of journalistic testimony in journalistic research.</p> <p>Formed ideas about the place of moral principles and values in journalism, in the work of each individual journalist. The main</p>	5	v
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5 6	PD	EC	Social Ecology in Mass media	<p>documents regulating the behavior of representatives of the journalistic corps are being studied. A comprehensive understanding of the principles and norms of legal regulation in the field of mass information aimed at ensuring a balance of interests of an individual, society and the state is being formed. Carried out civil education of the individual.</p> <p>The purpose of the discipline: analysis of materials covering environmental problems on the pages of the Kazakh press. Assimilation of unknown data and information about ecology by studying the discipline.</p> <p>The content of the discipline: forms a system of various works on ecology to preserve the stability of the biosphere, carries out work on the training of environmentally competent journalists.</p>		v
5 7	BD	EC	Editorial Preparation of Publication	<p>The purpose of the discipline: to teach methods and methods of preparing various publications for publication. Consideration of the possibilities of applying theoretical and practical principles and rules of examination, adjustment, artistic and technical design of the publication.</p> <p>The content of the discipline: demonstrates methods of preparing the project, model, concept of publication; develops skills in developing, searching, creating, and compiling a competitive, popular, effective publication. Increases the culture of working with the author, forms the skills of technical design of the publication.</p>	4	v

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BD	EC	Basics of Makeup and Video Recording	<p>The purpose of the discipline: to get acquainted with the basics of video surveillance and editing, the formation of skills for its visual demonstration. Mastering the creation of a video. Mastering the integration of sound and text and saving it as a video film.</p> <p>The content of the discipline: edits, edits videos and sounds. Selects a video or sound to add to the finished movie. Creates video editing using Windows Movie Maker. Adds sound effects, creating a montage.</p> <p>The course content: Edits videos and sounds. Selects video or audio to add to the finished movie. Creates video editing using Windows Movie Maker. Adds sound effects through editing.</p> <p>Learning with the help of technological tools in the studio. Studies the combination of video and speech, music and noise with the help of editing methods associated with the appearance of sound in journalism, based on its classic model in film production.</p>
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PD	EC	Convergent Journalism	<p>The purpose of the discipline: to study the convergent differences between Kazakhstani TV channels, traditional media and information portals, as well as to determine the structure, direction, audience, content.</p> <p>Content of the discipline: Convergence of the media involves the introduction and formation of new production media structures, the creation</p>
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of innovative models, transforming convergent journalism into the main factor of renewal, modernization of modern journalistic activities.

Provides students with the basic concepts that characterize convergent journalism. It creates a systematic understanding of the patterns of development of modern convergent journalism among students. The students acquire knowledge related to understanding the essence of professional culture of various subjects of information activity. It indicates the role of the media as part of the mass communications system, the main social functions of journalism in the context of the historical and modern experience of Kazakhstani and world media.

6 0	PD	EC	Media Design	<p>The purpose of the discipline: to familiarize future journalists and public relations specialists with modern design technologies; to assist in mastering the basic principles of design; to replenish theoretical knowledge and conduct competence practice.</p>	v
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The content of the discipline: teaches the principles of creating creative design; instills the skills of creating a harmonious work in the process of creative activity; teaches to create elements of design of media products, letters, and emblems in the course of mastering computer programs.

6 1	PD	HsC	Industrial Practice II	<p>Practice: systematization, generalization and deepening of theoretical knowledge based on</p>	6	v
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the study of the work of organizations in which students undergo practice; formation of practical skills, general cultural, professional competencies and professional image; consolidation of knowledge gained by students in the educational process.

The content of practice: develops students' ability to collect, analyze, forecast and account for information, analyze communicative information, skills in organizational and management activities, the ability to adhere to legal and ethical standards in professional activities.

The theoretical knowledge gained in the basic disciplines is consolidated and deepened. Formed professional skills of independent work in the direction of training. Developed skills mastering the forms and methods of the specialist. The practice of implementing the activities of a journalist.

6 2	Literatura Journalism/ Литература и журналис тика/ Әдебиет және жур налис тика/	BD	EC	Date- Journalism	<p>The purpose of the discipline: the use of new technologies in the process of journalistic work, training in information processing techniques in the digital age. Providing information on the increase in digital data in the dissemination of information. Training to prove the connection of journalism with areas such as design, computer science, statistics.</p> <p>The content of the discipline: visualizes data, that is, reconfigures data and presents it in graphic form. Filters, sorts, searches for data. Reports a huge amount of information and</p>	5	v
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uploads it to the graphics field. Determines the significance of the information, its compliance with the context.

Data visualization, i.e. transformation and presentation in graphical form of data. Embody data in a very specific form, display the interdependence between groups of data. Filtering, sorting, data search. Report more information and not overload the graphic field, making it difficult to read. Translation of socially significant information from a database language inaccessible to humans in an understandable form. The significance of the data is clarified, setting them in context.

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The purpose of the discipline: mastering professional methods and techniques of creating advertising, mastering the features of the use of advertising in various media, in various genre forms of information and journalistic creativity.

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Mass  
media  
and  
Advertis-  
ment

The content of the discipline: grouping of advertising in the media, explains the functions of media, radio, television and Internet advertising, compile special texts for various media, organize advertising campaigns.

The content of the discipline: groups advertising in the media according to various principles; explains the features of advertising in the press, radio, television and on the Internet; compiles special texts for various media; organizes advertising campaigns.

Analyzes the main global trends in the

6 4	BD	EC	Social issues and mass media	<p>development of the media industry in the context of convergence processes, the most important innovative practices in the field of mass media. It systematizes technologies aimed at enhancing dialogue forms of interaction with the audience in the production of mass information. It summarizes effective techniques for the operational preparation of materials using various sign systems, depending on the type of mass media, in various genres. Artificial intelligence in media and communications.</p> <p>The purpose of the discipline: To clearly show the role of the media in familiarization with world civilization, native culture and national values. To master the issues of increasing the importance of the media for the economic, cultural and social development of Kazakhstan in the space of world civilization.</p> <p>The content of the discipline: Determines the place of the media in the system of power and assesses their role in the political process. Masters modern electronic information tools. Acquires skills in collecting information using new media and information technologies in the process of mastering work on television, radio, periodicals, websites.</p> <p>Formed the development of modern journalism. The ownership of the information market structure, information management, typologies of the media, the basics of economic theory and management and the skills of analysis, critical thinking, and methodological research practices are carried out. Facts analysis, theoretical</p>	6	v
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BD

EC

Language  
of Mass  
media  
and  
Research

generalizations are being conducted.

The purpose of the discipline: to collect, process general information and provide a wide audience. Take an active position towards social processes, events and mobilize most of society. Ensuring the efficiency, convenience and accessibility of information. To create an opportunity for the general public to receive the same, identical and stable information.

The content of the discipline: openly publishes information to the public using special technical means. The activity of the media is to disseminate information about the most important general events, phenomena and processes to citizens, authorities, public institutions.

The norms of the literary language in specific channels of communication are characterized. The areas of application of the norm in mediarechi of various functional and stylistic status are determined. Acquaintance with the methods of studying mass media is carried out. The skill of understanding the linguistic nature of the violation of the norm in the media and their correction is imparted Develop communication skills. Formed a harmonious personality, fluent in the norms of speech culture.

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6 6	Branches of Journalism/ Отрасли журналистики/ Журналистика салалары	PD	EC	Business Journalism	<p>The purpose of the discipline: development of students' skills of independent compilation and editing, analysis, evaluation of text; formation of sustainable skills of interaction with sources of information.</p> <p>The content of the discipline: provides theoretical knowledge necessary for high-quality work in the economic and political media spheres in the position of journalist, correspondent, and editor.</p> <p>The skills of Business Journalism, Mass Media (media), writing articles, reporting, editing and business communication are improving. Methods are being developed to train students and journalists of the new generation in the field of business, familiarizing themselves with the Business Journalism structure, taking into account the best practices of Kazakhstani and international companies.</p>	6	v
6 7		PD	EC	SMM Journalism	<p>The purpose of the discipline: development of skills in working with information, searching for facts, research, selection, analysis, comparison, evaluation. Ability to work with professional devices and equipment necessary for the profession of a journalist; knowledge of the law on Mass Media and its use; formation of professional ethics, etiquette.</p> <p>The content of the discipline: promotes products and services of social networks, conducts a dialogue between the social group and the marketing industry of the company.</p>		

Modern Internet media provide the reader with various formats of information transmission, such as text, video, photo, audio.

SMM – be active in all social networks and have experience in organizing various surveys, contests, events; be able to work with text; write competently, maintain a website, personal blog. In addition to knowing the specifics of content on the Internet, marketing is the ability to effectively distribute messages and manage the audience. Creatively, coming up with new interesting ideas, mastering creative ways of their development and systematizing and planning with the help of main cards, Gantt charts.

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PD

EC

Sectoral  
Journalis  
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The purpose of the discipline: to instill in students the principles of national interest, historical continuity, information security in journalism; introduction to professional skills through the development of new technologies. The content of the discipline: determines the main directions of formation and development of Kazakhstan's industry journalism, compares it with the achievements of sectoral journalism in highly developed countries. Understands the specifics of a journalist's work in the social sphere. Studying the professional standards of social journalism: thematic areas, genres and formats, technologies for working with social information. Analyzes materials of social orientation in the concept and information policy of various types of media.

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PD	EC	Ethnojournalism	<p>The purpose of the discipline: familiarization of students with the peculiarities of ethnic journalism and its manifestations</p> <p>in the modern media system;</p> <p>mastering the principles and methods of activity of a modern ethnojournalist;</p> <p>mastering the basic tools of an ethnojournalist's work in a modern media system</p> <p>Kazakhstan and media systems of the near and far abroad.</p> <p>The content of the discipline: The specifics of ethnic journalism. The subject of reflection of ethnic journalism, its features and content. Multinational media in Russia: the experience of historical and theoretical research. Social and ethnic. Its features and manifestations in the social sphere of society. The specifics of studying the peculiarities of ethnic journalism. The place and role of the course in the training of future journalists. Competencies formed during the course study. The specifics of the preparation of journalistic texts on ethnojournalism. The dual nature of ethnic journalism. The topic of interethnic interaction in journalism as the basis of ethnojournalism. Journalism of ethnic minorities and diasporas in national languages.</p>	v
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PD EC Organizati  
on of  
Editorial  
Work

The purpose of the discipline: mastering the scope of professional duties of a journalist, the basic principles of organizing editorial work, familiarization with the main stages of preparing a journalistic work for publication.

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The content of the discipline: considers the features of the media, the press, the Internet, journalistic activities; determines the organization of production, structure and functional responsibilities of the editorial staff.

The electronic version of the media is being studied; stages of the creation of numbers: text, design and layout and copyright and advertising legislation, editors (editors, journalists, creative and technical workers). It describes an advertising service, a distribution service (printed numbers or a broadcast signal) and a marketing service, a financial service, a legal service, and an administration.

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PD EC Modern  
Technolog  
y of  
Training

The purpose of the discipline: to get acquainted with the experience of journalists and editors in the field of television, to teach how to create TV and radio programs, to get interviews, to develop text processing skills.

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The content of the discipline: introduces students to the basics of the theory and practice of television programs. Analyzes the development of television in Kazakhstan and CIS countries in accordance with modern requirements.

We study the concept and essence of mass communication in the conditions of the modern global information space. The problems of mass communication, the functioning of media

systems and the specifics of the mass communication process in modern society, the basic methods of studying the process of mass communication, taking into account modern techniques and technologies of various related sciences, are being mastered.

7 2	Module acquisition of new professional competencies/ Жаңа кәсіби құзыретті ліктерді алу модулі/ Модуль приобретение новых профессиональных  компетенции	BD	EC	Subjects in - the additional educational program (Minor Program)	<p>The purpose of the discipline: to give an idea of the methodology of teaching the Kazakh language and literature; the object, subject of research, the methodological and theoretical foundations of comparative grammar as a science. To show the ways of historical formation, development of methods of teaching the Kazakh language and literature.</p> <p>The content of the discipline: studies and describes the most optimal, effective methods and methods of teaching. Analyzes the actual perception of the material by students, its accurate understanding, application in their practice. Establishes the amount of knowledge, skills, skills regarding the content, principles, methods and techniques of the discipline and determines ways of its assimilation. Mastering knowledge, skills and abilities in various areas of journalism, owns the competence of future professions.</p>	12
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7 3	Module of final certification / Модуль итогового аттестации/ Қорытынды аттестация модулі	PD	HsC	Predegree or industrial  practice	<p>The purpose of the practice: consolidation of practical skills in performing the main types of work on theoretical knowledge; generalization, systematization of knowledge, development of the skill of making an independent decision in specific production conditions.</p> <p>The content of the practice: determines the content, goals and objectives of the journalist's work; develops skills in working with various genres of journalism in the process of mastering their features; forms competencies in analyzing the content and form of journalistic works, conducting an examination of newspaper and magazine materials.</p> <p>Professional skills and professional experience are obtained by combining theoretical knowledge and skills with practical activities that provide applied orientation and specialization of training.</p>	10	
7 4		Итоговая аттестация		Writing and defence of degree work (project) or passing a graded exam	<p>Purpose of the work: systematization, consolidation of theoretical knowledge and practical skills in the specialty, development of skills for their application in solving specific scientific, technical, economic and production problems. Formation of competencies of students in the professional sphere.</p> <p>The content of the work: in accordance with the specific specialty, the generalized results of the study of topical problems in science and their independent determination are shown. Summarizes the design solutions of scientists who conducted research in this field.</p>	8	v

Φ.7.02-10



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	Final Examination			ex.	pass-fail grade
1	1	6	4	1	2	28	2				900	30	5	2
	2	5	4		3	27	2	1			900	30	5	3
2	3	6	1	3	4	28	2				900	30	6	2
	4	6	3	1	2	24	2		4		900	30	5	2
3	5	5	1		5	30					900	30	6	
	6	4			4	24			6		900	30	4	1
4	7	3			4	21					630	21	4	
	8	3			4	21					630	21	4	
	9	1							10	8	540	18		1
Total			8	5	28	203	8	1	20	8	7200	240	39	11



## 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/pss>.

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 6B03220 - Journalism is a multimedia room No. 417 and the Auezov FM television studio, located in the main building. For students of specialties 6B03220 - 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.

