MINISTRY OF SCIENCES AND HIGHER EDUCATION OF THE REPUBLIC OF KAZAKHSTAN

M.O. AUEZOV SOUTH KAZAKHSTAN UNIVERSITY

Acting Chairman of the Board Rector .... .osmanbetov.

«........ 2024

EDUCATIONAL PROGRAM

7M02088 (1) – Media Linguistics and editorial

Registration Number	
Code and Classification of Education	7M02 – Arts and Humanities
Code and Classification of Areas of Training	7M023 – Languages and literature
Group of educational programs (EP)	M057 – Linguistics
Type of EP	*Innovative*
ISCE level	7
NQF level	7
IQF level	7
Language learning	120 credits
The complexity of EP	-
Distinctive features of EP	-
Partner University (JEP) -	-
University partner (DDEP) -	

Shymkent, 2024

Developers:

Full name	Position	signature
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NysanbayevaZh. T.	The director of the Lyceum school	
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The EP was considered at a meeting of the Committee on Academic Quality of the Faculty of Philology, Protocol No. 4 from " 16 " 0 2 202 4 y.

Chairman of the Committee _____ M.T. Shakenova

The EP reviewed and recommended for approval at a meeting of the Educational and Methodological Council of M. Auezov SKU
Minutes 4 of " 18 " 0 2 202 4 y.

Chairman of the Educational and Methodological Council _____ C.R.Sarykulov

Approved by the decision of the Academic Council of the SKSU named after.M. Auezov
Minutes 6 dated 18 03 202 4 y.

CONTENT

1. CONCEPT OF THE EDUCATIONAL PROGRAM

Mission of the University	Generation of new competencies, training of a leader who translates research and entrepreneurial thinking and culture
University Values	• Openness–open to change, innovation and cooperation. • Creativity – generates ideas, develops them and turns them into values. • Academic freedom – free to choose, develop and act. • Partnership – creates trust and support in a relationship where everyone wins. • Social responsibility – ready to fulfill obligations, make decisions and be responsible for their results.
Graduate Model	• Deep subject knowledge, their application and continuous expansion in professional activity. • Information and digital literacy and mobility in rapidly changing conditions. • Research skills, creativity and emotional intelligence. • Entrepreneurship, independence and responsibility for their activities and well-being. • Global and national citizenship, tolerance to cultures and languages.
Uniqueness of the EP	• Orientation to the regional labor market and social order through the formation of professional competencies of the graduate, adjusted to meet the requirements of stakeholders. • Practical orientation and emphasis on the development of critical thinking and entrepreneurship, the formation of a wide range of skills that will allow you to be functionally literate and competitive in any life situation and be in demand in the labor market.
Academic Integrity and Ethics Policy	The university has taken measures to maintain academic integrity and academic freedom, protection from any type of intolerance and discrimination: • Rules of academic integrity (order No. 212 of October 10, 2022); • Anti-corruption standard (order No. 221 n/a dated 12/07/2021). • Code of Ethics (Order No. 212 of October 10, 2022)
Regulatory and legal framework for the development of EP	1.Law of the Republic of Kazakhstan "On Education"; 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 No. 595 with amendments and additions dated December 29, 2021. No. 614 3. Standard rules for admission to training in educational organizations implementing educational programs of higher and postgraduate education, approved by order of the Ministry of Education and Science of the Republic of Kazakhstan dated October 31, 2018 No. 600 with amendments and additions dated 06/02/2023. No. 252 4. State mandatory standards for higher and postgraduate education, approved by order of the Ministry of Education and Science of July 20, 2022 No. 2; 5. Rules for organizing the educational process in credit technology of education, approved by order of the Ministry of Education and Science of the Republic of Kazakhstan dated April 20, 2011 No. 152; with changes and additions from 09/23/2022. No. 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 No. 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 No. 57

8. Guidelines for the development of educational programs for higher and postgraduate education, Appendix 1 to the order of the Director of the National Center for the Development of Higher Education of the Ministry of Education and Science of the Republic of Kazakhstan dated May 4, 2023 No. 601 н/қ

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 according to the Standard Rules for admission to training in educational organizations implementing educational programs of higher and postgraduate education Order of the Ministry of Education and Science of the Republic of Kazakhstan No. 600 dated 31.10.2018
Conditions for the implementation of the EP for persons with disabilities and the MEP	For students with SEN (special educational needs) and persons with disabilities (PSI), tactile PVC tiles, specially equipped toilets, a mnemonic diagram, and shower bars have been installed in educational buildings and student dormitories. Special parking spaces have been created. Crawler lift installed. There are desks for people with limited mobility (PLM), signs indicating the direction of movement, ramps. In the educational buildings (main building, building No. 8) there are 2 rooms with six working places adapted for users with disorders of the musculoskeletal system (DMS).For visually impaired users, the SARA™ CE Machine (2 pcs.) is available for scanning and reading books. The library website is adapted for the visually impaired. There is a special NVDA audio program with a service. The JIC website http://lib.ukgu.kz/ is open 24/7. An individual differentiated approach is provided for all types of classes and in the organization of the educational process.

2. PASSPORT OF THE EDUCATIONAL PROGRAM

Purpose of the EP
Preparation of masters of Philology with key and professional competencies in the field of linguistics and literary studies, philological education, translation and editorial work, to solve professional problems in scientific, practical, educational and social spheres.

EP tasks
• to instill system skills of generalization and analysis of scientific information, transformation of accumulated knowledge in the field of philology and philological education;
- supplement the base of systematic knowledge on linguistics and literary studies, methods of teaching philological disciplines with modern achievements based on basic and elective courses;
- promote the mastery of new research technologies and techniques for the implementation of scientific projects;
- contribute to mastering the theory, methods, methods and tools of editorial activity, as well as the technology and technique of creating media publications;
- contribute to the acquisition of knowledge in the field of translation theory and the language being studied, its stylistic resources and functional varieties;
- to deepen professional education that allows graduates to successfully work in various fields of activity related to translation, editorial activities and intercultural communication;
- to form socially responsible behavior in society, understanding the importance of professional ethical standards and following these standards;
- create conditions for the formation of in-demand knowledge and skills, an informed attitude to improving the well-being of the population and protecting the planet in the context of the SDGs;
- improve lifelong learning skills and abilities to successfully adapt to changing conditions throughout their professional career;
- to increase the competitiveness of graduates in the field of philology to ensure that they can find employment in their specialty as quickly as possible or continue their studies at subsequent stages of study.

Harmonization of EP
7th level of the National Qualifications Framework of the Republic of Kazakhstan;
Dublin descriptors of the 7th level of qualification;
Cycle 2 of the Qualification Framework of the European Higher Education Area (A Framework for Qualification of the European Higher Education Area);
Level 7 of European Qualification Framework for Lifelong Learning (The European Qualification Framework for Lifelong Learning).

Connection of the EP with the professional sphere
The sectoral framework of qualifications in the field of education, approved by Protocol No. 2 of the meeting of the sectoral tripartite Commission on Social Partnership and regulation of social and labor Relations under the Ministry of Education and Science of the Republic of Kazakhstan dated November 23, 2016.
Professional standard "Teacher", approved by the Order of the Chairman of the Board of the National Chamber of Entrepreneurs of the Republic of Kazakhstan "Atameken" No. 133 dated June 8, 2017.
Professional standard "News processing activities in mass media", approved by the Order of the Chairman of the Board of the National Chamber of Entrepreneurs of the Republic of

Kazakhstan "Atameken" No. 259 dated 12/24/2019.

Professional standard "Publication of newspapers", "Publication of magazines and periodicals", approved by the Order of the Chairman of the Board of the National Chamber of Entrepreneurs of the Republic of Kazakhstan "Atameken" No. 259 dated 12/24/2019.
Professional standard "Publishing of newspapers", "Publishing of magazines and periodical publications", approved by the order of NCE RK "Atameken" No. 133 dated from June 8, 2017

Name of the degree awarded	After the successful completion of this EP, the graduate is awarded the degree of Master Philology "7M02088 (1) – Media Linguistics and editorial"
List of qualifications and positions	A graduate of this OP can work as a teacher in colleges and universities, a researcher in research institutions, a translator, an editor of publishing houses and mass media, a speechwriter without presenting work experience requirements.
Field of professional activity	Professional activity in modern media communications, mass media, advertising and public relations.
Objects of professional activity	• higher education institutions; • research institutes and centers; • mass media (editorial offices of newspapers, radio and TV); • media communications; • press centers of state and government bodies, as well as commercial structures; • advertising agencies and publishing houses; • information and analytical services.
Subjects of professional activity	• teaching interdisciplinary disciplines integrating philological and journalistic spheres; • organization of research activities within the educational process of the university; • study, critical analysis and research in the field of media linguistics, media communication, media discourse and editing using modern research methods; • organization of editorial work in publishing houses and mass media regarding planning, timely and high-quality preparation of materials for publication and speeches; • conducting trainings and master classes on media philological support, media rhetoric and speechwriting, speech culture, business communication and negotiation.
Types of professional activity	• research and development; • organizational and managerial; • educational and educational; • social and pedagogical; • information and analytical; • editorial; • translation.
Learning outcomes	**LO 1.**To orient oneself in the main ideological and methodological problems of media linguistics and media communication through the comprehension and application of philosophical and transdisciplinary knowledge in their historical development and socio-cultural context. **LO 2** To use a foreign language for successful oral and written interaction in academic, scientific and professional activities in the context of intercultural dialogue.

LO 3. To organize team work in the course of professional activity, to manage it, taking into account the psychological characteristics of managerial activity, knowing the basics of media psychology, effective speech communication and the laws of rhetoric.

LO 4. To apply effective educational and digital technologies, including artificial intelligence, in teaching disciplines at the university of an interdisciplinary nature, integrating the philological and journalistic branches of modern scientific knowledge based on student-centered learning, as well as in media research, development and editing of media products.

LO 5. To work on a scientific and media project at all phases of its development, demonstrating the skills of working with information (search, analysis, systematization, etc.), as well as the skills of forecasting and generating new ideas, applying methodological techniques for the study of media linguistics and media discourse.

LO 6. Possess theoretical knowledge and a wide range of methods and techniques of philological work with media text, correctly analyzing and interpreting them depending on the tasks of professional activity (linguistic expertise, discourse analysis, stylistic, etc. analyses).

LO 7. Apply a wide range of communicative strategies and tactics, rhetorical and stylistic techniques, demonstrating in the conditions of cross-cultural communication the culture of thinking, correctness and technique of speech, when solving research, practical and managerial tasks in professional activity.

LO 8. Integrate and constantly update theoretical and practical knowledge about modern aspects of media space and media data, practical skills in editing, creating and promoting media text or speech, observing media ethics and legal literacy.

3. COMPETENCIES OF AN EP GRADUATE

GENERAL COMPETENCIES (SOFT SKILLS).Behavioral skills and personal qualities	
GC 1. Competence in managing your literacy	GC1.1.The ability to self-study, self-develop and constantly update their knowledge within the chosen trajectory and in an interdisciplinary environment. GC1.2. Ability to express thoughts, feelings, facts and opinions in the professional sphere. GC1.3. The ability to mobility in the modern world and critical thinking.
GC 2. Language competence	GC2.1.Ability to build communication programs in the state, Russian and foreign languages. GC2.2.The ability to interpersonal social and professional communication in the context of intercultural communication.
GC 3. Mathematical competence and competence in the field of science	GC3.1.The ability and willingness 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.
GC 4. Digital competence, technological literacy	GC4.1. 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. GC4.2.The ability to use various types of information and communication technologies: Internet resources, cloud and mobile services for the search, storage, protection and dissemination of information.
GC 5. Personal, social and educational competencies	GC5.1.The ability to physical self-improvement and orientation to a healthy life to ensure full-fledged social and professional activities through methods and means of physical culture. GC5.2. The ability to socio-cultural development based on the manifestation of citizenship and morality. GC5.3 The ability to build a personal educational trajectory throughout life for self-development, career growth and professional success. GC5.4. The ability to successfully interact in a variety of socio-cultural contexts during study, at work, at home and at leisure.
GC 6. Entrepreneurial competence	GC6.1. The ability to be creative and enterprising in different environments. GC6.2. Ability to work in the mode of uncertainty and rapid change of task conditions, make decisions, allocate resources and manage your time. GC6.3. Ability to work with consumer requests. GC6.4. The ability to comply with the principles of anti-corruption activities.
GC 7. Cultural awareness and self-expression	GC7.1. The ability to show ideological, civic and moral positions. GC7.2. The ability to be tolerant of the traditions and culture of other peoples of the world, to possess high spiritual qualities.
PROFESSIONAL COMPETENCIES (HARDSKILLS).	
Theoretical knowledge and practical skills specific to this field	PC1. The ability to possess systematized knowledge about the patterns of historical development and functioning of languages, communication mechanisms, to explain the causes of changes in language taking into account extralinguistic (socio-, psycholinguistic, cognitive, etc.) factors.
	PC2. The ability to use the acquired fundamental knowledge of the theory of language and speech communication, integrating modern approaches to the study of the functioning of the language system into the basic provisions of linguistic science.
	PC3. The ability to apply the skills to practically implement the norms

	of the literary language in speech, the skills of linguistic and comparative analysis of language units at all levels of the language system.	
	PC4. The ability to understand the laws of the literary process, the artistic significance of a literary work in connection with the social situation and culture of the era.	
	PC 5. Ability to apply the methodology of comparative historical and typological analysis of a work of art	
	PC6. The ability to use the system of philological knowledge in order to effectively solve teaching, educational, methodological, educational, social and communicative tasks, as well as the implementation of translations of texts and documents of different genres.	
	PC 7. The ability to edit the media text in accordance with the norms, styles, and requirements adopted in different types of media, as well as to select, edit, and relay information received from the Internet or coming from news agencies, mass media, government agencies, public opinion research services, PR and advertising agencies, audiences	
	PC8. The ability to show professional values: professionalism; innovation; creativity; meritocracy; integrity.	

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

	LO1	LO2	LO3	LO4	LO5	LO6	LO7	LO8	LO9
GC1	+				+	+			+
GC2	+								+
GC3		+	+			+			
GC4			+	+	+		+		
GC5				+	+	+	+	+	+
GC6		+						+	+
GC7							+	+	+
PC1					+	+		+	
PC2				+		+			
PC3					+				+
PC4		+				+	+	+	
PC5		+						+	+
PC6									
PC7									

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

№	Name of the module	cycle	component	Name of the discipline	Brief description of the discipline	Number of	LO 1	LO 2	LO 3	LO 4	LO 5	LO 6	LO 7	LO 8
							Generated learning outcomes(codes)							
1		BD	HSC	History and philosophy of science	Purpose: to study the problems of the phenomenon of science as a subject of special philosophical analysis, the formation of knowledge about the history and theory of science. Patterns of the development of science and the structure of scientific knowledge. Science as a profession and a social institution. Methods of conducting and organizing scientific research. The role of science in the development of society. Patterns and trends in the development of activities for the generation of scientific knowledge, taken in their historical dynamics and considered in a historically changing socio-cultural context. Specificity and interrelation of the main problems of the philosophy of science and the history of science. Philosophy of natural sciences, engineering and technology, humanities. Development of critical thinking.	4	+							
2	**Module of scientific and pedagogical training. Methodological foundations of teaching**	BD	HSC	Foreign language (professional)	Purpose: to increase the level of foreign language proficiency achieved at the previous stage of education, to improve communication skills in academic, research and teaching activities. Content: Improving reading skills: reading foreign-language scientific, methodological literature. Development of writing skills: production of scientific texts within the framework of the topic or problem under study. Abstracting and annotating scientific texts, preparing summaries. Writing texts in various scientific genres: a report, a presentation, abstracts and an article on a topic or problem of scientific research.	4		+						
3		BD	HSC	Management Psychology	Purpose: to master the psychological foundations of the process of managing people and groups of people necessary in the professional activities of highly qualified specialists. Content: The main approaches and principles of science that	4			+					

					emerged at the intersection of psychology and management theory. Systematization of fundamental psychological concepts. Psychological patterns of managerial activity, the understanding of which is necessary for highly qualified specialists. The laws of rhetoric and the power of persuasion. Methods of psychological research and their application in order to improve the quality of management activities.											
4		BD	HSC	Higher school pedagogy	Purpose: formation of skills in designing and implementing scientific and pedagogical activities at the university based on knowledge about modern paradigms of higher education in Kazakhstan, the specifics of teaching and educating students with the use of innovative technologies. Content: The system of higher professional education in Kazakhstan. Methodology of pedagogical science. The concept of professional competence of a high school teacher. The main requirements for planning and organizing the educational and scientific process in acceptance of documents for enrollment in organizations of higher and postgraduate education. Principles of student-centered learning and assessment. Methods and forms of education in the training of future specialists. New educational technologies in higher education. Higher school as a social institution of education and formation of a specialist's personality.	4			+						
5		ChD	HSC	Teaching Methods of Special Disciplines	Purpose: to master the theoretical and methodological foundations of teaching interdisciplinary and practice-oriented disciplines at the university, integrating journalistic and philological branches of scientific knowledge. Content: Constructive interdisciplinary connections at the intersection of linguistics and journalism. The role of integrative learning in the system of university development of these disciplines. Effective innovative technologies used in the classes of the philological cycle in higher school. Modern, innovative (including digital and artificial intelligence) and practice-oriented teaching methods and technologies. The ability to extrapolate innovations in the profession into the educational process (in the field of higher education training). Methods of organizing educational	5			+						

№	Module			Discipline	Purpose / Content	Credits								
					and research work based on self-knowledge and self-education.									
6		BD	HSC	Pedagogical practice	Purpose: the formation of practical skills in the methodology of teaching and learning at the university, conducting classes in the bachelor's degree. Content: The study of the curriculum of the educational program, work programs of disciplines, the fund of evaluation tools, educational and methodological literature, as well as the development of lesson plans and their implementation in groups with a different contingent of students. Systematization and application of theoretical knowledge gained in the learning process in practice. Analysis and planning of scientific and pedagogical activities at the university. The use of innovative and digital technologies in teaching Russian language and literature.	4			+	+				+
7	**Methodological problems of modern media linguistics**	BD	EC	Modern linguistic concepts	Purpose: to deepen and expand the system of knowledge about modern linguistic directions of an integral nature, to enrich the general scientific and professional erudition of future masters in the field of media linguistics. Content: The change of scientific paradigms in modern linguistics is characterized by the dichotomy of "language and man" as an object of research. Linguophilosophical foundations of modern linguistic concepts. Linguoculturology, cognitive linguistics, conceptology, pragmatics, or theory of speech acts, discursology, computer and corpus linguistics, media linguistics, etc. Their main theoretical postulates and research methodologies.	6	+				+			
8		BD	EC	Actual problems of linguistics	Purpose: to deepen the understanding of current areas of linguistics, allowing to improve the linguistic thinking of Masters of Philology. Content: the essence of the main scientific concepts and directions of modern linguistic science. Actual problems of Russian linguistics at the turn of the XX–XXI centuries. The main scientific directions of theoretical and applied linguistics, the subject and tasks of the main anthropo-oriented scientific directions. Linguistic facts and units in the aspect of linguistic approaches studied.		+				+			
9		ChD	EC	Medialinguisti	Purpose: formation of systematized ideas about the theory,	5	+				+			

№					Name	Purpose / Content	Cr.									
					cs in Paradigm of Modern Scientific Knowledge	methods and directions of media linguistics as a science. Content: Media linguistics in the paradigm of scientific knowledge. The subject and tasks of media linguistics. Basic categories of media linguistics. Media text as the main category of media linguistics. Linguistic and media properties of the main types of media texts: news, information analytics, journalism, advertising. Media text and media discourse. Mechanisms of media speech production and perception. Speech behavior of participants in media communication. Media text in the cognitive-cultural aspect. The axiology of the media text.										
10	+		ChD	EC	Applied Aspects of Media Linguistic Researches	Purpose: integration of undergraduates' knowledge about the applied possibilities of media linguistic research Content: The subject of media linguistics. The applied value of media linguistics and media linguistic research. Modeling of information processes. Application of the information model for critical analysis of the mass media discourse. Media linguistics and related concepts: media culture, media literacy, media competence, media psychology and media education, media ecology. Mediastilistics and linguoculturology of the media text. Linguodidactic potential of media texts. Linguo-expert activity when working with media texts.		+			+					
11		+	BD	EC	**Intercultural communication in the media**	Purpose: to master the system of concepts in the field of intercultural communication, practical skills for successful intercultural interaction, taking into account the peculiarities and difficulties of modern verbal and non-verbal media communication with representatives of different cultures and countries. Content: Intercultural and cross-cultural communication. Multicultural environment. The concept of cultural sensitivity, the skill of conducting oral and written media communication in the context of intercultural dialogue. Modern digital media etiquette and business correspondence.	4								+	
12		+	BD	EC	**Linguistic pragmatics and stylistics**	Purpose: to deepen the system of knowledge about modern stylistics and linguistic pragmatics, to form skills for the effective use of stylistic and linguistic-pragmatic resources of the Russian language in the generation, attribution and translation of media texts. Contents: Linguistic and stylistic resources of the modern Russian								+	+	

№				Discipline	Purpose / Content	Credits								
					language. Implicit meaning and communicative intentions of the utterance. Cross-cultural pragmatics and problems of understanding in the intercultural context and media communication. Concepts, categories, methods of analysis in media journalism.									
13		ChD	EC	**Discourse and Internet communication**	Purpose: to study the linguistic and genre specifics of Internet communication, to expand and enrich the linguistic erudition of undergraduates. Content: The ambiguity of the term discourse. The concept of Internet communication. Types of institutional discourse (political, sports, mass-informational, artistic, educational), as well as informal communication in Internet communication (in everyday dialogue, in social networks). The concept of virtual discourse. Strategies and tactics in various discursive practices, including Internet communication.	5						+	+	
14	+	ChD	EC	**Theory of text and discourse**	Purpose: integration of knowledge on methodological problems of the theory of text and discourse, training in the skills of distinguishing different types of discursive practices. Content: Text and discourse as objects of linguistic research. Differentiation of the concepts of "text" and "discourse", their categories. The history of the linguistic theory of text. Methodological problems of the theory of text and discourse. Comprehensive analysis of texts and their components, analysis of various types of discourse (political, media, advertising, artistic, etc.).							+	+	
15	+			**Research work of a master's student, including internship and completion of a master's thesis**	Purpose: formation and improvement of research skills in the process of working on a scientific project at all phases of its development based on knowledge of modern scientific methodology. Content: Types of research works, independent research work of a graduate student, experiment, collection and analysis of empirical material, modern scientific methods and digital technologies, analysis of scientific literature, preparation of scientific publications and presentations, joint research and teamwork within the scientific community.	24	+		+		+			+
16	Modern	ChD	EC	Media ethics	Purpose: to form the ability to apply media ethics knowledge in	4			+					+

№	aspects	ChD/BD	EC	Discipline	Purpose / Content									
	aspects of the media space			and legal literacy	professional activities and demonstrate legal literacy. Content: Ecology of the media space, principles of professional ethics of a specialist. Media ethics and legal literacy. Social and legal responsibility for the creation and promotion of media texts. Distortion of information, fake information, media violence and its prevention, copyright infringement. Media space in the context of information policy. Media security. Analysis of media texts in violation of ethical and legal norms.									
17		ChD	EC	Fundamentals of Media Psychology	Purpose: to acquire theoretical and practical knowledge about the psychological aspects of interaction and behavior of a person in the media space. Content: The subject and objectives of media psychology. Media psychology and its role in modern life. Psychological aspects of human activity in the media environment. Socio-psychological problems of personality in the context of media culture, media education and media immunity. Critical thinking and value orientations as the basis for understanding media texts. Psychology of communication in social networks and the Internet. Gender and age characteristics of behavior on the Internet.			+						
18		BD	EC	Digital media	Purpose: to deepen knowledge about digital media and to form a willingness to use transdisciplinary knowledge about them in professional activities. Content: Digital media. Key concepts and categories of digital media. The role of digital media technologies in modern life and culture. Digital platforms. Multimedia and convergence of modern media. Internet TV. Mass media in the Internet space. Audiovisual content on the Internet, its interactivity Social networks. Multimedia tools used to promote media projects. Media design. Cybersecurity in the media industry.	5			+					
19		BD	EC	Information technologies in the media system	Purpose: formation of readiness to carry out professional activities based on the integration of knowledge about information technologies in media systems. Contents: Scientific theories and concepts of media systems in the context of globalization. The structure of media systems. Information				+					

					technology and artificial intelligence in media systems. Socio-cultural, political, economic, legal, etc.factors of activity of media systems.New media communication channels. Multimedia, transmedia in media communication. The role and place of the Internet in the modern media space. The phenomenon of blogging is the dynamics of media consumption. Media policy media industry.										
20		ChD	EC	Language techniques brand media	Purpose: formation of basic concepts of brand media and language mechanisms of their promotion among undergraduates. Content: Branding and brand media. Principles and tools of brand management in the media. Marketing communications and language mechanisms of brand media promotion. The role of the copywriter profession in brand management. Media copywriting (texts for all types of media), advertising copywriting (advertising texts), PR copywriting (texts for journalists, texts for speakers), business copywriting (texts of presentations, business letters, commercial proposals).	5									+
21		ChD	EC	Media analytics and working with databases	Purpose: formation of a system of knowledge and skills in the field of media analytics and work with media data. Content: Media analytics and media analysis. Media analysis, goals, objectives and object of research. Media field. Formation, evaluation, adjustment of the promotion strategy and communication policy. Information flow management. Image risk analysis. Media measurements. Working with databases. Media data analytics. Stages and results of media analysis. Content analysis, statistical analysis and interpretation of data. Analytical report. Media planning.										+
22	Technologies for analysis, examination, editing and promotion of media text	ChD	EC	Linguistic expertise of the media language	Purpose: to expand the system of knowledge about linguistic expertise and the formation of skills of expert activity. Content: The concept of linguistic expertise. The objectives of the study of the content of the text, oral utterance, creolized text involved in the legal field. A system of expert methods of linguistic research. Analysis of speech works of various types and genres, including texts of extremist orientation, texts of narcotic discourse, defamatory speech works, advertising texts, polycode media products. Manipulative techniques of modern media discourse. Examination of media texts.	6					+		
23		ChD	EC	Discourse	Purpose: the goal is to master the methodology of discourse analysis							+		

				Analysis of Media Text	of media texts. Content: Discursive analysis as a branch of language theory and as a linguistic method. The basic concepts and terms of the theory of discourse, various approaches to the study of discourse as a complex of interrelated texts of various forms and practices of their production, distribution and reception. Understanding unity "without discourse there is no social reality, without understanding discourse it is impossible to understand reality, experience and ourselves." Models and practical techniques of discourse analysis. Discourse analysis of media texts.										
24		ChD	EC	Contemporary Editorial Work	Purpose: to familiarize with the goals, objectives and subject of editorial activity in order to expand and enrich their erudition as future editors and media workers. Content: Editorial activity. Editor, functions and responsibilities. Analysis, planning and forecasting of editorial activity. The basic principles of the work of a modern editor, the analysis of examples of editorial practice. Examination of the manuscript, editing and proofreading of the text. Mechanisms of innovative development of world and Kazakh media.	6									+
25		ChD	EC	Specifics of Modern Editorial Activity	Purpose: to get acquainted with the specifics of editorial activity in order to expand and enrich their erudition as future editors and media workers. Content: Goals and objectives of editorial activity. The specifics of editorial activity. The image of a modern editor. Editing of scientific and media texts. Analysis, planning of media activities, risks and ways to minimize them. Mechanisms of innovative development of world and Kazakh media. Principles of business communication, marketing and management. Current trends in modern media.										+
26	Speech media communication practices	ChD	EC	Media Rhetoric and Culture of Speech	Purpose: to improve the skills of organizing speech information in the media space, taking into account the laws of media ethics and speech culture. Contents: Media rhetoric and modern theory of media communications. New forms of communicative interaction and impact	5			+				+		

on the audience that meet the needs of the information society. Communication strategies and participants in the media discourse. Types of public speech. Rhetorical and stylistic aspects of media text creation. Speechwriting. Forms, methods and technologies of modern speechwriting. Argumentation in various types of media texts Language norm and correctness of speech. Norm in mass media.

27			ChD	EC	Theory and Practice of Speechwriting	Purpose: to improve the skills of creating an oral presentation taking into account the laws of rhetoric, techniques and techniques of spiriting. Content: Goals and functions of speechwriting as a PR technology, its interaction with mass media. The specifics of the speechwriting text as an oral PR appeal. The main tasks, types and functional areas of the speechwriter's activity. Types of public speech (informational, persuasive, special). Algorithm of preparation, writing and nomination of abstracts of public speech. Speech strategies of oral public speech. Argumentation techniques, methods of getting out of unforeseen situations.									+
28			ChD	EC	Practice of Media Text: Strategies and Techniques	Purpose: formation of readiness to produce multi-genre media texts based on knowledge of strategies, tactics and language techniques. Content: Semantics, pragmatics, stylistics and rhetoric of the media text. Typology of the modern media text. Media audience. Functional-style, genre, Strategies and language techniques for creating news media texts, information analytics, advertising and journalistic media texts. Strategies and techniques of linguistic expressiveness in TV discourse. The language norm in the media space. Language difficulties. Workshop of text content of media projects.	6							+	+
29			ChD	EC	Difficult Cases of Spelling, Punctuation and Orthology in Media Sphere	Purpose: improvement of spelling, punctuation, orthological skills of the future specialist of the media sphere. Content: Correctness of speech. Norm as a dynamic functional category. Variability in the language. Language difficulties and the norm. Dictionaries of difficulties and their application in practice. Principles of spelling. Analysis of difficult spelling cases on examples of media practice. Principles of punctuation. Analysis of difficult punctuation cases using examples of media texts. Typologies of deviations from the norm. Language game. Orthology in the TV discourse. Norms and text								+	+

№	Module			Discipline	Description								
					editing.								
30			+	**Research practice**	Purpose: to get acquainted with the latest theoretical, methodological and technological achievements of national and foreign philological science, modern methods of scientific research, processing and interpretation of experimental data. Content: Analysis, planning and forecasting of the system of work during the internship. The study of scientific literature, the collection of theoretical material for the writing of scientific work, analysis with the use of relevant selected relevant research methods and techniques. Writing a scientific article, report. Approbation of the results of the study. Solving managerial tasks in the course of practical training.	6	+			+	+		+
31	**Module of final certification**			Execution and Defense of Master`s Thesis	Purpose: to develop the skills of design and demonstration of a master's thesis. Content: Provision of a completed, independent dissertation research. Substantiation of the relevance, theoretical and practical significance of the work. Description of new scientific results. Argumentation and evaluation of personal contribution to the development of the problem under study. Registration of the work in accordance with the requirements. Presentation of research results using digital technologies, demonstrating the culture of speech taking into account the laws of rhetoric.	8	+			+	+		+

5. SUMMARY TABLE REFLECTING THE VOLUME OF LOANS DISBURSED IN THE CONTEXT OF OP MODULES

Course of study	Term	Number of modules to be mastered	Amount of the studied disciplines		Number of credits KZ					Total in hours	Total loans KZ	Quantity	
			HSC	EC	Theoretical training	Educational practice	Production practice	Research work	Final certification			exam	Differentiated offset
1	1	4	5	2	29			1		900	30	6	1
	2	4	1	4	22	4		4		900	30	4	1
2	3	2	1	2	11		6	3		600	20	2	1
	4	3	0	3	16			4		600	20	3	
	5							12	8	600	20		
Total		13	7	11	78	4	6	24	8	3600	120	15	3

6. LEARNING STRATEGIES AND METHODS, MONITORING AND EVALUATION

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 learning:** focusing on the development of practical skills.
Teaching methods	Conducting lectures, seminars, various types of practices: • using 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; • educational opportunities of artificial intelligence; • rational and creative use of information sources: • multimedia training programs; • electronic textbooks; • digital resources. Organization of independent work of students, individual consultations.
Monitoring and evaluation of the achievability of learning outcomes	Current control on each topic of the discipline, control of knowledge in classroom and extracurricular classes (according to syllabus). **Assessment forms:** • survey in the classroom; • testing on the topics of the discipline; • control works; • protection of independent creative works; • discussions; • trainings; • colloquiums; • essays, etc. Boundary control at least twice during one academic period within the framework of one academic discipline. Intermediate certification is carried out in accordance with the working curriculum, academic calendar. Forms of holding: • exam in the form of testing; • oral examination; • written exam; • combined exam; • project protection; • protection of practice reports. Final state certification.

7. EDUCATIONAL AND RESOURCE SUPPORT EP

Information Resource Center	6 season tickets; • 16 reading rooms; • * 2 Electronic Resource centers (IRC); • electronic catalog available to users on the website http://lib.ukgu.kz is on-line 24 hours 7 days a week. • 180 computers with Internet access; • 110 automated workplaces; • 6 interactive whiteboards; • 2 video doubles; • 1 videoconferencing system; • * 3 A4 scanners, 3; • Software – AIBS "IRBIS-64" for MSWindows (a basic set of 6 modules) • an autonomous server for uninterrupted operation in the IRBIS system.
Material and technical base	Master's students in specialty 7M02088 (1) – Media Linguistics and editorial are trained in educational building No. 8 on the street. Tazhibaeva 2. The total area of the academic building is 9506.2 sq.m., the usable area is 5627.2 sq.m., lecture halls – 1 (№210 – 28,6 sq.m.), classrooms for practical, seminar classes – 5 (№205 – 15,5 sq.m., № 206 – 31,72 sq.m., №207 – 14,76 sq.m., №209 – 14,76 sq.m., №213 – 15,5 sq.m., № 106 – 50,12 sq.m.), multimedia room – 1 (№210 – 28,6 sq.m.), • computer classes – 1 (№106 – 50,12 sq.m.).

AGREEMENT SHEET

according to the Educational program «7M02088 (1) – Media Linguistics and editorial»

Director DAA _____ Naukenova A.S.

Director of DAS _____ Nazarbek U.B.

Director DEK _____ Bazhirov T.S.