

AGREED

Chairman of the educational and
methodological council of JSC "MUIT"

A.K. Mustafina

« 14/3 » 03 2023 ж

I APPROVE

Acting rector

JSC "international University of information
technologies"

A.Khikmetov

2023y.



EDUCATIONAL PROGRAM

6B03204 - TV and Radio Journalism

Dual Degree with Mickiewicz University (Poland)

Education area code and classification: 6B03 Social science, journalism and information

Code and classification of training areas: 6b032 Journalism and information

Group of educational programs: B042 Journalism and reporting

ISCED level: 6 ЫБІІІ, 6 ЕБІІІ

NRC level: 6 NRC

ORC level 6 ERC / 6 NQF, 6 EQF

Duration of training: 4 years

The amount of credits: 240



AGREED:

Almaty Branch of Republican
"Kazakhstan TV"

S. Zhirenschina

« 14/3 » 03 2023 ж.

AGREED:

General Director of Turan
JSCTV channel

Botabekov R.B.

« 14/3 » 03 2023 ж.

The educational program «6B03204 - TV and Radio Journalism » is the main academic document of the University for the training of highly qualified professionals for international relations in the sphere of internet information and communication.

This educational program was discussed and approved at the meeting of the Department of media Communication and History of Kazakhstan. "24" 09.2023 Protocol № 6

Head of the Department _____ Niyazgulova A. A.

This educational program was reviewed and approved at the meeting of the University's management BOARD "30" 09.23 Protocol № 8

Department of Educational and Methodical Activities _____ A. Ajibayeva

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List of abbreviations and symbols

BC	Basic competency
BM	Base module
HE	Higher education
SCES	State Compulsory Education Standard
EQF	European Qualifications Framework
EFE	European Foundation for Education
KS	Knowledge, skills
NCO	National Classification of Occupations
NQF	National Qualifications Framework
NQS	National Qualifications System
HM	Humanitarian module
GM	General module
EP	Education program
GPM	General professional module
IQF	Industry Qualifications Framework
EC	Educational competency
PS	Professional standard
PE	Postgraduate education
PC	Professional competence
PM	Professional module
WG	Working group
RK	The Republic of Kazakhstan
LO	Learning outcome
SM	Special module
QMS	Quality Management System
SEM	Socio-economic module
UNESCO	United Nations Educational, Scientific and Cultural Organization
Cedefop	European Centre for the Development of Vocational Training
DACUM	Developing Curriculum
ECVET	European Credit System for vocational education and training
EQAVET	European Quality Assurance in Vocational Education and Training
ENQA	European Association for Quality Assurance in Higher Education
ESG	Standards and Guidelines for Quality Assurance in the European Higher Education Area
FIBAA	International Accreditation Agency (Non-Profit Fund) and examination of the quality of higher education (Bonn, Germany)
IQM-HE	Internal Quality Management in Higher Education
TACIS	Technical Assistance for the Commonwealth of Independent States
WSI	World Skills International

1. Description of the educational program

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

In this regard, there was an urgent need to create a TV and Radio Journalism, which would completely cover the trends of the modern information market. The need for specialization in this area is due to the fact that smart technologies are developing rapidly in the media environment, including the processing and classification of specialized information, cloud services, econometrics, innovative approaches to managing the media business, the development of media management in accordance with the informatization and structure of new media and social networks.

In the field of television and radio journalism, IITU is implementing a training program focused on the modern market of the television and radio industry, including the latest digital technologies used today in television journalism and radio. In addition to teaching the basic skills of a modern journalist, the student has knowledge of programming, design and web design technologies, digital marketing, interactive infographics, information security.

Due to the changed format of graduation work, students of the IITU have the opportunity to commercialize their graduation projects. This opens up wide horizons for the industrialization of Kazakhstan, as future specialists are ready not only to prove their high knowledge, but also to apply boundary interdisciplinary skills, to present the final product on time.

The emphasis in training specialists for the media industry is on the practical component, on interdisciplinary education and the synthesis of various research areas - digital content, IT technologies, broadcasting, television, advertising and public relations, marketing, management, business journalism.

2. The purpose and objectives of the educational program

The purpose of the EP - to provide the necessary knowledge and skills in the field of television and radio journalism in a multi-platform and multimedia environment. The program includes a combination of theoretical and practical foundations of television and radio journalism, revealing the features of the work of a modern television and radio journalist in a multimedia environment.

The emphasis in training specialists for the media industry is placed on the practical component, on interdisciplinary education and the synthesis of various research areas - broadcasting, television, digital content, advertising and IT technologies.

Objectives of the EP:

1. Conduct direct text, audio and video broadcasts, shoot video, own design technologies, work in the frame, take interviews, sound, do editing, record on a smartphone, creating full-fledged stories and programs;
2. Own methods and technologies for preparing a media product in different sign systems (verbal, audio, video, photo, graphics);

3. Own a modern technical base and the latest digital technologies used on television, broadcasting, online media and mobile media; quickly prepare material using various sign systems.
4. Navigate the current issues of radio and television; know the basic characteristics of various types of content, the basic principles of programming, the formation of broadcasting policies, broadcasting networks;
5. To produce ideas of author programs and films; to develop the concept of a radio and television channel, a television project, taking into account the interests and preferences of the target audience;
6. Knowledge of the fundamentals of the economics of television and radio journalism and business planning, an algorithm for producing broadcasts of various formats and genres; represent the management mechanisms of the editorial board as a whole and its departments;
7. Possession of script writing skills, methods of creating programs in various genres and formats; be able to carry out editorial work on the script; to design and implement a screen image; be able to use modern software necessary for working on radio and television.

3. Requirements for the assessment of educational program learning outcomes

The following examination forms are used as an assessment of learning outcomes: a written exam (answers on the sheets), an oral exam (for tickets), a project (delivery of a creative project), and a comprehensive (test / written / oral + others). In accordance with table 1, the following ratio of exam forms is recommended:

Table 1

№	Exams form	Recommended percentage, %
1	Writing	30%
2	Oral	30%
3	Project	30%
4	Complex	10%

Disciplines for the state exam: “Introduction to Journalism” or “TV and Radio Journalism”, “Legal Basics of Journalism” or “History of Kazakh Journalism”, “Design and Layout”, “Technology for creating and promoting advertising”.

Final certification ends with the defense of the graduation project.

4. Education program passport

4.1 General information

№	Field name	Note
1	Registration number	This field should be displayed after the initial save of the application form. The field is locked for editing.
2	Code and classification of the field of education	6803 Social Sciences, Journalism and Information
3	Code and classification of training areas	68032 Journalism and Information
4	Educational Program Group	68032 Journalism and Information
5	Name of educational program	TV and Radio Journalism
6	Form of EP	Innovative EP.
7	Purpose of EP	Training a specialist with skills:
8	ISCE level	6
9	NQF level	6
10	IQF level	6
11	University partner	Mitskevich University
12	The list of competencies of the educational program: EC1 The ability to use knowledge about the laws of the historical development of society in its economic, political, philosophical and cultural aspects to form a civil and ideological position; EC2 Ability to carry out communications in the native and foreign languages at a professional level. EC3 The ability to apply knowledge in the field of IT-technologies for the development of skills in working with computer programs and mobile applications. BC1 Ability to effective communication in oral and written forms for solving problems of interpersonal and intercultural interaction; the ability is logically correct and reasoned to build oral and written speech, to lead a discussion, to master the technologies of creating media text and the stylistic norms of the language. BC2 Be able to fully realize the creative potential of a convergent journalist BC3 The ability to adequately assess the needs of the media market and public opinion trends BC4 Ability to professionally realize as an intellectual individual with a broad outlook and deep knowledge. BC5 The ability to analyze and navigate the media discourse of the legal, political and economic field of society, given the modern media and communication processes. PC1 The ability to derive the main directions and trends in the development of modern journalism; the influence of journalism on the development of various areas of different spheres of life.	

	PC2 To make a detailed idea about the specifics of thematic texts, their genre and compositional specifics; write scripts, be able to determine the activities of a journalist, editorial staff and periodical in covering these issues; relevance and priority of the problems of the modern world and prospects. PC3 Own a word, a letter, skills acquired in the process of teaching journalism skills, Skills in video filming and creating infographics, the ability to communicate with an audience on social networks and “PR” your materials. PC4 To be able to professionally make video and audio editing, professionally make video announcements, audio announcements, distribute in social networks and create a link to a specific video fragment.
13	Educational program outcomes: LO1 To know social and ethical values based on public opinion, social norms and to be guided by them in their professional activities; traditions and culture of the peoples of Kazakhstan; the rights and freedoms of man and citizen; fundamentals of the legal system and legislation of Kazakhstan; basics of information security; trends in the social development of society; fundamentals and principles of a healthy lifestyle.. LO2 Knowledge of at least one foreign language at a professional level for interpersonal, business and scientific communication; ability to work with foreign partners, exchange information and ideas, best practices. LO3 Knowledge of the basics of programming, information and communication technologies, SDP, the ability to create sites and use popular mobile applications in professional activities. LO4 Own digital mobile technologies for collecting, processing and transmitting information, create media texts, correctly and logically expressing thoughts and owning the genre variety of modern convergent journalism. LO5 To be able to conduct direct text, audio and video broadcasts, take photos and shoot videos, own design and web design technologies, use content management systems and know the basics of layout, work in the frame, interview, voice, do editing, record on a smartphone, creating full-fledged information and analytical plots and programs. Mastering the skills of video slicing, voiceover, posting on the Internet, creating audio clips, podcasts. LO6 Knowledge of the information needs of the audience; the ability to recognize and work with an audience, own technologies of public relations, marketing and advertising strategies, understand the technology of SEO - mass media promotion, as well as the value system of the target audience: figures + “beacons”, reference groups, involvement in certain communities. LO7 Possess basic knowledge that contributes to the formation of a highly educated personality with a broad outlook and a culture of thinking, with a wealth of historical knowledge in a wide range of areas of domestic and world journalism, journalism, literature, as well as keep abreast of development trends of modern media. LO8 To know the main provisions of the Law of the Republic of Kazakhstan “On Mass Media” for working in social and digital media, as well as the ethical standards of a journalist’s

	behavior, to have an idea of the basic laws and forms of regulation of social behavior, the formation and formation of personality, psychological characteristics of the communication process; understand the essence of power and political relations LO9 To be able to competently write teletext, television script, own new technologies of TV and radio. Able to quickly write text, write stand-up, own interactive communication skills, work in Live mode. LO10 Ability and willingness to organize creative work in the process of filming a television movie, television programs, television programs. Understanding the essence of television ethics and the ability to form a television image. LO11 Mastering the following skills: collecting, processing, processing and disseminating information, recognizing, researching and communicating to the society the urgent problems of humanity, competent commenting and analysis of various social situations, managing information and establishing information partnerships, creating advertising materials.	
14	Form of study	Full-time
15	Learning languages	Kazakh / Russian / English
16	Loan Amount	240
17	Awarded Academic Degree	Bachelor of Social Sciences in the "TV and Radio Journalism" educational program
18	Developer (s) and authors:	AG «International Information Technology University», Department of Media Communications and History of Kazakhstan Niyazgulova A.A. Kaliyazhdarova Sh

4.2 Matrix of correlation of learning outcomes of an educational program with emerging competencies

	LO1	LO2	LO3	LO4	LO5	LO6	LO7	LO8	LO9	LO10	LO11	LO12
EC1	V						V					
EC2		V		V								
EC3			V	V	V							
BC1	V			V								
BC2			V		V							
BC3						V						
BC4	V						V					
BC5	V							V				
PC1			V	V								
PC2				V	V							
PC3			V							V	V	V
PC4									V	V	V	

4.3 Information about the disciplines

	Name of module / discipline	Discipline brief (30-50 words)	Number of loans	Formed competencies (codes)	Prerequisites	Postrequisites
The cycle of general education University component / Optional component						
1	History of Kazakhstan	This program is intended for the formation of historical consciousness among undergraduate students based on the knowledge gained in studying the modern history of Kazakhstan. The versatility and importance of the discipline "The modern history of Kazakhstan" is due to its huge role in strengthening the identity of Kazakhstan, the identity of the people and the implementation of tasks related to the need for an intellectual breakthrough in the new millennium. Kazakhstani society should have a spiritual and ideological core for the successful implementation of its goals, which is facilitated by the program "Rukhani zhagyru", which reveals the mechanisms of modernization of public consciousness and is based on the continuity of spiritual and cultural traditions. This program is intended for the formation of historical consciousness among undergraduate	5	EC1	School program Geography: History of Kazakhstan	Politology

		students based on the knowledge gained in studying the modern history of Kazakhstan.				
	Foreign language	Mastering new language means: phonetic, spelling, lexical, grammatical in accordance with the topics, areas and communication situations necessary for mastering the language. Gaining knowledge about the phenomena of the studied language, different ways of expressing thoughts; further development of general and special skills; familiarization with the available methods and techniques of independent study of languages and cultures, including using new information technologies.	10	EC2	School course	Professionally-oriented foreign language
	Physical Culture	The ability to understand the practical use of healthy lifestyle norms, including prevention issues, is being instilled.	8	OC2	School course	
	Kazakh (Russian) language	Discipline involves a deep study of the Kazakh / Russian language, using it in the quality of the object and the means of mastering basic language knowledge. Purpose The study of the discipline is the formation of communicative communication skills in Kazakh / Russian.	10	EC2	School course	Professionally-oriented Kazakh / Russian language
	Information and communication technology	Discipline develops a system of knowledge, skills in the field of the use of information and communication technologies in training and education, which form the basis for the formation of ICT competency in the use of information and communication technologies in the educational process and in further activities.	5	EC3	Computer science, school course	Basics of programming SDP 1 Computer graphics
	Philosophy (GC)	Discipline refers to basic general education courses in the bachelor's system with engineering and economic education. This course is aimed at the formation of openness of consciousness among students, understanding of their own national code and national identity, spiritual modernization, competitiveness, realism and pragmatism, independent critical thinking, the cult of knowledge and education, and the assimilation of such	5		Modern history of Kazakhstan	Sociology

		key philosophical concepts as justice, dignity and freedom, as well as the development and strengthening of the values of tolerance, intercultural dialogue and a culture of peace.				
	Political science	The course provides comprehensive coverage of all key elements, the study of sources and political relations, types of political systems, democratic and authoritarian systems, political mechanisms, political competition and power, political capital and values, the survival of political ideas, nationalism, analysis of domestic and foreign policy, political growth State policy in the global political system.	2	EC1	Modern history of Kazakhstan	Politics and Journalism
	Psychology	Discipline studies the object, principles, methods of studying psychology; main stages Formations and modern ideas about the subject of psychological science; main sections of psychology and the scope of practical use psychological knowledge; basic subject-psychological categories and concepts; the most important scientific directions and theories of general psychology; major problems of psychology in the context of an updated system psychological disciplines and various practices.	2	EC1	Philosophy	PR basics
	Sociology	The course explores the basic concepts of sociological theories and the most effective ways of gaining in-depth knowledge about various aspects of our modern society. Throughout the semester, the ways in which society and social processes shape our lives, the structure of ideas that contextualize our lives, the ways in which these ideas are institutionalized in formal and informal social organizations, and how this institutionalization forms a social structure that limits and provides change are examined. In this course, students will study scientific social knowledge that will help them gain experience in building models of social and interpersonal relationships, social communication skills, principles of respect for various cultures of Kazakhstan and the world community.	2	EC1	Philosophy	Sociology of Journalism

	Cultural studies	Knowledge in the field of cultural studies can serve as the basis for studying the whole complex of social and human sciences. At the same time, the discipline of cultural science can complement the general courses in history and philosophy. The course material can serve as a methodological guide for a number of special disciplines: for example, ethics, cultural history, art styles, national management schools, negotiation strategy and tactics, and cultural management. Teaching methods and technologies used in the implementation of the program: role-playing games and educational discussions of various formats; case studies (case study); project method.	2	EC1	Philosophy	World and domestic literature
	Learning practice	The study of the basics of computer technology, the basics of programming, applications for radio engineering and telecommunications systems.	3	BC5	Fundamentals of Convergent Journalism	TV and radio journalism
The cycle of basic disciplines University component						
	Fundamentals of Convergent Journalism	Students are offered information on the nature and characteristics of journalism as a specific profession, on ways of forming knowledge and skills. The general patterns of functioning of journalism as a social institution are examined, fundamental theoretical foundations are formed with respect to journalism of a sovereign state.	5	BC1	School program	TV and Radio Journalism and all profile courses
	Economy	The course covers all the key elements of the discipline "Economics". It will briefly cover the object and subject of study, problems of property and economic relations, types of economic systems, money and monetary systems, market mechanisms, competition and monopoly, capital and value, reproduction of firm capital, wages, profit and income, macroeconomic analysis of the economy, economic growth, national economy in the world economic system. Finally, this course will discuss various emerging trends in economic theory using real-life examples and case studies. By the end of the	5	OC2	School course	Fundamentals of Economic theory: journalistic aspect

		course, students will know the main economic problems, how businesses make decisions, how people invest money to save for the future, and how economic policy affects a person or the state.				
	Sustainable Development Goals: Journalistic Aspect	The study and development of the SDGs in society through the media, the totality of which is a sustainable social system (media system) in the context of the functions of journalism	2	PC2	School program	Business journalism
	Genre forms and functions of Journalism	The development of journalism as a social institution is in constant motion, at the same time journalistic genres are being transformed, the presence of which in the media discourse directly depends on the challenges of time and the needs of society. It is extremely important for future journalists to be able to realize their creative potential across the entire spectrum of genre diversity and understand their functional purpose.	6	BC1	Fundamentals of Convergent Journalism	TV and Radio Journalism and all profile courses
	Media language: culture and speech technology	As a result of mastering the discipline, the student must: - Logically, correctly and reasonably build oral and written speech, create professional texts - actively speak the language at a level that allows you to work in an intercultural environment, - Write texts in the state and Russian languages, - To prepare audio and video materials in the state and Russian languages.	4	BC1	School program	TV and Radio Journalism and all profile courses
	Television and radio journalism	In the process of studying the course, the student studies the specifics of television and radio journalism, acquires the skills of creating news content. principles for selecting news. The course generates knowledge on the technology of selecting information, its textual design.	4	BC2	Fundamentals of Convergent Journalism	Preparation of radio programs, Copyright programs
	Modern PR technologies	Formation of a holistic understanding among students about modern technologies used in the practice of public relations, the study of market development trends and PR technologies in the world and in Kazakhstan.	4	PC1 PC4	PR Basics Converged Journalism Fundamentals	Brand Management and PR
	Journalism of	Current trends in the development of mass media are directed to the field of	4	BC2	Fundamentals	Design and

	newspapers and magazines	convergent journalism, combining all traditional types of media on one Internet platform (within the framework of one news-room). At the same time, newspapers and magazines have not yet completely disappeared and will continue to exist in a certain foreseeable future, therefore it is important for journalists to have an idea of the production process of printed media products and the specific differences in prof. activities of journalists of newspapers and magazines.			of Convergent Journalism	layout of publications
	Analytical materials creating skills for digital media	Discipline teaches the use of all types of analysis in identifying the relationship of the subject, causes, effects, their assessment, the forecast of their development, which is the task of analytical journalism. The concept of modern analytical journalism as a type of creative activity is also considered. The features of the analytical method of displaying the actual phenomena of reality in journalism are determined. The subject, goals, methods, basic types of analysis in the press are characterized, its technology is described. In full context, contemporary genres of analytical journalism are examined. We study the necessary programs used in working with text visualization.	4	BC2	Fundamentals of Convergent Journalism, Genre forms and functions of Journalism	Copyright programs, Business journalism
	Edition design and layout	The discipline is aimed at getting a clear idea about the design of modern print and online media, about the forms and methods of work of a designer and layout designer in modern business media. The course also involves the development of the skill to apply the acquired knowledge to solve the problems of professional journalistic activities in international media.	4	BC2	Journalism of newspapers and magazines	Digital photography
	Data journalism	The course aims to acquire theoretical knowledge and practical skills that will allow for the effective search, filtering, analysis and processing of large data arrays to format the received material in the form of an exciting media text or infographic, introduces students to the concept of data and teaches them to work with them and use to create journalistic material. He studies methods of working with data journalism, with the creative	4	BC2	Fundamentals of Convergent Journalism	Business journalism

		process of creating specialized materials where it is necessary to use various types of data.				
	Digital photography	Photography is an integral part of both traditional print media and online publications. The correct use of the potential capabilities of modern equipment and software for post-photographic processing (for example, Photoshop or Lightroom) allows you to achieve bright, colorful and expressive images. During this discipline, students gain practical experience in preparing photo reports on the example of the student life of the university.	4	BC2	Design and layout of publications	Profile discipline
	Advertising on TV and RV	The course forms the necessary knowledge for students about advertising and marketing activities, conducting advertising campaigns, creating effective advertising materials, promoting media products on TV and radio.	4	BC3	PR basics	SEO promotion
	History of Kazakh journalism	Discipline introduces students to the history of national journalism. As a result of mastering the discipline, the student has an idea of the history of Kazakh journalism, the founders of domestic journalism, the development of journalism in different historical periods.	5	BC4	Fundamentals of convergent journalism	Business Journalism, Journalism and Politics
	The modern world of mass media	Introducing students to the development trends of modern world media, the methodology for creating new media, management technologies and the specifics of creating text for international publications. The course focuses on the analysis of trends in the modern media industry, the development of world news agencies and media corporations.	4	BC4	History of Foreign Journalism	Specialized discipline
	New Media Techniques, storytelling, longrid	This course includes the study and understanding of a number of marketing processes in digital technologies, social networks and other media channels. As part of the discipline, students will learn how to set goals, understand the identity of the buyer and consumer behavior, use digital tools: social networks, instant messengers, analyze and evaluate results, as well as develop strategies and tactics for SMM, SEO and MMM for various channels.	4	BC5	Fundamentals of Convergent Journalism	SMM Technologies and Marketing Communications
	Environmental	The purpose of this special course is to increase the level of lighting.	4	BC4	Fundamentals of	

	journalism	environmental issues in the media and professional training an environmental journalist. Students' journalistic skills are tested on samples of video, audio, and newspaper and journal stories with an analysis of the positive and negative moments in them. The knowledge gained is consolidated in the process of training in the form of various monitoring tasks, in the process of analyzing the plots of the demonstrated audio and video cassettes, during an interview on the terminological minimum of an environmental journalist.			Convergent Journalism	
	TV news: workshop	Introduce the principles of the news department of the TV channel. To teach students to create news television stories, process television material, prepare a selection of news. The course is designed to help students master the general patterns of preparing, editing and broadcasting news materials. It is applied, practical.	4	PC1	Fundamentals of Convergent Journalism	TV program preparation
	Motion TV Design	The formation of basic knowledge and skills to create video products in the field of talk shows, creating an environment for creative self-realization of a person in the field of recreational journalism. This course includes studying the basics of creating talk shows on TV, which are revealed during the study of topics such as screenwriting, drama, directorial skills, soundtrack and selection of music.	3	PC1	Fundamentals of Convergent Journalism	Specialized disciplines
	Television production	To teach students the skills of producing television projects, basic knowledge of the theory of production.	4	PC2 PC3	Design and layout of publications	Infographics, 3D technology, animations
	Creation of video products in English	In the process of studying the course, students get acquainted with the specifics of the youngest media profession, learn the basics of directing, screenwriting, creative television management.	4	PC2 PC3	TV and Radio Journalism	Infographics, 3D technology, animations
	Image maker	To teach students the skills of creating video materials, knowledge of the theory and practice of video production at a professional level in English and taking into account the	4	PC1 PC2	PR basics	Specialized disciplines

		interests of the English-speaking audience.				
	Undergraduate practice	A field trip is a practical part of training qualified journalists in real-life editorial offices. Consolidation and concretization of the results of theoretical educational and practical training, the acquisition by students of skills and practical work in the profession.	6	BC1 BC2 BC4		Specialized disciplines
	Introduction to Communication Studies	"In the process of studying the course, the student learns to recognize the information needs of the audience and work with it, to own public relations technologies, communication strategies, As a result of studying the course, students should: -know the basics of communication activities; – be able to apply legal and ethical regulators in communication in practice; -have conflict-free problem solving skills."	5	BC1	Fundamentals of converged journalism	
	Introduction to Studies on State and Law	The main purpose of the discipline "Introduction to the study of state and law" is to develop scientific and methodological guidelines that help students to better understand issues related to the emergence of the state and law, the history of the development and functioning of legal and state institutions, the relationship of the state, law and other spheres of public activity, the main directions of development of modern legal and political institutions and systems. Knowledge of political and legal doctrines, historical processes of state and legal development, approaches to comparative analysis of legal and political institutions contributes to the education of future specialists as highly qualified specialists capable of solving complex and unique social tasks.	3	BC1	Fundamentals of converged journalism	Politology
	Foreign language (professional)	Students will become familiar with the processes of activity and the sequence of procedures that are central to the study: in particular, how to determine the scope and topic of research, how to conduct	2	BC1	Foreign language	

		research, how to work with various databases and data sources. During the course, undergraduates will work on one project.				
	Digital marketing and advertising	This course provides a complete understanding of the principles and practices related to the use of the Internet for marketing goods and services. It aims to explore the concept of "listening" and related tools such as Google Alerts, and search engine optimization (SEO) using Google AdWords data.	4	BC5	PR Basis	
	Organization and Management	The discipline "Organization and Management" studies the general tasks of management, which includes such sections as the structure of organizations, motivation, control, leadership, decision-making process. The course will introduce students to the main elements of management in an organization, such as the role of a manager, the structure of organizations, bureaucratic and project apparatus, strategic planning, SWOT analysis, functions and types of control, leadership and power, motivation in the decision-making process, communication. The course also develops students' analytical abilities when studying case studies.	3	BC3	Fundamentals of converged journalism	
	International Intellectual Property	The purpose of the discipline "International Intellectual Property" is to form a systematic and comprehensive understanding of the rules for the protection, management and protection of works, inventions, trademarks, geographical indications and other intellectual property objects in the course of international business.	1	BC5	Fundamentals of Convergent Journalism	Mass communications and international relations
	Mobilography	The discipline teaches the skills of mobile photography, which is a necessary skill at the current stage of development of digital media technologies. The features of mobile shooting, technical and technological tools are studied. The student learns to create different content using mobile photography,	3	BC5	TV and Radio Journalism	Author Programs

		post material in the media. The discipline considers methods of attracting the attention of the audience using mobilography				
	Politics and journalism, issues of information security in the Internet space	The course is aimed at studying the processes of the political structure of states, the functioning of political institutions, knowledge of the main problems of modern geopolitics. As a result of the training, the student should know the role and place of politics in the life of modern society, the essence and types of political processes, the essence and causes of political conflicts and methods of managing them, the essence and content of political technologies and political leadership, the existing paradigms of political knowledge, the possibilities of political analysis.	4	BC5	Politics	Specialized disciplines
	Media theory and criticism	This course will be devoted to the socio-cultural theory of media and communications. We will focus on the analysis of popular media and their impact on our perception, understanding and real events.	4	BC5	Fundamentals of Convergent Journalism	Propaganda, trolling, disinformation and visual demonization in the media and social media
	Business correspondence in the state language	Office work in the state language is a very important subject for students, because this discipline teaches the compilation, registration of documents in the state language, forms practical skills and abilities to independently compile and translate documents into Kazakh.	2	BC5	Fundamentals of convergent journalism	History of Kazakh journalism
	Fact Checking and Trolling	The objectives of mastering the discipline are to get acquainted with the peculiarities of journalistic activity in the field of fact-checking, to get an idea of fact-checking and trolling within professional activities, to form practical skills of working with information, to study the basic	4	BC5		

		principles of working with these phenomena.				
	History of foreign journalism	Knowledge of the history of the origin of journalism as a social institution, as well as the formation of a holistic picture of the stages of development of foreign mass media not only guarantees a high level of professional competence and general erudition of future journalists, but also contributes to a deeper understanding of the specifics of the functional features of mass media and the dynamics of the formation of modern genre diversity.	2	BC4	Modern world media	
	Media coverage of the economy	Formation of students' ideas about the development of the economy in Kazakhstan and the world, about the specifics of using professional methods in the activities of a journalist writing about economic problems. The objectives of the course include the study of the specifics of economic journalism, methods of providing information on economic topics, the process of a journalist working on an environmental topic, skills of working with various sources of economic information.	2	BC5	Economy	
	Screenwriting and directorial skills	Discipline teaches you to create the image of an individual, company, product, etc. The image or image of an object that stably lives in consciousness is associated with the concept of image. Students will master the technology and tools for creating the image of the company, personality. Reputational image is a component of the course. Political image maker - a person who creates a political image. The course combines two directions: it studies the features of creating publications for different social networks	3	PC1	Fundamentals of Convergent Journalism	Specialized disciplines

		focused on a business audience and the features of creating socially significant information in the business sphere.				
	Industrial practice	The formation of practical skills and abilities, universal competencies, familiarity with the basics of professional activity	12	PC3 PC4	Fundamentals of Convergent Journalism	Protection of the diploma
	Legal basis of journalism and media ethics	The course is aimed at expanding and deepening legal knowledge and developing the ability to apply legal knowledge in practice. Conceptual legal knowledge in the field of mass information law is an important and necessary component of the legal culture of modern society. Particular attention should be focused on the legal nature of the media, their place in a modern democratic state and its market economy.	4	PC4	Fundamentals of Convergent Journalism	Fundamentals of Convergent Journalism

The cycle of specialized disciplines						
	Mass media writing	The course develops the skills of preparing texts in a foreign language for the mass media. The student will acquire the skills of professional speech in a foreign language	2	PC 2	TV Radio Journalism	Foreign language
	Computer video editing and animation	The program is aimed at deepening and expanding students' knowledge on the topics of "Graphic editors", "Computer Animation" and "Video Editing" and provides for the study of various types of graphics, color models, graphic file formats, laboratory work in various graphic editors. This course reveals to students the amazing possibilities of computer graphics.				
	Polish Language	In the process of studying the discipline, the student learns to communicate grammatically correctly in Polish, confidently, clearly and easily express his thoughts. The goal is to learn more than 2000 common words and phrases in Polish, some of which are stable expressions, idioms, phraseological units. The classes will include discussions on a variety of topics, for example: politics,				

		science, religion and culture of the world, shopping and advertising, human rights and much more. The student will learn how to write business documents professionally, maintain a conversation with the interlocutor, understand Polish and convey his thoughts to the listener.				
	Fundamentals of programming in telecommunications	The course is designed to familiarize students with the basics of programming in C++. During the course, students mainly study functional programming, basic data structures, specific C++ topics and simple algorithm designs. In addition, students learn to actually write blocks of program codes and solve practical problems, get acquainted with their first high-level programming language and ways to correctly solve practical problems, which then allows them to write their own program codes to solve practical problems.				
	Author's program	Traditional TV author's programs in modern conditions are actively developing the Internet space, in particular popular video platforms such as Youtube. In turn, the quality of author's thematic video blogs is growing rapidly. In this way, audience reach is expanding, and modern gadgets are becoming more accessible, which greatly simplifies the ability to create video content. This discipline is practical in nature and is aimed at making students try to create their own author's projects.	3	BC2	TV and radio journalism	Discipline by profile
	Minor 1	An additional educational program (Mipog) is a set of disciplines and (or) modules and other types of educational work determined by the student for study in order to form additional competencies	5	PC4	Fundamentals of Convergent Journalism	Minor 2
	TV Production: Workshop	Study of the principles of the news department of the TV channel. Teach students to create news television stories, process TV material, prepare a selection of				

		news. The course is aimed at helping students to master the general patterns of preparation, editing and broadcasting of news materials. It is of an applied, practical nature.				
	TV Tok Show	Formation of basic knowledge and skills for creating video products in the field of talk shows, creating an environment for creative self-realization of a person in the field of recreational journalism. This course includes the study of the basics of creating a talk show on TV, which are revealed when studying such topics as screenwriting, drama, directing, soundtrack and selection of a musical series.				
	Minor 2	An additional educational program (Mipog) is a set of disciplines and (or) modules and other types of educational work determined by the student for study in order to form additional competencies	5	PC4	Fundamentals of Convergent Journalism	Minor 3
	Multimedia journalism	As a result of studying the course, the student owns digital mobile technologies for collecting, processing and transmitting information, knows SEO optimization technologies, is able to create information in various formats for online publications, work with various types of text editors, optimize texts for search engines.				
	Speech Technique and Mastery	The technique of speech is understood as a set of knowledge and skills of a speaker in preparing and delivering a public speech: the ability to select material, the art of constructing speech and conducting programs in order to have a certain impact on the audience; the ability to prove and refute, the ability to convince, speech skills.				
	Minor 3	An additional educational program (Mipog) is a set of disciplines and (or) modules and other types of educational work determined by the student for study in order to form additional competencies	5	PC4	Fundamentals of Convergent Journalism	

	Online radio workshop.	Mastering the skills and techniques of creating a radio program on the Internet. The course program is based on the study of the structure, functions, and features of the functioning of modern radio broadcasting. At the same time, the course organically, naturally takes into account the vast historical experience of Russian radio journalism, created and accumulated by the labor and talent of many generations. Radio broadcasting plays a big role in the life of society. Today it has already firmly become one of the main mass media. The ability to create a program requires from a radio journalist not only creative abilities, but also deep professional knowledge.				
	Preparation of analytical transmissions on the body and radio	The study of the specifics of information and analytical programs and their place in the modern broadcast network. Conducting work with the target audience, preparing analytical TV and radio programs on specialized topics of interest for social and economic development.	5	PC4	TV and Radio Journalism	Specialized disciplines
	Research methodology	formation of students' methodological and scientific culture, knowledge system, skills and abilities in the field of organization and conduct of scientific research.				

4.4. List of modules and learning outcomes

Name of educational program: TV and Radio Journalism

Qualification: Bachelor of Social Sciences

Module Code / Module Name	Learning outcomes	Criteria for assessing learning outcomes	Module-forming disciplines Code / Name
GENERAL EDUCATION MODULES			
OKK-1 Cultural competencies	LO1 To know social and ethical values based on public opinion, social norms and to be guided by them in their professional activities; traditions and culture of the peoples of Kazakhstan; the rights and freedoms of man and citizen; fundamentals of the legal system and legislation of Kazakhstan; basics of information security; trends in the social development of society; fundamentals and principles of a healthy lifestyle;	EC1, BC1 EC1, BC1, BC5, PC4 EC1, BC1, PC4 EC1, BC1, PC4 EC1, BC1, BC3, PC4 EC1, BC1, PC4 EC1, BC1, BC4, BC5, PC1, PC4 EC1 EC2, BC1 EC2, BC1 EC1, EC2, BC1, BC5, PC4	SIK 1101 Modern History of Kazakhstan Fil 2102 Philosophy MSPZ 2106 Psychology MSPZ 2106 Political science Soz 3106 Sociology Kul 3106 Cultural science EPB 1111 Fundamentals of economic theory: journalistic aspect (optional) FK 2110 Physical Education Iya 1103 Foreign Language KRYa 1104 Kazakh(russian) language IKT 1105 Information and communication technology
YAN-2 Language skills and programming basics	LO2 Knowledge of at least one foreign language at a professional level for interpersonal, business and scientific communication; ability to work with foreign partners, exchange information and ideas, best practices;		Basics of programming SDP I
IA-12 Final certification		EC1, BC1, PC4 EC1, BC1, BC5	NZDP Defense of a graduation project (work) or second state exam GEK State exam in the specialty
BASIC MODULES			
OPK-4 Professional competencies	LO4 Own digital mobile technologies for collecting, processing and transmitting information, create media texts, correctly and logically expressing thoughts and owning the genre diversity of modern convergent journalism;	EC1, BC2 BC2, BC3, BC4 EC2, BC2 EC1, BC2, BC4	OCZh 1201 Fundamentals of Convergent Journalism MMW 2207 Genre forms and functions of journalism IyaSMI 1204 Media language: culture and speech technology TRZh 1202 TV and Radio Journalism

			BC2, BC4 BC2, BC4 BC2, BC4, PC4 EC3, PC1 EC1, BC4 BC2, BC3, BC4 EC3, BC2, BC4, PC4 EC3, BC2	RP 2203 Radio Preparation ZhGJ 2214 Journalism of newspapers and magazines NSAM 2209 Analytical Skills DOI 2218 Design and layout of the publication IKZh 3208 History of Kazakh journalism Sociology of Journalism UP 1222 Training practice DZh 3212 Date journalism TVF 1217 Digital photography
			EC1, BC1, BC5, PC1, PC4	POZh 2206 Legal basis of journalism and media ethics
			EC1, BC3, BC5, PC1, PC4 BC1, BC3, PC3, PC4 BC1, BC3, PC1, PC3	ZZh 4210 Modern world media MPIS 2205 PR basics STPR 2210 Modern PR technologies
Digital Technology and Programming Skills, STNP-3	LO3 Knowledge of the basics of programming, information and communication technologies, the ability to create sites and use popular mobile applications in professional activities; LO8 Know the main provisions of the Law of the Republic of Kazakhstan "On Mass Media" for working in social and digital media, as well as the ethical standards of a journalist's behavior, have an idea of the basic laws and forms of regulation of social behavior, personality formation and formation, psychological features of the communication process; understand the essence of power and political relations;			
POJE-8 Legal Foundations of Journalism and Ethics	LO10 To be able to analyze the interpretation of the facts of the media mainstream, drawing on the rich experience accumulated by foreign media in countering the threats of negative information impact in an extremely unstable world situation; LO6 Knowledge of the information needs of the audience; the ability to recognize and work with the audience, own the technologies of public relations, marketing and advertising strategies, understand the technology of SEO - promotion of the media, as well as the value system of the target audience: figures + "beacons", reference groups, involvement in certain communities;			
MJMB-10 World Media Trends				

PMM-6 Media Promotion	LO6 Knowledge of the information needs of the audience; the ability to recognize and work with the audience; own technologies of public relations, marketing and advertising strategies, understand SEO technology - mass media promotion, as well as the value system of the target audience: figures + “beacons”; reference groups, involvement in certain communities;	BC1, BC3, PC3 BC1, BC3, PC3, PC4	RTR2303 Advertising on TV and radio MPIS 2205 PR basics
PROFESSIONAL MODULES			
PN-5 Professional Skills	LO5 To be able to conduct direct text, audio and video broadcasts, take photos and shoot videos, own design and web design technologies, use content management systems and know the basics of layout, work in the frame, take interviews, sound, do editing, record on a smartphone, creating full-fledged information and analytical plots and programs. Skills in cutting video, voiceover, posting on the Internet, creating audio clips, podcasts;	BC1, BC2, BC4, PC4 BC1, BC4, PC1, PC2, PC3, PC4	TN 2309 TV news: workshop AP 4301 Copyright programs
		BC1, BC2, BC4, PC4 BC1, BC2, BC4, PC4	PzP 3307 Internship PdP 4308 Undergraduate practice
		EC3, PC4, EC3 BC2	VZh 2212 Web journalism: storytelling, longrid
		BC1, BC2, BC3, PC1, PC2, PC3, PC4	EJ 12 Environmental journalism
TJ-9 TV Journalism	LO9 To be able to competently write teletext, television script, own new technologies of TV and radio. Able to quickly write text, write stand-up, own interactive communication skills, work in Live mode.	EC2, BC3, BC4, PC1, PC2, PC3, PC4 PC1, PC2, BC2	T 3315 Television production IV2305 Motion television design
		PC2, PC3, BC2	Ezh 3302 Creation of video products in English
		PC1, PC2, BC2	I 3307 Image making

RJ-10 Radio Journalism	LO11 Mastering the following skills: collecting, processing, researching and disseminating information, recognizing, researching and communicating to the society the urgent problems of humanity, competent commenting and analysis of various social situations, managing information and establishing information partnerships, creating advertising materials.	BC1, BC3, BC4, PC1, PC3, PC4	RP 2308 Radio Preparation
		BC1, BC3, PC2, PC3, PC4	SRM 2304 Сценарное и режиссерское мастерство

5. Учебный план образовательной программы

Module code	Module name	Discipline cycle	Discipline component	Code of subject	Subject name	Academic credits	Academic study period	Control in the academic period			Number of hours						Distribution of credits per academic period																	
								Exams	Differentiate	Term	Total	Classroom work				Independent work of students		Number of weeks in the academic period																
				Lectures	Laboratory	Practice	Studio	Practice	Independent work of	Independent work of	1	2	3	4	5	6	7	8	1	1	1	1	1	1	1	1	5	5	5	5	5	5	5	
General modules																																		
Modules of specialty/education programm																																		
Additional modules beyond qualification																																		
Modules of choice																																		
1		GER	C	LAN6001A	Foreign language	5	1	1			5/150		45		15	90	5.0																	
2		GER	C	LAN6001KR	Kazakh (Russian) language	5	1	1			5/150		45		15	90	5.0																	
3		GER	C	ICT6001	Information and Communication Technologies	5	1	1			5/135		15.0	15	15	75	5.0																	
4		GER	C	LAN6001A	Foreign language	5	2	2			5/150		45		15	90	5.0																	

F-72, Образовательная программа

F-72, Образовательная программа

38	BS	UC	JUR6467	Politics and journalism, issues of information security in the Internet space	4	7	7		4/105	155	150	15					15	45		4.0
39	BS	UC	JUR6450	Media theory and criticism	4	8	8		4/120	155		30					15	60		4.0
40	BS	UC	LANG6007K	Business correspondence in the state language	2	8	8		2/60	155		15					15	15		2.0
41	BS	ES	JUR6407	Mass media writing					2/0								0	0		
42	BS	ES	JUR6482	Computer video editing and animation					2/0								0	0		
43	BS	ES	JUR-6475	Polish language	2	4	4		2/0								0	0		
44	BS	ES	JUR6493	Fundamentals of programming in telecommunications					2/0								0	0		
45	BS	ES	MNR6701	Minor 1					5/120	155		30					15	60		
46	BS	ES	JUR6451	TV production : workshop	5	6	6		5/105	155	150	15					15	45		5.0

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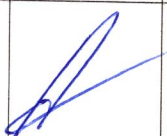
	Core subjects(GER/CS)	5 4	1 4	0 0	15 00	1 0 5	30	39 0	0 0	19 5	780	1 5	1 7	4 0	1 0	0 0	8 0	0
	University component(GER/UC)	5	1	0	15 0	1 5	0	30	0	15	90	0	5	0	0	0	0	0
	Electives(GER/ES)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2	Base requirements(BS)	1 1 4	3 0	0 1	31 20	4 3 5	21 0	58 5	0 0	42 0	147 0	1 3	1 0	1 4	1 6	2 5	9 1	1
	Core subjects(BS/CS)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	University component(BS/UC)	9 2	2 5	0 1	26 10	3 7 5	18 0	49 5	0	36 0	120 0	1 3	1 0	1 4	1 6	1 5	4 6	6
	Electives(BS/ES)	2 2	5	0	51 0	6 0	30	90	0	60	270	0	0	0	2	1 0	5 5	5
3	Profession requirements(VRS)	5 9	1 2	0 0	15 30	1 6 5	60	25 5	0 0	1 31 5	735	0	0	1 0	6 9	1 0	1 6	8
	Core subjects(VRS/CS)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	University component(VRS/UC)	5 9	1 2	0 0	15 30	1 6 5	60	25 5	0	1 31 5	735	0	0	1 0	6 9	1 0	1 6	8
	Electives(VRS/ES)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
4	Disciplines for the formation of professional competencies(BDFPC)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Core subjects(BDFPC/CS)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	University component(BDFPC/UC)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Electives(BDFPC/ES)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5	Disciplines of personal development and the formation of leadership qualities(BDPD)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Core subjects(BDPD/CS)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	University component(BDPD/UC)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

[illegible]

6. Additional educational programs (Minor)

The name of the additional educational program (Minor) with an indication of the list of disciplines that form Minor	Total number of credits / number of credits per discipline	Semesters of study	DOCUMENTS on the results of the development of additional educational programs (Minor)
Media and Communication Technologies	15		Certificate
Television and social networks	5	5	
Television management	5	6	

7. Developer Approval SheetCode and name of the educational program: **6B03204- «TV and Radio Journalism»**

№ n/n	Position, academic or academic degree and full name of educational program developer	Date	Signature	Note
1	Niyazgulova Aigul Askarbekovna Head. Department of Media Communication and History of Kazakhstan, Professor	19.06.2023		
2	Kaliazhdarova Shynar Ydyryshkyzy, "Media communication for the people of Kazakhstan tarihy" department, son senior lecturers			