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Chairman of the
Educational and Methodological
Council of JSC «International Information
Technology University»

Mustafina A.

«12» December 2024 Protocol of the EMC №

APPROVED

Chairman of the Board-Rector of JSC
«International Information
Technology University»



Issakhov A.

«28» February 2025 Protocol of the AC № 10

EDUCATIONAL PROGRAM

6B03203 International journalism and internet-security

Code and classification of the field of education: 6B03 Social sciences, journalism and information

Code and classification of training area: 6B032 Journalism and information

Group of educational programs: B042 Journalism and reporting studies

ISCED level: 6

NQR level: 6

ORC level: 6

Academic degree awarded: Bachelor of social arts in the educational program «6B03203
International Journalism and internet-security»

Duration of study: 4 years

Number of credits: 240

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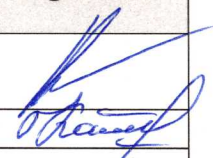
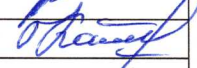
HR Director LLP «Alash Media Group»



Tuleukhanova E.A.

«__» _____ 2025

The code and name of the educational program: 6B03203 International Journalism and internet-security

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

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List of abbreviations and acronyms

BD	Cycle of basic disciplines
BC	Basic competency
BM	Basic module
UC	University component
HE	Higher education
NMS	National Mandatory Standards of Higher and Post-Graduate Education
ATT	Additional types of training
EQF	European qualifications framework
EFE	European foundation for education
KSA	Knowledge, Skills and Abilities
FA	Final attestation
EC	Elective component
ISCED	International Standard Classification of Education
NQF	National qualifications framework
NQS	National qualifications system
GHM	General humanitarian module
RC	Required component
GEM	General education module
GED	Cycle of general education disciplines
EP	Educational program
GPM	General professional module
SQF	Sectoral qualifications framework
GEC	General education competency
MD	Cycle of major disciplines
PI	Professional internship
PS	Professional standard
PE	Postgraduate education
PC	Professional competency
PM	Professional module
LO	Learning outcome
QMS	Quality Management System

1. Description of the educational program

In the difficult conditions of a multipolar world, the profession of an international journalist is in great demand today. Interest in international journalism is steadily growing all over the world, the media are in dire need of international analysts. The focus of the program involves training highly qualified specialists in the field of international journalism, possessing fundamental knowledge in the field of theory and practice of modern mass media, regional studies, media economics, interstate relations, international copyright, sociology of mass communication. Media and information security is a unique area of training modern journalists, which is available only at MUIT. Today, negative phenomena such as extremist propaganda, fake information, pranking, digital aggression, trolling, etc. are observed all over the world. A modern journalist must recognize the techniques of manipulating people, distinguish news from advertising, fact from fiction, and be able to analyze various news sources.

In the field of International Journalism and Internet Security, a journalism training program is being implemented, focused on collecting, processing and analyzing specialized information for digital media; classification and work with the audience based on political communications; creation of high-quality content for digital media: online publications, TV channels, radio channels, news agencies; creation of analytical materials in various formats - audio, video, online format, as well as newspaper and magazine text for political and analytical publications. The main focus in training specialists within the framework of the International Journalism and Internet Security program is given, first of all, to the practical component, as well as the synthesis of various areas of research in both the humanitarian and technological areas.

2. Aim and objectives of the educational program

The purpose of the EP - Training a specialist who is able to use the potential of modern mass media to form a positive image of Kazakhstan with the skills to work with digital mobile technologies for collecting, processing and transmitting information, who is able to create multimedia content for domestic, international and foreign mass media, ensuring geopolitical stability and information security of Kazakhstan.

AP objectives:

1. To prepare an international journalist who is ready to work in the context of cultural globalization, who has skills in working in the Internet space, who has knowledge not only in the field of journalism, but also in the media business, as well as in the field of information and communication technologies;
2. Knowledge of the information needs of the audience, the ability to recognize the audience and work with it;
3. To master public relations technologies, marketing and advertising strategies, understand the technology of SEO - promotion of mass media, as well as the value system of the target audience;
4. Knowledge of content management systems, creation of full-fledged information and analytical stories and programs. Possession of skills in cutting video, voiceover, posting on the Internet, creating audio stories, podcasts;
5. Ability to create popular materials within the allotted time budget, aimed at posting on social networks, create high-quality content for international media, for various social platforms and websites, master the technologies of its creation and posting on media platforms, using various formats: photo, audio, video, multimedia technologies;
6. Knowledge of modern international concepts, new forms of organization of information enterprises, modern communication systems;
7. Knowledge of the typology of international publications, methods and forms of activity of global information holdings, demonstrate in practice the skills and abilities necessary for full-fledged professional activity in the field of international journalism and Internet security;
8. To navigate in website design and create user-friendly texts for online publications, optimize texts for search engines, know how to write SEO texts and the willingness to apply this knowledge in professional activities

3. Passport of the academic program

№	Name	Description
1.	Education area code and classification	6B03 Social Sciences, journalism and information
2.	Training direction code and classification	6B032 Journalism and information
3.	Group of academic programs	B042 Journalism and reporting studies
4.	Name of the educational program	6B03203 International journalism and Internet-security
5.	Aim of the educational program	Training of a specialist capable of using the potential of modern mass media to form a positive image of Kazakhstan, possessing skills in working with digital mobile technologies for collecting, processing and transmitting information, able to create multimedia content for domestic, international and foreign mass media, ensuring geopolitical stability and information security of Kazakhstan
6.	Type of the educational program	New EP
7.	Level according to the National Classifications Framework	Level 6
8.	Level according to the Sectoral Qualifications Framework	Level 6
9.	Distinctive features of the program	Double diploma EP
10.	Partner University	Adam Mickiewicz University in Poznan
11.	Academic degree awarded	Bachelor of social arts in the educational program «6B03203 International Journalism and internet-security»
12.	Duration of study	4 years
13.	Volume of credits	240
14.	Language of education	Kazakh-English, Russian-English, English
15.	Atlas of new professions	-
16.	Regional standard	-
17.	Availability of an attachment to the training license	available
18.	License number for the training area	KZ81LAM00001263
19.	Availability of program accreditation	available
20.	Generated learning outcomes	LO1: Know at least one foreign language, a language of interethnic communication, a native language - at a professional level for interpersonal, business and scientific communication, be able to work with foreign partners, exchange information and ideas, best practices. LO2: Be able to conduct live text, audio and video broadcasts, take photos and shoot videos, be proficient in design and web design technologies, use content management systems and know the basics of layout, work in front of the camera, interview, voice-over, edit, record on a smartphone, creating full-fledged information and analytical stories and programs, have the skills of cutting video, voice-over, creating audio stories, podcasts. LO3: Be able to analyze the interpretation of facts of the media mainstream, relying on the rich experience accumulated by foreign media in countering the threats of negative information impact in the context of an extremely unstable world situation; LO4: Know the social and ethical values based on public opinion, social norms and be guided by them in their professional activities; traditions and culture of the peoples of Kazakhstan; human and civil rights

	and freedoms; fundamentals of the legal system and legislation of Kazakhstan; fundamentals of information security; trends in the social development of society; fundamentals and principles of a healthy lifestyle. LO5: Able to ensure the country's information security, being legally, sociologically and politically competent in the current international geopolitical situation. LO6: 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 behavior of a journalist, have an idea of the main patterns and forms of regulation of social behavior, the formation and development of personality, psychological characteristics of the communication process; understand the essence of power and political relations. LO7: Know the basics of programming, information and communication technologies, be able to create websites and use popular mobile applications in professional activities. LO8: Able to professionally and adequately cover issues of international politics and economics, using all the necessary technologies in demand in modern journalism LO9: Be able to form a positive image of Kazakhstan (Kazakhstani companies, organizations, etc.) in the global media space, implementing all available tools of modern PR technologies, relying on public opinion polls and the results of content-analytical research LO10: Master digital mobile technologies for collecting, digital processing and transmission skills, create media texts, competently and logically expressing thoughts and mastering the genre and lexicological diversity of modern convergent journalism. LO11: Able to use the potential of modern mass media to form a positive image of Kazakhstan and work with public opinion LO12: Know the information needs of the audience, be able to recognize the audience and work with it, master public relations technologies, marketing and advertising strategies, understand the technology of SEO - promotion of mass media, as well as the value system of the target audience: figures + "beacons", reference groups, involvement in certain communities. LO13: Be able to competently write journalistic texts on the topic of international issues, clearly and distinctly expressing their own thoughts, using all the wealth of artistic and expressive means of language and its stylistic diversity LO14: Have basic knowledge that contributes to the formation of a highly educated person with a broad outlook and culture of thinking, with a rich baggage of historical knowledge in a wide range of areas of domestic and world journalism, journalism,
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		literature, and also be aware of the trends in the development of modern mass media. LO15: Be able to apply the acquired knowledge in the chosen additional educational program
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4. Professional Standards (PS), profession cards, labor functions

№	Name of the PS	Profession card	Labor functions
1	Publishing of newspapers. Publishing of magazines and periodicals.	Correspondent of Publishing Houses, Newspaper and Magazine Editorial Offices	- Search and preparation of relevant publication materials
2	Activities related to creation and broadcasting of television programs.	1. Commentator	- Preparation of comments on current events. - Production of program (broadcast) episodes.
		2. Television/Radio News Reporter	- Preparation of reports from the scene of current events, live broadcasting. - Creative development of themes and preparation of the program (broadcast).
3	Activities related to news processing in the mass media	1. Coordinator for Liaison with Government Authorities	- Ensuring communication with government bodies and professional communities. Monitoring and analyzing legislative and political decisions and trends.
		2. Reviewer	- Preparation of materials for the editorial office with analyzed information on assigned areas of activity (economic, political, social, cultural, etc.), objects, and regions. - Publication of analytical, summary, and review materials on assigned topics, incorporating documents from domestic and international sources, with mandatory expression of personal opinion on the issue under consideration.

5. List of the EP competencies

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

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

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

BC1: Ability to effectively communicate in oral and written forms to solve problems of interpersonal and intercultural interaction; the ability to logically correctly and reasonably construct oral and written speech, conduct a discussion, mastery of media text creation technologies and stylistic norms of the language.

BC2: Be able to fully realize the creative potential of a convergent journalist

BC3: Ability to adequately assess the needs of the media market and public opinion trends

BC4: Ability to professionally realize oneself as an intellectual individual with a broad outlook and deep knowledge.

BC5: Ability to analyze and navigate the media discourse of the legal, political and economic field of society, taking into account modern media communications and processes.

PC1: Ability to professionally and adequately cover international policy issues

PC2: Ability to ensure the country's information security, being legally, sociologically and politically competent in the modern international geopolitical situation

PC3: Ability to use the potential of modern mass media to form a positive image of Kazakhstan

PC4: Ability to fully use the potential of critical thinking

6. List of learning outcomes of the EP

LO1: Know at least one foreign language, a language of interethnic communication, a native language - at a professional level for interpersonal, business and scientific communication, be able to work with foreign partners, exchange information and ideas, best practices.

LO2: Be able to conduct live text, audio and video broadcasts, take photos and shoot videos, be proficient in design and web design technologies, use content management systems and know the basics of layout, work in front of the camera, interview, voice-over, edit, record on a smartphone, creating full-fledged information and analytical stories and programs, have the skills of cutting video, voice-over, creating audio stories, podcasts.

LO3: Be able to analyze the interpretation of facts of the media mainstream, relying on the rich experience accumulated by foreign media in countering the threats of negative information impact in the context of an extremely unstable world situation;

LO4: Know the social and ethical values based on public opinion, social norms and be guided by them in their professional activities; traditions and culture of the peoples of Kazakhstan; human and civil rights and freedoms; fundamentals of the legal system and legislation of Kazakhstan; fundamentals of information security; trends in the social development of society; fundamentals and principles of a healthy lifestyle.

LO5: Able to ensure the country's information security, being legally, sociologically and politically competent in the current international geopolitical situation.

LO6: 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 behavior of a journalist, have an idea of the main patterns and forms of regulation of social behavior, the formation and development of personality, psychological characteristics of the communication process; understand the essence of power and political relations.

LO7: Know the basics of programming, information and communication technologies, be able to create websites and use popular mobile applications in professional activities.

LO8: Able to professionally and adequately cover issues of international politics and economics, using all the necessary technologies in demand in modern journalism

LO9: Be able to form a positive image of Kazakhstan (Kazakhstani companies, organizations, etc.) in the global media space, implementing all available tools of modern PR technologies, relying on public opinion polls and the results of content-analytical research

LO10: Master digital mobile technologies for collecting, digital processing and transmission skills, create media texts, competently and logically expressing thoughts and mastering the genre and lexicological diversity of modern convergent journalism.

LO11: Able to use the potential of modern mass media to form a positive image of Kazakhstan and work with public opinion

LO12: Know the information needs of the audience, be able to recognize the audience and work with it, master public relations technologies, marketing and advertising strategies, understand the technology of SEO - promotion of mass media, as well as the value system of the target audience: figures + "beacons", reference groups, involvement in certain communities.

LO13: Be able to competently write journalistic texts on the topic of international issues, clearly and distinctly expressing their own thoughts, using all the wealth of artistic and expressive means of language and its stylistic diversity

LO14: Have basic knowledge that contributes to the formation of a highly educated person with a broad outlook and culture of thinking, with a rich baggage of historical knowledge in a wide range of areas of domestic and world journalism, journalism, literature, and also be aware of the trends in the development of modern mass media.

LO15: Be able to apply the acquired knowledge in the chosen additional educational program

7. Matrix for correlating the learning outcomes of the EP with the formed competencies (V)

	LO 1	LO 2	LO 3	LO 4	LO 5	LO 6	LO 7	LO 8	LO 9	LO 10	LO 11	LO 12	LO 13	LO 14	LO 15
GEC1	V			V		V			V						
GEC2	V												V		V
GEC3							V			V		V			
BC1	V			V								V		V	
BC2			V		V				V						
BC3						V								V	
BC4		V		V			V			V				V	V
BC5	V							V							
PC1					V			V					V		
PC2										V	V				
PC3					V						V				
PC4										V	V				V

8. The relationship of LO with labor functions

№	LO	Labor functions
1.	LO8: Able to professionally and adequately cover issues of international politics and economics, using all necessary technologies demanded in modern journalism.	Preparation of materials for the editorial office with analyzed information on assigned areas of activity (economic, political, social, cultural, etc.), objects, and regions.
2.	LO11: Able to utilize the potential of modern mass media to shape a positive image of Kazakhstan and work with public opinion.	Preparation of comments on current events. Production of program (broadcast) episodes.
3.	LO14: Possess basic knowledge that contributes to the formation of a highly educated personality with a broad outlook and cultured thinking,	Preparation of reports from the scene of current events, live broadcasting.

	enriched with extensive historical knowledge across a wide range of domestic and world journalism, publicism, and literature, as well as being aware of the trends in the development of modern mass media.	Creative development of topics and preparation of the program (broadcast).
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9. Table showing interconnection of competencies, learning outcomes, assessment methods and criteria

Competencies of the EP graduate	Competences expressed in expected learning outcomes	Evaluation criteria	Name of the estimation method
GEC1, BC1, PC4	LO1	Effective exchange of information and ideas	article
		Knowledge and understanding of socio-ethical values and norms	Analytical essay
	LO4	Fluent command of foreign and native languages at a professional level.	Interview
	LO2		
GEC2, BC5, PC4	LO1	Ability to conduct interpersonal, business, and scientific communication.	Scientific communication
		Confidently works with content management systems and layout design.	Practical assignment
		Application of foreign media experience to counteract misinformation.	Written analysis
	LO3, LO13	Writes journalistic texts on international topics competently.	News
GEC3, BC1	LO7	Ability to analyze facts from mainstream media.	security
		Able to create and maintain websites.	Testing
	LO14	Knows the key trends in the development of modern mass media.	Written analysis.
		Possesses a broad outlook and cultured thinking.	Oral interview
PC2, GEC3	LO10	Ability to create media texts with clear and logical structure.	Analytical essay
		Application of digital information processing skills.	Survey
	LO13	Applies stylistic diversity in texts.	Test
		Expresses own thoughts clearly and coherently.	Practical work
BC5, PC3	LO8	Ensures accuracy and objectivity of information.	Project
		Professionally covers international politics and economics.	Write journalistic texts competently
	LO5	Ability to apply knowledge for information protection in modern conditions.	Basic knowledge and outlook
		Knowledge of the basics of the country's information security.	Case study analysis
PC1, BC3	LO6	Knowledge of the Law of the Republic of Kazakhstan "On Mass Media" and journalists' ethical standards.	Abstract
		Understanding of mechanisms regulating social behavior.	Analytical report

	LO5	Knowledge of the fundamentals of power and political relations.	Group discussion
		Awareness of the characteristics of personality formation and communication.	Presentation

10. Information about the modules of the educational program

Module code and name	Volume (labor intensity) of the module	Learning outcomes	Learning outcomes assessment criteria	Disciplines forming the module Code and name
GENERAL EDUCATION MODULES				
OOM6001 Module of social and cultural development	18	LO4: Know the social and ethical values based on public opinion, social norms and be guided by them in their professional activities; traditions and culture of the peoples of Kazakhstan; human and civil rights and freedoms; fundamentals of the legal system and legislation of Kazakhstan; fundamentals of information security; trends in the social development of society; fundamentals and principles of a healthy lifestyle	Demonstrates knowledge of socio-ethical norms and values.	Philosophy
			Shows understanding of the traditions and culture of the peoples of Kazakhstan.	Cultural Studies Psychology
			Knows human and civil rights and freedoms.	History of Kazakhstan
			Understands the principles of information security.	Sociology Political Science
OOM6002 Language and ICT skills development module	15	LO1: Know at least one foreign language, a language of interethnic communication, a native language - at a professional level for interpersonal, business and scientific communication, be able to work with foreign partners, exchange information and ideas, best practices	Proficiency in a foreign language at a professional level.	Foreign language
			Ability to conduct business, scientific, and interpersonal communication.	Kazakh (Russian) Language
			Capability to work with international partners.	Information and Communication Technologies
OOM6004 Module of personal and social development	35	LO13: Be able to competently write journalistic texts on the topic of international issues, clearly and distinctly expressing their own thoughts, using all the wealth of artistic and expressive means of language and its stylistic diversity	Able to write journalistic texts on international topics.	Foundation of economics and financial literacy
			Clearly and logically expresses own thoughts.	Ecology and sustainable development
			Uses expressive and artistic means of the language.	Startups and entrepreneurship
			Applies various stylistic techniques.	Research methodology
			The topic is covered accurately and to the point.	Fundamentals safety of life activity
			Expressive and stylistically appropriate language tools are used.	Inclusive education
			Genre and speech norms of journalistic writing are observed.	Fundamentals of law and anti-corruption culture

OOM6003 Module of physical culture	4	LO13: Able to professionally and appropriately cover issues of international politics and economics, utilizing all necessary technologies demanded in modern journalism.	Uses modern journalistic technologies.	Physical Culture
BASIC MODULES				
BM6400 General professional competencies	20	LO7: Know the basics of programming, information and communication technologies, be able to create websites and use popular mobile applications in professional activities.	Demonstrates a broad outlook and cultured thinking.	Fundamentals of Convergent Journalism
BM6418 Information Security Media Literacy Module	14	LO11: Able to use the potential of modern mass media to form a positive image of Kazakhstan and work with public opinion	Able to identify and analyze the audience.	History of foreign journalism
BM6403 Module of genres and theory of journalism	20	LO3: Be able to analyze the interpretation of facts of the media mainstream, relying on the rich experience accumulated by foreign media in countering the threats of negative information impact in the context of an extremely unstable world situation	Able to analyze the presentation of facts in mainstream media.	Modern Global Mass Media
			Assesses risks and consequences of informational influence.	Genre Forms and Functions of Journalism
			Identifies signs of manipulation and disinformation.	Modern PR Technologies
			Uses media experience to counter disinformation.	Legal Foundations of Journalism and Media Ethics
			Analyzes interpretation of events in the media.	Fact-Checking and Trolling
BM6406 Design and Publication Design Module	8	LO9: Be able to form a positive image of Kazakhstan (Kazakhstani companies, organizations, etc.) in the global media space, implementing all available tools of modern PR technologies, relying on public opinion polls and the results of content-analytical research	Applies modern PR technologies in the media space.	Design and Layout of Publications
BM6420 Digital Technologies and Programming Skills Module	8	LO10: Master digital mobile technologies for collecting, digital processing and transmission skills, create media texts, competently and logically expressing thoughts and mastering the genre and lexicological diversity of modern convergent journalism	Utilizes survey results and public opinion data.	Newspaper and Magazine Journalism
BM6407 Elective Specialization Module	51	LO2: Be able to conduct live text, audio and video broadcasts, take photos and shoot videos, be proficient in design and web design technologies, use content management systems and know the basics of layout, work in front of the camera, interview, voice-over, edit, record on a smartphone, creating	Ability to create media texts with clear and logical presentation.	Digital photography
			Use of various genres of modern convergent journalism.	Data journalism
			Proficient in design and web design technologies.	Creation of video products in English
			Works with content management systems and layout design.	Mass media writing
			Publishes and distributes media content online.	Polish language

full-fledged information and analytical stories and programs, have the skills of cutting video, voice-over, creating audio stories, podcasts.			Able to conduct text, audio, and video broadcasts.	Propaganda, trolling, misinformation and visual demonization in the media and social media
			Skilled in photography, video shooting, editing, and voice-over.	Foreign language (professional)
			Creates informational and analytical stories and podcasts.	Author's programs
			Conducts live streams and produces multimedia content.	Blogging and creating PR texts
			Applies video clipping and online content publishing skills.	The formation of public opinion and its measurement
			Confident on camera, conducts interviews, and provides voice-over.	Regional stability and country branding of Kazakhstan
			Utilizes web design and content management systems.	Media theory and criticism
			Uploads and distributes materials in the digital environment.	International relations and sustainable development
			Professionally shoots, edits, and voices video and audio content.	Creating analytical business programs
			Works with content management and basic layout design.	Media coverage of the economy
			Skilled in photography, video shooting, editing, and voice-over.	Security Issues in Central Asia
PROFESSIONAL MODULES				
BM6401 Professional module	15	LO3: Ability to analyze the interpretation of facts in the media mainstream, relying on the extensive experience accumulated by foreign media in countering threats of negative information impact amid an extremely unstable global environment.	Analyzes facts in the media mainstream.	Educational practice
PM6411 Project and research work module	10	LO8: Able to professionally and adequately cover issues of international politics and economics, using all the necessary technologies in demand in modern journalism	Uses modern journalistic technologies.	Introduction to Communication Studies
			Ensures accuracy and objectivity in information delivery.	Communication in Political Campaigns

PM6412 Intellectual Property and Information Security Module	16	LO6: 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 behavior of a journalist, have an idea of the main patterns and forms of regulation of social behavior, the formation and development of personality, psychological characteristics of the communication process; understand the essence of power and political relations.	Knowledge of the RK Law "On Mass Media" and journalistic ethical standards.	Introduction to Studies on State and Law
			Ability to apply this knowledge in professional activities.	Political Imageology
PM6404 New Media Technique Module	18	LO7: Know the basics of programming, information and communication technologies, be able to create websites and use popular mobile applications in professional activities.	Knowledge of programming basics and ICT.	Fundamentals of Digital Marketing and Management
			Proficiency in SDP (Semidefinite Programming) methods.	Intercultural Communications and Stereotypes
			Ability to create and maintain websites.	Politics and journalism, issues of information security in the Internet space
PM6419 Module for creating and processing graphic and video content	8	LO15: Be able to apply the acquired knowledge in the chosen additional educational program	Use of popular mobile applications in professional work.	Artificial intelligence tools in the media sphere
			Applies knowledge from the additional educational program.	TV news: workshop
PM6408 Module for developing specialized journalistic skills	8	LO5: Able to ensure the country's information security, being legally, sociologically and politically competent in the current international geopolitical situation	Demonstrates the ability to use new skills in practice.	Cinema and video are weapons of mind manipulation
			Demonstrates the ability to use new skills in practice.	Sources and risks of international terrorism
			Ability to apply this knowledge in professional activities.	Environmental journalism

11. Information about the disciplines of the educational program

№	Discipline Code and Name	Brief description of the discipline (30-50 words)	Labor intensity of discipline in credits	Learning outcomes formed (codes)	Prerequisites	Postrequisites
Cycle of general education disciplines (GED)						
Required component (RC)						
1.	SPS6001 Philosophy (OC)	The discipline refers to basic General education courses in the bachelor's degree system with engineering and Economics education. This course is aimed at developing students' open mind, understanding their own national code and national identity, spiritual modernization, competitiveness, realism and pragmatism, independent critical thinking, the cult of knowledge and education, the assimilation of such key worldview concepts as justice, dignity and freedom, as well as the development and strengthening of the values of tolerance, intercultural dialogue and a culture of peace.	5	LO1, LO8, LO13	Modern history of Kazakhstan	Philosophy
2.	SPS6006 Cultural Studies – Psychology	Knowledge in the field of cultural studies can serve as the basis for the study of the entire complex of social and humanitarian Sciences. At the same time, the discipline of cultural studies can serve as a Supplement to General courses in history and philosophy. The course material can serve as a methodological guide for a number of special disciplines: for example, ethics, cultural history, art styles, national schools of management, negotiation strategy and tactics, and cultural management. Methods and technologies of training used in the implementation of the program: role-playing games and educational discussions of various formats; case studies (analysis of specific situations); project method.	4	LO8, LO14, LO15		Cultural Studies – Psychology
3.	HK6002 History of Kazakhstan	This program is designed to form the historical consciousness of undergraduate students, based on the knowledge gained in the study of modern history of Kazakhstan. The versatility and importance of the discipline "Modern history of Kazakhstan" is due to its huge role in strengthening the identity of Kazakhstan, the identity of the people and the implementation of tasks related to the need for an intellectual breakthrough in the new Millennium. Kazakhstan's society must	5	LO4, LO6, LO11	History of Kazakhstan	Political science

		have a spiritual and ideological core for the successful implementation of its goals, which is facilitated by the "Ruhani zagyr" program, which reveals the mechanisms for modernizing public consciousness and is based on the continuity of spiritual and cultural traditions. This program is designed to form the historical consciousness of undergraduate students, based on the knowledge gained in the study of modern history of Kazakhstan.				
4.	SPS6007 Sociology-Political science	The course explores the basic concepts of sociological theories and the most effective ways to gain in-depth knowledge about various aspects of our modern society. During the semester, we examine the ways in which society and social processes shape our lives, the structure of ideas that contextualize our lives, the ways in which these ideas are institutionalized in formal and informal social organizations, and how this institutionalization forms a social structure that restricts and ensures change. In this course, students will study scientific social knowledge that will help them gain experience in forming models of social and interpersonal relationships, social communication skills, and principles of respect for different cultures of Kazakhstan and the world community.	4	LO5, LO14		Mass Communications and International Relations: Information Security
5.	LAN6001A LAN6002A Foreign language	Mastering new language tools: phonetic, spelling, lexical, grammatical in accordance with the topics, areas and situations of communication necessary for language acquisition. Getting knowledge about the phenomena of the language being studied, different ways of expressing thoughts; further development of General and special skills; familiarization with available methods and techniques for self-study of languages and cultures, including the use of new information technologies.	10	LO1, LO4, LO5, LO13		Professional-oriented foreign language
6.	LAN6001KR/ LAN6002KR Kazakh (Russian) language	The discipline involves deep study of the Kazakh/Russian language, using it in the as an object and means of mastering basic language knowledge. Purpose the purpose of the course is to develop communication skills in Kazakh/Russian.	10	LO1, LO13		Professional-oriented Kazakh/Russian language

7.	ICT6001 Information and Communication Technologies	The discipline develops a system of knowledge, skills and abilities in the field of use of information and communication technologies in education and education, which form the basis for the formation of ICT competence in the use of information and communication technologies in the educational process and in further activities.	5	LO5, LO10		SDP programming basics 1
8.	PhC6006/PhC6005 Physical Culture	The ability to understand the practical use of healthy lifestyle norms, including prevention issues, is being instilled.	8	LO15		
Cycle of general education disciplines (GED) University component (UC) and (or) Elective component (EC)						
9.	ECO6007 Foundation of economics and financial literacy	This course provides an integrated introduction to economics and legal foundations relevant to entrepreneurial decision-making and everyday personal finance. Students will understand basic economic principles, and navigate legal systems affecting individuals and businesses and learn how to manage personal finances. Topics include economic behavior, legal research, business budgeting, taxation, investment and case analysis. The course is open to non-economics majors interested in how economic, legal and financial systems shape our lives.	5	LO7, LO4		Theory and practice of organizing media business
10.	JUR 6505 Ecology and sustainable development	The course reveals the role of ecology in solving modern economic, social and political problems, as well as the emergence of global environmental problems as a result of human production activities and the responsibility of the world community for them. A very important aspect is also international cooperation to ensure sustainable development. Various areas of practical application of ecology are also considered - natural resources and environmental pollution.	5	LO4		Sustainable Development Goals: Journalistic Aspect
11.	MGT6706 Startups and entrepreneurship	This course provides an introduction to what a business is, how it works and how to run it. Students will define ownership and processes used in manufacturing and marketing, finance, personnel, and management in business operations.	5	LO5		Theory and practice of organizing media business
12.	RM6001 Research methodology	The course is devoted to the study of activities aimed at developing students' ability to independent theoretical and practical judgments and conclusions, skills of objective evaluation of scientific information.	5	LO7, LO10		

		freedom of scientific research and the desire to apply scientific knowledge in educational activities, including for the diploma project (work).				
13.	JUR6413 Fundamentals safety of life activity	Studying ways of safe human interaction with the environment (industrial, domestic, urban, natural), sustainable operation of business facilities (organizations) in emergency situations, issues of protection from negative factors, prevention and elimination of the consequences of natural and man-made emergencies and the use of modern means defeat.	5	LO8		
14.	HUM6400 Inclusive education	The philosophy, history and methodology of an inclusive approach. Documents governing the development of an inclusive process in higher professional education. Educational needs of students with disabilities and disabilities. Methods and forms of organization of the educational process at a university for students with disabilities. Development of adapted educational programs, curricula and educational paths for students with disabilities and disabilities. Psychological and pedagogical support of students with disabilities and disabilities at the university.	5	LO8		Cultural studies
15.	LAW6007 Fundamentals of law and anti-corruption culture	The course presents the legal, economic and social foundations of combating corruption, reveals the features of state policy, presents international experience in combating corruption, defines the features of regulating conflicts of interest, official ethics, and methods for identifying corruption violations. As a result of successful completion of the course, students will have the following competencies: 1. Understand the measures of legal liability for participation in corruption violations. 2. Determine the conflict of interest in the activities of organizations leading to corruption. 3. Conduct an analysis of the work of organizations using various research methods.	5	LO7, LO4		Sociology- Political science
Cycle of basic disciplines (BD) University component (UC)						
16.	JUR6400 Fundamentals of Convergent Journalism	The students are offered information on the nature and characteristics of journalism as a specific profession, on ways of building knowledge and skills. The general regularities of the journalism functioning as a social	4	LO7, LO6		TV and radio journalism and all courses by profile

		institution are considered, fundamental theoretical basis are applied to journalism of a sovereign state.				
17.	JUR6401 Television and radio journalism	The discipline of TV and radio journalism is aimed at studying the basics of television and radio journalism. In the process of learning, the student will create news TV and radio stories, analytical programs, learn the skills of a TV and radio host. Also, in the process of training, trends in the development of world television and radio journalism will be considered, the best practices of world television and radio journalism will be studied. In the course a student studies the specifics of television and radio journalism, acquires skills for creating news content, and principles for selecting news. The course builds knowledge of information selection technology, its textual design.	4	LO2, LO12	Fundamentals of converged journalism	Preparation of radio programs, Author's programs
18.	JUR6402 Media language: culture and speech technology	The main goal of studying the discipline is to teach students to create texts, audio and video materials in the state and other languages, to competently and reasonably build oral and written speech, to speak the language at a level that allows them to work in an intercultural environment. The subject of the discipline is the norms of the mass media language, types of communication, its principles and rules, ethical standards of communication, functional speech styles, the basics of the art of speech, as well as the specifics of speech technology for various media - television, radio, newspapers and magazines, online media. The main goal of the course is the formation of a highly educated journalist, whose speech corresponds to the norms accepted in an educated environment, is distinguished by expressiveness and beauty.	5	LO1, LO9	Genre Forms and Functions of Journalism	TV and radio journalism and all courses by profile
19.	JUR6508 Sustainable Development Goals: Journalistic Aspect	In the process of studying the discipline, the student will become familiar with 17 sustainable development goals aimed at eliminating poverty, conserving the planet's resources and ensuring prosperity, and understands the role of the media as a tool to achieve the goals of the Sustainable Development Program. The course gives students the basics of environmental knowledge.	3	LO10, LO14	Fundamentals of Convergent Journalism	Business journalism
20.	JUR6405 History of Kazakh journalism	Discipline introduces students to the history of national journalism. As a result of mastering the	4	LO4, LO6	Fundamentals of Convergent Journalism	Business journalism, Journalism and politics

		discipline, the student has knowledge about the history of Kazakh journalism, the founders of national journalism, the development of journalism in different historical periods.				
21.	UR6449 History of foreign journalism	The purpose of the discipline is to analyze the formation of foreign journalism, to study the best practices of world journalism. Knowledge of the history of the birth of journalism as a social institution, as well as the formation of a holistic picture of the stages of development of foreign media not only guarantees a high level of professional competence and general knowledge of future journalists, but also contributes to a deeper understanding of the specifics of the functional features of the media and the dynamics of the development of contemporary genre diversity	4	LO3		History of International Journalism
22.	JUR6421 Radio Preparation	The purpose of the discipline is to give skills in creating radio programs in various genres and formats. in the process of learning, the student will learn how to create radio programs on various topics and work live, learn to understand the genres and forms of radio programs, learn the specifics of online broadcasting. The study of the course is supported by an extended laboratory practice.	3	LO2, LO7		New Media Techniques, Storytelling, Longreads
23.	JUR 6455 New Media Techniques, storytelling, longrid	Discipline is aimed at developing students' in-depth knowledge about creating complex journalistic materials of a significant amount, combined with the term "longrid", developing skills for collecting, analyzing, structuring information for preparing journalistic materials, and developing in-depth skills in creating a multimedia media product. Students learn to mount text on a separate special platform; allowing the reader to dive deep into the topic due to both the content of the text and its multimedia elements.	3	LO3	Skills in creating analytical materials	New Media Techniques, Storytelling, and Longform Articles
24.	JUR6406 Analytical materials creating skills for digital media	The discipline teaches the use of all types of analysis in identifying the relationships of the subject, causes, and consequences, their assessment, and the forecast of their development, which is the task of analytical journalism. The concept of modern analytical journalism as a type of creative activity is also considered. The features of the analytical method of displaying actual phenomena of reality in	4	LO7, LO10	Fundamentals of convergent journalism, Genre forms and functions of journalism	Author program

		journalism are determined. The subject, goals, methods, and main types of analysis in the press are characterized, and its technology is described. Modern genres of analytical journalism are considered in full context. The necessary programs used in working with text visualization are studied.				
25.	JUR6453 The modern world of mass media	Acquaintance of students with the development trends of the 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 global news agencies and media corporations.	4	LO13	History of foreign journalism	Relevant discipline
26.	JUR6404 Genre forms and functions of journalism	The discipline is aimed at studying the forms and genres of journalism. The discipline is intended to reveal the meaning of genres and their functions in the media, the types of genres, the main features of analytical, informational, artistic and journalistic genres and show their capabilities and role in the creative professional activities of journalists and editors. The development of journalism as a social institution is in constant motion, at the same time journalistic genres are transformed, the presence of which in a 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 whole spectrum of genre diversity and understand their functional purpose.	4	LO15, LO9	Fundamentals of converged journalism	TV and radio journalism and all courses by profile
27.	JUR 6409 Modern PR technologies	Technologies of public relations include a set of sequential procedures, various techniques and activities that are aimed at the optimal and most effective implementation of the goals and objectives of the organization at a given time in a given place. The object of public relations technologies can be considered the behavior, consciousness and subconscious of people who are controlled through specially directed communications. The discipline is aimed at studying PR tools, public relations technologies, methods of creating the	4	LO6	Skills in creating analytical materials	Marketing and advertising

		image of a company or product, and managing the company's reputation				
28.	JUR6403 Legal basis of journalism and media ethics	As a result of studying the course, the student acquires in-depth knowledge in the field of mass information law, intellectual law, international humanitarian law, and is able to apply this amount of knowledge in practice. The objectives of studying the discipline are to prepare a legally competent specialist who is able to carry out his work in accordance with the legal norms in force in this area. The purpose of the course • to form an idea among future journalists about the nature of professional morality and the nature of professional and moral relations in journalism; to reveal the content of the main professional and ethical ideas considered by the world journalistic community as standards of professional behavior, the orientation of which ensures optimal interaction between journalism and society.	4	LO7, LO9	Fundamentals of converged journalism	Relevant discipline
29.	JUR6419 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 principles of working with these phenomena.	4	LO7, LO14	Legal Foundations of Journalism and Media Studies	Politics and Journalism, Issues of Information Security in the Internet Space
30.	JUR6414 Edition design and layout	The purpose of the course is to give a complete picture of the design and modeling of the press, to get acquainted with the functions of press design, resources and design tools, how to combine them into a harmonious composition, to study the factors influencing the design of the publication, the design features of publications of various typological groups, to master the tools of the modern press designer in the theoretical and applied aspect, to learn how to apply the acquired knowledge in the process of theoretical and practical professional activities. Discipline is aimed at obtaining a clear idea about the design of modern print and online media, the forms and methods of work of the designer and layout designer in modern media business. The course also involves the development of skills to apply this knowledge to solve the problems of professional journalistic	4	LO2, LO15	ICT	Coverage of economic issues in the media

		activities in international media.				
31.	JUR6410 Journalism of Newspapers and magazines	Current trends in the development of mass media are aimed at convergent journalism, which unites all traditional types of media on one Internet platform (within one news-room). At the same time, newspapers and magazines have not yet disappeared completely and will continue to exist in a certain foreseeable future, therefore it is important for journalists to have an idea about the process of producing printed media products and specific differences in the professional activities of newspapers and magazines journalists	4	LO7, LO13	Fundamentals of converged journalism	Design and layout of publications
32.	JUR6412 Digital photography	Photography is an integral part of both traditional print media and online publications. Proper use of the potential of modern hardware and software for post-photographic processing (for example, Photoshop or Lightroom) allows you to achieve bright, colorful and expressive images. During this course, students gain practical experience in preparing photo reports on the example of student life at the University.	4	LO2, LO13	Design and design of publications, ICT	Discipline by profile
33.	JUR6408 Data journalism	The Data Journalism discipline is based on the processing of data and the presentation of the information received in the form of a text story or infographic. In the process of studying the discipline, the student will master the variety of forms and methods of work of a journalist with large amounts of data, learn how to extract and analyze information, visualize it, get acquainted with the technological foundations of data journalism. Also, the purpose of the course is to master the ethical standards when working with open data, the processing of personal data, the development of the legal framework for working with data. The course aims to master the theoretical knowledge and practical skills that will allow effective search, filtering, analysis and processing of large amounts of data for processing the resulting material in the form of an exciting media text or infographic, introduces students to the concept of data and teaches them to work with them and use to create journalistic material. Examines methods of working with data journalism, with the creative	4	LO13	Fundamentals of converged journalism	The technique of creating longido

		process of preparation specialized materials where are used different types of data.				
34.	EP6401 Educational practice	Formation of practical skills and abilities, universal competencies, familiarization with the basics of professional activity. Acquisition of primary professional skills and abilities, consolidation of theoretical knowledge in practice.	2	LO1	Basics of Convergent Journalism	Industrial practice
35.	PP6402 Industrial practice	Formation and development of professional competencies necessary for work in the field of journalism, independent work skills, demonstrate the application of acquired knowledge, study equipment and technologies, and develop communication skills	8	LO15	Educational practice	Undergraduate practice
36.	PP6404 Undergraduate practice	Acquisition of in-depth professional knowledge and skills, development of readiness for independent work, preparation for the defense of the final qualification work	5	LO3	Industrial practice	Defense of the diploma project
Cycle of basic disciplines (BD) Elective component (EC)						
37.	JUR6438 Creation of video products in English	The purpose of the discipline is 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 interests of the English-speaking audience.	3	LO2, LO10		
38.	JUR6407 Mass media writing	The course forms the skills of preparing texts in a foreign language for the media. The student will acquire the skills of professional speech in a foreign language	3	LO1	Fundamentals of convergent journalism	Profile disciplines
39.	JUR-6475 Polish language	In the process of studying the discipline, the student learns to communicate grammatically correctly in Polish, to express his thoughts confidently, clearly and in an accessible way. The goal is to learn more than 2000 common words and phrases in Polish, some of which are set expressions, idioms, phraseological units. In the classroom, discussions will be held 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 professionally write business documents, keep up a conversation with an interlocutor, understand Polish speech and convey his thoughts to the listener.	3	LO13	Foreign Language	
40.	JUR6430 Propaganda, trolling, misinformation and visual demonization in the media and social media	Recently, in view of the escalated confrontation at the international level, such words as: propaganda, trolling, fact-checking, disinformation, demonization, etc. are	4	LO8, LO11		

		increasingly heard in the media. The purpose of this discipline is to get acquainted with the theoretical and practical possibilities of countering propaganda influence and learn how to fact-check.				
41.	JUR6437 Author's programs	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.	4	LO12	TV and radio journalism	
42.	JUR6473 Blogging and creating PR texts	The discipline studies both theoretical and practical aspects of blogging as a PR technology. Blogging uses the unique capabilities of the global Internet, which have become innovative in the field of information provision. This has been the reason why PR specialists use blogs as a PR tool. During the course, the student acquires practical skills in creating texts for the Internet space. The objective of the course is to train students to blog professionally and create texts aimed at attracting an interested audience by regularly publishing content. The student will become familiar with the components of a successful blog, learn how to write company blogs in order to attract new clients and maintain contact with current ones, increase awareness, talk about promotions and offers, and demonstrate expertise.	4	LO10, LO15	Modern PR technologies	
43.	JUR6458 The formation of public opinion and its measurement	In the process of studying the course, the student masters the methods of conducting public opinion polls in their entirety. Public opinion polls have become a recognized way to determine the true mood of societies. The student in the process of studying the course will learn to measure public opinion and form it in accordance with the task, learn not only due to what and how public opinion is formed, what characteristics it has, but also how to correctly measure the direction vector of public sentiment.	5	LO14		
44.	JUR6505 Regional stability and country	In the process of studying the discipline, the student analyzes the role of stability	5	LO8	Sources and risks of international	

	branding of Kazakhstan	at the regional level. The student will master the technique of creating and maintaining stability with the help of media resources. Stability is a kind of guarantee of the country's security, since an aggressive geopolitical situation can carry a number of destabilizing factors and all kinds of risks, primarily such as: terrorism, religious extremism, etc. The discipline considers the analysis of the media, which at the information level are equally capable of both maintaining and strengthening this stability, and vice versa destroying it.			terrorism, PR Fundamentals	
45.	JUR6450 Media theory and criticism	This course will focus on the socio-cultural theory of media and communication. We will focus on the analysis of popular media and their impact on our perception, understanding and real events.	4	LO2	Ethics and law in Journalism.	Profile disciplines
46.	JUR6455 International relations and sustainable development	System of international relations is based and realized on political, economic, and legal spheres. Students introduce to fundamental legal terms in field of international relations and UN's role in process of sustainable development achievements.	4	LO8		
47.	JUR6466 Creating analytical business programs	Discipline helps study technologies and methods of creating business programs on various communication channels based on knowledge of the activities of organizations in the form of business process systems, interests of the target audience and special journalistic instrumentation	4	LO7	Teleradiojournalism	
48.	JUR6435 Media coverage of the economy	The purpose of the discipline is to form in students an idea 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 studying the specifics of economic journalism, methods of presenting information on economic topics, the process of a journalist working on an economic topic, and skills in working with various sources of economic information.	4	LO9	Economy	
49.	JUR6427 Security Issues in Central Asia	The purpose of this course is to explore some of the major concepts, theories, and accumulated knowledge in the area of international and regional security, and to gain experience in applying this knowledge to empirical cases. The choice in this course is to concentrate on a more in-depth discussion of	4	LO8		

		the deep academic expertise of the real sources and threats to the regional stability and prosperity. Students successfully completing the course will have the knowledge in the field of the: • formation of the theoretical and methodological framework of historical knowledge, the strategic political objectives of strengthening the sovereign state of Kazakhstan and national security in regional arena. • creation of the ideological and spiritual foundation for the consolidation of multi-ethnic and multi-confessional Kazakhstan society and present it as an example for regional community. • creation of a science-based concepts of the regional affairs, based on an objective coverage of the regional issues. • enhance awareness and connectivity between regional security and security of Kazakhstan.				
50.	Minor 1	The course is designed to develop competencies different from the core (major) ones.	5	LO15		
51.	Minor 2	The course is designed to develop competencies different from the core (major) ones.	5	LO15		
52.	Minor 3	The course is designed to develop competencies different from the core (major) ones.	5	LO15		
Cycle of major disciplines (PD) University component (UC)						
53.	JUR 6456 Introduction to Communication Studies	"In the course of studying the course, the student learns to recognize the information needs of the audience and work with it, to master public relations technologies, communication strategies, As a result of studying the course, students should: - know the basics of PR-activity; - be able to apply legal and ethical regulators in communication in practice; - have the skills of conflict-free solution of problem situations."	5	LO7		TV and radio journalism and all courses by profile
54.	JUR 6410 Communication in Political Campaigns	Aim 1: to present the evolvement of communication in political campaigns as a social and cultural phenomenon Aim 2: to determine and characterise the most influential concepts and theories used to understand and explain the evolvement of communication in political campaigns Aim 3: to analyse in-depth main channels of	5	LO5	Fundamentals of Convergent Journalism	International Relations and Sustainable Development

		disseminating communication in political campaigns Aim 4: to deliver effective methods of analysing argumentative, persuasive, and manipulative communication aspects in political campaigns				
55.	JUR 6473 Introduction to Studies on State and Law	The main goal of the discipline "Introduction to Studies on State and Law" is the development of scientific and methodical guidance to help students gain an in-depth understanding of issues relating to state and law, mechanisms for the movement and functioning of legal matters, the correlation of state, law and other areas of social activity, and basic areas of development in regard to modern legal institutions and systems. Knowledge of political and legal doctrines, historical processes of state and legal development, the approaches to comparative analysis of legal and political institutions help to educate future specialists who will work as well-qualified experts able to solve difficult and unique tasks.	4	LO5	Fundamentals of converged journalism	TV and radio journalism and all courses by profile
56.	JUR 6459 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.	3	LO		Mass communications and international relations
57.	JUR 6439 Media and international relations: Information Security	The course aims to provide comprehensive coverage of all key elements of global policy and information security. It will briefly cover the economic and political problems of democracy and authoritarianism, political and information mechanisms, global and national conflicts, and survival, nationalism, separatism and terrorism, political and information development, national policy and security. Finally, this course will discuss various emerging trends in global politics and information security, with real-world examples and case studies.	5	LO4	Ethics and law in Journalism.	Profile disciplines
58.	JUR 6431 Political Image Maker	Image maker does not become a science, but remains at the intersection of science and art. Scientifically proven techniques used in specific conditions allow for the creation of a special combination in which the impact is most effective. The role of a political scientist-	4	LO9	Fundamentals of PR	Electoral technologies and global mass media

		image maker is especially important here, each time creating a new, unique work of art to influence the audience. When making decisions in conditions of information deficit, and in some cases due to lack of time, a person replaces the process of constructing a complex and in-depth portrait of a person by creating his image - a symbolic substitute that reflects and projects his main features. Depending on the specific goal, different features can be projected.				
59.	JUR 6511 Fundamentals of Digital Marketing and Management	The discipline "Fundamentals of Digital Marketing and Management" includes such sections as the structure of the organization, motivation, control, leadership, and decision-making. Undergraduate study course with a focus on organization structure will cover effectiveness of a manager, structure of organizations, bureaucratic and project apparatus, strategic planning, SWOT analysis, functions and types of control, leadership and power, motivation for decision-making, communication. The course also develops students' ability to explore case studies. The purpose of the discipline is to master the skill of analyzing the Internet space, marketing technologies for promoting goods and services. The student will learn the basics of SEO promotion, target advertising and other digital promotion technologies in the Internet space. The course provides students with the necessary knowledge about advertising and marketing activities, conducting advertising campaigns, creating effective promotional materials, and promoting media products on the Internet.	5	LO12		Advertisement
60.	JUR 6411 Intercultural Communications and Stereotypes	Aim 1: to present the essences of a stereotype as an intercultural phenomenon Aim 2: to determine and characterise the most influential theories of stereotypes in intercultural communications Aim 3: to discuss crucial aspects of functioning stereotypes in intercultural communications Aim 4: to examine ways of detecting and overcoming prejudices and superstitions in intercultural communications	4	LO1	Introduction to Communication Studies	Blogging and PR text creation
61.	JUR6467 Politics and journalism, issues of	Purpose of the discipline - providing students with knowledge of the main types and methods of information	5	LO4	Ethics and law in Journalism.	Profile disciplines

	information security in the Internet space	security; students acquire the ability to prepare journalistic material on political topics; mastering modern knowledge of working with political information; knowledge of the main directions of global politics of the modern world				
62.	JUR 6492 Artificial intelligence tools in the media sphere	In the media sphere, there are three areas of application of Artificial Intelligence in journalism: data collection, content creation, information dissemination. One of the most obvious uses of artificial intelligence for content creation is translating foreign language sources and transcribing interviews. as a result of studying the course, students will master the applications of artificial intelligence in collecting information and creating texts, recognizing foreign speech, for personalizing content, and mastering artificial intelligence programs for individualizing the audience.	4	LO2		
63.	JUR6460 TV news: workshop	The student acquires the skills to produce news content using digital technologies.	4	LO2	Fundamentals of Convergent Journalism	Author's programs
64.	JUR 6510 Cinema and video are weapons of mind manipulation	The purpose of the discipline is to show methods of manipulating people through the media and cinema, to analyze films and media materials. creating special attention among the population. Manipulation is a method of hidden psychological influence on a person. The task of the discipline is to show the technology of manipulation through videos, the technology of creating the behavior of an object in the direction required by the manipulator.	4	LO7	Radio Preparation	Mediamonitoring
65.	JUR6501 Sources and risks of international terrorism	The course examines the risks and threats of International Terrorism and anti-terrorism policy practice of the EU states, the USA, Israel, Kazakhstan, Russia and other CIS countries, a special place is given to studying the reasons for the spread of religious extremism and terrorism in Central Asia and Kazakhstan, as well as possible scenarios for its development and combating them. It will briefly cover the object and subject of study, political competition and power, nationalism, globalization, separatism and terrorism. Students successfully completing the course will be able to: • analyze how and why international terrorist groups or organizations make decisions; • describe how	4	LO4	Political science, history of Kazakhstan	Regional Stability and Country Branding of Kazakhstan

		modern international terrorism affects the individual, society, state and world. • compare the basic political problems faced by interaction of civilizations in the world;				
66.	JUR6424 Environmental journalism	The discipline teaches students to reflect in the media, in social networks, the world's environmental problems. The student learns to see problems, conduct an investigation, do analytics and convey environmental problems to society. In the process of studying the course, the student creates informational and analytical articles on environmental topics	4	LO5	Fundamentals of converged journalism	Relevant discipline

12. Curriculum of the educational program (Platonus)

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		1 course				2 course				3 course				4 course																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															

13	GE R	RM6001	Research methodology	1	5/15 0	15	30	15	90										
14	GE R	JUR6413	Fundamentals of life safety activity	1	5/15 0	15	30	15	90										
15	GE R	HUM6400	Inclusive education	1	5/15 0	15	30	15	90										
16	GE R	LAW6007	Fundamentals of law and anti-corruption culture	1	5/15 0	15	30	15	90										
17	GE R	PhC6005	Physical Culture	4 3 3	4/12 0	15	45	15	60					4. 0					
18	GE R	PhC6006	Physical Culture	4 4 4	4/12 0	15	45	15	60							4. 0			
Modules of specialty/education programm																			
19	BS	JUR6400	Fundamentals of Convergent Journalism	4 1 1	4/12 0	15	15	15	60	4. 0									
20	BS	JUR6401	Television and radio journalism	4 2 2	4/12 0	15	15	15	60					4. 0					
21	BS	JUR6402	Media language: culture and speech technology	5 5 5	5/15 0	15	30	15	90							5. 0			
22	BS	JUR6508	Sustainable Development Goals: Journalistic Aspect	3 6 6	3/90	15	15	15	45							3. 0			
23	BS	JUR6405	History of Kazakh journalism	4 7 7	4/12 0	15	15	15	60									4. 0	
24	BS	JUR6449	History of foreign journalism	4 1 1	4/12 0	15	15	15	60	4. 0									
25	BS	JUR6421	Radio Preparation	3 3 3	3/90	15	30	15	45							3. 0			
26	BS	JUR 6455	New Media Techniques, storytelling, longrid	3 4 4	3/90	15	15	15	45							3. 0			
27	BS	JUR6406	Analytical materials creating skills for digital media	4 7 7	4/12 0	15	30	15	60									4. 0	

[illegible]

61	PM6404 New Media Technique Module	AS	U C	JUR 6511	Fundamentals of Digital Marketing and Management	5	3	3		5/15 0	15	15	15	15	90					
62		AS	U C	JUR 6411	Intercultural Communications and Stereotypes	4	7	7		4/12 0	30	15	15	15	60				4. 0	
63		AS	U C	JUR6467	Politics and journalism, issues of information security in the Internet space	5	7	7		5/15 0	15	15	15	15	90				5. 0	
64		AS	U C	JUR 6492	Artificial intelligence tools in the media sphere	4	7	7		4/12 0	30	15	15	15	60				4. 0	
65	PM6419 Module for creating and processing graphic and video content	AS	U C	JUR6460	TV news: workshop	4	3	3		4/12 0	15	15	15	15	60				4. 0	
66		AS	U C	JUR 6510	Cinema and video are weapons of mind manipulation	4	6	6		4/12 0	30	15	15	15	60				4. 0	
67	PM6408 Module for developing specialized journalistic skills	AS	U C	JUR6501	Sources and risks of international terrorism	4	6	6		4/12 0	15	15	15	15	60				4. 0	
68		AS	U C	JUR6424	Environmental journalism	4	8	8		4/12 0	30	15	15	15	60				4. 0	

Additional modules beyond qualification

Modules of choice																										
69	BM6402 Additional elective specialization module	BS	ES	MNR6701	Minor 1	5	5	5			5/15 0	15		30		15	90					5. 0				
70		BS	ES	MNR6702	Minor 2	5	6	6			5/15 0	15		30		15	90				5. 0					
71		BS	ES	MNR6703	Minor 3	5	7	7			5/15 0	15		30		15	90					5. 0				
Weekly average workload at hours																										
1	General education subjects(GER)					56		12	0	0	1530	75	30	390	0	0	165	870	15	14	9	14	0	4	0	0
	Core subjects(GER/CS)					51		11	0	0	1530	75	30	390	0	0	165	870	10	14	9	14	0	4	0	0
	University component(GER/UC)					0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	Electives(GER/ES)					5		1	0	0	0	0	0	0	0	0	0	0	5	0	0	0	0	0	0	
2	Base requirements(BS)					11 6		25	0	0	3000	30	180	420	0	45 0	315	1335	8	14	7	18	14	20	17	18

F-72, Educational program

13. Additional Educational Programs (Minor)

The name of the AEP (Minor), indicating the list of disciplines forming the Minor	Number of credits AEP / number of credits in the discipline	Description, Competencies generated by the AEP, learning outcomes
The name of the AEP (Minor)	15	
Minor 1	5	
Minor 2	5	
Minor 3	5	