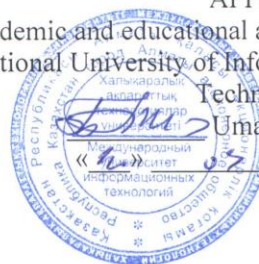


Faculty of Digital Transformations

Department of Media Communications and History of Kazakhstan

APPROVED
Vice-rector for academic and educational activities
of JSC "International University of Information
Technologies"
Umarov T.F.
2021 г.



**6B032 journalism and information
(Educational program code)**

6B03202 Digital journalism

CATALOG OF ELECTIVE DISCIPLINES

2021-2025

2021 г.

The catalog of elective disciplines for the specialty / EP 6B032 journalism and information was developed on the basis of the working curriculum of the specialty / EP.

The catalog of elective disciplines was discussed at the meeting of the Department of Media Communication and History of Kazakhstan

Minutes No. 08 dated "08" March 2021

Head of Department  Niyazgulova A.A.

The compiler of the QED  Niyazgulova A.A.

 Velitchenko S.N.

The catalog of elective disciplines was approved at a meeting of the Educational and Methodological Council of the International University of Information Technologies »Minutes No.

04 dated "30" 03 2021.

Director of DAV  Mustafina A.K.
signature full name, title, degree



1 TERMS AND ABBREVIATIONS

1. 1 An educational program is a single set of basic characteristics of education, including goals, results and content of learning, organization of the educational process, methods and methods of their implementation, criteria for assessing learning outcomes.

The content of the educational program of higher education consists of disciplines of three cycles - general education disciplines (hereinafter - OOD), basic disciplines (hereinafter - DB) and major disciplines (hereinafter - PD).

The cycle of OOD includes disciplines of compulsory component (hereinafter - OK), a university component (hereinafter - VC) and (or) a component of your choice (hereinafter - CV). DB and PD include disciplines VK and CV.

1. 2 Catalog of elective disciplines (CED) - a systematized annotated list of all disciplines of the optional component, for the entire period of study, containing a brief description indicating the purpose of the study, a summary (main sections) and expected learning outcomes. The QED reflects the prerequisites and postrequisites of each academic discipline. CED should provide students with an opportunity to choose alternative educational disciplines for the formation of an individual educational trajectory.

Based on the educational program and CED, students develop individual curricula with the help of advisers.

1. 3 Individual curriculum (IEP) - a curriculum formed for each academic year by students independently with the help of an adviser based on the educational program and the catalog of elective disciplines and (or) modules;

The IEP determines the individual educational trajectory of each student separately. The IEP includes disciplines and types of educational activities (practices, research / experimental research work, forms of final certification) of a mandatory component (CC), a university component (VC) and an optional component (CV).

1. 4 Advisor - a teacher who performs the functions of an academic mentor, studying in the corresponding educational program, assisting in the choice of the learning path (formation of an individual curriculum) and mastering the educational program during the training period.

1. 5 University component - a list of compulsory academic disciplines determined by the university independently for mastering the educational program.

1. 6 Optional component - a list of academic disciplines and the corresponding minimum amount of academic credits offered by the university, independently chosen by students in any academic period, taking into account their prerequisites and postrequisites.

1. 7 Elective disciplines are academic disciplines included in the university component and the optional component within the established academic credits and introduced by educational organizations, reflecting the individual training of the student, taking into account the specifics of socio-economic development and the needs of a particular region, established scientific schools.

1. 8 Postrequisite (postrequisite) - disciplines and (or) modules and other types of educational work, the study of which requires knowledge, abilities, skills and competencies acquired upon completion of the study of this discipline and (or) modules;

1.9 Prerequisite (prerequisite) - disciplines and (or) modules and other types of educational work containing knowledge, abilities, skills and competencies necessary for mastering the studied discipline and (or) modules;

1. 10 Competences - the ability to practically use the knowledge, skills and abilities acquired in the learning process in professional activities.

1 1 ELECTIVE DISCIPLINES

№	Discipline cycle	Discipline code	Discipline name	Semester	Number of credits	Prerequisites
<i>3 course</i>						
1	БД	BEK 1	Digital photography	5	4	Fundamentals of Convergent Journalism
2	БД	BEK 1	Speech writing, speech technique	5	4	Fundamentals of Convergent Journalism
3	БД	BEK 1	Media market monitoring	5	4	Fundamentals of Convergent Journalism
4	БД	BEK 2	Modern PR technologies	5	4	Basics of PR on the Internet
5	БД	BEK 2	Analytical skills	5	5	Fundamentals of Convergent Journalism
6	БД	BEK 2	Communicative competence	5	4	Fundamentals of Convergent Journalism
7	БД	BEK 3	Electoral technologies in the media	5	5	Basics of PR on the Internet
8	БД	BEK 3	Image making	5	4	Fundamentals of Convergent Journalism
9	БД	BEK 4	Web journalism. Storytelling, longread	6	4	Fundamentals of Convergent Journalism
10	БД	BEK 4	Data journalism	6	4	Information and communication technologies
11	БД	BEK 4	Media and International Relations	6	4	Fundamentals of Convergent Journalism
12	ПД	BEK 5	Website promotion and support	6	4	Information and communication technologies
13	ПД	BEK 5	Infographics, 3D technologies and animation	6	4	Information and communication technologies
14	ПД	BEK 5	Design and web design	6	4	Information and communication technologies
15	ПД	BEK 6	Data visualization	6	4	Information and communication

						technologies
16	БД	BEK 6	Environmental journalism	6	4	Genre forms and functions of journalism
17	БД	BEK 7	Radio preparation technology	6	4	TV journalism
18	БД	BEK 7	TV news: workshop	6	4	TV journalism
<i>4 course</i>						
19	БД	BEK 7	Sociology of journalism	7	4	Fundamentals of Convergent Journalism
20	БД	BEK 8	Writing skills and literary editing	7	4	Journalism of newspapers and magazines
21	ПД	BEK 8	Flash technology in the media	7	4	Information and communication technologies
22	БД	BEK 8	Art journalism	7	4	Journalism of newspapers and magazines
23	ПД	BEK 9	Computer technologies for searching and organizing big data of the Internet space	7	4	Information and communication technologies
24	ПД	BEK 9	Media and information security	7	4	Mass media and international relations
25	ПД	BEK 9	Photography	7	4	Digital photography
26	ПД	BEK 9	Internet broadcasting livestream	7	4	Information and communication technologies
27	ПД	BEK 10	Research methodology	7	4	Fundamentals of Convergent Journalism
28	ПД	BEK10	Computer graphics	8	4	Information and communication technologies
29	ПД	BEK 10	Animation, video effects for digital media	8	4	Information and communication technologies
30	ПД	BEK11	Media management	8	4	Information and communication technologies
31	ПД	BEK 11	Press services of government and commercial structures	8	4	Modern PR technologies
32	ПД	BEK 12	Web design, usability and SEO promotion	8	4	Information and communication technologies

33	ПД	BEK 12	Big data analysis	8	4	Information and communication technologies
34	ПД	BEK 12	Cloud technologies	8	4	Information and communication technologies

2 DESCRIPTION OF ELECTIVE DISCIPLINES

Discipline description	
Discipline Code	BEK1
Name of the discipline	Digital photography
Amount of credits	4
Course, semester	3,5
Department name	Media communications and history of Kazakhstan
Course author	Shorokhov D.P.
Prerequisites	Fundamentals of Convergent Journalism
Post-requisites	Photography art
The purpose of studying the discipline	The development and formation of students' clear understanding of the genre of photojournalism and photography, their practical application.
Brief description of the course (main sections)	The photo is not simply a separate kind of art, but also an integral part of modern journalism, both in the traditional - printed and online version. Discipline "Photo Art" introduces the technology of photography - analog and digital. For students it is important to get acquainted with the technical capabilities of modern photographic equipment, as well as software to edit and process the RAW-files. During the workshops, students learn to shoot with natural and artificial light, as well as to prepare and print photographs for web publications and periodicals.
Expected results	<ul style="list-style-type: none"> - Comprehension of photojournalism genre structure and the foundations of practice photojournalist, - Mastering young journalistic shots depth theoretical knowledge in the field of modern photojournalism, the main trends of its development, the study of the foundations of domestic and foreign theory and practice in the field of photojournalism.

Discipline description	
Discipline Code	BEK 1
Name of the discipline	Speechwriting, speech technique
Amount of credits	4
Course, semester	3,5
Department name	Media communications and history of Kazakhstan
Course author	Velitchenko S.N.
Prerequisites	Fundamentals of Convergent Journalism
Post-requisites	
The purpose of studying the discipline	Mastering the necessary genre models of speechwriting and copywriting, as well as mastering the practical skills of creating a

	speechwriting text.
Brief description of the course (main sections)	Acquaintance with the basis of spiraling as a principle of building a public speech.
Expected results	<p>As a result of mastering the discipline, the student:</p> <p>learns the laws of logical construction of the text of oral and written speech, as well as the principles and methods of argumentation; basic skills in creating texts and documents used in the field of public relations and advertising, literary editing, copywriting skills;</p> <p>will be able to logically correctly, reasonably and clearly build oral and written speech; create texts and documents in the field of public relations and advertising, apply</p> <p>literary editing and copywriting skills;</p> <p>will master the skills of literate oral and written speech; basic communication skills, the ability to establish, maintain and develop interpersonal relationships,</p> <p>business relationships; skills of literary editing, copywriting.</p>

Discipline description	
Discipline Code	BEK 1
Name of the discipline	Media market monitoring
Amount of credits	4
Course, semester	3,5
Department name	Media communications and history of Kazakhstan
Course author	Mukhamedzhanova N.Zh.
Prerequisites	Fundamentals of Convergent Journalism
Post-requisites	Media management
The purpose of studying the discipline	Formation of students' general understanding of modern media systems and media markets of the Republic of Kazakhstan and foreign countries
Brief description of the course (main sections)	<p>. The course introduces the basic methods of studying media systems, media markets, media professions and media organizations. Mastering the skills of implementing research projects in the field of analysis of media markets and media organizations, including developing a research program</p> <p>, organizing and conducting field work, analyzing and presenting research results</p>

Expected results	<p>As a result of studying the course, students should:</p> <p>know:</p> <ul style="list-style-type: none"> - the basic concepts of media theory related to the subject of the discipline; - the basic tenets of research ethics. <p>be able to:</p> <ul style="list-style-type: none"> - develop programs of interdisciplinary research in the subject area of the discipline; - analyze the documentation of media organizations; - conduct expert interviews. <p>own:</p> <ul style="list-style-type: none"> - methods of research in the field of media & cultural studies; - skills
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Discipline description	
Discipline Code	BEK 2
Name of the discipline	Modern PR technologies
Amount of credits	4
Course, semester	3,5
Department name	Media communications and history of Kazakhstan
Course author	Tokarchuk P.N.
Prerequisites	Basics of PR on the Internet
Post-requisites	Press services of government and commercial structures
The purpose of studying the discipline	To give students a holistic understanding of the theoretical principles and practical methods of using mass communication in the creation of media texts, using the example of PR and advertising.
Brief description of the course (main sections)	In accordance with the challenges of modern society, the policy of improving the quality of education, the structure and content of the course has a flexible, easily adapted character in accordance with the goals, objectives of the specialty, and the course is also of an applied nature, which confirms its expediency.

Expected results	<p>As a result of completing the course, students should:</p> <ul style="list-style-type: none"> - know: archetypes, symbols and signs presented in the social space of modern mass communications; - be able to: analyze modern advertising and PR-texts for efficiency; {{ 1 }} - have the skills of modeling mythologemes and introducing them into the socio-cultural space. <p>Competences:</p> <ul style="list-style-type: none"> - the ability to act in communicative situations; the ability to apply media technologies;
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Discipline description	
Discipline Code	BEK 2
Name of the discipline	Analytical skills
Amount of credits	5
Course, semester	3,5
Department name	Media communications and history of Kazakhstan
Course author	Ashenova S.V.
Prerequisites	Fundamentals of Convergent Journalism
Post-requisites	Writing skills and literary editing
The purpose of studying the discipline	The course is aimed at the practical mastery of the skills of creating information and analytical materials in electronic media
Brief description of the course (main sections)	<p>Modern media is distinguished not only by news reporting, but also analysis, research, interpretation of current events, processes, situations. As a result, the media have developed a fairly effective system of information and analytical genres. The course is aimed at training competent specialists who have the skills to create information and analytical materials, ways of interacting with the audience. As a result of studying the course, the student must know the educational material provided for by this program, master certain skills of socio-political analysis and information research.</p>
Expected results	<p>Expected results: As a result of studying the course, students should:</p> <ul style="list-style-type: none"> - know the specifics of information and analytical genres - be able to prepare a problem interview, write a comment, correspondence, make a review, take part in a press conference, conversation, discussions. - have the skills to prepare specialized materials for electronic media. <p>Competences:</p> <ul style="list-style-type: none"> - knowledge of the technology of creating information and analytical materials - application of knowledge about information and analytical genres of journalism in practice - practical skills of collection, processing, analysis, creation of journalistic texts in electronic media

Discipline description	
Discipline Code	BEK 2
Name of the discipline	Communicative competence
Amount of credits	4
Course, semester	3,5
Department name	Media communications and history of Kazakhstan
Course author	Tokarchuk P.N.
Prerequisites	Fundamentals of Convergent Journalism
Post-requisites	
The purpose of studying the discipline	Empower students to understand the meaning of complex communication skills and abilities. To be able to apply the acquired knowledge to solving specific problems of moral choice, ethical analysis of conflict situations.
Brief description of the course (main sections)	The formation of adequate skills in new social structures, knowledge of cultural norms and restrictions in communication, knowledge of customs, traditions, etiquette in the field of communication, orientation in communicative means inherent in the national, class mentality and expressed within a certain profession
Expected results	<p>As a result of mastering the discipline, the student must:</p> <p>master the basic theoretical concepts</p> <p>work as a PR specialist</p> <p>acquire practical skills as a PR specialist.</p> <p>Competencies:</p> <ul style="list-style-type: none"> - be able to navigate the technologies and specifics of communication PR; <p>possess communication skills and skills - create and conduct campaigns in accordance with the specifics of Internet PR</p>

Discipline description	
Discipline Code	BEK 3
Name of the discipline	Electoral technologies in the media
Amount of credits	5
Course, semester	3,5
Department name	Media communications and history of Kazakhstan
Course author	Ashenova S.V..
Prerequisites	Basics of PR on the Internet
Post-requisites	Press services of government and commercial structures
The purpose of studying the discipline	Formation of students' skills necessary for professional work related to PR - technologies. To give a deep and comprehensive understanding of the importance and necessity of professional work in the field of modern public relations and PR - technologies. Detailed consideration of the system of professional creation of a

	set of measures for strategic product promotion and brand management through PR technologies
Brief description of the course (main sections)	The course is aimed at helping students understand the technologies of product promotion, company management. Relationships with theoretical and normative professional PR-component, main categories, principles and specifics of creation, promotion and management of a product, brand, company are studied.
Expected results	<p>As a result of studying the course, students should:</p> <ul style="list-style-type: none"> - know the basics of strategic management; - be able to apply knowledge of technologies of election campaigns; - have the skills of conducting election campaigns and their coverage in the media <p>Competences:</p> <ul style="list-style-type: none"> - As a result of studying the discipline, students will be able to: - qualify the subject, structure of PR - technologies, the main functions of PR - technologies - to influence public opinion with PR tools; - to navigate the development trends of domestic and world PR technologies; - to build communication models - to analyze factors affecting communication capabilities - to plan marketing strategies in PR - technologies - to calculate the general features of the communication space

Description of the discipline	
Discipline code	BEK 3
Name of the discipline	Image-making (Eng)
Number of credits	4
Course, semester	3,5
Name of the department	Media communications and history of Kazakhstan
Course author	Tungatarova L. I.
Prerequisites	Fundamentals of Converged Journalism
Post-requests	The purpose of
studying the discipline	is to equip students with knowledge of the main mechanisms and methods of image formation, self-presentation technologies, as well as skills and abilities to use them effectively in the process of professional activity of graduates
Brief description of the course (main sections)	The course is designed to train specialists whose professional activity is related to work in the field of public relations. The course is logically connected with such subjects as theory and practice of public relations, psychology, practical consulting, advertising psychology, communication management, creative psychology.

Expected results	<p>As part of the course, students must::</p> <ul style="list-style-type: none"> - know the essence of the image, its components and role in various spheres of public relations, socio-psychological mechanisms of image formation, - be able to develop tactics for forming the image of an organization, individual, product. - have the skills of an image maker, master the methodology for identifying and evaluating the image qualities of an individual, organization, product, <p>Competencies:</p> <p>the ability to use the acquired knowledge in image theory to build decent relationships in various societies, highlight personal and business qualities, gain moral and psychological confidence in communication;</p> <p>understanding the essence of image in modern conditions and its professional implementation.</p>
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Description of the discipline	
Discipline code	BEK 4
Name of the discipline	Web journalism. Storytelling, longrid
Number of credits	4
Course, semester	3,6
Name of the department	Media communications and history of Kazakhstan
Course author	Ashenova S. V.
Prerequisites	Fundamentals of Converged Journalism
Post-requests	Data journalism
The purpose of studying the discipline	The discipline is aimed at developing students ' in-depth knowledge about the creation of complex journalistic materials of a significant volume, united by the term "longrid", developing skills in collecting, analyzing, structuring information for the preparation of journalistic materials, and developing in-depth skills in creating multimedia media products.
Brief description of the course (main sections)	<p>The discipline is part of the specifics of teaching new formats, which are caused by structural changes in the media sphere and the processes of transition to multimedia platforms that bring content visualization to a new level. Modern high-quality web journalism requires training of specialists who know new technologies. Their development has contributed to the emergence of interactive means of expression in the media space that have never been used before.</p> <p>Studies the specifics of creating a longrid as a special format of journalistic text, which is a voluminous material that analyzes resonant events, unusual phenomena of reality, and acute problems. Students learn how to edit text on a separate special platform that allows the reader to delve deeply into the topic due to both the content of the text and its multimedia elements.</p>

Expected results	Formation of students 'in-depth knowledge about the creation of complex journalistic materials of a significant volume, united by the term "longrid". To acquaint students with the specifics of network journalism and the history of the emergence and development of a new genre of Longrid, with methods of working in the network, with the creative process of creating Internet materials, to study the genres and forms of network publication, professional and ethical rules and norms governing the behavior of a web journalist, theoretical problems of modern genres of Internet journalism. The training program includes practical and lecture classes that reveal the specifics of the work of online media, the laws of information organization, and the principles of creating successful network projects.
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Description of the discipline	
Discipline code	BEK 4
Name of the discipline	Data journalism
Number of credits	4
Course, semester	3,6
Name of the department	Media communications and history of Kazakhstan
Course author	Beisenkulov A. A.
Prerequisites	Information and communication technologies
Post-requests	Sociology of journalism
Purpose of studying the discipline	The purpose of studying the discipline The objectives of the course are the formation of a new one in modern journalism-data journalism, issues of its education, development prospects and specifics of its activities.
Brief description of the course (main sections)	Data journalism as a tool that helps to present important information to the public that could have gone unnoticed in the vast amounts of information about modern reality.
Expected results	<p>As a result of studying the course, students should::</p> <ul style="list-style-type: none"> - know the specifics of new ways to self-actualize the position of a journalist through new trends. - be able to collect open data and present it in the form of a bright and clear visual product. - have the skills to create new journalistic products through digital technologies <p>Competencies:</p> <ul style="list-style-type: none"> -knowledge of forms and specifics of data journalism - application of knowledge in practical activities through new forms and visualization of text - knowledge forpreparing materials in the data journalism system

Description of the discipline	
Discipline code	BEK 4
Name of the discipline	Mass communication and international relations
Number of credits	4
Course, semester	3,6
Name of the department	Media communications and history of Kazakhstan
Course author	Bek-Ali Ye.
Prerequisites	Fundamentals of Converged Journalism
Post-requests	Media and information security
The aim of studying the discipline	is to prepare graduates of journalism faculties for the responsible role of a researcher, equipping them with the necessary knowledge about the main problems of our time and the opportunities that the mass media have to contribute to solving these problems.
Brief description of the course (main sections)	The course is designed to introduce students to the problems that manifest the crisis situations experienced by Earth's civilization; to help young people realize the global nature of these problems and the need to unite the efforts of peoples to solve them; to show how the internal problems of Kazakhstan and the world reality are connected with these processes, which have become acute in the context of the country's transition to the values of a democratic society;
Expected results	<p>As a result of studying the course, students should::</p> <ul style="list-style-type: none"> - know the main problems in which global crisis situations manifest themselves in various spheres of modern reality; - be able to analyze problems and suggest ways to solve them within the framework of historical tasks; <p>have the skills to create journalistic materials that address current problems of our time.</p> <p>Competencies:</p> <ul style="list-style-type: none"> - awareness of what is being done to resolve crisis situations, and understanding of the main tasks that time puts forward for the population of the planet; - awareness of the connection of the problems of Kazakhstan's reality with the global problems of the Earth; - understanding the role of mass media in the search for adequate responses to the challenges of the Earth's civilization.

Description of the discipline	
Discipline code	BEK 5
Name of the discipline	Website promotion and support
Number of credits	4
Course, semester	3,6
Name of the department	Media communications and history of Kazakhstan
Course author	Ashenova S. V.
Prerequisites	Information and communication technologies
Post-requests	Web design, usability and SEO-promotion

The goal of studying the discipline	Teach students the techniques of artistic design of online publications.
Brief description of the course (main sections)	elective discipline of the cycle of special journalistic disciplines of the bachelor's degree program. This course is practical in nature and covers the following aspects: principles and methods of working as a web designer; basic web design tools; studying and creating media sites. Journalists get acquainted with the standards and conditions for website design, processing illustrations for websites, and methods for preparing graphic material for the Internet
Expected results	<p>As a result of studying the course, the student should:</p> <ul style="list-style-type: none"> - know about the principles of organization, functioning of the Internet and Web technologies, which include the use of Web design, as well as know the ways and techniques of creating media sites. -be able to work in HTML, JavaScript - have skills in creating Web sites <p>Competencies:</p> <ul style="list-style-type: none"> - know the laws of compositional construction and the principles of design vision when submitting journalistic materials -be able to work with images and photographic materials -have the skills of designing printed publications

Description of the discipline	
Discipline code	BEK 5
Name of the discipline	Infographics, 3D technologies, and animation
Number of credits	4
Course, semester	3,6
Name of the department	Media communications and history of Kazakhstan
Course author	Beisenkulov A. A.
Prerequisites	Information and communication technologies
Post-requests	Web design, usability and SEO promotion
The goal	of studying the discipline is to create interactive content, master interactive infographics, interactive timeline, be able to design videos, master the basics of editing, animation programs, and create video effects.
Brief description of the course (main sections)	training to create interactive content, master interactive infographics, interactive timeline, be able to design videos, master the basics of editing, animation programs create processes and add video effects.
Expected results	<p>As a result of studying the course, students should::</p> <ul style="list-style-type: none"> -possess interactive infographics, interactive timeline , - be able to design videos, - master the basics of editing, - animation programs

	, - create video effects.
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Description of the discipline	
Discipline code	BEK 5
Name of the discipline	Design and Web Design
Number of credits	4
Course, semester	3, 6
Name of the department	Media communications and history of Kazakhstan
Course author	D. P. Shorokhov
Prerequisites	Information and communication technologies
Post-requests	Web design, usability and SEO-promotion
The goal of studying the discipline	The discipline is aimed at getting a clear understanding of the design of modern print and online media, the forms and methods of work of a designer and layout designer in modern business-related media.
Brief description of the course (main sections)	The course involves developing the ability to apply the acquired knowledge to solve the problems of professional journalistic activity in international media.
Expected results	possess interactive infographics, interactive timeline, be able to design videos, master the basics of editing, animation programs, create processes, and add video effects.

Description of the discipline	
Discipline code	BEK 6
Name of the discipline	Data visualization
Number of credits	4
Course, semester	3,6
Name of the department	Media communications and history of Kazakhstan
Course author	Beiseknkulov A. A.
Prerequisites	Information and communication technologies
Post-requests	Web design, usability and SEOPromotion
The aim of studying the discipline	is to develop students ' knowledge and skills necessary to work with new technical Internet tools that can efficiently visualize journalistic information depending on the specifics of the media and the topic under consideration.
Brief description of the course (main sections)	The discipline introduces students to the specifics of submitting materials in online publications, new media, and electronic media in terms of using new technical tools that allow them to present information prepared by a journalist more clearly and interestingly.

Expected results	<p>As a result of mastering the discipline, the student acquires competencies:</p> <ul style="list-style-type: none"> - know: the concept of multimedia journalism, the basics of the stages of the emergence and development of multimedia journalism in the world and in Kazakhstan, the typology of online media, the principles of creating texts for multimedia journalism. - be able to: apply the necessary knowledge of journalism in practice, add information to the site, visualize information, work with sites and applications, work with special platforms and programs for infographics and data analytics.
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Description of the discipline	
Discipline code	BEK 6
Name of the discipline	Environmental journalism
Number of credits	4
Course, semester	3,6
Name of the department	Media communications and history of Kazakhstan
Course author	Nurmukhanbetova G. A.
Prerequisites	Genre forms and functions of journalism
Post	requirements Journalism and society
The purpose of studying the discipline	Prepare graduates of journalism faculties for a responsible role as researchers in relation to environmental issues, equipping them with the necessary knowledge about the main problems of our time and the opportunities that the mass media have to contribute to solving these problems.
Brief description of the course (main sections)	The course aims to introduce students to the environmental problems that manifest the crisis situations experienced by Earth's civilization; to help young people understand the global nature of these problems and the need to unite the efforts of peoples to solve them; to show how these processes are related to the internal problems of Kazakhstan and the world reality, which have become acute in the context of the country's transition to the values of a democratic society
Expected results	<p>As a result of studying the course, students should::</p> <ul style="list-style-type: none"> -to know the main environmental problems in which global crisis situations manifest themselves in various spheres of modern reality; - be able to analyze problems and suggest ways to solve them within the framework of environmental problems; - have the skills to create journalistic materials that address current environmental problems of our time. <p>Competencies:</p> <ul style="list-style-type: none"> - awareness of what is being done to resolve environmental crisis situations, and understanding of the main tasks that it puts forward for the public. - awareness of the connection between the problems of Kazakhstan's reality and the global problems of the Earth; - understanding the role of mass media in the search for adequate

	responses to the challenges of the Earth's civilization today.
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Description of the discipline	
Discipline code	BEK 7
Name of the discipline	Radio transmission preparation technology
Number of credits	4
Course, semester	3,6
Name of the department	Media communications and history of Kazakhstan
Course author	Velitchenko S. N.
Prerequisites	TV journalism
Post-requests	Author's program
The purpose of studying the discipline	is to teach students to create programs for radio, to be able to work live. master the skills of creating a program, the ability to understand the genres and forms of radio, perform practical tasks in the necessary radio broadcasting formats, and know the specifics of online broadcasting.
Brief description of the course (main sections)	Course objectives: <ul style="list-style-type: none"> - to learn how to work live; - to master the skills of creating radio texts; - to acquire the skills of creating news releases
Expected results	As a result of studying the course, students should:: <ul style="list-style-type: none"> - be able to write news texts for radio, - create a news release according to the required structure; - navigate the formats of modern radio broadcasting.

Description of the discipline	
Discipline code	BEK 7
Name of the discipline	TV-news: praktikum
Number of credits	4
Course, semester	3,6
Name of the department	Media communications and history of Kazakhstan
Course author	Kalibarova Sh. Y.
Prerequisites	TV journalism
Post-requests	TV
production The purpose of studying the discipline	is to introduce the principles of the work of the news department of a TV channel. Teach students to create TV news stories, process TV material, and prepare a selection of news.
Brief description of the course (main sections)	The course is aimed at helping students master the general laws of preparing, editing and broadcasting news materials. It is applied and practical in nature.

Expected results	<p>As a result of studying the course, the student should</p> <ul style="list-style-type: none"> -know the technology of creating news programs - be able to competently and professionally prepare news stories. - have the skills of camerawork, editing, TV presenter, director, correspondent. <p>Competencies:</p> <ul style="list-style-type: none"> - mastering the basics of working as a news editor's correspondent; - creating a professional and high-quality product in the field of news television
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Description of the discipline	
Discipline code	BEK 7
Name of the discipline	Sociology of Journalism
Number of credits	4
Course, semester	4,7
Name of the department	Media communications and history of Kazakhstan
Course author	William Adeleke
Prerequisites	Fundamentals of Converged Journalism
Post	-requirements Diploma project
The purpose of studying the discipline	The purpose of mastering the discipline "Sociology of Journalism" is to form students ' understanding of the sociology of journalism as a theoretical and empirical discipline.
Brief description of the course (main sections)	The discipline provides an in-depth, practice-oriented understanding of the sociological approach to the study of society, social systems and processes, the relationship and dynamics of public, group and individual interests, the functioning of public opinion and mass media in modern society, and the social responsibility of a journalist.

Expected results	<p>familiarization of students with the main sociological theories, directions and methods of studying journalistic activity; training students in the practical application of sociological methods in empirical media research and journalistic creativity; assistance in the formation of sociological thinking as an important component of the professional culture of a journalist.</p> <p>Competencies:</p> <ul style="list-style-type: none"> - the ability to use the knowledge in the field of social Sciences for an understanding of the principles of functioning of modern society, to analyze socially significant problems and processes - understanding of the role of the audience in the process of consumption and production, media presentation about the main characteristics of the audience the modern mass media, a knowledge of the main methods of its study - understanding of the social meaning of the participation of different segments of society in the functioning of the mass media, knowledge of the main forms of organization of public participation; - an understanding of the nature and role of public opinion, an understanding of the main methods of studying and interacting with it, knowledge of the rules for using the results of public opinion polls in editorial work and journalistic publications.
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Description of the discipline	
Discipline code	BEK 8
Name of the discipline	Writing skills and literary editing
Number of credits	4
Course, semester	4,7
Name of the department	Media communications and history of Kazakhstan
Course author	Velitchenko S. N.
Prerequisites	for newspaper and magazine journalism
Post	-requirements Diploma project
The purpose of studying the discipline	Formation of students ' theoretical knowledge on the main genres of academic writing: abstract, review, literature review, abstracts for a scientific conference, term paper, scientific article. Also, in the course of studying the course, the skills of writing educational and research academic texts are formed: notes, annotations, reviews, literature reviews, abstracts for a scientific conference, term papers, scientific articles; editing skills, creating presentations and reports for conferences and scientific seminars.
Brief description of the course (main sections)	The objectives of this course include familiarizing students with the basics of stylistics as a scientific discipline, teaching them the skills of stylistic analysis and literary editing of texts and the ability to identify and correct stylistic errors, as well as forming knowledge about the specifics and methods of selecting and using language tools in business and scientific speech.

Expected results	<p>As a result of studying the course the student should:</p> <ul style="list-style-type: none"> - know the style of the modern Russian language; - to know the rules of scientific citation, the basic requirements for bibliographic description, the main features of genres in academic writing: essays, resume, essay, review - to be able to identify the text-to-speech errors, inaccuracies and heavy design and edit them; - to be able to do a competent bibliographic record text and multimedia sources, including electronic; - own scientific apparatus for the stylistic analysis of the text and edit it; - have the skills, required for competent writing and execution of projects and final thesis.
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Description of the discipline	
Discipline code	BEK 8
Name of the discipline	Flash technologies in Mass Media (English)
Number of credits	4
Course, semester	4,7
Name of the department	Media communications and history of Kazakhstan
Course author	
Prerequisites	Information and communication technologies
Постреквизиты	Дипломный проект
Цель изучения дисциплины	<p>Course goals</p> <p>Use mobile phones for shooting, editing and reporting</p> <p>Understand how mobile phones are transforming the media business</p> <p>Have working knowledge of MIT App Inventor</p> <p>Produce simple apps for Android platform</p> <p>Understand mobile business and business models</p> <p>Be beginner entrepreneurs in mobile industry.</p> <p>Summary</p>
Brief description of the course (main sections)	<p>Mobile phones are most widespread piece of technology (more than 75% of world has access to them). People are using them 24/7 and more and more are using smartphones (1 billion). Media companies are expanding their business in area of mobile devices. Leading operating system is Android (Android has a heady 59 percent of world smartphone market share). In this course, students will review developments of mobile devices and learn how to use these tools in the creation and distribution of news. Furthermore, students will learn how to put together android app and build news business around it.</p>

Ожидаемые результаты	Learning outcomes: Students will learn about Intro to cellphones, smartphones and tablets Mobile media and news industry Mobile newsgathering Introduction to MIT App inventor My first app / Media Game apps Geo location apps User-generated apps Web enabled apps
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Description of the discipline	
Discipline code	BEK 8
Name of the discipline	Art Journalism
Number of credits	4
Course, semester	4,7
Name of the department	Media communications and history of Kazakhstan
Course author	Velitchenko S. N.
Prerequisites	for newspaper and magazine journalism
Post	-requirements Diploma project
The aim of studying the discipline	is to give students an idea of the development of all types of art in their relationship with modern media, taking into account the priority conditions for artistic and aesthetic training of specialists.
Brief description of the course (main sections)	The main objective of the course is the study of the artistic world of art, and their refraction in journalism /music, theatre, painting, film, etc./ as a result of studying this course the students learn how to operate with such concepts, as "the perception and evaluation of art, the function of the artistic content of the work", "the aesthetics of form and content", "the criterion of success or popularity" etc. is Obtained knowledge will allow students in the future competently and professionally approach to the study of problems of interaction of journalism and the arts in society at the present stage
Expected results	As a result of studying the course, students should:: - know the genres and types of art умет; be able to understand the main issues of cultural communication; have the skills to create analytical and author's materials on cultural topics. Competencies: - awareness of the importance of the role of art in society; - understanding of the relationship between journalism and art; - ability to think analytically about cultural phenomena in society and their impact on people's consciousness.

Description of the discipline	
Discipline code	BEK 9
Name of the discipline	Computer technologies for searching and organizing big data in

	the Internet space
Number of credits	4
Course, semester	4,7
Name of the department	Media communications and history of Kazakhstan
Author	of the ICT course
Prerequisites	Information and communication technologies
Post	-requirements Diploma project
The purpose of studying the discipline	The student learns to work with the basic techniques of big data systematization and analytics
Brief description of the course (main sections)	learn how to work with basic data and charts, using the interactive visualization tool D3.js,
Expected results	As a result of studying the course, the student knows the principles of infodesign and visual storytelling, is able to create infographics in conditions of limited resources.

Description of the discipline	
Discipline code	BEK 9
Name of the discipline	Media and information security
Number of credits	4
Course, semester	4,7
Name of the department	Media communications and history of Kazakhstan
Course author	Ashenova S. V.
Prerequisites	Mass media and international relations
Post	-requirements Diploma project
The purpose of studying the discipline	Provide students with a full range of knowledge about information security, the principles of working in the Internet space from the point of view of information security.
Brief description of the course (main sections)	The course is aimed at studying regulatory documents and the current situation in the media in terms of compliance with the rules and norms of information security. Students learn to use the concepts of "information terrorism" and "media security", "information wars", etc.
Expected results	<p>As a result of studying the course, students should::</p> <ul style="list-style-type: none"> - have the skills to create journalistic materials that address current issues of information security; - have an understanding of regulatory documents on information security protection; - know the current situation in the world in the aspect of cyberterrorism. <p>Competencies:</p> <ul style="list-style-type: none"> - awareness of what is being done to resolve crisis situations, and understanding of the main tasks that the media face; - understanding the role of mass media in influencing society and responsibility for the information provided.

Description of the discipline	
Discipline code	BEK 9

Name of the discipline	Photo Art
Number of credits	4
Course, semester	4,7
Name of the department	Media communications and history of Kazakhstan
Course author	Ashenova S. V.
Prerequisites	for Digital photography
Post	-requirements Diploma project
The purpose of studying the discipline	Teach students to work on visualizing information through photography. To reveal ways of interacting with a mass audience through photography as a modern means of communication.
Brief description of the course (main sections)	Visual technologies have taken a strong place in the life of modern society. This program direction includes the development of modern visual and aesthetic practice in relation to the management of mass consciousness through the impact on the emotional and sensory level.
Expected results	<p>Students who have mastered the course material must::</p> <ul style="list-style-type: none"> -know the main aspects of video art and contemporary art of photography -be able to create photo projects, use tools - have the skills to work with visual information to achieve your journalistic goals <p>Competencies:</p> <p>Possess the skills of communication competence in the field of visual information</p> <p>Develop your own artistic and professional vision</p>

Description of the discipline	
Discipline code	BEK 9
Name of the discipline	Интернет-вещание livestream Internet broadcasters
Number of credits	4
Course, semester	4,7
Name of the department	Media communications and history of Kazakhstan
Course author	Ashenova S. V.
Prerequisites	Information and communication technologies
Post	-requirements Diploma project
The purpose of studying the discipline	Mastering various technological techniques of journalistic practice, which are necessary for obtaining skills of professional work in social networks and working in Livestream mode
Brief description of the course (main sections)	The aim of the course is to learn creative ways, techniques, methods and principles of work in Internet broadcasting. Studying the course provides an insight into the specifics of the blogosphere and practical knowledge about this new direction of journalism

Expected results	<p>After completing the course, students:</p> <ul style="list-style-type: none"> -master the main typological characteristics inherent in the blogosphere; - learn how to create materials that are applicable in the blogosphere <p>; - acquire the skills of running their own blogs that are in demand in the Internet space</p> <p>Competencies:</p> <ul style="list-style-type: none"> - knowledge of the specifics of Internet broadcasting; - knowledge of methods of processing and broadcasting popular information; - understanding of the processes taking place in the modern media space aimed at the development of new media and their properties
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Description of the discipline	
Discipline code	BEK 10
Name of the discipline	Research methodology
Number of credits	4
Course, semester	4,7
Name of the department	Media communications and history of Kazakhstan
Course author	Niyazgulova A. A.
Prerequisites	Fundamentals of Converged Journalism
Post	-requirements Diploma project
The purpose of studying the discipline	is to form students ' methodological and scientific culture, knowledge system, skills and abilities in the field of organizing and conducting scientific research.
Brief description of the course (main sections)	At all stages of the development of science, the method, that is, the strategy of approaches, the way of building the framework, the grid of scientific knowledge with the aim of subsequent implementation of its architecture and the construction of the science building itself, played a decisive role. The course "Research methodology" promotes the formation of methodological and scientific culture, flexible perception of scientific texts, participation in discussions on methodology, effective application of the acquired knowledge in research work.

Expected results	<p>1. Teaching students the basics of methodology, methods and concepts of scientific research.</p> <p>2. Formation of practical skills and abilities in the application of scientific methods, as well as the development of a program of methods for conducting scientific research.</p> <p>3. Education of moral qualities, inculcation of ethical norms in the process of scientific research.</p> <p>Expected learning outcomes:</p> <p>As a result of mastering the discipline, the student should</p> <p>: - know the theoretical foundations of the organization of research activities;</p> <p>- be able to analyze trends in modern science, determine promising areas of scientific research;</p> <p>- use experimental and theoretical research methods in professional activities;</p> <p>- possess modern methods of scientific research in the subject area; skills to improve and develop their scientific potential.</p> <p>Competencies:</p> <p>- readiness to use knowledge of modern problems of science and education in solving educational and professional tasks;</p> <p>- ability to independently master new research methods, to change the scientific profile of one's professional activity;</p> <p>- ability to systematize, generalize and disseminate methodological experience in the professional field.</p>
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Description of the discipline	
Discipline code	BEK 10
Name of the discipline	Computer graphics
Number of credits	4
Course, semester	4,8
Name of the department	Media communications and history of Kazakhstan
Course author	IP Address
Prerequisites	Information and communication technologies
Post	-requirements Diploma project
The purpose of studying the discipline	<p>Discipline "Computer graphics" is designed to prepare the future employee of the converged editorial office for practical work on mediaprojects c using modern digital technologies.</p> <p>Teaching of the discipline has a practical focus and is carried out in close relationship with the general professional disciplines: "Information and communication technologies", SDP1.</p>
Brief description of the course (main sections)	<p>The main objective of the course is to introduce students to the basics of computer graphics, the ability to use vector and raster graphics editors, as well системами as three-dimensional modeling systems.</p>

Expected results	At the end of the course , the student should know: - types of computer graphics, areas of their application; - methods of storing graphic information; - basic techniques of working in Corel DRAW; - the concept and types of animation; -the concept of web design; - the basics of site planning; - the hypertext markup language HTML.
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Description of the discipline	
Discipline code	BEK 10
Name of the discipline	Animation and video effects for digital media
Number of credits	4
Course, semester	4,8
Name of the department	Media communications and history of Kazakhstan
Course author	Beisenkulov A. A.
Prerequisites	Information and communication technologies
Post	-requirements Diploma project
The goal	of studying the discipline is to create interactive content, master infographics, interactive chronology, be able to design videos, master the basics of editing, animation programs, and create video effects.
Brief description of the course (main sections)	training to create interactive content, master interactive infographics, interactive timeline, be able to design videos, master the basics of editing, animation programs, create video effects.
Expected results	As a result of studying the course, students should:: possess the skills of a multimedia journalist capable of performing computer data processing -work with various types of text editors -use computer audio and video equipment to prepare media products -format audience segments for interactive communication

Description of the discipline	
Discipline code	BEK 11
Name of the discipline	Media management
Number of credits	4
Course, semester	4,8
Name of the department	Media communications and history of Kazakhstan
Course author	Mukhamedzhanova N. Zh.
Prerequisites	Information and communication technologies
Post	-requirements Diploma project
The purpose of studying the discipline	The purpose of studying the discipline is to form students ' understanding of media management as a theoretical and empirical discipline in demand in the media market.

Brief description of the course (main sections)	The discipline allows you to form deep, practice-oriented knowledge about media management, systems and processes, the relationship and dynamics of public, group and private interests, the functioning of mass media and public opinion in modern society.
Expected results	<p>To acquaint students with the main theories, directions and methods of research of journalistic activity; to teach students the practical application of sociological methods in empirical media research and journalistic creativeeee</p> <p>Competence</p> <ul style="list-style-type: none"> - understanding of the role of the audience in the process of production and consumption of media, the idea of the main characteristics of the audience the modern mass media, a knowledge of the main methods of research - understanding the social significance of the participation of different segments of society in the media, knowledge of the main forms of organization of public participation; - understanding of the nature and role of public opinion, the concept of the main methods of research and collaboration, knowledge of the rules of use of the results of public opinion polls in the editorial work and journalistic publications.

Description of the discipline	
Discipline code	BEK 11
Name of the discipline	Press services of state and commercial structures
Number of credits	4
Course, semester	4,8
Name of the department	Media communications and history of Kazakhstan
Course author	Izbastina A.
Prerequisites	Modern PR technologies
Post	-requirements Diploma project
The purpose of studying the discipline	is to train a specialist in accordance with the current requirements for qualification and professionalism in the field of Public relations in government and commercial structures.
Brief description of the course (main sections)	The dynamic development of information technologies and global telecommunications determines the actual importance of PR in the management of all socio-economic systems and the need for practical training of competent specialists with public relations skills. At the same time, it is necessary to distinguish approaches to this activity depending on the goals, typology and structure of the organization.

Expected results	<p>As a result of studying the course, the student should</p> <ul style="list-style-type: none"> -know the conceptual framework, principles and methods of managing public opinion; the structure of the organization, -be able to design an information strategy depending on the typology of the organization's structure, - have PR-impact skills in the field of professional communication <p>Competencies:</p> <ul style="list-style-type: none"> -mastering the basics in accordance with the set tasks of studying this discipline within the framework of socio-personal, professional and instrumental competencies of Public relations - management of organizational forms of Public Relations in various organizations, - organization of communication events depending on the typology, structure and policy of the organization.
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Description of the discipline	
Discipline code	BEK 12
Name of the discipline	Web design, usability, and SEO promotion
Number of credits	4
Course, semester	4,8
Name of the department	Media communications and history of Kazakhstan
Author	of the ICT course
Prerequisites	Information and communication technologies
Post	-requirements Diploma project
The purpose of studying the discipline	The student learns to master digital mobile technologies for collecting, processing and transmitting information, create various information formats, use texts that are convenient for online publications, work with various text editors, optimize texts for search engines, and know SEO optimization technologies.
Brief description of the course (main sections)	The aim of the course is to teach students how to master SEO optimization technology, promote journalistic materials, and understand the functioning of multimedia platforms.
Expected results	<p>As a result of studying the course, the student must:</p> <ul style="list-style-type: none"> - know the basics of SEO promotion; - master the basic technique of collecting information ; - be able to promote digital content on the Internet; - understand usability.

Description of the discipline	
Discipline code	BEK 12
Name of the discipline	Big Data Analysis
Number of credits	4
Course, semester	4,8
Name of the department	Media communications and history of Kazakhstan
Author	of the ICT course
Prerequisites	Information and communication technologies

Post	-requirements Diploma project
The purpose of studying the discipline	Formation y of students ' necessary theoretical base and practical skills, that will allow them to comprehensively and systematically understand modern problems of applied mathematics and computer science, problems of information processing and analysis информации, as well as develop and analyze conceptual and theoretical models for solving scientific and applied problems in the field of information technology.
Brief description of the course (main sections)	The course examines methods and tools for system analysis, optimization, management, decision-making and information processing, mathematical methods of data processing, information accumulation and processing, including analysis and creation of data and knowledge models, languages for their description and manipulation, and the development of new mathematical methods. The student is trained in methods of data research and processing and their application in professional activities.
Expected results	As a result of studying the course, the student should be able to: <ul style="list-style-type: none"> -develop and analyze conceptual and theoretical models of applied problems анализа of big data analysis; - use and apply advanced knowledge in the field обработки и анализа of big data processing and analysis данных; - estimate the time and necessary hardware resources for solving problems of data analysis and обработки processing; - create algorithms for analyzing and processing large amounts of data с using моделейData Mining models.

Description of the discipline	
Discipline code	BEK 12
Name of the discipline	Cloud technologies
Number of credits	4
Course, semester	4,8
Name of the department	Media communications and history of Kazakhstan
Author	of the ICT course
Prerequisites	Information and communication technologies
Post	-requirements Diploma project
The purpose of studying the discipline	The graduate's ability to develop components of hardware and software complexes and databases using modern tools and programming technologies.
Brief description of the course (main sections)	The course examines methods and tools of system analysis, optimization, management, decision-making and information processing, mathematical methods of data processing, information accumulation and processing, including analysis and creation of data and knowledge models, development of new mathematical methods.

Expected results	<p>As a result of studying the course, the student should be able to:</p> <ul style="list-style-type: none"> - identify automated and business processes that are more efficient to transfer to the cloud.wbr> > - evaluate possible risks of using cloud technologies; - choose the optimal strategy for switching to cloud technologies;Must be proficient in: - methods for estimating the cost of running software systems in the cloud; - methods for developing a company's exit strategy for using cloud technologies. - methods of developing a company's exit strategy for using cloud technologies.
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Additional educational programs (Minor)

Name of the additional educational program (Minor) with an indication of the list of disciplines forming the Minor	Total number of credits/ number of credits per discipline	Semesters of study	Documents based on the results of the development of additional educational programs (Minor)
"Infographics, 3D technologies, animations"	5	4	Transcript certificate
"Web design, SEO promotion"	5	5	Certificate-transcript
"Data visualization"	5	6	Certificate-transcript