

«ТҰРАН»
УНИВЕРСИТЕТІ»
МЕКЕМЕСІ



УЧРЕЖДЕНИЕ
«УНИВЕРСИТЕТ
«ТҰРАН»

HUMANITARIAN AND LAW FACULTY

DEPARTMENT «JOURNALISM AND TRANSLATION STUDIES»

APPROVED
at a meeting of the Academic Council
of "Turan University "
Protocol № ____ from «__» ____ 202__ .
Rector of
«Turan University »

____ Alshanov R.A.

approved at a meeting of the EMC
Protocol № ____ от «__» ____ 202__ г.

MODULAR EDUCATIONAL PROGRAM

Code and name of the educational program: 6B03201 Journalism

Academic degree: bachelor

| Developed | | | Agreed | | |
|-------------------|----------------------|--|--|------------------|--|
| Department member | Buzelo A.S. | | Vice rector for Academic Activities | Tusupova L.A. | |
| Department member | Kurmanbayeva A.A. | | Vice-Rector for External Relations and Doctoral Studies | Tayauova G.Zh. | |
| Department member | Aldabergenkyz y L.A. | | Director of Department of Academic Affairs | Tusupova S.A. | |
| Employer | Aldongarova B.S. | | Director of Center for the Bologna Process and Distance Learning | Parshina G.N. | |
| Learner | Aubel M. | | Dean of Faculty | Yerubaeva G.K. | |
| | | | Head of the Department of Educational and Methodological Work | Suleimenova N.O. | |

Considered at the meeting of the Academic Committee of the University "Turan"

Protocol № __ от «__» __ 202__ г.

Chairman of the Academic Committee _____ Margatskaya G.S.

Considered at a meeting of the department «_____»

Protocol № __ от «__» __ 202__ г.

Head of department / Head of EP _____ Buzelo A.S.

Almaty, 2023

Structure of educational program

- 1 Passport of the educational program
- 2 Educational outcomes
- 3 **Policy for evaluating learning outcomes (current and final control, midterm control and final certification)**
- 4 Learning Outcome Matrix
- 5 Graduate Qualification Model
- 6 Catalog of academic disciplines (compulsory, university-wide, elective)
- 7 Curriculum of the educational program for the entire period of study

** It is formed by a separate document in the ACS "Turan".*

Includes the distribution of modules by years of study, taking into account prerequisites, labor intensity and distribution of the teaching load by type of activity

1. Passport of the educational program

| | |
|--|--|
| 1. Registration number | 6B03200055 |
| 2. Code and name of education field | 6B03 Social sciences, Journalism and Information |
| 3. Code and name of training direction | 6B032 Journalism and information |
| 4. Code and name of educational programs group | B042 Journalism and reporting studies |
| 5. Code and name of the educational program | 6B03201 Journalism |
| 6. EP purpose | The goal of the educational program is to train intellectually developed personnel with a high cultural and ethical level to carry out professional activities in the field of modern media |
| 7. Type of educational program | Acting EP |
| 8. Level according to the NQF | 6 |
| 9. Level according to the SQF | 6 |
| 10. Professional standard (year) | Name of professional standard 1. Activities of processing news in mass media 2. Advertising in mass media 3. Publishing of newspapers Publication of magazines and periodicals 4. Activities of professional public organizations 5. Activities of web portals 6. Radio broadcasting 21.12.2022 |
| 11. Compliance with the Atlas of new professions and competencies of Kazakhstan (2020) | not provided |
| 12. Distinctive features of educational program | No |
| 13. Basic level required for mastering the EP | Persons who have graduated from high school (UNT) or college (CAT) and have passed the entrance test of creative and professional orientation (creative competition) are accepted for bachelor's degree in Journalism. |
| 14. Language of education | kazakh, russian |
| 15. Volume of the credits | 240 |
| 16. Awarded degree | Bachelor |
| 17. Awarded qualifications | Bachelor of Social Sciences |
| 18. Period of study | 4 |
| 19. Number of the license for training direction and its appendix | № KZ42LAA00001579 |
| 20. The name of the accreditation agency and the period of accreditation validity | ACQUIN September 30, 2030 |

2. Educational outcomes

| Formulation of the learning outcome | № LO in the registry of EP | LO* |
|---|----------------------------|-----|
| Able to multilingual and multicultural communication to solve the problems of interpersonal and professional interaction, demonstrating knowledge of the culture of written and oral speech, the ability to reasonably express own position | LO1 | PC |

| | | |
|--|------|----|
| Able to analyze the market and business processes, use modern management methods to achieve business goals and acts in the frames of anti-corruption culture | LO2 | PC |
| Able to work in a team, has inter-sectoral communications and leadership skills, conflict-free communication skills | LO3 | PC |
| Able to adapt to new situations and work in a mode of partial uncertainty, to make independent, autonomous decisions and uses methods of scientific researches | LO4 | PC |
| Able to carry out project activities under the guidance and in a team to solve cultural and socio-economic problems | LO5 | PC |
| Able to act adequately and competently in emergency situations and in conditions of natural disasters, solve issues of environmental improvement | LO6 | PC |
| Can create journalistic works, audio and video content in various genres, demonstrate the culture of thinking, logical structure in oral and written materials in compliance with the norms of the native language | LO7 | PC |
| Able to use a wide pool of knowledge from various fields: history, politics, art, economics, including the ability to analyze and interpret key cultural concepts, ideological beliefs in journalistic materials | LO8 | PC |
| Able to apply legal and ethical standards of the media, shows holistic view of the media system, the mechanisms of interaction of the media with various public and private organizations and individuals within the legislative system of the media | LO9 | PC |
| To demonstrate knowledge of technical and other features of work both in print and online media; professionally use computer networks, databases, IT-technologies, special software | LO10 | PC |
| Able to perform using various sources, methods of collecting and processing information, journalistic tools, including new media and analyze factual material | LO11 | PC |
| Able to comment on a situation, a social phenomenon in the field of specialization; to participate in professional debates; to involve the audience in the journalistic process | LO12 | PC |

** Learning outcomes expressed in terms of competencies: general (GC) and professional competencies (PC).*

3. Policy for evaluating learning outcomes (current and final control, midterm control and final certification)

To obtain a bachelor degree / qualification based on the results of training in the EP, the student must master at least 240 credits.

Accumulation of credits is carried out in accordance with the Rules for organizing the educational process on credit technology of education, approved by order of the Ministry of Education and Science of the Republic of Kazakhstan dated April 20, 2011 No. 152 (as amended).

Learning outcomes are formed both at the level of the entire EP, and at the level of individual modules or academic discipline.

The general principles and basic methods for assessing the planned learning outcomes are reflected in the Academic Policy of the University. The policy for evaluating learning outcomes in the disciplines of the EP is developed by the teaching staff in syllabuses in accordance with the principles of academic honesty.

The quality control system in the direct training of EP specialist is carried out through ongoing monitoring of progress, midterm and final certification. The form and types of their conduction are determined in accordance with the Rules for the ongoing monitoring of progress, midterm and final

Ф УТ 804–14–23. Модульная образовательная программа. СМК УТ. Издание четвертое

certification of students of the University "Turan". In organizing the educational process according to the educational program, a point-rating system for assessing the progress of students is used.

The control of students' educational achievements and the assessment of learning outcomes in academic disciplines or modules is organized by the Registrar's office at the milestone stages of the educational process (at the end of each academic period and academic year) and should be focused on the final learning outcomes.

Final certification is carried out upon completion of the EP.

The purpose of the final certification is to evaluate the achieved learning outcomes. The final certification of graduates of the EP 6B03201 Journalism includes the defense of a thesis / graduation project or passing the final comprehensive exam in the specialty, which allows to identify and evaluate theoretical and practical training in solving professional problems, readiness for the main types of professional activities.

Thesis / bachelor's thesis project / master's thesis / master's project should reflect knowledge, show skills and abilities in the field of modern media.

Persons who have completed their studies in the educational program 6B03201 Journalism are issued a diploma of education of their own sample of the University of "Turan" with an attachment and an indication of the degree Bachelor of Social Sciences / qualification awarded, as well as a pan-European supplement to the diploma (Diploma Supplement).

4. Learning Outcome Matrix

| № | Name of the module (discipline) | P O 1 | P O 2 | P O 3 | P O 4 | P O 5 | P O 6 | P O 7 | P O 8 | P O 9 | P O 10 | P O 11 | P O 12 |
|------|--|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|--------------|
| | | | | | | | | | | | | | |
| 1 | History of Kazakhstan | + | | | + | | | | | | | | |
| 2 | Foreign Language | + | | | | + | | | | | | | |
| 3 | Kazakh (Russian) language | + | | | | + | | | | | | | |
| 4 | Sociology | + | | + | + | + | | | | | | | |
| 5 | Political Science | + | + | | | + | | | | | | | |
| 6 | Cultural studies | + | | | | + | | | | | | | |
| 7 | Psychology | + | | + | + | | | | | | | | |
| 8 | Physical training | | | | | | + | | | | | | |
| 9 | Information and Communication Technology | + | | | | | | | | | + | | |
| 10 | Philosophy | + | | + | | | | | | | | | |
| 11 | Introduction to Journalism | | | | | | | + | + | | | | |
| 12 | The History of Kazakh Journalism | + | | | | | | | + | | | | |
| 13 | Academic writing | + | | | + | | | + | | | | | |
| 14.1 | Introduction to the enterprise | | + | | | + | | | | | | | |
| 14.2 | Organization of business | | + | | | + | | | | | | | |
| 15 | Professional Kazakh (Russian) language | + | | | | | | + | | | | | |
| 16 | TV and Radio journalism | | | | | | | | | | + | | + |
| 17 | Professionally-oriented foreign language | + | | | | | | + | | | | | |
| 18.1 | Business Legislation | | + | + | | + | | | | | | | |
| 18.2 | Legal regulation of business activities | | + | + | | + | | | | | | | |
| 19.1 | Marketing analysis | | + | | | + | | | | | | | |

| | | | | | | | | | | | | | |
|----------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 19. 2 | Marketing tools in entrepreneurship | | + | | | + | | | | | | | |
| 20 | Genres in modern journalism | | | | | | | + | + | | | + | |
| 21 | Factchecking | | | | | | | | + | + | + | | |
| 22 | Media ethics | | | | | | | | + | + | + | | |
| 23 | Creative thinking | | | + | + | | | | | | | | |
| 24 | Legal basics of media | | + | | | | | | + | + | | + | |
| 25 | English (Turkish) language | + | | | | + | | | | | | | |
| 26 | Lingvo Security of Media Text | | | | | | | | + | + | | + | |
| 27 | Language and the style of mass communication | + | | | | | | + | + | | | | |
| 28 | Production of newspapers, journals and media design | | | | | | | | | + | | + | |
| 29 | Journalistic mastery | | | | | | | + | + | + | + | + | + |
| 30. 1 | Fundamentals of Economics | | + | | | + | | | | | | | |
| 30. 2 | Law bases | | + | + | | + | | | | | | | |
| 30. 3 | Fundamentals of ecology and life safety | + | | | | | + | | | | | | |
| 30. 4 | Leadership in Entrepreneurship | | + | + | | + | | | | | | | |
| 30. 5 | Fundamentals of anti-corruption culture | | + | | + | | + | | | | | | |
| 30. 6 | Methods of scientific research | + | | | + | | | | | | | | |
| 30. 7 | Public Process Management | | + | + | | + | | | | | | | |
| 31 | Master class on journalism | | | | | | | + | + | + | + | + | + |
| 32. 1 | Art journalism | + | | | | | | | + | | | + | |
| 32. 2 | Myths in the information space | + | | | | | | | + | | | + | |
| 33. 1 | Art products as a means of propaganda | | | | | | | + | + | | | + | |
| 33. 2 | Bestsellers of world literature | | | | | | | + | | | | + | |
| 34. 1 | Business analysis | | + | | | + | | | | | | | |
| 34. 2 | Producing on TV | | | | | | | + | | + | | + | |
| 35. 1 | Business Financing | | + | | | + | | | | | | | |
| 35. 2 | Business Insurance | | + | + | | + | | | | | | | |
| 36 | Organization of PR projects | | + | + | + | + | | | | + | + | + | |
| 37. 1 | Business journalism | | + | | | | | | + | + | + | | |
| 37. 2 | Analytical journalism | | | | | | | | + | + | + | | |
| 38. 1 | Speech culture and stylistic | + | | | | | | + | + | | | | |
| 38. 2 | Blogging | + | | | | | | | | | + | + | |
| 39. 1 | Journalist's Personal Branding | | | | | | | + | | | + | + | + |
| 39. 2 | Storytelling | | | | | | | + | | | + | | |
| 40. 1 | International journalism | | | | | | | + | + | | | + | |

| | | | | | | | | | | | | | |
|----------|-----------------------------------|--|--|--|--|---|--|---|---|---|---|---|---|
| 40. 2 | International Relations and Media | | | | | | | + | + | | | + | |
| 41. 1 | Infographics and visualization | | | | | + | | | | | + | | |
| 41. 2 | The art of Interview | | | | | | | + | + | + | | + | + |
| 42. 1 | Investigative journalism | | | | | | | | + | + | + | + | + |
| 42. 2 | Data- journalism | | | | | | | | + | | + | + | |

5. Graduate Qualification Model of educational program

| Type of professional activity | Labor functions | Qualification requirements | Job titles | Qualification level | Learning outcomes |
|---|---|--|---|-----------------------------|--------------------------------|
| Search and preparation of relevant publication materials Creating publications and submitting them to the editor | Providing the editors with up-to-date information and preparing their own publications Event coverage (with on-site travel) Preparation of articles, essays, audio, video reports from the scene on selected topics | Knowledge: <ul style="list-style-type: none"> - interviewing methods. - Methods, methods of photography and video filming. - Methods for checking the reliability of the information received. - Objectives and methods, technology and technique of creating journalistic publications, their content and structural-compositional specifics. - the main genres of journalism, their stylistic features. - principles of working with sources of information and methods of collecting it (interviews, observations, working with content in text, graphic, video, audio forms). - systematic processing of information, evaluation of leads (annotations, "caps"), tips for developing ideas, topics. Creation of materials taking into account the limitations of the area allocated for them. Skills and abilities: <ul style="list-style-type: none"> - establishing contacts with government agencies, enterprises and media persons to obtain the necessary information. - work with stakeholders. - blogging with the collection of various opinions - checking the accuracy of the information provided. - tracking current events in the life of society and new points of view on them. - compilation of collections, interviews, notes, comments, publications. - preparing questions and questionnaires for interviews. - collection and structuring of information for the preparation of materials for the author's project. | Correspondent for publishing houses, newspapers and magazines | Bachelor ORK level 6 | RO 7 RO 9 RO 10 RO 12 |

| | | | | | |
|---|--|---|--|-------------------------|-----------------------|
| | | <ul style="list-style-type: none"> - search for materials to cover current events. - analysis of the information received. - collecting and structuring information to prepare materials on a specific topic or area. - analysis of materials taking into account the feasibility, needs, trends in the interests of the target audience and editorial policy. - methods of influencing information on the consciousness and behavior of society. - principles of working with content in text, graphic, video, audio forms). - basics of newspaper and magazine (television, radio, internet) production. | | | |
| Ensuring mutual understanding and cooperation between the organization and government agencies at all levels | <ol style="list-style-type: none"> 1. Monitoring and analysis of legislative, political decisions and trends. 2. Ensuring communications with government agencies and professional communities. 3. Organization and holding (participation) of events. 4. Preparation of information materials, letters, appeals to authorities and responses to requests. | <p>Knowledge:</p> <ul style="list-style-type: none"> - legislative and other regulatory legal acts of the Republic of Kazakhstan in the field of media . - methods of analytical work with large volumes of information. - methods of collecting and processing information using modern technical means and computer technologies . <p>SkillsAndskills:</p> <ul style="list-style-type: none"> - analysis of public and internal corporate sources of information. - research and analysis of the internal and external environment . | Government Relations Coordinator | Bachelor ORK level 6 | RO8 RO10 |
| Development of advertising policy based on analysis of consumer properties of manufactured products and forecasting consumer demand and market conditions | <p>Conducting research on the main factors shaping the dynamics of consumer demand for products</p> <p>Developing a media advertising strategy to inform potential indicators and expand sales markets</p> | <p>Knowledge:</p> <ul style="list-style-type: none"> - legislative and regulatory legal acts, methodological materials on the organization of advertising and assessment of the financial and economic condition and market capacity; - methods for determining the solvency of demand for manufactured products and the procedure for developing long-term and current plans for production and sales of products <p>Skills:</p> <ul style="list-style-type: none"> - collect and process data to evaluate the effectiveness of advertising activities - control over the timely elimination of deficiencies indicated in complaints and claims received from consumers, | Head of Advertising and Information Department | Bachelor ORK level 6 | RO 3 RO 8 RO 12 |

| | | | | | |
|--|--|--|--|--|--|
| | | motivating a certain attitude of consumers towards the company's products; - participates together with other departments in the development of proposals and recommendations for changing the technical, economic and other characteristics of products in order to improve their consumer qualities and stimulate sales; - ensures the participation of the department in drawing up long-term and current plans for production and sales of products, identifying new markets and new consumers of products - prepares proposals for the formation of a corporate style of the enterprise and corporate design of advertising products | | | |
|--|--|--|--|--|--|

6. Catalog of academic disciplines (compulsory, university-wide, elective)

| Information about disciplines | | | | |
|-------------------------------|-------------------------------------|---|-------------------|---------------------|
| № | Code and name of discipline | Short description of the discipline | Number of credits | Educational outcome |
| GEC CC | | | | |
| 1 | History of Kazakhstan HK BO1 | The discipline «History of Kazakhstan» is aimed at studying the socio-economic, political, ideological, cultural events, phenomena, processes that took place on the territory of Kazakhstan from ancient times to the present day. The purpose of the discipline «History of Kazakhstan» is to form an objective representation of the main stages of the history of Kazakhstan; direct students' attention to the problems of the formation and development of statehood, socio-economic, political, historical and cultural processes. Teaching methods and technologies used in the process of teaching the discipline: student-centered learning based on a reflective approach to learning on the part of the student; competence-based learning; role-playing games and educational discussions of various formats; case study; design method. The discipline will end with the passing of the state exam on the history of Kazakhstan | 5 | LO1, LO4 |

| | | | | |
|---|---|---|---|----------------------|
| 2 | Sociology Soc BO1 | The course "Sociology" is aimed at developing students' skills to attract the resources of sociological knowledge to analyze and better understand the social situation and social processes taking place in modern, primarily Kazakh, society, develop a theoretically meaningful social position, and solve life problems. | 2 | LO1, LO3 LO4, LO5 |
| 3 | Political Science PS BO1 | The purpose of discipline study "Political Science" is: to form students' basic scientific knowledge about the subject and methods of political science, the evolution of political thought, the patterns of political life, the trends of the political process and the specifics of its implementation in specific countries and on a global scale; to help students navigate political reality, to develop a scientific approach to assessing certain political events and phenomena, norms of political thinking and behavior; to equip them with the knowledge necessary for the creative solution of their professional problems, the formation of a democratic political culture. | 2 | LO1, LO2, LO5 |
| 4 | Cultural studies CS BO1 | The discipline "Cultural Studies" is aimed at developing a socio-humanitarian worldview as the basis for the modernization of public consciousness through the formation of cultural identity, the ability to analyze and evaluate cultural situations based on an understanding of the nature of cultural processes, the specifics of cultural objects, the role of cultural values in intercultural communication. The purpose of the discipline is to form undergraduate students' understanding of the specifics of the development of national culture in the context of world culture and civilization, the need to preserve the cultural code of the Kazakh people, the ability in independent professional activity to carry out a strategy for preserving the cultural heritage of the Kazakh people in a dynamically changing multicultural world and society. | 2 | LO1, LO5 |
| 5 | Psychology Psy BO1 | The discipline involves the study of psychology as a scientific discipline that has its own subject, terminology and research methods. The purpose of the discipline: the formation of a socio-psychological worldview of students in the context of solving the tasks of modernization of public consciousness, defined by the state program "Looking into the future: modernization of public consciousness". | 2 | LO1, LO3, LO4 |
| 6 | Kazakh (Russian) language K(R) L BO1 | The discipline is designed to develop the linguistic personality of a student who is able to carry out cognitive and communicative activities in Russian in the fields of interpersonal, social, professional, and intercultural communication in the context of the implementation of state programs of trilingualism and spiritual modernization of national consciousness. The purpose of the program is to form a socio-humanitarian worldview of students in the context of the national idea of spiritual modernization, involving the development of internationalism qualities based on national consciousness and cultural code, tolerant attitude to world cultures and languages as translators of world-class knowledge, advanced modern technologies, the use and transfer of which can ensure the modernization of the country and personal career growth of future specialists. | 5 | LO1, LO5 |
| 7 | Foreign Language FL BO1 | The course is designed for 5 credits and is intended for first-year students whose native language is not English. The course is aimed at developing language and learning skills, as well as appropriate grammar and vocabulary levels. The assignments are designed to prepare students for making presentations, participating in group discussions on general and business topics; listening to authentic material, writing essays and introducing students to the intricacies of etiquette and correspondence. The aim of the course is to encourage students | 5 | LO1, LO5 |

| | | | | |
|---------------|---|--|---|---------------|
| | | to study together and autonomously, as well as to develop their creative and critical thinking skills. | | |
| 8 | Information and Communication Technology ICT BO1 | The course gives an idea about the use of application packages, the architecture of computing systems, operating systems and networks; introduces the basic concepts of network and web application development, the basics of information security, the principles of information and communication technologies and e-learning; allows you to conduct an independent creative search, explore the possibilities of modern information technologies and trends in their development. | 5 | LO1, LO10 |
| 9 | Philosophy Phil BO1 | The Philosophy course is mandatory for all bachelor's degree programs. It forms a culture of scientific thinking among undergraduates, develops analytical abilities and research skills. The course introduces the problems of the phenomenon of science as a subject of special philosophical analysis, forms knowledge about the history and theory of science; about the patterns of development of science and the structure of scientific knowledge; about science as a profession and a social institution; about methods of conducting scientific research; about the role of science in the development of society | 5 | LO1, LO3 |
| 10 | Physical training PT BO1 | Physical culture, as an academic discipline, is based on the theory and methodology of physical education, is closely interrelated and relies on such related disciplines as anatomy, human physiology, exercise physiology, hygiene, medical control, valeology, private sports disciplines, pedagogy, psychology, biology. | 2 | LO6 |
| GEC EC | | | | |
| 1 | Fundamentals of Economics FE BO1 | The discipline is aimed at obtaining basic knowledge of the fundamentals of the economy, to analyze and evaluate the various processes taking place in the economic life of society. The course is designed to form a systematic view and understanding of the general problems of the functioning of economic systems; features of the functioning of the market mechanism; the main objectives of the fiscal and monetary policy of the state; the essence of the systems of the world economy and the basic principles of the international division of labor. | 5 | LO2, LO5 |
| 2 | Law bases LB BO1 | This training course provides for the study of the basics of the general theory of state and law and the main branches of law, such as: constitutional law, civil law, criminal law, family law, labor law, etc. The course will allow students to navigate in the legal space, have an idea of the mechanism of law, about lawmaking, legislation and the operation of law, about forms of law and its implementation, legal relations, offenses and legal liability, as well as other issues on which the individual, society and the state regularly turn to law. | 5 | LO2, LO3, LO5 |
| 3 | Fundamentals of ecology and life safety FELS BO1 | This discipline is for obtaining theoretical knowledge in the field of ecology and human life safety; it is forming a holistic view of the environment and the basic laws of society sustainable development. The course designed to form a general systemic view and understanding of modern ideas about ecology and the environment. It includes the basic ecological concepts and laws of the natural systems functioning, the dynamics of environmental change and influence on the biosphere. Finally, it is about the role and place of human being in the biosphere, technosphere and sociosphere. The course program contains knowledge and practical achievements in the field of ecology and human life safety in the biosphere. And also presented the basic information on labor protection, environmental and radiation safety, emergency situations and civil defense. | 5 | LO1, LO6 |

| | | | | |
|--------------|---|--|---|----------------|
| 4 | Leadership in Entrepreneurship LE BO1 | The discipline is aimed at mastering general cultural and professional competencies in the field of effective management and leadership phenomena in entrepreneurship at the individual, group, organizational levels, the skills to use the basic theories of motivation, power to solve strategic and operational management tasks, as well as to organize group work based on knowledge of processes group dynamics and principles of team formation | 5 | LO2, LO3, LO5 |
| 5 | Fundamentals of anti-corruption culture FACC BO1 | The discipline is aimed at obtaining theoretical knowledge about aesthetic concepts and categories, content and features, the essence of anti-corruption culture. The course forms the acquisition of skills to work with legislation in the field of anti-corruption, and develops a civic attitude to this phenomenon. This discipline is aimed at improving the anti-corruption culture and the formation of moral and legal responsibility for corruption offenses. During the course development, students compose tests, solve situational problems using the interactive method of «brainstorming». Border control involves the preparation and solution of situational tasks, the discipline ends with an exam in the form of testing. | 5 | LO2, LO4, LO6 |
| 6 | Methods of scientific research MSR BO1 | The discipline is aimed at training a specialist who is able to conduct independent academic research within a certain scientific sphere. The student will learn to distinguish general (dialectical, metaphysical) and general scientific (analysis, synthesis, generalization, etc.) methods. The student will acquire the skill of applying empirical and theoretical methods to solve scientific problems. The student will master the skills of analysis, classification, synthesis, comparison, writing a scientific review, presentations. An control form - protection of the results of research with the application of poster report. | 5 | LO1, LO4 |
| 7 | Public Process Management PPM BO1 | The purpose of studying the discipline "Management of public processes" is to study the issues of state, economic and social development of the human community. This discipline examines a complex of political, economic, socio-cultural, ideological relations, reveals the key problems of socio-economic and political development of foreign countries and Kazakhstan, as well as global problems of our time. | 5 | LO2, LO3, LO5 |
| BC UC | | | | |
| 1 | Genres in modern journalism GMJ B01 | The course examines the palette of genres. Time and space: information flow in modern publications. Information genres. Types of analytical genres. The principle of topic coverage in the analytical genre. The feuilleton and pamphlet are satirical genres. Classification of genres taking into account the functioning of online journalism. Transformation of genres. | 4 | LO7, LO8, LO11 |
| 2 | Introduction to Journalism IJ B01 | The course examines journalism, its role in society, functions, journalism and creative activity. Freedom of the press and journalism. The effectiveness and efficiency of journalism. A journalist is a subject of the media. Collection, processing, and provision of information by a journalist. The intellectual work of journalism and the culture of creativity. | 5 | LO7, LO8 |
| 3 | The History of Kazakh Journalism HKJ B01 | The course involves the development of the following topics: the ancient Runic alphabet, the origin and types of information, the beginning of the emergence of domestic journalism – protojournalism, the historical significance of the first editions, the newspaper "Kazakhstan", the magazine "Aikap" and its ideological direction, the development of Kazakh journalism to the present day. | 3 | LO1, LO8 |

| | | | | |
|----|--|---|---|---------------------|
| 4 | Academic writing AW B01 | The purpose of the discipline is the assimilation of the principles of creating written texts of an academic nature (essay, abstract, abstract, article, thesis, etc.) and the acquisition of their writing skills. The course is aimed at gaining experience in bibliographic description of printed publications and electronic resources, designing your own written works, public presentation and discussion of scientific works, leading the discussion and defending your own position | 4 | LO1, LO4, LO7 |
| 5 | Factchecking Fac B01 | Factchecking involves a manual and automated way to verify the accuracy of information. Given the spread of fake news, it is important for a modern journalist who claims to create high-quality publications to possess this competence. You need to learn how to pay attention to the quality of the proposed news, analyze its authorship and literacy level, as well as have critical thinking. Fact-checking is part of the media and information literacy system | 4 | LO8, LO9, LO10 |
| 7 | Media ethics ME B01 | The ethical principles of professional journalism, known as the industry "code of honor", which is formulated in various forms in media organizations and trade unions. These are not legally formalized, but well-known and clearly defined rules adopted in the media and approved by society. It's about the truthfulness of information, its accuracy and objectivity. A significant factor is minimizing possible reputational damage to the objects of publication. | 3 | LO8, LO9, LO10 |
| 8 | TV and Radio journalism | The discipline includes the following topics: the place of television journalism in the information space, the history of the development of television journalism, its genres, forms and format. Professions on television. The script is on television. Ethics on the screen: the image of a TV channel and a TV journalist. Radio as a media outlet. Modern broadcasting formats, the development of radio today. | 4 | LO10, LO11 |
| 9 | Creative thinking CT B01 | The application of creative thinking in different fields: different types of art (fine arts, literature, music, theater, cinema, design, applied arts), academic science, technology and invention, production, entrepreneurship; as well as in "non-creative" areas: accounting, finance, banking, economics, etc. The study of different stages creative process: generation of ideas, their development and implementation. What is inspiration and how to achieve it. How new ideas appear. How to unleash your creative potential. How to treat possible failures and turn them into advantages. Seminars on the discipline are conducted in the form of trainings with the use of special tasks and exercises that promote the development of creative thinking. | 3 | LO3, LO4 |
| 10 | Legal basics of media | The course examines: the concept of mass information law, the main provisions and concepts of the Law of the Republic of Kazakhstan on Mass Media, the state policy of the Republic of Kazakhstan in the field of mass media. The right to access information. Intellectual property. Advertising and freedom of the media. Features of Kazakh legal journalism. | 4 | LO2, LO8, LO9, LO11 |
| 11 | Lingvo Security of Media Text LSMT B01 | The course examines the laws affecting journalists and the media, the mechanisms governing the activities of the press, laws and international instruments that restrict or enable journalistic freedom of expression. Lawsuits against the media and journalists to protect honor, dignity and business reputation. Cases of insult and slander, on the recognition of information materials as extremist. | 4 | LO8, LO9, LO11 |
| 12 | Language and the style of mass communication LSMC B01 | "The language and style of mass communications" is one of the main disciplines in the Bachelor of Journalism training system. The course examines the features of the newspaper and journalistic style and their foundations. The concept of meaning, the problems of understanding and the reasons for the diversity of interpretations, intertextuality, the relationship | 4 | LO1, LO7, LO8 |

| | | | | |
|--------------|---|---|---|-------------------------------------|
| | | <p>between language and culture and its manifestation. Figurative speech resources and their application in media texts: tropes, syntactic figures, allegory, irony, language game, etc. Stylistic means of journalistic text. The language and style of online media, convergent media.</p> <p>It forms students' competence, professionalism in the use of Words, and is the basis for the formation of speech skills. The subject of study is the language and style of modern journalism related to politics, economics, culture, science and education, the artistic word, live spoken speech, with all the functional diversity of speech. Future journalists should develop and strengthen the skills of working on the word in periodicals, on radio and television.</p> <p>The features of the newspaper and journalistic style and their foundations are considered. The concept of meaning, the problems of understanding and the reasons for the diversity of interpretations, intertextuality, the relationship between language and culture and its manifestation. Figurative speech resources and their application in media texts: tropes, syntactic figures, allegory, irony, language game, etc. Stylistic means of journalistic text. The language and style of online media, convergent media</p> | | |
| 13 | <p>Production of newspapers, journals and media design</p> <p>PNJMD B01</p> | <p>In practice, the process of preparing a newspaper issue is being worked out, from the proposal of plots, the production of strips and before going to print. Preparation of a newspaper text. Forms of submission of journalistic materials. Types of edits. Work on writing reports, editing, designing the strip and its release. The layout of the room, its techniques. The nature and sources of news information. Technical features of printing that are in a single context with elements of semiotics – image, text, infographics that make up an integral work. The process of preparing a newspaper issue, its stages. Preparation of a newspaper text. Forms of submission of journalistic materials. Types of edits. The layout of the room, its techniques. The nature and sources of news information. The issue of the magazine.</p> | 5 | LO9, LO11 |
| 14 | <p>Organization of PR projects</p> <p>OPRP B01</p> | <p>The aim and objectives of the course is to give students a holistic view of the project activities in the field of PR, to teach the art of conducting PR-campaigns to create an image, strengthen the reputation, promote a new product in the market. Students will acquire the skills to implement a PR-project from the moment of its conception to its full completion, taking into account postinformation support.</p> | 5 | LO2, LO3, LO4, LO5, LO9, LO10, LO11 |
| BD EC | | | | |
| 1 | <p>Introduction to the enterprise</p> <p>VP B01</p> | <p>The course considers the essence and types of entrepreneurship, basic skills and role of the entrepreneur, design thinking, innovation in entrepreneurship, organizational foundations of business, financial management in entrepreneurship, analysis of market environment of business, culture of entrepreneurship, the image of the entrepreneur. The discipline is aimed at forming skills on formation, organization and conducting business in market terms</p> | 5 | LO2, LO5 |
| 2 | <p>Organization of business</p> <p>OB B01</p> | <p>The purpose of the discipline is to ensure the readiness of students for innovative and entrepreneurial activities. The course is aimed at studying the theory of business, its forms, conditions of existence, and also forms the skills of adaptability, working in the mode of partial uncertainty, argumentation and independence of decision-making.</p> | 5 | LO2, LO5 |
| 3 | <p>Legal Legislation</p> <p>BL B01</p> | <p>Legal support of business regulates public relations related to doing business. Students get acquainted with the legislation in the field of business, its support and development in the Republic of Kazakhstan, subjects of legal relations, forms,</p> | 5 | LO2, LO3, LO5 |

| | | | | |
|----|---|--|---|----------------|
| | | legal capacity of legal entities, legal regulation of transactions and contracts, law of obligations | | |
| 4 | Legal regulation of business activities LRBA B01 | Business law determines the legal conditions and guarantees ensuring freedom of entrepreneurship in the Republic of Kazakhstan, regulates social relations arising from the interaction of business entities and the state, including government regulation and support for entrepreneurship. | 5 | LO2, LO3, LO5 |
| 5 | Marketing analysis MA B01 | Development of a marketing concept for entrepreneurship: market research, development of a marketing plan, understanding of social media marketing and its use, formation of pricing policy. Within the framework of the discipline, various types of marketing analysis, identification of niches and market opportunities, retail analytics, competitive intelligence, analytical marketing system and presentation of results, consumer loyalty management, development of marketing solutions are studied. | 5 | LO2, LO5 |
| 6 | Marketing tools in entrepreneurship MTE B01 | The purpose of the discipline - mastering practical skills in the application of marketing tools and principles in business. Within the discipline are studied the marketing environment of the business; identifies a market segment, identifies key characteristics of consumer behavior, the basics of product and pricing policies; programs for the promotion of goods and services; a brand book is being developed, the formation of entrepreneurial reputation management programs; conducting mini-marketing research on business issues, social media marketing (SMM). | 5 | LO2, LO5 |
| 7 | Art journalism AJ B01 | Art journalism in the modern sense. Objects of art journalism. Traditions of the past art journalism. Contemporary art journalism: relevance, target audience, meaning and problems. Texts, replicating stereotypes of popular culture. The qualities and competencies required for a journalist in this field. | 5 | LO1, LO8, LO11 |
| 8 | Myths in the information space MIF B01 | The course examines the concept of myth, as well as neomythologism in modern culture, which gives an insight into how mythological images and subjects are used in various forms of art (visual, literature, theater, cinema, animation, music and show business, computer games), design, construction, production of consumer goods, the service sector and advertising. | 5 | LO1, LO8, LO11 |
| 9 | Art products as a means of propaganda APMP B01 | The course will teach to analyze a literary work in terms of its ideological content and artistic merit. Knowledge of different types of drama. Knowledge of the most famous screen versions of literary works, understanding the specifics of literature, theater and cinema as types of art. | 5 | LO1, LO8, LO11 |
| 10 | Bestsellers of world literature BWL B01 | The course will summarize the main directions and trends of world literature, the works of the most prominent authors and works from the ancient world to existentialism. Particular attention is paid to the literature of the second half of the 20th century and modern literature. | 5 | LO7, LO11 |
| 11 | Business analysis BA B01 | Methods of economic analysis for the study of business processes in business and the development of practical analytical skills. Within the discipline, the theory and practice of economic analysis for the development of management decisions on business development are studied, system thinking in the analysis of financial and economic activity of the business entity, modern business analysis tools | 5 | LO2, LO5 |
| 12 | Producing on TV PTV B01 | Course content: the essence of television production, its impact on the economic performance of television companies; development of the optimal technology, which allows obtaining the highest quality audiovisual product at the minimum cost, principles and methods of effective work of producers in the conditions of the domestic television market. Media product production: from idea to realization (brainstorming, | 5 | LO7, LO9, LO11 |

| | | | | |
|----|--|--|---|-----------------------|
| | | preproduction (creative, financial and organizational), production process, post-production. | | |
| 13 | Business Financing BF B01 | Upon completion of the course, students will be able to select and apply effective methods of financing a business, form a financial strategy of a company depending on the organizational and legal form and category of business, build an optimal financing model for a business project and evaluate possible risks. Students will be able to identify the sources of the company's capital formation, use modern financial instruments to support and develop entrepreneurship. Used training methods are brainstorming, case studies, business games | 5 | LO2, LO5 |
| 14 | Business Insurance BI B01 | After completion of the course, students will have practical approaches and methods in assessing the risks of entrepreneurial activity, their management and minimization, in insurance, its directions and activities of insurance companies and other subjects of risk management and insurance. Students will be able to analyze and select the optimal insurance model for the existing business, apply modern financial instruments to hedge risks. Used training methods are brainstorming, case studies, business games | 5 | LO2, LO3, LO5 |
| 15 | Business journalism BJ B01 | The training course "Business Journalism" introduces students to domestic and foreign business, financial, economic publications, with the basic principles of their work. The course "Business Journalism" is a study of the existing types and the most important methods of business journalism. | 5 | LO2, LO8, LO9, LO10 |
| 16 | Analytical journalism AJ B01 | The course covers: Analytical journalism and its role in society, an analytical way of reflecting reality in journalism, the subject features of analysis in journalism, types of analysis in journalistic texts. genres of analytical journalism., operational commenting, forecasting, review, article. Analytical interview - methods and techniques for conducting a conversation. | 5 | LO8, LO9, LO10 |
| 17 | Journalist's Personal Branding JPB B01 | Principles and technologies of personal branding. Brand as a system: the art of applying the "principle of leverage" and working on other people's resources. The idea of your own brand. Principles and technologies of personal brand leadership positioning. A working personal myth. Brand clothing. The course considers journalistic articles by prominent authors as examples. Students will learn how to develop their own style, develop analytical skills. What is a personal brand and how to make money from it. How to become recognizable and popular for your target audience. Establishing useful connections. Creating your own image. How to position yourself in the media. Creating a self-presentation. How to get out of the zone of endless competition to the path of your own uniqueness and identity. Principles and technologies of personal branding. Brand as a system: the art of applying the "principle of leverage" and working on other people's resources. The idea of your own brand. Principles and technologies of personal brand leadership positioning. The "Brand Onion" as a matrix of personal branding Personal brand mythology: a working personal myth. Brand clothing. Brand communications. Branding on social networks. Personal network brand resources. "Writing with the heart" as a technology. Mastery of personal dialogue with the brand's audience. | 5 | LO7, LO10, LO11, LO12 |
| 18 | International Relations and Media IRM B01 | The course provides a holistic view of the history of international relations and their reflection in the media. The course covers the most important problems in the history of international relations, beginning in 1945 and up to the modern era of the beginning of the twenty-first century. | 5 | LO7, LO8, LO11 |

| | | | | |
|--------------|--|--|---|---------------------------------|
| 19 | Investigative journalism IJ B01 | The ability to analyze and present information to the consumer. Student Must know: the essence of investigative journalism as a genre in the media; the subject and tasks of the journalistic investigation; method of journalistic investigation. Must be able to: develop plans for various types of investigative journalism; | 6 | LO6, LO9, LO10, LO11, LO12 |
| 20 | Data-journalism DJ B01 | Data-journalism is a direction based on data processing and their use to create journalistic material. Data can serve as a tool for the disclosure of a particular journalistic history and its source. Data journalism is related to computer science, design and statistics and is designed to provide. | 6 | LO9, LO10, LO11 |
| 21 | Foreign journalism | The course reveals the essence of international standards of journalism in the countries of the West and East, historical milestones, especially the formation and functioning of journalism abroad. The modernization processes occurring in various forms are considered. This has a significant impact on the development of media and communication, their ideological content. The course provides a holistic view of the history of international relations and their reflection in the media. The course covers the most important problems in the history of international relations, beginning in 1945 and up to the modern era of the beginning of the twenty-first century. | 5 | LO7, LO8, LO11 |
| PC UC | | | | |
| 1 | Professional Kazakh (Russian) language PK (R) L B01 | The main goal of the course is the formation of communicative competence, sufficient for adequate professional communication in future work activities. The novelty lies in the fact that it is based on the principle of the competence-based approach, which, as you know, puts in the first place not the student's awareness. | 5 | LO1, LO7 |
| 2 | Professionally-oriented foreign language POFL B01 | This course contributes to the in-depth study of a foreign language, the expansion of linguistic knowledge, an increase in the range of understanding of texts in the specialty, and the enrichment of an active vocabulary in political field. | 5 | LO1, LO7 |
| 3 | Art of journalism AJ B01 | The course will prepare you for the development, writing, compilation and management of news, programs and recording interviews for broadcasting. It will teach you how to minimize subjectivity or bias. It will give you the skills to prepare reports and edit on television. | 7 | LO7, LO8, LO9, LO10, LO11, LO12 |
| 4 | Master class on journalism MCJ B01 | Ability to conduct a creative search, write stand-ups and make simultaneous work independently or as part of a group, apply the methods of directing analysis of literary works and scripts in practice, write scripts, edit the footage. | 6 | LO7, LO8, LO9, LO10, LO11, LO12 |
| PD EC | | | | |
| 1 | English (Turkish) language E(T)L B01 | This course is directed to ensure that students will improve pronunciation, increase vocabulary (up to 1200 units of commonly used words and phrases), read and translate original literature with and without a dictionary to transmit information, take part in oral and written communication in a foreign language. | 5 | LO1, LO5 |
| 2 | Speech culture and stylistic SCS B01 | Discipline includes four aspects of speech culture: 1) the doctrine of the norms of the literary language; possibility to choose one of several options; 2) the study of functional language styles; the need to correctly and appropriately use language tools depending on the situation. | 5 | LO1, LO7, LO8 |
| 3 | Blogging Blog B01 | Blogging: concept, culture, legal side. Changing the structure of news organizations technology. How relationships with the audience can be transfer into more interactive communication with the Internet and other network media structures; ethical | 5 | LO1, LO10, LO11 |

| | | | | |
|---|--|---|---|---------------------------|
| | | problems arising from new technologies. Using digital cameras to create content. | | |
| 4 | Storytelling Stor B01 | The purpose of the course "Storytelling" is: to develop students' skills of collecting, analyzing, structuring information for the preparation and implementation of the project; development of skills to work with special equipment and software tools during the production of projects on different platforms. At the end of the course the student should: know the processes and technologies of development, preparation and creation of multimedia projects; be able to develop the idea of the project, reasonably choose tools for storytelling (multimedia and interactive), present and defend the finished multimedia project; have skills to create multimedia projects with interactive elements, building communication within the project team and its audience, presentation and defense of the media project. | 5 | LO7, LO11 |
| 5 | Infographics and visualization IV B01 | The opportunity to experiment with audio and video on multimedia devices, to carry out interactive projects; consider the impact of mobile technologies and the visual side of the presentation of information (infographics and video content); learn to apply modern technologies in the field of computer graphics and data visualization. | 5 | LO5, LO10 |
| 6 | The art of Interview AI B01 | The course will teach to build interviews, to talk on various topics, to be able to "rebuild" the conversation during the interview, tactfully interrupt it and seek answers to posed the questions. Specificity of art interviews in Kazakhstan media. | 5 | LO7, LO8, LO9, LO11, LO12 |

- The same numbers in the discipline code indicate belonging to the same module.

7. Curriculum of the educational program for the entire period of study*

It is formed by a separate document in the ACS "Turan".