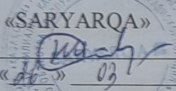


MINISTRY OF EDUCATION AND SCIENCE OF THE REPUBLIC OF KAZAKHSTAN
KARAGANDY UNIVERSITY OF THE NAME OF ACADEMICIAN E.A. BUKETOV

«AGREED»

TV channel director

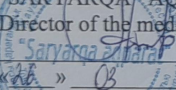
«SARYARQA»

 Diusetaev B.S.
« 03 » 2022

«AGREED»

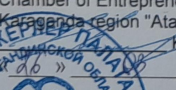
"SARYARQA" AOPARAT"

Director of the media holding

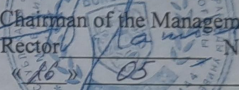
 Akhmetov K.Zh.
« 06 » 2022

«AGREED»

Chamber of Entrepreneurs
Karaganda region "Atameken"

 Kulpeisov E.D.
« 06 » 2022

«CLAIM»

Chairman of the Management Board –
Rector:  N.O. Dulatbekov

« 16 » 2022

EDUCATIONAL PROGRAM

in the direction of training 7M03201 – Journalism Level: Master

Awarded degree: master of social Sciences in the educational program
"7M03201 Journalism"

Karagandy, 2022

The training program 7M03201-Journalism is developed on the basis of:

1. Law of the Republic of Kazakhstan dated July 27, 2007 No. 319-III "On Education"
2. Law of the Republic of Kazakhstan No. 151-I of July 11, 1997. "On languages in the Republic of Kazakhstan"
3. State Mandatory standard of Postgraduate education education of August 31, 2018 No. 604
4. National Qualifications Framework of March 16, 2016 by the Republican Tripartite Commission on Social Partnership and Regulation of Social and Labor Relations.
5. Order of the Ministry of Education and Science of the Republic of Kazakhstan "On approval of the Rules for organizing the educational process on Credit Technology" dated October 2, 2018 No. 152
6. Classifier of training areas for personnel with higher and postgraduate education No. 569 dated October 13, 2018.
7. State mandatory standard of primary education. Approved by Resolution of the Government of the Republic of Kazakhstan No. 1080 dated August 23, 2012. Resolution of the Government of the Republic of Kazakhstan No. 484 dated August 15, 2017.
8. II Order No. 199 of the Ministry of Education and Science of the Republic of Kazakhstan dated May 10, 2018 "On Approval of Standard

Content

№	Passport of the educational program
1	Code and name of the educational program: «7M03201 Journalism»
2	Code and classification of the field of education, training areas: «7M032 Journalism and information»
3	Group of the educational program : «M067 Journalism and reporting»
4	Amount of credits: 120
5	Form of study: full-time study
6	Language of instruction: Kazakh, Russian
7	Academic degree: awarded degree: master's degree
8	Type of educational program: current
9	ISCED level: 7
10	NRC level: 7
11	ORC Level: 7
12	Distinctive features of the OP: no
	Partner university (SOP): No partners in implementing the program
	Partner University: No foreign partners in implementing the program
13	Application number to the training license: KZ83LAA00018495 28.07.2020 zh.
14	Name of the accreditation body and term of validity of the OP accreditation: term of accreditation: 10.06.2019
15	Goal of the OP: Providing conditions for obtaining a full-fledged, high-quality professional education, professional competence in the field of journalism. Formation of graduates ' competitiveness in the labor force market, which would provide an opportunity for maximum rapid employment in the specialty.
16	Qualification characteristics of the graduate
a)	list of graduate positions: editor; proofreader; teacher-mentor in educational organizations
b)	general education organizations; organizations of technical and professional, post-secondary education; research and design-testing institutions; management sphere; extracurricular educational institutions; public institutions.
c)	in the field of professional activity of the graduate: (teacher in higher and specialized educational institutions); culture: (employee of cultural institutions); science: (employee of research institutions); publishing: (processor, editor of printed materials); mass media, as well as the Internet (employees of editorial offices of newspapers, radio, television, magazines).
d)	φ The graduate's professional activity features: training-distributes educational information, teaches self-education, constructs training sessions taking into account the linguistic needs and requests of students, applies new learning technologies, including ICT, etc.; educationally-introduces students to the system of social values, observes pedagogical ethics, rules of pedagogical ethics, determines the personality of students. respects, etc.; research-study the level of students ' development of the content of education, the educational environment, use the results of diagnostics of individual characteristics of students; social and communicative-interact with the professional community and all interested parties in education, can conduct expertise, etc.;
17	Graduate Model Criteria for evaluating learning outcomes
18	Graduate Model

Formulation of competence-based learning outcomes

Types of competencies	Training Result code	Training result (based on Bloom's taxonomy)
Behavioral skills and personality traits: (Softskills)	LO 1	He knows the fundamental ideological concepts of philosophy and philosophical methods of knowledge.
	LO 2	He has knowledge in the field of intercultural interaction, taking into account national and cultural specifics of linguistic phenomena and the behavior of speakers of a foreign language, in information and communication technologies
Digital competencies: (Digital skills):	LO 3	Able to use the language tools in communication and professional activities in accordance with the norms of the language.
Professional competencies: (Hardskills)	LO 4	Knows the theoretical and empirical methods of pedagogical research, the essence, types and methods of pedagogical experiment.
	LO 5	Knows the genres of journalism, methods and ways of presenting the material.
	LO 6	Able to conduct the analysis of scientific theories, analyze materials of scientific journalism.
	LO 7	He has the skills of a comparative analysis of the works of various scientists.
	LO 8	Able to analyze media publications, radio and television materials from the point of view of their genre affiliation, use their skills and abilities to write dissertation work.
	LO 9	He has knowledge in the field of genre originality of modern mass media and in the field of journalistic education.
	LO 10	He knows journalistic activities for different spheres of public life from the point of view of the effectiveness of the communication process, methods and skills aimed at capturing television viewers.
	LO 11	Knows the media system in the global information space, information policy, the role of the media in society as a conductor of the ideas of the state and society and the creator of public opinion.
	LO 12	Based on the knowledge gained, he is able to apply in his professional activities ways of obtaining information, work with sources of information, create journalistic texts of various genres and forms, edit texts set out in various styles, apply legal norms.
	LO 13	He is able to conduct an analysis of publications, radio and television programs, to understand the genre originality of modern Kazakhstan journalism.

Definition of modules of disciplines in accordance with the results of training

Training Result code	Module name	Name of disciplines	Volume (ECTS)
LO 1 LO 2	Philosophical and historical aspects of social and humanitarian knowledge	History and philosophy of science	4
		Higher school pedagogy	4
		Management psychology	4
		Teaching practice	4
LO 3	Professional languages	Foreign language (professional)	4
		Global Journalism (in English) Foreignlanguage for special purposes	5
LO 4 LO 5	Theoretical and applied science	Media text in mass communications	5
		Commercialization of the results of scientific and technical activities Professional speech communications in mass media Innovation in journalism	5
LO 6	History of mass media development in Kazakhstan	Methods of teaching journalistic subjects in higher education	5
		Political, economic and social aspects of media formation in Kazakhstan (in English)	4
		Current problems of modernity and journalism	4
LO 7 LO 8 LO 9 LO 10 LO 11	Journalism as scientific knowledge	Political and Social journalism (in English) Modern scientific concepts of masscommunication (in English)	4
		National idea in the historical development of the concept of mass media in Kazakhstan (in English) Kazakhstan in the global informationspace (in English)	4
		Modern media technologies	4
		Theoretical and practical foundationsof converged journalism	
		International journalism	4
		МеждунаInternational information conflicts	
		Organization and management of mass media Networkjournalism and blogging	4
		Deontology of journalism ПрофессионаProfessional ethics and journalist etiquette	4
LO 12 LO 13	Research work	Research	12
Research work of a master's student, including internship and master's thesis completion (R & D)		24	
Final certification		Preparation and defense of a master's thesis	12

Learning achievement matrix

NN n/a	Name of disciplines	Short description of the discipline (30-40 words)	Number of credits	Generated learning outcomes (codes)												
				LO 1	LO 2	LO 3	LO 4	LO 5	LO 6	LO 7	LO 8	LO 9	LO 10	LO 11	LO 12	LO 13
Common modules																
D1 modules	History and philosophy of science	Formulate and solve problems that arise in the course of scientific research activities and require deep professional knowledge; choose the necessary research methods based on specific research tasks, develop existing modifications and new methods; analyze and understand the realities of modern theory and practice based on the methods of social and humanitarian, natural science, pedagogical and psychological knowledge; organize research activities in the field of social and educational process recording and methodological development of training sessions and other educational documentation that contributes to their implementation; organization and conduct of training sessions and their analysis.	4	++	+											
D2	Higher school pedagogy	This discipline is aimed at in-depth training of the specialty journalism in higher educational institutions and special educational institutions and practical work at a high level. Television, the press, radio and the Internet provide undergraduates with a comprehensive education in teaching journalism.	4	+	+											
D3	Management psychology	The main epistemological models, the nature of changes in the concept of rationality; forms and methods of pre-scientific, scientific and non-scientific knowledge, social and humanitarian, natural science, records and methodological developments of training sessions and other educational documentation that contribute to the	4	+	+											

D8	Political, economic and social aspects of media formation in Kazakhstan (in English)	Development and implementation of methodologies for the highest stage of economic and social development based on the formation of domestic media in the political process, scientific nature of new media. Monitoring and comparative analysis of the impact of global media on Kazakhstan's ones.	4							+									
D9	Current problems of modernity and journalism	Differentiation of material, spiritual, technological shortcomings and achievements of modern traditional media at the stage of transition to online. Formation of management in the process of development of fiyr technologies.	4							+									
Specialty selection modules																			
D10	Media text in mass communications	Implementation of the scientific process in the formation of writing ethics and style, modernization of innovations in the style of online media adapted to digital technologies, work on scientific terminology that has emerged as a result of recent technological changes.	5							+	+								
	Commercialization of the results of scientific and technological activities	Fundamentals of commercialization of research results; stages of preparation of research results for commercialization, basic theoretical knowledge about the use of information technologies in the organization of project work.								+	+								
D11	Professional speech communications in mass media	The degree of familiarization with the essence of the pedagogical process; the ability to freely and independently design and organize the pedagogical process in a modern school; stable skills in studying the Russian language and literature, choosing methods of planning and organizing the educational process.	5							+	+								
	Innovation in journalism	Fluency in innovative linguodidactic methods in teaching journalism; analysis of the educational process from the point of view of the strategy of the educational space, free work with methodological manuals								++	+								
D12	Political and Social journalism (in English)	At the stage of development of journalism, in the framework of political processes and economic development, based on the current state of the media. Media, stages of development, analysis, studying changes and rational moments, creating special comparisons based on the scientific aspect.	4									+	+	+	+	+			
	Modern scientific concepts of masscommunication (in English)	This course is important for undergraduates, as it allows them to assess the complex and contradictory world of mass communication, as well as from theoretical and methodological positions, the										+	+	+	+	+			

D16	Organization and management of mass media	Organization of the work of Newspapers, magazines and websites, knowledge of the technology of working in specialized online media, focus on effective aspects of online journalism. Mastering the technology of working with multimedia materials in social and analytical journalism, studying website marketing.								+	+	+	+	+				
	Network journalism and blogging	Research and analysis of social media technologies. Defining the role and activities of online journalism. Each master's student keeps a separate blog, focuses on the language and style features of the blogger and journalist, identifies features, identifies effective points, gives scientific definitions, studies ineffective points, and identifies ways out of the problem.																
D17	Deontology of journalism	The course" Deontology of journalism " helps to reveal the essence of deontology as a set of legal, ethical and other norms that form the professional behavior of a journalist and the attitude to his duties, regulating the understanding of debt and social responsibility.	4								+	+	+	+	+			
	Professional ethics and etiquette of a journalist	Reflects the ability and characteristics of a literary text, taking into account its specifics, patterns of language style, aesthetic nature, literary process, as well as its place for national and world culture; is able to see a particular literary fact from the point of view of aesthetic and philosophical reasons for its occurrence, has knowledge about the aesthetic nature of a literary phenomenon										+	+	+	+	+		
Additional types of training																		
	Research practice	Study of algorithms and methods of scientific research and technologies for using materials necessary for solving problems of practical research and writing a master's thesis, choosing the right areas of research, systematization and analysis of the accumulated research material. Improvement of research activities and collection of information necessary for the performance of this work from scientific and other sources.	12														+	+
	Research work of a master's student, including internship and Master's thesis completion(R & D)	The problem field of dissertation research, new methods and methods of scientific research of actual pedagogical problems. In the dissertation work, modern theoretical, methodological and technological achievements of journalistic science, specific practical recommendations, independent solution of operational management problems.	24														+	+

Alignment of planned learning outcomes with learning and assessment methods within the module

ro	Planned learning outcomes for the module (LO)	Training methods	Evaluation methods
RO 1	He knows the fundamental ideological concepts of philosophy and philosophical methods of knowledge.	interactive lecture	test
PO 2	He has knowledge in the field of intercultural interaction, taking into account national and cultural specifics of linguistic phenomena and the behavior of speakers of a foreign language, in information and communication technologies	interactive lecture	test
RO 3	Able to use the language tools in communication and professional activities in accordance with the norms of the language	case-based methods	colloquium
RO 4	Knows the theoretical and empirical methods of pedagogical research, the essence, types and methods of pedagogical experiment.	project training	presentations
RO 5	Knows the genres of journalism, methods and ways of presenting the material.	discussion	project preparation
RO 6	Able to conduct the analysis of scientific theories, analyze materials of scientific journalism.	Inverter Class (Flipped Class)	writing an essay
RO 7	He has the skills of a comparative analysis of the works of various scientists.	round table	portfolio
RO 8	Able to analyze media publications, radio and television materials from the point of view of their genre affiliation, use their skills and abilities to write dissertation work.	interactive lecture	writing an annotation
RO 9	He has knowledge in the field of genre originality of modern mass media and in the field of journalistic education.	quiz	glossary
RO 10	He knows journalistic activities for different spheres of public life from the point of view of the effectiveness of the communication process, methods and skills aimed at capturing television viewers.	case-based methods	report
RO 11	Knows the media system in the global information space, information policy, the role of the media in society as a conductor of the ideas of the state and society and the creator of public opinion.	interactive lecture	test
RO 12	Based on the knowledge gained, he is able to apply in his professional activities ways of obtaining information, work with sources of information, create journalistic texts of various genres and forms, edit texts set out in various styles, apply legal norms.	Inverter Class (Flipped Class)	Publication of a scientific work
RO 13	He is able to conduct an analysis of publications, radio and television programs, to understand the genre originality of modern Kazakhstan journalism.	Research work, round table discussion	Writing a dissertation

Criteria for evaluating learning outcomes

Codes of LO	Criteria
LO 1	Knows the fundamental philosophical concepts of philosophy and philosophical methods of cognition.
LO 2	Has knowledge in the field of intercultural interaction, taking into account the national and cultural specifics of linguistic phenomena and the behavior of native speakers of a foreign language, in information and communication technologies.
	Knows to apply the studied language tools in his communicative and professional activities in accordance with the norms of the language.
	Able to critically assess, explain, the situation, social phenomenon, language phenomena in the field of specialization
LO 3	Knows about modern scientific concepts of mass communication, the patterns of their development.
	Able to predict trends in the development of the media; to work with the reference apparatus.
	Has skills in solving communicative tasks in situations of communication and professional activity; work with information in global computer networks.
LO 4	Knows theoretical and empirical methods of pedagogical research, the essence, types and methodology of pedagogical experiment.
	Able to apply new knowledge in the field of social sciences and use them in professional activities.
	Has the ability to prepare, plan and conduct training sessions in the field of higher education.
LO 5	Knows the genres of journalism, methods and ways of presenting material.
	Able to orient himself in journalistic activities for various spheres of public life in terms of the effectiveness of the communication process, methods and skills that attract an audience.
	Has the ability to self-study, social adaptation, finding and making decisions in non-standard situations with incomplete or limited information.
LO 6	Knows about working in a convergent editorial office, about the peculiarities of the production of multimedia information products in new online media, optimization and operation of videos on the WEB.
	Able to use multimedia tools, create materials for mass media in certain genres, formats, depending on the type of media to be placed on various multimedia platforms.
	Has the skills to work with information, produce content for any communication channels.
LO 7	Knows about the problems and strategies in the field under study, ways and means of solving them, taking into account the social responsibility of lean production based on systems thinking.
	Able to analyze scientific theories, analyze the materials of scientific journalism.
	Has the skills of comparative analysis of the works of various scientists.
LO 8	Has knowledge in the field of genre originality of modern mass media and in the field of journalistic education.
	Able to analyze media publications, radio and television materials from the point of view of their genre affiliation.

	Knows the skills of writing scientific material.
LO 9	Knows about effective interaction with the audience, the thematic specialization of journalists, the use of "big data" in journalism.
	Has to create information products and services.
	Able the skills of organizing an Internet project.
LO 10	Knows journalistic activity for different spheres of public life in terms of the effectiveness of the communication process, methods and skills aimed at winning viewers.
	Able to critically assess, explain, the situation, social phenomenon, language phenomena in the field of specialization, recognize speech aggression and manipulation.
	Has the skills to participate in discussions on professional issues, to involve the audience in the journalistic process.
LO 11	Knows the media system in the global information space, information policy, the role of the media in society as a conductor of the ideas of the state and society and the creator of public opinion.
	Able to apply the acquired knowledge in an original way, solve problems in new or unfamiliar situations in contexts and within broader (or interdisciplinary) areas related to the field under study.
	Has skills in the field of theory and practice of innovation; comprehensive research of innovation activities, and ideas about the management of innovative development of high-tech projects; modern methods of management of innovative projects.
LO 12	In his professional activity, he knows the ways of obtaining information, working with information sources, creating journalistic texts in various genres and forms.
	Able to edit texts set out in various styles, apply legal norms.
	Has skills in solving problems in the professional and interdisciplinary field with the application of new scientific concepts and theories, is able to introduce innovations to transform and improve the situation.
LO 13	Knows media management of the media, knows about the management process, knows the methods of media business development and applies them in his professional activity
	Able to apply professional skills in computer networks and databases, uses IT technologies, special programs within the profession, prepare a publication in the press based on the results of the study.
	Has the skills to independently set actual and promising tasks of scientific research in the field of journalism and solve them with the help of modern research methods.

Model of an educational program graduate

Graduate attributes (developed based on competencies and learning outcomes):

High professionalism in the field of national politics and mass communications
Emotional intelligence
Adaptability to global challenges
Leadership
The humanitarian culture of my thoughts
Global citizenship
Understanding the importance of the principles and culture of academic integrity

Types of competencies	Description of competencies
1. Behavioral skills and personal qualities (Soft skills)	Know about the legal and ethical norms of society; understand the role of the press in society, have analytical thinking; update your knowledge and skills throughout your life; perform actions provided for by the journalistic process; choose the most rational ways and means of carrying out activities; perform work under the guidance of a higher-qualified specialist; have a broad outlook, erudition.
2. Digital competencies (Digital skills):	Use digital technologies to create journalistic material, guarantee anonymity of personal data and confidentiality in the digital environment; understand risks and threats in the digital environment; know about data security measures; be able to identify the main methods, methods and means of obtaining, storing and processing information, using modern technical base and the latest digital printing technologies TV, radio broadcasting, know the mechanisms of Internet media, mobile media; be able to use IT technologies, special programs within the profession; features of working in computer networks and databases

3. Professional competencies
(Hardskills)

to know the main functions of mass media; to know methods of collecting information, cognitive activity, forms of text presentation, fundamentals of international law, mechanisms of work of various mass media, problems of modern mass media, features of work in print and electronic media, to be able to produce journalistic material for convergent editorial staff; ability to comment on the situation, social phenomenon in the field of specializations, participate in discussions on professional issues, involve the audience in the journalistic process

EDUCATIONAL PROGRAM DEVELOPMENT PLAN

«7M03201-Journalism»

The purpose of the Plan is to contribute to improving the quality of the conditions for the implementation of the educational program, taking into account the current requirements of the labor market and the achievements of modern science.

Target indicators

№	Indicators	Unit of measurement	2021-2022 (in fact)	2022-2023 (plan)	2023-2024 (plan)	2024-2025 (plan)
1	Human resources development					
1.1	Increase in the number of teachers with academic degrees	Number of people	4	1		1
1.2	Advanced training in the teaching profile	Number of people	4	1	2	3
1.3	Involvement of practitioners in teaching	Number of people				

4.1	Purchase of software products	Number		1		1
4.2	Purchase of equipment	Number	1		1	
5.	Updating the content of the EP					
5.1	Updating the learning outcomes and the list of disciplines taking into account the requirements of the labor market, scientific achievements, professional standards		+			
5.2	Introduction to the EP of academic disciplines in foreign languages*				1	1
5.3	Introduction of new teaching methods		+	+	+	+

Head of the Journalism Department

Ramazanova Zh.