

MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE REPUBLIC OF KAZAKHSTAN  
KARAGANDA UNIVERSITY NAMED AFTER ACADEMICIAN E.A.BUKETOV

«AGREED»

Chief Director of the media holding

«Saryarqa aqparat»

« 17 » 03 2023

 Abilda K. Zh.

« 17 » 03 2023.



«APPROVE»

Chief director of the media holding

Chairman of the Management Board -

Rector  N.O. Dulatbekov

« 30 » 05 2023.



«AGREED»

Channel director

"SARYARQA"

 Diusetaev B.S.

« 22 » 05 2023.



«AGREED»

Chamber of Entrepreneurs

Karaganda region

"Atameken"

 Kulpeisov E.D.

" 25 " 05 2023.



EDUCATIONAL PROGRAM  
in the direction of training

7M03201 - Journalism

Level: Master

Awarded degree: master of social Sciences in the educational program

"7M03201 - Journalism"

Karagandy 2023

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 curricula for general education Subjects, Elective Courses and Electives in General Education Institutions " No. 115 of April 3, 2013.
9. Order of the Minister of Education and Science of the Republic of Kazakhstan dated September 4, 2018 No. 441 "On Amendments and additions to the Order of the Minister of Education and Science of the Republic of Kazakhstan dated November 8, 2012 No. 500" On approval of standard curricula of primary, basic secondary and general secondary education of the Republic of Kazakhstan".

## 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 areas 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)	φThe 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	Demonstrates knowledge of modern concepts and methods of university teaching of journalistic disciplines.
	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 knows the specifics of political, economic factors, legal and ethical norms governing the development of various media communication systems at the international, national and regional levels.
	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	Philosophical and historical aspects of social and humanitarian knowledge	History and philosophy of science	4
LO 2		Higher school pedagogy	4
		Management psychology	4
		Teaching practice	4
LO 3	Professional languages	Foreign language (professional)	4
		Global Journalism (in English) Foreign language for special purposes	5
LO 4	Theoretical and applied science	Media text in mass communications	5
LO 5		Commercialization of the results of scientific and technical activities	5
LO 6	History of mass media development in Kazakhstan	Journalism innovation	5
		Methods of teaching journalistic subjects in higher education	5
		Social media in the process of socialization of society	4
LO 7 LO 8 LO 9 LO 10 LO 11	Journalism as scientific knowledge	Political, economic and social aspects of media formation in Kazakhstan (in English)	5
		Political and Social journalism (in English) Modern scientific concepts of mass communication (in English)	4
		National idea in the historical development of the Kazakhstan media concept (in English) Kazakhstan in the global informationspace (in English)	4
		Modern media technology Theoretical and practical bases of convergent journalism	4
		International information conflicts Media Linguistics	5
		Organization and management of mass media Networkjournalism and blogging	5
		Information market conjuncture Deontology of journalism	5
LO 12	Research work	Research	12
LO 13		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	8



## Learning achievement matrix

NN n/a	Name of disciplines	Short description of the discipline (30-40 words)	Number of credits	Generated learning outcomes (codes)												
				LO1	LO2	LO3	LO4	LO5	LO6	LO7	LO8	LO9	LO10	LO11	LO12	LO13
<b>Common modules</b>																
D1 modules	History and philosophy of science	It is studied with the aim of forming knowledge about the significance of scientific knowledge in its tendency to development and sociocultural profile. Questions about the philosophy, methodology of science, science as a cognitive activity and tradition are considered.	4	+												
D2	Higher school pedagogy	Studied to form ideas about the modern paradigm of higher education and the theory of scientific activity in higher education. The issues of pedagogy, education of professionals-specialists, professional skills of teaching in educational organizations, pedagogical control and evaluation of knowledge in higher education are considered.	4				+	+								
D3	Psychology of management	It is studied with the aim of forming knowledge about the psychological laws of managerial activity, skills in analysis of socio-psychological principles, the characteristics of the psychology of management, the personal characteristics of the leader.	4										+			
	Teaching practice	Ability to apply methodological and methodical knowledge in conducting pedagogical and educational work; write scientific articles, theses, reports at conferences, round tables, discussions and	4		+											

		disputes; apply the conceptual and categorical apparatus to solving research problems and practical problems; apply knowledge about management psychology in professional psychology; conduct various training sessions, draw up a training program documentation and use it to support the learning process.															
D4	Foreign language (professional)	The course is taken for developing intercultural and communicative competence in the process of foreign language education at the level of basic sufficiency of Common European competence. The course is designed to study vocabulary and foreign language features; formation of the ability for intercultural communication, skills of argumentation in a foreign language and understanding of linguistic and cultural characteristics of their target language country.	4			+											
D5	Global Journalism (in English)	The course is studied in order to consolidate the full and deep development of the main professional foreign language dictionary in the field of journalism. The course includes knowledge of the main lexical sources, professional academic writing skills, issues of implementing creative projects in English.	5			+											
D6	Foreign language for special purposes	The course is taken for developing professional foreign language speech, which allows to implement various aspects of future specialist professional activity in order to improve professional competence. The course is designed to advance and improve productive and receptive language skills, as well as to develop foreign language practical skills in professional activities.				+											
<b>Specialty modules</b>																	
D7 Specialty modules	Methods of teaching journalistic subjects in higher education	The course is aimed at mastering new theories about the main strategic ideas for the modernization of education in Kazakhstan, innovative methods of	5				+	+									

		linguodidactics in the field of teaching the Russian language. The course deals with questions about the features of artificial bilingualism, managing the process of assimilation of linguistic and literary knowledge.														
D8	Political, economic and social aspects of media formation in Kazakhstan (in English)	The course is taught in order to develop methodologies on the highest stage of economic and social development based on the formation of domestic media in the political process. The course covers the issues of practical implementation of the media industry, popularization of new media. The course is devoted to monitoring and comparative analysis of the impact of global media on Kazakhstan's media.	5								+	+		+		
D9	Actual problems of modernity and journalism	The course is taught in order to analyze the material, spiritual, technological shortcomings and achievements of today's traditional media at the stage of transition to online. During the course, issues of improving the ability to master new media technologies were considered. The course is designed to improve students' ability to form Management in the course of training.	4							+	+					
<b>Specialty selection modules</b>																
D10	Media text in mass communications	The academic discipline is designed to form undergraduates' ideas about the methodological foundations, professional techniques of a journalist, an editor in the process of working with text in print media, on radio and TV, about improving knowledge about the culture of speech and its main structural sections; contribute to mastering the basic principles of creating media texts for different media platforms.	5									+			+	
	Commercialization results of scientific and technical activities	It is studied in order to form skills for the commercial application of intellectual activity results and the introduction of scientific developments and technologies into production, the preparation of										+			+	



		scientific projects for funding, as well as for interaction in the knowledge-intensive high-tech sector.														
D11	Social medias in the process of socialization	The discipline will contribute to the formation of modern professional and scientific orientations among students in order to differentiate the role of social networks in society, the development of productive work skills in the conditions of the modern information market, the possibility of developing new models of social networks.	5								+	+				
	Journalism Innovation	The course aims to teach fluency in innovative linguodidactic methods of teaching journalism. During the course, the student learns to analyze the educational process from the point of view of the strategy of the educational space, to work freely with methodological manuals. The course covers questions on new innovative teaching methods.					+	+								
D12	Political and Social journalism (in English)	The course is studied at the stage of development of journalism in order to rank current trends, stages of development, changes and rationality of the media, implemented within the framework of political processes and economic development. The course contains questions of study, creation of special comparisons based on the scientific aspect.	4							+	+	+	+	+		
	Modern scientific concepts of masscommunication (in English)	The course is studied with the aim of assessing the complex and controversial world of mass communication, as well as theoretical and methodological positions, the influence of the media on the development process. The course provides for the solution of issues necessary for solving political and economic problems, overcoming environmental risks.									+	+	+	+		
D13	National idea in the historical development of the Kazakhstan media	The course includes studying the genres of Kazakh journalism, types of television and radio, as well as the features of television and radio in the modern	4								+	+	+	+		

	concept (in English)	media system, understanding journalistic activities for various spheres of public life, taking into account the effectiveness of the communication process, ways and skills aimed at overcoming readers and television viewers.														
	Kazakhstan in the global information space (in English)	The purpose of studying this discipline is to provide the future practical activities of graduates with a set of knowledge focused on the analysis of socio-political aspects in the activities of domestic and foreign media, as well as policy-forming socio-economic phenomena in the activities of a political scientist in his professional activity.									+	+	+	+		
D14	Modern media technology	International journalism is studied in order to represent foreign media, various international organizations. The issues of military conflicts, the influence of world media on domestic ones, the formation of a new political journalism, the stage of development of the media that has mastered management and marketing are considered.	4								+	+	+	+		
	Theoretical and practical bases of convergent journalism	The main directions of modern media technologies include topics of injuries and information security in journalism, mastering the concepts of converged journalism, data journalism.									+	+	+	+		+
D15	Media Linguistics	The discipline allows us to identify the integrative nature of media linguistics, its origin and causes. Differentiates trends in the study of media text in Russian linguistics, the main features of journalistic style, types of media text. Students prepare a journalistic text in functional-stylistic and communicative-pragmatic aspects.	5								+	+	+	+	+	
	International information conflicts	The discipline is studied in order to study the causes of international conflicts and the nature of media participation in them. Special attention is paid to the value factors influencing conflicts and their coverage									+	+	+	+		

		in the media.																
D16	Organization and management of mass media	The purpose of studying the discipline is to master the technology of working with multimedia materials in social, analytical journalism, the study of website marketing. The issues of organizing the work of newspapers, magazines and websites, mastering the technology of working in specialized online media, focusing on effective aspects of online journalism are considered.	5									+		+	+			
	Network journalism and blogging	The course is studied in order to master the methods and techniques of working in social networks, as well as training in the work of a blogger in the media sphere. Students will be able to independently prepare and publish materials for social networks.										+		+	+	+		
D17	Deontology of journalism	The course is devoted to the study of journalistic deontology, a system of knowledge about the main trends, patterns and facts of development. The academic discipline contributes to the understanding of the public mission of a journalist, the functions and principles of the media, the disclosure of the essence of deontology as a set of legal and ethical norms that regulate the professional behavior of an employee, form his professional consciousness and attitude to his tasks.	5									+	+	+	+			
	Information market conjuncture	The discipline is studied in order to form students' skills of knowledge of the features of information and communication technologies, the ability to apply analytical and synthetic methods of information processing, to design problem-oriented information modules.										+	+	+	+			
<b>Additional types of training</b>																		
	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	12														+	+

		accumulated research material. Improvement of research activities and collection of information necessary for the performance of this work from scientific and other sources.																
	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, modern methods of data processing and interpretation using computer technologies are formulated.	24														+	+
<b>Final certification</b>																		
	Preparation and defense of a master's thesis	Systematization of the obtained knowledge and correct construction of the scientific apparatus of the dissertation, justification of the relevance of the research, its scientific novelty, goals and objectives, object and topic, scientific and practical significance of the research, and presentation for the defense of the main provisions of the dissertation. Generalization of the acquired knowledge, formulation and argumentation of the author's conclusions (research results) in the master's thesis and protection of knowledge obtained as a result of mastering the educational program.	8															

### 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.



	<b>Knows</b> the skills of writing scientific material.
LO 9	<b>Knows</b> about effective interaction with the audience, the thematic specialization of journalists, the use of "big data" in journalism.
	<b>Has</b> to create information products and services.
	<b>Able</b> the skills of organizing an Internet project.
LO 10	<b>Knows</b> journalistic activity for different spheres of public life in terms of the effectiveness of the communication process, methods and skills aimed at winning viewers.
	<b>Able</b> to critically assess, explain, the situation, social phenomenon, language phenomena in the field of specialization, recognize speech aggression and manipulation.
	<b>Has</b> the skills to participate in discussions on professional issues, to involve the audience in the journalistic process.
LO 11	<b>Knows</b> 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.
	<b>Able</b> 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.
	<b>Has skills</b> 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 <b>knows</b> the ways of obtaining information, working with information sources, creating journalistic texts in various genres and forms.
	<b>Able</b> to edit texts set out in various styles, apply legal norms.
	<b>Has skills</b> 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	<b>Knows</b> media management of the media, knows about the management process, knows the methods of media business development and applies them in his professional activity
	<b>Able</b> 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.
	<b>Has the skills</b> to independently set actual and promising tasks of scientific research in the field of journalism and solve them with the help of modern methodologies and technologies.

## 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 thoughtsya  
 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 (Softskills)	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.
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**Developers:**

Members of the working group:

Head of the Journalism Department



Zh. S. Ramazanova

Associate Professor of Journalism Department



M.K. Zhumabekov

2nd year Master's student



M. Trizub

The educational program was reviewed by the Faculty Council from 06.04.2023 protocol

№ 8

The educational program was reviewed at the meeting of the Academic Council from 28.04.23 protocol

№ 5

The educational program was reviewed and approved at a meeting of the University Council from \_\_\_\_\_ protocol

№ 12 30.05.2023

**Member of the Board - Vice-Rector for Academic Affairs**



**T.Z. Zhusipbek**

**Director of the Department of Academic Affairs**



**S.A. Smailova**

**Dean of the Faculty**

**E. E. Tuite**