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| Educational program | 6B03201 Journalism |
| EP purpose  | Training of comprehensively educated, competitive, specialized personnel with fundamental, scientific and theoretical foundations of training in the field of journalism, as well as specialists who are able to develop and implement professional skills, the development of students ' personal qualities, the formation of cultural and professional competencies that would provide an opportunity for the fastest possible employment in the specialty, as well as focus on meeting the needs of not only the Almaty region, but also the whole Republic in journalistic personnel.The field of journalism today includes a wide range of activities. In this regard, the society needs to assist the state in the formation of public consciousness, the development of information strategies, support the principles of freedom of speech and the foundations of a democratic society in Kazakhstan, the organization of public relations on an international scale. |
| EP type | Acting EP |
| Level on NQF | 6 |
| Level on SQF | 6 |
| EP distinctive features | No |
| The awarded academic degree | Bachelor |
| Period of study | 4 |
| Volume of the credits | 240 |
| Language of education | Russian, Kazakh, English |
| Date of approval of the OP at the Board meeting | 10.04.2024 |
| Professional standard | Activities of processing news in mass media 21.12.2022Publishing of newspapers Publication of magazines and periodicals 21.12.2022Activities for creation and broadcasting of television programs 21.12.2022 |

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| № |  Learning outcomes: |
| 1 | Understanding the essence of cultural and political information recorded in the mass media; defining modern tasks of arguments and images presented in art journalism, cinema and mass media; knowledge of the genre system of domestic journalism, mastering industry journalism; integration of knowledge about the features of the main stages of media history and its connection with socio-political life. |
| 2 | To apply innovative methods of understanding and research of social, socially significant phenomena and processes in legal, business, production, environmental and cultural environment and anti-corruption policy; |
| 3 | Mastering modern methods of editorial work and digital editing; determining professional competencies in the field of journalism by means of fundamental knowledge in basic and specialized disciplines of the specialty; contributing to increasing the rating of mass media through managerial activities; selecting advertising materials about business or other organizations for publication in the Press through radio, television and other mass media; mastering the laws of convergence journalism. |
| 4 | Expression of an innovative and active civic position; assessment and description of ways to understand socially significant phenomena and processes in the media; verification of the correctness and analysis of news and other documents; identification and selection of materials for publication; editing the style, grammar, accuracy and legality of the content; establishing professional and cultural relationships with colleagues. |
| 5 | The ability to create information on news and current events for publication in newspapers and periodicals or for distribution on radio, television, the internet; establish contact with production personnel to check the final correction before printing; build educational ratings based on information and educational technologies; demonstrate professional and personal experience of activity; acquire systematic thinking skills that contribute to the rapid solution of practical tasks; apply theoretical knowledge in professional activity; prepare information in a foreign language. |
| 6 | Analysis of interviews with political and other public figures at press conferences or other events, including in personal interviews recorded on radio, television or internet publications; assessment of the current state, economic, political and social problems of the media of Kazakhstan and other countries. |
| 7 | Ability to perform tasks in accordance with standards; availability of a level of theoretical training to analyze the potential of the Media editorial office, as well as the socio-economic situation in the country or region; ability to analyze the development of the diversity of culture of the modern world;  |
| 8 | Mastering the technologies of Public Relations, compiling a journalistic text; conducting research and reporting on the development of events in specialized areas; highlighting the main theories of Mass Communication, economic problems of mass media, aspects of national culture in journalism. |
| 9 | Synthesis of knowledge gained in writing editorial articles and preparing comments to express public interest and opinion about publication or broadcast materials on topical issues; analysis of materials for publication; differentiation of styles, grammatical layering, accuracy and legality of content, comparison of local, national and international news through interviews, investigations and observations. |
| 10 | Participation in the production process of a printed publication, a TV and radio program, multimedia material with modern technological requirements; assessment of actual problems in society; interpretation of the situation on the basis of current trends in the development of socio-political, socio-economic processes, independent implementation of journalistic research, training of specialists in accordance with the needs of modern mass media. |