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Higher and Postgraduate Educational Programs

☐ Project EP ☐ Participant of project EP

Date of registration in the Registry

03.10.2019

Registration number

6B03200043

Date of EP passport updating

16.07.2026 21:35

Field of education

6B03 Social sciences, Journalism and Information

Direction of personnel training

6B032 Journalism and Information

Group of educational programs

B042 Journalism and reporting studies

Educational program

6B03201 Journalism

EP purpose

Training of comprehensively educated, competitive, specialized personnel with fundamental, scientific and theoretical training in the field of journalism, as well as specialists who are able to develop and implement professional skills, to students ' personal qualities, the formation of cultural and professional competencies that would provide an opportunity

EP type

Acting EP

Level on NQF

6

Level on SQF

6

EP distinctive features

No

Language of education

Russian Kazakh multilingual

Professional Standard for EP

Exists

|   |                                                                   |
|---|-------------------------------------------------------------------|
|   |                                                                   |
| № | Name of professional standard                                     |
| 1 | Activities for creation and broadcasting of television programs   |
| 2 | Activities of processing news in mass media                       |
| 3 | Publishing of newspapers Publication of magazines and periodicals |

Professional standards (career standards)

Professional standard has been used at developing EP ☒

Professional standard №1



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Approval year2022

CCEA

Professions

Profession №1

ProfessionКонсультант по работе с мультимедий

Уровень по ОРК6

Labor functions

Проведение исследований, анализ рынка, трендов  
Планирование и реализация стратегии продвижения, маркетинговых программ, рекламных кампаний  
Обеспечение взаимодействия с деловыми партнерами, экспертами, консультантами  
Планирование маркетинговых программ и продвижение бренда

Professional standard №2

Professional standardДеятельность по созданию и трансляции

Approval year2024

CCEA

Professions

Profession №1

ProfessionКорреспондент

Уровень по ОРК6

Labor functions

Планирование маркетинговых программ и продвижение бренда  
Планирование и реализация стратегии продвижения, маркетинговых программ, рекламных кампаний  
Обеспечение взаимодействия с деловыми партнерами, экспертами, консультантами  
Проведение исследований, анализ рынка, трендов  
Отслеживание информационных процессов  
Создание программ (передач)

Professional standard №3

Professional standardИздание газет. Издание журналов и периодических изданий

Approval year2022

CCEA

Professions

Profession №1

ProfessionГазетный обозреватель

Уровень по ОРК6

Labor functions

Организация и проведение (участие) мероприятий  
Подготовка информационных материалов, писем, обращений в органы власти и от



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Подготовка контента по закрепленной тематике

Profession №2

Profession

Газетный репортер

Уровень по ОРК

6

Labor  
functions

Поиск и оперативное освещение актуальных событий в жизни общества

Организация и проведение (участие) мероприятий

Подготовка информационных материалов, писем, обращений в органы власти и от

Обеспечение коммуникаций с государственными органами, профессиональными с

Мониторинг и анализ законодательных, политических решений и тенденций

Profession №3

Profession

Корреспондент издательства, редакци

Уровень по ОРК

6

Labor  
functions

Поиск и подготовка актуальных материалов публикаций

Обеспечение коммуникаций с государственными органами, профессиональными с

Создание публикаций и сдача их редактору

Организация и проведение (участие)

Подготовка информационных материалов, писем, обращений в органы власти и от

Мониторинг и анализ законодательных, политических решений и тенденций

Volume of the credits

240

Degree to be conferred

Bachelor

Period of study

4

Date of approval EP on the Academic Council

27.04.2026

☒Existence of the annex to the license for the direction of personnel training

The license number on the direction of training

KZ49LAM00007465

☐The training format is online

☒EP accreditation existence

Atlas of new professions

қарастырылмаған

Regional standard

қарастырылмаған

The formed educational outcomes

| № | Educational outcome | Code | Reflects the labor function                                                      |
|---|---------------------|------|----------------------------------------------------------------------------------|
| 1 | Apply public        | ON   | Проведение исследований, анализ рынка, трендовПоиск и подготовка актуальных мате |



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|----|-------------------|----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2  | Use modern        | ON | <div>Планирование и реализация стратегии продвижения, маркетинговых программ, рекламных</div> <div>Планирование маркетинговых программ и продвижение бренда</div> <div>Обеспечение взаимодействия с деловыми партнерами, экспертами, консультантами, с др</div> <div>Отслеживание информационных поводов и планирование деятельности, создание переда</div> |
| 3  | Demonstrate       | ON | <div>Создание публикаций и сдача их редактору</div> <div>Подготовка информационных материалов, г</div> <div>Поиск и подготовка актуальных материалов публикаций</div>                                                                                                                                                                                       |
| 4  | Apply research    | ON | <div>Мониторинг и анализ законодательных, политических решений и тенденций</div> <div>Проведение</div> <div>Обеспечение коммуникаций с государственными органами, профессиональными сообщес</div>                                                                                                                                                           |
| 5  | Synthesize        | ON | <div>Поиск и оперативное освещение актуальных событий в жизни общества</div> <div>Подготовка информационных материалов, писем, обращений в органы власти и ответов н</div>                                                                                                                                                                                  |
| 6  | Participate in    | ON | <div>Организация и проведение (участие) мероприятий</div> <div>Создание программ (передач)</div> <div>Отслеживание информационных поводов и планирование деятельности, создание переда</div> <div>Поиск и оперативное освещение актуальных событий в жизни общества</div>                                                                                   |
| 7  | Perform tasks in  | ON | <div>Обеспечение взаимодействия с деловыми партнерами, экспертами, консультантами, с др</div> <div>Проведение исследований, анализ рынка, трендов</div>                                                                                                                                                                                                     |
| 8  | Produce news      | ON | <div>Создание публикаций и сдача их редактору</div> <div>Поиск и подготовка актуальных материалов</div> <div>Подготовка информационных материалов, писем, обращений в органы власти и ответов н</div>                                                                                                                                                       |
| 9  | Analyze interview | ON | <div>Мониторинг и анализ законодательных, политических решений и тенденций</div> <div>Обеспечение коммуникаций с государственными органами, профессиональными сообщес</div>                                                                                                                                                                                 |
| 10 | Interpret         | ON | <div>Подготовка контента по закрепленной тематике</div> <div>Мониторинг и анализ законодательных,</div> <div>Обеспечение коммуникаций с государственными органами, профессиональными сообщес</div>                                                                                                                                                          |

Data on disciplines

| Nº | Name of discipline                        | Short description of discipline                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Cycle |
|----|-------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| 1  | Fundamentals of Scientific Research       | The goal is to form knowledge about the principles, technologies, practical methods and techniques of conducting scientific research based on modern achievements of scientists. Forms the basic foundations of scientific culture and ethics, flexible perception of scientific texts, skills of effective application of acquired knowledge in planning and organizing research work, the ability to analyze and summarize research results.                                                                      | GED   |
| 2  | Ilyastanu                                 | The purpose of the discipline is to develop a deep-thinking personality with high aesthetic taste, appreciating literature, art, traditions, culture and language of the Kazakh people through a deep and comprehensive study of the works of Ilyas Zhansugurov. Forms an understanding of the importance of the works of Ilyas Zhansugurov in the development of the Kazakh literary language; skills of intellectual and creative thinking, the ability to cherish the values of national and spiritual heritage. | GED   |
| 3  | Fundamentals of Financial Literacy        | The course is aimed at gaining knowledge and skills in the field of personal finance management. Also, as part of the course, students will learn how to use in practice all kinds of tools in the field of finance, save and increase savings, plan a budget competently, learn how to analyze financial information and navigate financial products to choose an adequate investment strategy.                                                                                                                    | GED   |
| 4  | Basics of Law and Anti-Corruption Culture | The aim is to familiarize students with the main branches and institutions of law, the basics of an anti-corruption culture, as well as the laws of the emergence, development and functioning of the state and law. The course forms the skills of an anti-corruption culture and a high level of theoretical knowledge about the main functions of law in the state and society, its impact on the development of law-based state, civil society.                                                                 | GED   |

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|----|-----------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|
|    |  |  <b>ЕДИНАЯ ПЛАТФОРМА<br/>ВЫСШЕГО ОБРАЗОВАНИЯ</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | English  |  |
| 5  | Ecology and Life Safety Basics                                                    | allowing to analyze environmental processes, assess the socio-ecological consequences of anthropogenic activities, methods and technologies of protection in emergency situations. Develops skills to assess the impact of environmental factors on human health; predict environmental processes for planning and implementing measures to improve life safety; make decisions in adverse environmental and emergency situations, taking into account the possible consequences of accidents, catastrophes, natural disasters.                                                                                                                                                                                               | GED                                                                                         |                                                                                    |
| 6  | Economics and Entrepreneurship                                                    | The purpose is to familiarize students with the economic problems of modern society, the formation of economic thinking and gaining knowledge in the field of theoretical foundations and practical skills in the field of entrepreneurship. It is focused on the formation of students' comprehensive understanding of the laws of the functioning of the economy, obtaining business education aimed at acquiring applied competencies in various fields of entrepreneurial activity, reveals the features of creating and successfully running their own business.                                                                                                                                                         | GED                                                                                         |                                                                                    |
| 7  | Fundamentals of Artificial Intelligence                                           | This subject teaches students to correctly apply orthographic and punctuation rules in journalistic texts, helping them understand the importance of accuracy and reliability in information. During the learning process, they will master the rules of Kazakh language orthography and punctuation, as well as develop skills in identifying and correcting grammatical and stylistic errors in journalistic materials. In addition, students will study the linguistic norms used in the media and improve their writing style for clearer and more precise communication. This course is aimed at enhancing the language proficiency of future journalists and developing their expertise in creating professional texts. | BD                                                                                          |                                                                                    |
| 8  | Legislation of Massmedia and Ethics                                               | The discipline is aimed at developing students' skills in applying the principles and methods of finding optimal ethical and legal solutions in challenging situations encountered in journalists' professional activities. The discipline covers the essence of professional morality, journalistic ethics standards, the provisions of the ethical code, and media legislation regulating the functioning of mass media in Kazakhstan and abroad. Students acquire the ability to follow generally accepted moral standards, consider changes in the ethnic worldview, and apply ethical standards in journalistic practice.                                                                                                | BD                                                                                          |                                                                                    |
| 9  | Language and Style of Mass Communications                                         | The discipline is aimed at developing the natural abilities and professional qualities of a future specialist, as well as forming creative skills, abilities, and methods of professional activity. The discipline covers the methods of organizational and editorial work, the methodology, techniques, and technologies of collecting, processing, and analyzing information, as well as the principles of preparing media materials and programs. The acquired knowledge and skills are applied in practical professional activities.                                                                                                                                                                                      | BD                                                                                          |                                                                                    |
| 10 | Introduction to Journalism                                                        | Examines the content of the basic concepts and categories of the theory of journalism - journalism, information, functions of journalism, principles of journalism, etc., General theoretical positions in the analysis and evaluation of the facts of modern journalistic practice. Forms journalistic thinking that meets the requirements of modernity, and preparation of journalists for practice, the prospects of transformation of the media system.                                                                                                                                                                                                                                                                  | BD                                                                                          |                                                                                    |
| 11 | Spelling and Punctuation in Journalism                                            | This subject teaches students to correctly apply orthographic and punctuation rules in journalistic texts, helping them understand the importance of accuracy and reliability in information. During the learning process, they will master the rules of Kazakh language orthography and punctuation, as well as develop skills in identifying and correcting grammatical and stylistic errors in journalistic materials. In addition, students will study the linguistic norms used in the media and improve their writing style for clearer and more precise communication. This course is aimed at enhancing the language proficiency of future journalists and developing their expertise in creating professional texts. | BD                                                                                          |                                                                                    |



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|----|---------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| 12 | Modern Press Service                                          | operations, their role in the mass communication system, and interaction with media. The discipline covers the main areas of a press secretary's activities, principles of organizing information work, preparation and distribution of media materials, cooperation with journalists, and the formation of an organization's information image. Students study current trends in the media sphere, methods of managing information flows, communication support technologies, and develop professional skills in press service activities.                                                            | BD |
| 13 | History of Kazakh Literature and Art                          | The discipline is aimed at studying the main stages of the formation and development of national journalism, as well as developing students' ability to analyze the relationship between the historical development of Kazakh society and national journalism within the general trends of human civilization development. The discipline examines the activities of the founders of Kazakh journalism, their social and educational ideas, and the key aspects of the first Kazakh periodicals.                                                                                                       | BD |
| 14 | History of Kazakh Journalism                                  | The discipline is aimed at studying the main stages of the formation and development of national journalism and developing students' ability to analyze the relationship between the stages of development of Kazakh society and journalism with the general trends of human development. The discipline examines the activities of the founders of Kazakh journalism, their socio-political and educational ideas, as well as the features of the first Kazakh newspapers and their role in the development of the national information space.                                                        | BD |
| 15 | Genre Forms and Functions of Modern Journalism                | The discipline is aimed at studying journalistic genres, their characteristics, and the principles of their formation based on genre-forming factors. The discipline examines the development of the concept of press freedom in the context of independent mass media functioning, as well as journalism as a special type of literary and organizational creativity. Students study the essence, functions, and genre-specific features of journalism and apply the acquired knowledge in professional activities.                                                                                   | BD |
| 16 | Industry Journalism                                           | During the study of the subject, students will master the specifics of sectoral journalism, learn to accurately and effectively disseminate information targeted at a particular professional field. They will develop skills in data collection, fact-checking, proper use of professional terminology, analytical thinking, and studying trends and innovations in the media market to create professional journalistic materials.                                                                                                                                                                   | BD |
| 17 | Teleradio Journalism                                          | Helps to use knowledge in practice, theory and methodology of journalistic skills, to present the features of the functioning of periodicals, radio and television. It gives to know the features of broadcasting, the main provisions in the theory of journalism as a public and political institution, the place of journalism in the mass communication system, the history and current state of the media, the legal basis of the media in Kazakhstan.                                                                                                                                            | BD |
| 18 | Media and Information Security                                | The discipline is aimed at studying the role of mass media in ensuring information security in modern society. The discipline covers the main threats and risks in the field of mass communication, issues of protecting the information environment, principles of responsible information dissemination, and compliance with professional standards in media activities. Students study organizational and legal mechanisms for ensuring information security, methods of identifying and preventing information threats, as well as the role of journalists in creating a secure media environment. | BD |
| 19 | Preparation of Analytical, Problematic Materials in the Press | Within the discipline, the features of preparing analytical and problem-based materials in the press, as well as the genre specifics of journalistic texts, are studied. The discipline covers such genres as analytical articles, analytical reports, and interviews with analytical elements. Students master an integrated approach to working with information, study methods of analyzing large amounts of information, and develop skills in presenting complex information in a clear and accessible form for readers or viewers.                                                               | BD |
| 20 | Skills in Writing Publications                                | The discipline is aimed at studying the features of preparing materials for print publications, their topics, issues, public position, and target audience specifics. The discipline examines the analysis and evaluation of the coverage of current issues in modern mass media, as well as the features of contemporary society and journalism problems. Students study the typology, history, and mechanisms of creating various print publications.                                                                                                                                                | BD |



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|----|-----------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| 21 | Western European Journalism                   | development of Western European journalism, as well as its historical and social processes. The discipline examines the driving forces and patterns of development of Western European society, the role of a person in journalism, the political organization of society, and the main stages of development of foreign journalism. Students study the main processes occurring in Western European journalism.                                                                                                                                                                                                                                                               | BD |
| 22 | Computer Technology in the Media              | The discipline is aimed at studying computer technologies used in the field of mass media and the features of using modern equipment in media production. The discipline covers the technical and technological capabilities of creating video materials, the basics of video editing, the stages of video production, and the principles of working with modern software. Students study computer programs for editing, image processing methods including work with graphic editors, as well as the mechanisms of using software applied in the creation of newspapers and magazines.                                                                                        | BD |
| 23 | Writing Skills                                | Within the discipline, the foundations of writing skills for future journalists are studied, combining theoretical knowledge and practical skills. The discipline covers the theory, history, experience, language, and style of journalism, as well as the works of researchers and publicists' views on the press and modern mass media published in newspapers and magazines and broadcast on radio and television channels. Students become familiar with the skills of journalists who have their own style in Kazakh journalism and develop the ability to prepare journalistic materials.                                                                               | BD |
| 24 | Journalism and Social Media                   | The discipline is aimed at studying the features of interaction between journalism and social networks, as well as the processes of convergence of Kazakhstani and foreign mass media. The discipline covers the stages, methods, and types of convergence, the characteristics of social media, the transformation of television and radio broadcasting under the influence of social networks, as well as the typological features of new media and online media. Students study the specifics of activities in the digital media environment and acquire skills in photography, radio material recording, and creating media texts for various types of media.              | BD |
| 25 | Ethics and Culture Speech of Journalist       | The discipline is aimed at studying the ethical foundations and speech culture of a journalist, as well as developing professional communication skills and oratory abilities. The discipline covers rhetoric as a system of rules of public speaking, speech culture as an art and theory of eloquence, the main stages of the development of oratory, and the role of rhetoric in the history of classical culture. Students acquire skills in public speaking, developing speech expressiveness, and forming a culture of thinking in professional activities.                                                                                                              | BD |
| 26 | Conflictology and Journalism                  | The discipline is aimed at studying the basics of conflictology in the field of journalism and the specifics of conflicts arising in various organizations, including editorial offices. The discipline covers types of conflicts, their main causes, consequences, and features of interaction between participants in conflict situations. Students study the basics of conflict research, as well as issues of conflict resolution considering professional and legal aspects.                                                                                                                                                                                              | BD |
| 27 | Journalistic Research in the Periodical Press | Within the discipline, journalistic research is studied as one of the analytical genres of journalism, closely connected with other analytical genres. The discipline covers the main concepts, methods, stages, and technologies of conducting journalistic research. Students study the methods of comparing facts, making well-grounded assumptions about the causes of events, and establishing an objective picture of what is happening. Special attention is paid to authorial evaluation, methods of presenting information, analysis of the best examples of journalistic investigations, and the development of research skills considering genre-specific features. | BD |
| 28 | Operator Mastery                              | The discipline is aimed at studying the basics of camera work and the features of working with different genres and formats of screen productions. It examines the artistic approaches of the cameraman as the main participant responsible for the visual solution of a film or television project. Students master the principles of implementing the director's artistic concept and learn methods of creating the necessary mood and atmosphere of a shot through lighting, camera angles, and composition.                                                                                                                                                                | BD |



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| 29 | Digital Journalism                       | modern technologies for creating media content. The discipline covers digital tools and technologies that enable the creation of interactive text, visual, and audio content. Students analyze practical cases of information resources, master the basics of infographics and graphic design, and become familiar with current global trends in the development of digital media.                                                                                                                                                                                                                                                                                                                                                                                                                                | BD |
| 30 | Politics and Journalism                  | The discipline is aimed at studying the relationship between politics and journalism, as well as the legal foundations of mass media activities. The discipline covers legal norms regulating media activities, the preparation of legal documents, and the procedure for appealing decisions and actions (inaction) of administrative bodies. Students study the specifics of legal regulation in the media sphere, learn to qualify offenses and determine measures of responsibility for their commission.                                                                                                                                                                                                                                                                                                     | BD |
| 31 | Stylistics and Editing                   | Within the discipline, the basics of stylistics and editing of journalistic texts are studied, and skills in analyzing and improving various types of media materials are developed. The discipline covers topic evaluation, content verification in terms of thematic focus and factual accuracy, elimination of compositional shortcomings, and stylistic editing of texts while preserving the author's individual features. Students study the requirements for the work of a literary editor when preparing materials for newspapers, publishing houses, radio, and television.                                                                                                                                                                                                                              | BD |
| 32 | Technology of Preparation TV Program     | The discipline is aimed at studying television program production technologies and the specifics of organizing work in and outside the studio. The discipline covers the principles of creating video materials according to the requirements of a TV channel and program, as well as methods of attracting viewers' attention to issues, topics, and individuals. Students study the features of working with video frames, audio recording, and a teleprompter, the role of strategies and development policies of television technologies in the information market, and the specifics of modern television technologies in Kazakhstan. The discipline examines the formation and development of convergent journalism and analyzes the experience of television journalists in preparing television messages. | BD |
| 33 | Skills of a TV Presenter                 | The discipline is aimed at studying the features of a television presenter's professional activity and developing skills in the field of television journalism. The discipline examines the specifics of a presenter's work in news journalism, the main forms of media cooperation, and features of professional interaction. Students learn to apply the acquired knowledge in professional activities and perform relevant tasks within their job responsibilities.                                                                                                                                                                                                                                                                                                                                            | BD |
| 34 | TV Production                            | The discipline is aimed at studying the creative, financial, and administrative aspects of a television producer's activities. The discipline covers the theory of creating television projects, key aspects that a producer should focus on, the interaction between mass culture and mass media, audience value criteria, and audience demand for television products. Students study the classification of modern content by formats and genres, principles of television broadcasting programming, and methods used to research television audience preferences.                                                                                                                                                                                                                                              | BD |
| 35 | Digital Media and Artifical Intelligence | The course teaches students how to work with digital media tools and artificial intelligence technologies. During the course, methods of creating, editing, and distributing multimedia content are studied. In addition, the application of artificial intelligence in the media field is explored, including text, video, and audio generation, data analysis, and automation technologies. Students acquire skills in working with digital platforms, using neural networks, and processing visual and textual content.                                                                                                                                                                                                                                                                                        | BD |
| 36 | Digital Montage                          | The discipline is aimed at studying the basics of digital editing and the features of creating video materials in modern television journalism. The discipline covers the technical and technological capabilities of modern production, the stages of creating a video film, including the development of an idea, script, and shooting plan. Students study the basics of video editing, its history, the fundamentals of camera work, video recording, musical accompaniment and voice-over, and develop skills in setting tasks for technical services.                                                                                                                                                                                                                                                       | BD |



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| 37 | Foreign Journalism                  | journalism, as well as the main trends and changes occurring in the field of media and mass communication. The discipline examines the historical stages of foreign journalism development, modern models of media functioning, main approaches, trends, and genre features. Students develop skills in the systematic analysis of foreign journalism models and contemporary media development processes.                                                                                                                                                                                                                                  | BD |
| 38 | Oratory Skills                      | The discipline is aimed at developing oral and written communication skills, speech culture, and professional communicative abilities. The discipline covers the features of oral and written speech, professionally significant speech genres, communicative qualities of journalistic speech, functional styles, and language standards. Students study methods of formulating theses, main types of arguments and evidence structures, as well as the use of non-verbal communication means and competent speech skills.                                                                                                                 | BD |
| 39 | Economy and Business Journalism     | The discipline is aimed at studying the features of economic and business journalism, as well as the principles of working with information in the field of finance and business. The discipline covers methods of collecting, analyzing, and preparing materials related to economic processes, company activities, and current issues of the business environment. Students study the specifics of business media, its role in creating an information platform for business development, and the features of preparing journalistic materials for a professional audience.                                                               | BD |
| 40 | Ethnojournalism                     | The discipline is aimed at studying national and cultural topics and the features of their coverage in mass media. The discipline examines mechanisms for revealing the culture and traditions of peoples living in Kazakhstan, as well as current issues related to their description and representation in the media space.                                                                                                                                                                                                                                                                                                               | BD |
| 41 | Author's Programs                   | The course examines the status and specific features of an author's program as a form of a journalist's creative self-expression, allowing students to develop their own media project and present certain results of its implementation. It studies the types and formats of author's programs in Kazakhstani and international mass media, their presentation methods, as well as the impact of individual authorial ideas and creative concepts on the formation of a modern versatile journalist.                                                                                                                                       | PD |
| 42 | Bildredactor                        | The discipline is aimed at studying the role of a photo editor and the specifics of working with visual content in an editorial office. The discipline covers principles of searching for illustrations and photographs in photo banks and photo agencies, ensuring the quality of visual materials, and organizing photo archives. Students acquire skills in image processing, including scanning photographs, creating collages and multimedia materials, as well as performing additional editorial tasks.                                                                                                                              | PD |
| 43 | Photography in the Media            | The discipline is aimed at studying photography in mass media and its role in the system of mass communication. The discipline covers the features of photojournalism in the media environment, the basic principles of visual communication, and the legal aspects of using photographs in the media. Students study the theoretical foundations and methodology of communication through photography, as well as mechanisms of interaction with a broad audience via visual content.                                                                                                                                                      | PD |
| 44 | Release of Newspapers and Magazines | The discipline is aimed at studying the basics of organizing newspaper and magazine production and the features of editorial team work. The discipline covers forms of organizing editorial activities, the specifics of newsroom functioning in a market economy, and the theoretical foundations of editorial management. Students learn the principles of planning editorial work in the educational process and develop skills in participating in the preparation and production of editorial content.                                                                                                                                 | PD |
| 45 | Convergent Journalism               | The discipline is aimed at studying convergent journalism and the processes of convergence among different types of mass media. The discipline covers the stages, approaches, and types of convergence in Kazakhstani and international media, as well as their role in forming a universal journalist. Students study the characteristics of print media, the transformation of television and radio broadcasting under convergence, and the typological features of new media and online media. Special attention is paid to practical skills in photography, radio recording, and the creation of media texts for various media formats. | PD |

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| 46 | Modern Technologies of Public Relations | and the specifics of their application in organizational practice. The discipline covers a set of sequential procedures, approaches, and activities designed to ensure the effective achievement of organizational goals and objectives. Students study mechanisms of targeted communication through which public opinion, behavior, and audience perceptions are shaped.                                                                                                                                                           | PD |
| 47 | Media Design                            | The discipline is aimed at studying media design and modern design technologies in the media field. The discipline covers the basic principles of design development, the laws of graphic, linear, tonal, and color composition, as well as the theoretical and practical foundations of creative design activity. Students become familiar with software used in the media industry, such as Adobe PageMaker, CorelDRAW, and Adobe Photoshop, and acquire skills in applying them in publishing and media production.              | PD |
| 48 | Media Literacy                          | The discipline is aimed at developing media and information literacy and understanding the functioning mechanisms of modern media systems. The discipline covers the foundations of building a global system of media and information literacy indicators, national policies and strategies in this field, and the role of international information initiatives. Students acquire basic knowledge and skills in working with media content, analyze information resources, and develop competencies required in a digital society. | PD |