

THE MINISTRY OF EDUCATION AND SCIENCE OF THE REPUBLIC OF
KAZAKHSTAN

M. AUEZOV SOUTH KAZAKHSTAN UNIVERSITY

«I affirm»

Chairman of the Board, rector _____

D.h.s., academician Kozhamzharova D.P.

«___» _____ 20__y.

EDUCATIONAL PROGRAM

6B03220 – Journalism

Registration number	
Code and classification of the field of education	6B03 – Social Sciences, Journalism and Information
Code and classification of training areas	6B032 – Journalism and Information
Group of educational programs	6B032 – Journalism and reporting
Type of educational programs	new
ISCED (international Standard Classification of education) level	6
NRC (National Regional Component) level	6
ICF (Industry Classification Frame) level	6
Language of teaching	Kazakh, Russian
Typical training period	4 years
Form of teaching	Full-time
The complexity of the EP, no less	240 credits
Distinctive features of EP	
The UNIVERSITY partner (CEP)	-
The UNIVERSITY partner (DDEP)	-
Social partner (DO)	-

Shymkent, 2021y.

Creators:

Full name	position	signature
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EP is considered by the Methodical Commission of faculty of Philology, protocol №8 from «22» 02.2021y.

Chairman of the Methodical Commission _____ Abitiarova A.

Considered and recommended for approval at a meeting of the Educational and methodical Council of M. Auezov SKU
protocol № 5, from 23.02.2021y.

Approved by the decision of the Academic Council of the University
Protocol №12, from 25.02.2021y.

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Introduction

1. Area of use

It is intended for the implementation of bachelor studies in the educational program “6B03202 - Journalism” in the RSE for REU “M.Auezov South Kazakhstan State University” of the MES RK.

2. Regulatory documents

Law of the Republic of Kazakhstan “On Education” (as amended up to and including as of 04.07.2018);

State obligatory standards of higher and postgraduate education, approved by order of the Minister of Education and Science of the Republic of Kazakhstan dated October 31, 2018 № 604;

The rules for the organization of the educational process on the credit technology of education, approved by order of the Minister of Education and Science of the Republic of Kazakhstan dated April 20, 2011 No. 152 with changes and additions dated October 12, 2018 № 563.

Standards approved by the Atameken Chamber of Commerce:

Professional standard: (No. 259 dated 12/24/2019)

Proofreader, Publishing Specialist (Protocol No. 2 of the meetings Committee of (Order No. 85 of 02/05/2019).

Editor (general profile) (Order No. 259 of 24/12/2019.).

Editor of the newspaper (Order No. 259 of 24/12/2019).

Correspondent of publishing houses, newspaper and magazine editorial offices (Order No. 259 of 24/12/2019).

Coordinator for Relations with Government Agencies (Order No. 259 of 24/12/2019).

Leading the program (Order No. 259 of 24/12/2019).

Speaker (Order No. 259 of 24/12/2019).

TV presenter (Order No. 259 of 24/12/2019).

Correspondent conducting a reporter’s investigation (Order No. 259 of 12/24/2019).

Screenwriter (Order No. 259 of 24/12/2019).

Sports commentator (Order No. 259 of 12.24.2019.).

Teleoperator (Order No. 259 of 24/12/2019).

Producer of radio and television programs (Order No. 259 of 12.24.2019.).

Radio host (Order No. 259 of 24/12/2019).

Chief administrator (for the creation of programs and broadcasting (Order No. 259 of 24/12/2019).

Program Editor (Order No. 259 of 24/12/2019).

Foreign correspondent (international journalist) (Order No. 259 of 12/24/2019).

Specialist in public relations (Order No. 259 dated 12/24/2019).

Analyst of marketing companies (Order No. 259 of 12.24.2019.).

Telemarketer (Order No. 259 of 12/24/2019).

Advertising Specialist (Order No. 259 of 12.24.2019.).

PR-manager (Order No. 259 of 12/24/2019).

Brand Manager (Order No. 259 of 24/12/2019).

3. The concept of the educational program

The goal of the educational program is coordinated with the mission of the university and is aimed at training the country's intellectual elite with advanced knowledge and skills, fluent in three languages, demonstrating conceptual, analytical and logical thinking skills, creative approach in professional activities, able to work in a national and international team, learning a lifelong learning strategy.

The educational program is harmonized with the 6th level of the National Qualifications Framework of the Republic of Kazakhstan, with Dublin descriptors, the 1st cycle of the Qualification Framework of the European Higher Education Area. (A Framework for Qualification of the European Higher Education Area), also with Level 6 of the European Qualification Framework for Lifelong Education (The European Qualification Framework for Lifelong Learning).

The educational program is focused on professional order through the formation of professional competencies related to the necessary types of research, practical and entrepreneurial activities, adjusted to meet the requirements of stakeholders.

The uniqueness of the EP “6B03202 - Journalism” is determined in the preparation of a multimedia journalist who is ready to work in the conditions of a modern newsroom with Internet skills and quick information transfer. The emphasis in the training of specialists for the media industry is made on the practical component, on interdisciplinary education, combining various areas of research — broadcasting, television, advertising and public relations. Considering the global trends in the rapid development of the media industry, the University of SKSU pays attention not only to editorial and journalistic training of specialists, but the competence of a university graduate of the specialty “6B03202 - Journalism” also includes possession of computer programs for media design, video editing, audio editing, directorial and camera skills. The combination of theoretical and practical training in general gives a model of a competent approach to training. The university provides the quality of the student’s creative activities, provides knowledge through teaching, research, creativity and services. Thus, the implementation of the educational program is carried out in accordance with the mission of the university and fully determines the specifics of the specialty "6B03202 - Journalism" in close accordance with the use of ICT technologies. The educational program is aimed at achieving learning outcomes through the organization of the educational process using the principles of the Bologna process, student-centered learning, accessibility.

Program learning outcomes are achieved through the following training events:

- classroom lectures: lectures, seminars, practical and laboratory classes - held in the light of innovative learning technologies, the use of the latest achievements of science, technology and information systems;
- extracurricular activities: independent work of the student, including under the guidance of a teacher, individual counseling;
- carrying out professional practices, implementation of course and diploma works.

The university has taken measures to maintain academic integrity and academic freedom, protection from any kind of intolerance and discrimination against students.

The quality of the EP is ensured by the involvement of stakeholders in its development and evaluation, systematic monitoring and review of its content.

4. Entry Requirements

Established in accordance with the Model Rules for admission to studies in educational organizations that implement educational programs of higher and postgraduate education order MES RK №600 dated 10.31.2018

1. PASSPORT OF THE EDUCATIONAL PROGRAM

1.1 Purpose and objectives of the educational program in the specialty

The purpose of the EP: to provide conditions for obtaining a full-fledged, high-quality professional education, professional competence in the field of journalism, the development of students' leadership qualities, logical and critical thinking, creative imagination, broad outlook, responsiveness, perseverance, observation, initiative, self-development, erudition.

Objectives of the OP:

- the formation of socially responsible behavior in society, an understanding of the significance of professional ethical norms and the adherence to these norms;
- providing skills and skills for lifelong learning that will allow them to successfully adapt to changing conditions throughout their professional careers;
- providing conditions for acquiring a high general intellectual level of development, mastering literate and well-developed speech, a culture of thinking and skills in the scientific organization of work in the field of television, the media, the press service, national companies, analytical centers.
- formation of competitiveness of graduates in the field of mass media to ensure the possibility of their quickest employment in their specialty.

1.2 List of qualifications and positions

The graduate of this SP is awarded the degree of "Bachelor of Social Knowledge."

Bachelors in EP "6B03202 - Journalism" can hold primary positions as a journalist, editor, radio and TV presenter, correspondent, reporter, press relations specialist, information analyst, specialist in media and communication of various industries and forms of ownership without qualifying work experience in accordance with the qualification requirements of the Qualification directory of positions of managers, specialists and other employees, approved by order of the Minister of Labor and Social Protection of Population Of the Republic of Kazakhstan dated May 21, 2012 No. 201-ø-m.

1.3 Qualification characteristics of the graduate of the educational program

1.3.1 Professional activity

The sphere of professional activity of the EP is the field of mass media, Internet resources, information services and management, press services and centers, communication departments, related information and communication areas (PR services and management, publishing houses, advertising agencies, etc.);

1.3.2 Objects of professional activity

The objects of professional activity of graduates of the specialty OP are mass media, domestic and foreign electronic and print media, news agencies and news services, publishing houses and printing complexes, press services of public organizations, structures and divisions for public relations, advertising agencies, network information structures .

1.3.3 Professional items

The subjects of professional activity of the OP bachelor are information, professional activities aimed at collecting, processing and disseminating information, recognizing, researching and communicating to the public the actual problems of mankind, competent commenting and analysis of various social situations, information management and building informational partnership, creating promotional materials.

1.3.4 Professional activities

The bachelor in the specialty OP “6B03220 – Journalism” can perform the following types of professional activity:

- journalistic author's (author's program)
- informational and creative (talk shows, reality shows)
- design and analytical;
- organizational and managerial;
- social organizing;
- entrepreneurial activity (mass media, local TV channels, etc.)
- commentators of sports competitions;
- screenwriters;
- radio presenters, TV presenters;
- journalists;
- correspondents;
- corrector;
- teleoperator;
- advertising specialist;
- telemarketer;
- editor-analyst;
- entrepreneurial activity.

2. Learning outcomes for EP

DR1 Prepare information and analytical materials with using traditional and modern genres of journalism and publicism, structures information from various source, paying particular attention to the best achievements of domestic and world experience in creating similar media projects.

DR2 Demonstrate humanitarian, linguistic, literary knowledge in professional activities, processing and adjustment methods data, theoretical and experimental research, regulatory documents and elements of literary analysis.

DR3 Masters the technique and technology of photography, knows the specifics of a photographic image, the basic principles of framing a picture, frame design, elements of a photographic image, laws of visual perception, preparation of texts for photo publications.

DR4 Critically analyze the socio-political, social economic phenomena in dynamics, monitors, predicts legislative and political trends and regulatory legal acts of the Republic of Kazakhstan in the field of mass media.

DR5 Be able to critically look at your work, readiness take criticism, take responsibility for decisions, be able to be responsible for their materials, be able to use and protect professional rights in the interests of providing citizens with the necessary information and the successful work of a media organization.

DR6 Improve special theoretical and practical skills in collecting and processing information, studying the patterns of development of social phenomena and processes, conducting mass media, editorial work.

DR7 Have the skills to create a journalistic work and oratory, emotionless reading, coordination, articulation, purity of reprimand, a culture of thinking, speech technique, rules of style.

DR8 Carry out PR-actions; create “socially significant information ”and“ news stories ”in PR-projects focused on international audiences; create international journalistic collectives and work in them.

DR9 Have the skills to study the relationships of social phenomena, forecasting, assessing political, economic, social processes taking place in society, conducting interviews, conversations with politicians of Kazakhstan and foreign countries in the media, coverage and commenting on events in other countries.

DR10 To analyze modern social processes and phenomena in context of global world development, maintains constant connection with state bodies, local governments, enterprises, citizens, and other mass media, be able to use modern communication technologies, such as: VR, Internet, telephone communication.

DR11 Forms legal literacy, understands the ideals and values of a democratic legal society, forms business thinking and provides basic knowledge of business and economics, activates life position, teaches to assess the ecological situation and understand the need to respect the living world.

DR12 Work effectively individually and as a member of a team, correctly defend their point of view, adjust their actions and use various language methods, comment on sports events, creates and activates art problematics as an active lever of the impact of culture on the person.

3 COMPETENCIES OF THE GRADUATE OF THE EP

3.1 Successful completion of training in EP contributes to the formation of the following competencies of a graduate:

- core competencies (CC)
- professional competencies (PC).

Core competencies:

in the field of native language (CC1)

- the ability to express and understand concepts, thoughts, feelings, facts and opinions in the field of language and literary education, as well as interact linguistically appropriately and creatively in all the diversity of social and cultural contexts: during study, at work, at home and at leisure;

in the field of foreign languages (CC2)

- the ability to master basic communication skills in a foreign language, namely, to understand, express and interpret concepts, facts and opinions in the professional field both orally and in writing (listening, speaking, reading, writing) in the relevant range of social and cultural contexts, proficiency in mediation skills and intercultural understanding;

fundamentallinguistic, literary and journalistic training (CC3)

- the ability and willingness to use educational potential, experience and personal qualities acquired during the study of linguistic, literary, journalistic disciplines at the university, to determine ways of monitoring and evaluating the solution of professional tasks, to develop linguistic and literary thinking;

computational (CC4)

- the ability to confidently and critically use modern information technologies for work, leisure and communications, to master the skills of using, restoring, evaluating, storing, presenting and exchanging information through computers, communicating and participating in collaborating networks using the Internet in the field of professional activity;

social (CC5)

- the ability to own social and ethical values based on public opinion, traditions, customs, norms and to be guided by them in professional activities; to know the cultures of the peoples of Kazakhstan and abide by their traditions; to observe the fundamentals of the legal system and legislation of Kazakhstan, including in the field of education; to know the trends of social development of society; to be able to adequately navigate in various social situations; to be able to find compromises, relate your opinion with the opinion of the team; to own business ethics, ethical and legal standards of conduct; to strive for professional and personal growth; to work in a team, correctly defend point of view, propose new solutions; to demonstrate tolerance towards other individuals;

economic, managerial and entrepreneurial (CC6)

- the ability to know and understand the goals and methods of state regulation in the public environment, to possess the basics of linguistic competencies; to possess the skills of critical thinking, interpretation, creativity analysis, drawing conclusions, evaluation; to manage projects to achieve professional goals, to manage staff, to demonstrate entrepreneurial skills;

cultural training(CC7)

- the ability to know and understand the traditions and culture of the peoples of Kazakhstan, to be tolerant to the traditions and culture of other peoples of the world, to realize the attitudes of tolerant behavior; not to be prejudiced, to possess high spiritual qualities, to be formed as an intelligent person;

additionalcompetencies(CC8)

- the ability to master the skills of critical thinking, interpretation, creativity analysis, drawing conclusions, evaluation; to have creativity and an active life position; to make professional decisions under uncertainty and risk.

professional competence

CL1 - understanding of the essence of the journalistic profession as a social, informational, creative, its basic characteristics, social roles of a journalist, personal qualities necessary for the responsible performance of professional functions;

CL2 - disclosure of the essence of journalistic activities as multidimensional, including the preparation of their own publications and work with other participants in the production of media texts; individual and collective activities; textual and extra-text work (project, producer, organizational);

CL3 - awareness of the basic domestic and foreign professional standards of the journalist, the ability to master the skills of entering, recording, encrypting and updating data using electronic or manual information systems;

CL4 - knowledge of the principles of work with sources of information and methods of its collection (interview, observation, work with documents), selection, verification and analysis, as well as methods of precision (accurate) journalism;

CL5 - an idea of the characteristics of the mass media, the tasks and methods, the technology and techniques of creating journalistic publications, the understanding of their content and structural compositional specifics;

CL6 - the study of the basic requirements for media information (accuracy, reliability, links to sources, the distinction between facts and opinions, pluralism in the presentation of points of view, etc.);

CL7 - the ability to form the foundations of the organization of scientific research in the field of journalism, the ability to master the skills of creating and managing manual or electronic systems for storing, selecting, organizing, receiving, distributing and protecting information.

CL8 - creating advertising, organizing sales. Development of plans.

CL9 - the ability to teach the skills of creating and developing visual images and displays, educational or promotional materials, art designs or performances, the ability to rethink accumulated creative and cultural experience, follow and acquire new creative and cultural knowledge and skills, conduct a creative search, put into practice analysis methods.

3.2 Matrix of correlation of learning outcomes for the EP in general with the formed competencies of the modules

	R1	R2	R3	R4	R5	R6	R7	R8	R9	R10	R11	R12
CC1	+			+								
CC2								+				
CC3		+			+					+		
CC4			+						+			
CC5	+	+	+			+	+					+
CC6		+						+		+	+	+
CC7									+			
CC8				+		+	+					
PC1							+				+	
PC2		+				+						
PC3			+					+				
PC4	+				+					+		
PC5				+							+	
PC6									+			+
PC7		+										
PC8					+							
PC9									+			

1. SUMMARY TABLE REFLECTING THE VOLUME OF ESCAPED CREDITS UNDER THE EDUCATIONAL PROGRAM MODULES

Course of Study	Semester	The number of mastered modules	The number of studied disciplines			Number of credits KZ				Total in hours	Total credits KZ	Amount	
			OK	BK	KB	Theoretical teaching	Educational practice	Productional practise	Final Examination			ex.	pass-fail grad ing test
1	1	5	4	2		31				960	31	6	1
	2	5	2	2	2	28	1		1	840	30	6	3
2	3	7	2	4	1	30				990	30	7	1
	4	6	2	3	1	27		3		870	30	6	2
3	5	6		3	3	30				900	30	6	
	6	6		3	3	24		6		960	30	6	
4	7	4		2	2	20				570	20	4	
	8	4		2	2	20				630	20	4	
	9								20	600	20		
Total		43	10	21	14	210	1	9	21	7320	241	45	7

AGREEMENT SHEET

according to the Educational program cipher « 6B03220 - Journalism»

Director DAV _____ A.S.Naukenova
signature

Director of NRU _____ U.B.Nazarbek
signature

Director DNP _____ T.S.Bazhirov
signature