



EDUCATIONAL PROGRAM

6B02 - Arts and Humanities

(Code and classification of the field of education)

6B023 - Languages and literature

(Code and classification of the direction of training)

0230

(Code in the International Standard Classification of Education)

B037 - Philology

(Code and classification of the educational program group)

6B02305 - Philology (kazakh) -Journalism

(Code and name of the educational program)

Bachelor

(Level of preparation)

Semey

Educational program

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PREFACE

Developed

The educational program 6B02305 - Philology (kazakh) - Journalism in the direction of preparation 6B023 - Languages and literature on the basis of the State Compulsory Standards of Higher and Postgraduate Education approved by the Order of the Ministry of Science and Higher Education of the Republic of Kazakhstan dated July 20, 2022 No 2 (as amended by the order) was developed by the Academic Committee dated 20.02.2023 No 66).

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Full name of the reviewer	Position, place of work	Signature
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Reviewed

At the meeting of the Commission on Quality Assurance of Veterinary Medicine and Agricultural Management

Recommended for approval by the Academic Council of the University

Protocol № 4.1 "06" April 2023

Chairman of the Commission Kenesbayeva Sh.S.

Approved at the meeting of the Academic Council of the University Protocol No. 8 "25" April 2023.

Approved

at the meeting of the Academic Council of the University

Protocol № 1 "01" of September 2023

Chairman of the Academic Council of the University Orynbekov D.R.

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1.Introduction

1.1.General data

Educational program 6B02305 "Philology (Kazakh) - Journalism" was developed in the direction of training 6B023 "Languages and Literature", which is carried out at the Department of Kazakh Philology and Journalism of the Faculty of Philology of the Shakarim University, Semey (NAO). A feature of the educational program is the preparation of competitive specialists who meet the demands of the market in the form of an integrated educational program in the field of philology and journalism. 60% of core and professional subjects are in Philology and 40% in Journalism. Students will go to educational, industrial and graduation practice in two directions.

The educational program provides for the education of a student with special educational needs in the conditions of a higher educational institution, as well as his socialization and integration into society.

1.2.Completion criteria

The main criterion for the completion of the educational process for the preparation of bachelors is the development of students at least 205 credits of theoretical training, as well as at least 27 credits of practice, 8 credits of final certification.

Total 240 credits.

1.3.Typical study duration: 4 year

2.PASSPORT OF THE EDUCATIONAL PROGRAM

2.1.EP purpose	Training of philological journalists with special professional competencies in the field of philology and journalism, who are able to carry out research, social and communication activities and activities in the field of mass media.
2.2.Map of the training profile within the educational program	
Code and classification of the field of education	6B02 - Arts and Humanities
Code and classification of the direction of training	6B023 - Languages and literature
Code in the International Standard Classification of Education	0230
Code and classification of the educational program group	B037 - Philology
Code and name of the educational program	6B02305 - Philology (kazakh) -Journalism
2.3.Qualification characteristics of the graduate	
Degree awarded / qualification	Bachelor of Linguistics in the educational program
Name of the profession / list of positions of a specialist	<ul style="list-style-type: none"> - junior researcher at research institutes; - Literary consultant in literary, cultural institutions, publishing houses; - Literary figure, proofreader, editor of newspapers and magazines - journalist, reporter; - press secretary; - commentator; news presenter; - Moderator; director; editor; - public relations specialist; public relations manager; - expert manager; speechwriter; - web editor; editor and stylist; - advertising agent
OQF qualification level (industry qualification framework)	6 (levels 6.1; 6.2; 6.3; 6.4)
Area of professional activity	the science <ul style="list-style-type: none"> - MASS MEDIA - publishing - administrative and organizational - advertising agency - network information structures - other cultural, social and humanitarian spheres in response to the needs of the labor market.
Object of professional activity	research institutes <ul style="list-style-type: none"> - editorial offices of newspapers and magazines - radio and television - publishing houses - cultural organizations (museum, library, etc.) - other subjects corresponding to the profile of the specialty
Types of professional activity	research in the field of philology (linguistics, literary criticism, folklore and textual studies, etc.); <ul style="list-style-type: none"> - educational work in the field of culture; - editing, editing of printed materials; - information and analytical; - information and help; - informational and creative; - artistic and journalistic;

	- services in the field of culture, government structures, intercultural communication and other social and humanitarian spheres
Graduate Model	A philologist-journalist who has mastered special professional competencies in the field of philology and journalism, is able to provide services in the field of research, social communication and mass information.

3. Modules and content of the educational program

Module 1. Fundamentals of social and humanitarian knowledge

Foreign language

Discipline cycle	General educational disciplines
Discipline component	Compulsory component
SubjectID	25941 (3012264)
Course	1
Term	1
Credits count	5
Practical and seminar classes	45hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours
Total	150hours
Knowledge control form	Examination

Short description of discipline

The content of the discipline «Foreign language» assumes the formation of students` intercultural and communicative competencies at B1 level. The discipline is aimed at mastering the knowledge, skills and abilities that allow using a foreign language in interpersonal communication and professional activity. All types of speech activity are taught, such as reading, writing, listening and production of texts of level complexity with a certain degree of grammatical and lexical correctness.

Purpose of studying of the discipline

Formation of intercultural and communicative competence of students in the process of foreign language education at a sufficient level (A2, pan-European competence) and the level of basic sufficiency (B1, pan-European competence). Depending on the level of training, the student at the time of completion of the course reaches the B1 level of the pan-European competence if the language level of the student at the start is higher than the A2 level of the pan-European competence.

Learning Outcomes

ON 1 Demonstrate socio-cultural, economic, legal, environmental knowledge, communication skills, apply information technology, taking into account modern trends in the development of society.

Prerequisites

School course

Postrequisites

Foreign language

The module of socio-political knowledge (sociology, political science, cultural studies, psychology)

Discipline cycle	General educational disciplines
Discipline component	Compulsory component
SubjectID	25944 (3012348)
Course	1
Term	1
Credits count	8
Lectures	30hours
Practical and seminar classes	45hours
Independent work of a student under the guidance of a teacher	55hours
Independent work of the student	110hours
Total	240hours
Knowledge control form	Examination

Short description of discipline

The module of socio-political knowledge involves the study of four scientific disciplines – sociology, political science, cultural studies, psychology, each of which has its own subject, terminology and research methods. Interactions between these scientific disciplines are carried out on the basis of the principles of information complementarity; integrativity; methodological integrity of research approaches of these disciplines; generality of the methodology of learning, result-oriented; unified system representation of the typology of learning outcomes as formed abilities.

Purpose of studying of the discipline

Formation of social and humanitarian worldview of students in the context of solving the problems of modernization of public consciousness, defined by the state program "Looking into the Future: Modernization of Public Consciousness".

Learning Outcomes

ON 1 Demonstrate socio-cultural, economic, legal, environmental knowledge, communication skills, apply information technology, taking into account modern trends in the development of society.

Prerequisites

School course

Postrequisites

Philosophy

Russian language

Discipline cycle	General educational disciplines
Discipline component	Compulsory component
SubjectID	25942 (3012266)
Course	1
Term	1
Credits count	5
Practical and seminar classes	45hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours
Total	150hours
Knowledge control form	Examination

Short description of discipline

The discipline is intended for the development of the language personality of the student, who is able to carry out cognitive and communicative activities in Russian in the areas of interpersonal, social, professional, intercultural communication; for teaching students practical mastery of the Russian language in various areas of communication and various situations, mastering the specifics of functional semantic types and genres of functional styles of speech, enriching the vocabulary with special vocabulary, forming and improving the skills of monologue and dialogic speech.

Purpose of studying of the discipline

The purpose of the program is to form the socio-humanitarian worldview of students in the context of the national idea of spiritual modernization, involving the development on the basis of national consciousness and cultural code of the qualities of internationalism, tolerant attitude to world cultures and languages as translators of world-class knowledge, advanced modern technologies, the use and transfer of which can ensure the modernization of the country and personal career growth of future specialists.

Learning Outcomes

ON 1 Demonstrate socio-cultural, economic, legal, environmental knowledge, communication skills, apply information technology, taking into account modern trends in the development of society.

Prerequisites

School course

Postrequisites

Russian language

Physical Culture

Discipline cycle	General educational disciplines
Discipline component	Compulsory component
SubjectID	25943 (3012271)
Course	1
Term	1
Credits count	2
Practical and seminar classes	60hours
Total	60hours
Knowledge control form	Differentiated attestation

Short description of discipline

It provides for the joint cooperation of a teacher and a student in the process of physical education throughout the training in the context of the requirements for the level of mastering the discipline, preparing students for participation in mass sports competitions; forms motivational and value attitudes towards physical culture and the need for systematic physical exercises and sports; gives basic knowledge about the use of physical culture and sports in the development of vital physical qualities.

Purpose of studying of the discipline

The purpose of the program is the formation of social and personal competencies of students and the ability to purposefully use the means and methods of physical culture, ensuring the preservation, strengthening of health to prepare for professional activities; to the persistent transfer of physical exertion, neuropsychic stress and adverse factors in future work.

Learning Outcomes

ON 1 Demonstrate socio-cultural, economic, legal, environmental knowledge, communication skills, apply information technology, taking into account modern trends in the development of society.

Prerequisites

School course

Postrequisites

Physical Culture

Foreign language

Discipline cycle	General educational disciplines
Discipline component	Compulsory component
SubjectID	25946 (3012265)
Course	1
Term	2
Credits count	5
Practical and seminar classes	45hours

Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours
Total	150hours
Knowledge control form	Examination

Short description of discipline

The content of the discipline «Foreign language» assumes the formation of students` linguo-cultural, socio-cultural, cognitive and communicative competencies at B2 level. The discipline is aimed at deep and extended study of productive and receptive language material. As a result, the student must be able to understand all types of speech activity in accordance with the requirements of B2 level and master the subject content of the discipline and speech.

Purpose of studying of the discipline

Formation of linguo-culturological, socio-cultural, cognitive and communicative competence of students in the process of foreign language education at the B2 level, pan-European competence. Depending on the level of training, the student at the time of completing the course reaches the level B2 of the common European competence, if the language level of the student at the start is higher than the level B1 of the common European competence.

Learning Outcomes

ON 1 Demonstrate socio-cultural, economic, legal, environmental knowledge, communication skills, apply information technology, taking into account modern trends in the development of society.

Prerequisites

Foreign language

Postrequisites

Basic and profile disciplines of the EP

Bases of economics, law and ecological knowledge

Discipline cycle	General educational disciplines
Discipline component	University component
SubjectID	25949 (3012349)
Course	1
Term	2
Credits count	5
Lectons	15hours
Practical and seminar classes	30hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours
Total	150hours
Knowledge control form	Examination

Short description of discipline

The integrated discipline includes the main issues and principles in the field of fundamentals of law and anti-corruption culture, economics, entrepreneurship and leadership, ecology and life safety. Features of the use of regulatory legal acts, the ability to use the business, ethical, social, economic, entrepreneurial and environmental standards of society. Specifics of environmental-legal, economic, entrepreneurial relations, leadership qualities and principles of combating corruption.

Purpose of studying of the discipline

It consists in studying the basic patterns of the functioning of living organisms, the biosphere as a whole and the mechanisms of their sustainable development under the conditions of anthropogenic impact and emergency situations; in understanding the concept of corruption, the legitimacy of the fight against it, the content of the state penal policy; in the formation of students` basic fundamental stable knowledge on the basics of economic theory, in instilling the skills and abilities of economic thinking; in introducing students to the theory and practice of entrepreneurship, to the basics of creating their own business; in the formation of theoretical knowledge and practical skills for the development and improvement of leadership qualities.

Learning Outcomes

ON 1 Demonstrate socio-cultural, economic, legal, environmental knowledge, communication skills, apply information technology, taking into account modern trends in the development of society.

Prerequisites

School course

Postrequisites

Basic and profile disciplines of the EP

Russian language

Discipline cycle	General educational disciplines
Discipline component	Compulsory component
SubjectID	25947 (3012267)
Course	1
Term	2
Credits count	5
Lectons	0hours
Practical and seminar classes	45hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours

Total	150hours
Knowledge control form	Examination

Short description of discipline

The discipline is intended for the development of the language personality of the student, who is able to carry out cognitive and communicative activities in Russian in the areas of interpersonal, social, professional, intercultural communication; to teach the scientific style of speech as a language of specialty, the creation of secondary texts, the formation of skills for the production of oral and written speech in accordance with the communicative goal and the professional sphere of communication, instilling the skills of speech etiquette, business rhetoric.

Purpose of studying of the discipline

The purpose of the program is to form the socio-humanitarian worldview of students in the context of the national idea of spiritual modernization, involving the development on the basis of national consciousness and cultural code of the qualities of internationalism, tolerant attitude to world cultures and languages as translators of world-class knowledge, advanced modern technologies, the use and transfer of which can ensure the modernization of the country and personal career growth of future specialists.

Learning Outcomes

ON 1 Demonstrate socio-cultural, economic, legal, environmental knowledge, communication skills, apply information technology, taking into account modern trends in the development of society.

Prerequisites

Russian language

Postrequisites

Basic and profile disciplines of the EP

Physical Culture

Discipline cycle	General educational disciplines
Discipline component	Compulsory component
SubjectID	25948 (3012272)
Course	1
Term	2
Credits count	2
Practical and seminar classes	60hours
Total	60hours
Knowledge control form	Differentiated attestation

Short description of discipline

It provides for the joint cooperation of a teacher and a student in the process of physical education throughout the training in the context of the requirements for the level of mastering the discipline, the ability to exercise control and self-control in the process of classes, gaining knowledge on health promotion, hardening and increasing the body's resistance to the effects of adverse factors of labor activity, mastering methods of selection of physical exercises and sports.

Purpose of studying of the discipline

The purpose of the program is the formation of social and personal competencies of students and the ability to purposefully use the means and methods of physical culture, ensuring the preservation, strengthening of health to prepare for professional activities; to the persistent transfer of physical exertion, neuropsychic stress and adverse factors in future work.

Learning Outcomes

ON 1 Demonstrate socio-cultural, economic, legal, environmental knowledge, communication skills, apply information technology, taking into account modern trends in the development of society.

Prerequisites

Physical Culture

Postrequisites

Physical Culture

History of Kazakhstan

Discipline cycle	General educational disciplines
Discipline component	Compulsory component
SubjectID	25951 (3012345)
Course	2
Term	1
Credits count	5
Lectons	30hours
Practical and seminar classes	15hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours
Total	150hours
Knowledge control form	Qualification examination

Short description of discipline

The main stages of the history of Kazakhstan are studied with: nomadic statehood, Turkic civilization, the era of colonialism, the Soviet period, independence. The driving forces, trends, patterns of historical development are analyzed; problems: ethnogenesis of the Kazakh people, the formation of statehood, national liberation movements, demographic development. The skills of analyzing historical events and facts, working with historical literature are being formed.

Purpose of studying of the discipline

The purpose of the discipline is to provide objective knowledge about the main stages of the development of the history of Kazakhstan from ancient times to the present.

Learning Outcomes

ON 1 Demonstrate socio-cultural, economic, legal, environmental knowledge, communication skills, apply information technology, taking into account modern trends in the development of society.

Prerequisites

School course

Postrequisites

Philosophy

Physical Culture

Discipline cycle	General educational disciplines
Discipline component	Compulsory component
SubjectID	25950 (3012273)
Course	2
Term	1
Credits count	2
Practical and seminar classes	60hours
Total	60hours
Knowledge control form	Differentiated attestation

Short description of discipline

Provides for the joint cooperation of the teacher and the student in the process of physical education throughout the training in the context of the requirements for the level of mastering the discipline; increasing the level of physical fitness and developing physical qualities; mastering the technique of sports; education of discipline, collectivism, comradely mutual assistance; education of mental stability, development and improvement of basic motor qualities - endurance, strength, speed, dexterity, flexibility.

Purpose of studying of the discipline

The purpose of the program is the formation of social and personal competencies of students and the ability to purposefully use the means and methods of physical culture, ensuring the preservation, strengthening of health to prepare for professional activities; to the persistent transfer of physical exertion, neuropsychic stress and adverse factors in future work.

Learning Outcomes

ON 1 Demonstrate socio-cultural, economic, legal, environmental knowledge, communication skills, apply information technology, taking into account modern trends in the development of society.

Prerequisites

Physical Culture

Postrequisites

Physical Culture

Information and communication technology

Discipline cycle	General educational disciplines
Discipline component	Compulsory component
SubjectID	25953 (3012347)
Course	2
Term	2
Credits count	5
Lections	15hours
Practical and seminar classes	15hours
Laboratory works	15hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours
Total	150hours
Knowledge control form	Examination

Short description of discipline

The discipline is aimed at mastering the conceptual foundations of the architecture of computer systems, operating systems and networks by students; formation of the ability to critically understand the role and significance of modern information and communication technologies in the era of digital globalization, new "digital" thinking, knowledge about the concepts of developing network and web applications, skills in using modern information and communication technologies in various fields of professional activity, scientific and practical work, for self-educational and other purposes.

Purpose of studying of the discipline

Formation of the ability to critically evaluate and analyze processes, methods of searching, storing and processing information, methods of collecting and transmitting information through digital technologies.

Learning Outcomes

ON 1 Demonstrate socio-cultural, economic, legal, environmental knowledge, communication skills, apply information technology, taking into account modern trends in the development of society.

Prerequisites

School course

Postrequisites

Basic and profile disciplines of the EP

Physical Culture

Discipline cycle	General educational disciplines
Discipline component	Compulsory component
SubjectID	25952 (3012274)
Course	2
Term	2
Credits count	2
Practical and seminar classes	60hours
Total	60hours
Knowledge control form	Differentiated attestation

Short description of discipline

Provides for the joint cooperation of the teacher and the student in the process of physical education throughout the training in the context of the requirements for the level of mastering the discipline; acquisition of versatile abilities and skills for the development of physical abilities, socio-cultural experience and socio-cultural values of physical culture and sports; development of communication skills, thinking, self-development, the formation of experience in the implementation of sports and recreational and training programs.

Purpose of studying of the discipline

The purpose of the program is the formation of social and personal competencies of students and the ability to purposefully use the means and methods of physical culture, ensuring the preservation, strengthening of health to prepare for professional activities; to the persistent transfer of physical exertion, neuropsychic stress and adverse factors in future work.

Learning Outcomes

ON 1 Demonstrate socio-cultural, economic, legal, environmental knowledge, communication skills, apply information technology, taking into account modern trends in the development of society.

Prerequisites

Physical Culture

Postrequisites

Basic and profile disciplines of the EP

World of Abai

Discipline cycle	Basic disciplines
Discipline component	University component
SubjectID	25954 (3012351)
Course	2
Term	2
Credits count	3
Lectures	15hours
Practical and seminar classes	15hours
Independent work of a student under the guidance of a teacher	20hours
Independent work of the student	40hours
Total	90hours
Knowledge control form	Examination

Short description of discipline

The discipline is aimed at studying historical facts, the philosophical and artistic foundations of the works of Abay Kunanbaev, Shakarim Kudaiberdiev, which form worldview and aesthetic values, the student's ability to express his opinion, practical skills and perception of such human qualities as morality, honesty, artistic character. The genius of the writers of Kazakh literature and the role of M. Auezov in the study and popularization of Abai's heritage, the significance of his works for history, literature and science are determined.

Purpose of studying of the discipline

Formation of the meaning of philosophical and ideological being, understanding of the problems raised in the works of Abai Kunanbayuly, Shakarim Kudaiberdiuly, Mukhtar Auezov and application of the acquired knowledge in the practice of everyday life.

Learning Outcomes

ON 1 Demonstrate socio-cultural, economic, legal, environmental knowledge, communication skills, apply information technology, taking into account modern trends in the development of society.

Prerequisites

The module of socio-political knowledge (sociology, political science, cultural studies, psychology)

Postrequisites

Basic and profile disciplines of the EP

Philosophy

Discipline cycle	General educational disciplines
Discipline component	Compulsory component
SubjectID	25955 (3012269)
Course	3
Term	2

Credits count	5
Lectures	15hours
Practical and seminar classes	30hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours
Total	150hours
Knowledge control form	Examination

Short description of discipline

The discipline is aimed at developing students' openness of consciousness, understanding their own national code and self-consciousness, spiritual modernization, competitiveness, realism and pragmatism, independent critical thinking, the cult of knowledge and education, a holistic view of philosophy as a special form of understanding the world, mastering key worldview concepts, as well as the development and strengthening of the values of tolerance, intercultural dialogue and a culture of peace.

Purpose of studying of the discipline

Formation in students of a holistic view of philosophy as a special form of knowledge of the world, its main sections, problems and methods of studying them in the context of future professional activities.

Learning Outcomes

ON 1 Demonstrate socio-cultural, economic, legal, environmental knowledge, communication skills, apply information technology, taking into account modern trends in the development of society.

Prerequisites

History of Kazakhstan The module of socio-political knowledge (sociology, political science, cultural studies, psychology)

Postrequisites

Basic and profile disciplines of the EP

Module 2. Fundamental preparation for the profession

Genre forms and functions of modern journalism

Discipline cycle	Basic disciplines
Discipline component	University component
SubjectID	25999 (3012270)
Course	1
Term	1
Credits count	5
Lectures	15hours
Practical and seminar classes	30hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours
Total	150hours
Knowledge control form	Examination

Short description of discipline

The role and functions of Kazakhstani journalism in the global information space are presented. Theoretical information about the phenomenon of journalism and journalism The skills of evaluating the specifics of the modern information genre, substantiating effectiveness, methods of transforming information in form and content, personal data, information blocks, working with information, evaluating processes in the information space are inculcated.

Purpose of studying of the discipline

To be able to evaluate the processes in the modern information space, to study the patterns of forms and functions of the existing system of genres, to distinguish the patterns and features of the development of individual genres.

Learning Outcomes

ON2 Demonstrates language competence in situations of personal, social communication in accordance with the communicative goal.

Prerequisites

School course

Postrequisites

History of journalism

Language and style of mass communication

Discipline cycle	General educational disciplines
Discipline component	University component
SubjectID	26001 (3012350)
Course	1
Term	2
Credits count	5
Lectures	15hours
Practical and seminar classes	30hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours
Total	150hours

Knowledge control form

Examination

Short description of discipline

to teach the ability to competently and competently use a language tool in print, television and radio materials. Thorough training of future journalists in the language and style of journalistic genres.

Purpose of studying of the discipline

to teach the ability to competently and competently use a language tool in print, television and radio materials. Thorough training of future journalists in the language and style of journalistic genres.

Learning Outcomes

ON2 Demonstrates language competence in situations of personal, social communication in accordance with the communicative goal.

Prerequisites

Genre forms and functions of modern journalism

Postrequisites

Composing and editing media texts

Educational practice

Discipline cycle	Basic disciplines
Discipline component	University component
SubjectID	31087 (3012313)
Course	1
Term	2
Credits count	2
Study practices	60hours
Total	60hours
Knowledge control form	Total mark on practice

Short description of discipline

During the training practice, the student consolidates the theoretical knowledge gained during the first year of training, knows how to apply it in practice, and prepares for industrial practice in senior courses. Improves the ability to independently search, conduct research, get acquainted with new methods and techniques related to the profession.

Purpose of studying of the discipline

Deepening and consolidation of scientific and theoretical knowledge of students

Learning Outcomes

ON2 Demonstrates language competence in situations of personal, social communication in accordance with the communicative goal.

Prerequisites

Genre forms and functions of modern journalism

Postrequisites

Production (1)

Introduction to literary studies

Discipline cycle	Basic disciplines
Discipline component	University component
SubjectID	31052 (3012275)
Course	1
Term	2
Credits count	3
Lectures	15hours
Practical and seminar classes	15hours
Independent work of a student under the guidance of a teacher	20hours
Independent work of the student	40hours
Total	90hours
Knowledge control form	Examination

Short description of discipline

Methods for the analysis of a work of art. The basic concepts of the compositional structure of a literary text, the structure and types of verse, the means of expression used by the author, literary schools and various trends and directions, types of creativity, style features with the possibility of applying theoretical knowledge in practice are explored.

Purpose of studying of the discipline

Generalizing questions of literary theory are studied differentially. The scientific characteristics of literary theoretical concepts are analyzed and cover such issues as the aesthetic nature of a literary text, social essence, characteristic features, the social basis of literary phenomena, the laws of literary development, literary methodology, direction and flow, the kind of literature (genre), its types, composition of a work of art, language, characteristic features, poetic construction.

Learning Outcomes

ON2 Demonstrates language competence in situations of personal, social communication in accordance with the communicative goal.

Prerequisites

School course

Postrequisites

World of Abai

Legal Foundations of Journalism and Media Literacy

Discipline cycle	Basic disciplines
Discipline component	University component
SubjectID	31088 (3012277)
Course	2
Term	1
Credits count	5
Lectons	15hours
Practical and seminar classes	30hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours
Total	150hours
Knowledge control form	Examination

Short description of discipline

The basic concepts of media law, the historical stages of state policy in the field of media in the Soviet era and in the period of independence are studied.

The value and behavioral aspects of the legal culture of a journalist are studied. There is an acquaintance with the features of Kazakhstani legal journalism

Purpose of studying of the discipline

Adapting students to writing on the topic of law by studying the legal foundations of journalism, teaching them to disclose the complexities of the industry, the peculiarities of the internal structures of law enforcement agencies.

sweat and other differences

new journalist character based on skin

vertical search required

explanation.

Learning Outcomes

ON2 Demonstrates language competence in situations of personal, social communication in accordance with the communicative goal.

Prerequisites

Genre forms and functions of modern journalism

Postrequisites

Business and image communication

Production (1)

Discipline cycle	Basic disciplines
Discipline component	University component
SubjectID	31108 (3012314)
Course	2
Term	2
Credits count	5
Study practices	150hours
Total	150hours
Knowledge control form	Total mark on practice

Short description of discipline

In the course of practical training (1) students deepen, consolidate and comprehensively use the theoretical knowledge gained at the university in practice; refine the theoretical knowledge in basic disciplines through practical training. Forms the general, personal, professional competencies necessary for professional activity.

Purpose of studying of the discipline

Formation of skills and experience necessary for professional activity.

Learning Outcomes

ON2 Demonstrates language competence in situations of personal, social communication in accordance with the communicative goal.

Prerequisites

Educational practice

Postrequisites

Production (2)

Module 3. History and theory of linguistic knowledge

Introduction to the profession

Discipline cycle	Basic disciplines
Discipline component	University component
SubjectID	25945 (3012328)
Course	1
Term	1
Credits count	3
Lectons	15hours
Practical and seminar classes	15hours

Independent work of a student under the guidance of a teacher	20hours
Independent work of the student	40hours
Total	90hours
Knowledge control form	Examination

Short description of discipline

Students will be introduced to basic information in the field of philology and journalism, the effectiveness of integrated learning in two specialties. New directions in the field of philology, the modern nature of the media are noted. The issues of innovation in the choice of a profession today, the place and demand for professions in society are discussed.

Purpose of studying of the discipline

The subject allows students to develop in-depth knowledge of creating specialized journalistic materials, collecting, processing, analyzing and analyzing information for the preparation of materials published in modern business media.

formation of a systematic methodological and practical approach to the content, formal and informal editing criteria

Learning Outcomes

ON 3 Possess basic knowledge in the disciplines that form the basis of the specialty and apply them in practice.

Prerequisites

School course

Postrequisites

Basic and profile disciplines of the EP

Binary basics of lexicology and phonetics

Discipline cycle	Basic disciplines
Discipline component	Electives
SubjectID	31094 (3012331)
Course	2
Term	1
Credits count	5
Lectons	15hours
Practical and seminar classes	30hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours
Total	150hours
Knowledge control form	Examination

Short description of discipline

The subject shows the meaning of speech and writing, relationships, place in the language and language communication. The language operations performed in the process of communication, the laws of synharmonism in the language are described.

The function of sound in phonetics, the use of words in lexicology and the use of words in various variants.

Purpose of studying of the discipline

the function of the language and its forms of life; the ability to pronounce and write a word, the ability to use sounds, their manifestation in everyday communication, the formation of an idea of meaning and character, features, phoneme.

Learning Outcomes

ON 3 Possess basic knowledge in the disciplines that form the basis of the specialty and apply them in practice.

Prerequisites

Introduction to the profession

Postrequisites

Word formation and morphology of the modern Kazakh language

Lexicology and Phonetics of Modern Kazakh Language

Discipline cycle	Basic disciplines
Discipline component	Electives
SubjectID	31092 (3012329)
Course	2
Term	1
Credits count	5
Lectons	15hours
Practical and seminar classes	30hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours
Total	150hours
Knowledge control form	Examination

Short description of discipline

The course introduces students to the field of lexicology with the form of words and concepts, words and sentences, the origin of words, terminology. One of the major sections of linguistics is the study of the forms of phonetics, information about phonetic patterns, the formation of skills to use phonetic analysis in their professional activities

Purpose of studying of the discipline

to give knowledge of lexicology modern Kazakh language; reveal diachronic, the statistical state of the lexical composition of the Kazakh

language, its genesis and the connection with the related language, other languages, enriching and updating vocabulary.

Learning Outcomes

ON 3 Possess basic knowledge in the disciplines that form the basis of the specialty and apply them in practice.

Prerequisites

Introduction to the profession

Postrequisites

Word formation and morphology of the modern Kazakh language

Phonetics of Modern Kazakh language

Discipline cycle	Basic disciplines
Discipline component	Electives
SubjectID	31093 (3012330)
Course	2
Term	1
Credits count	5
Lectons	15hours
Practical and seminar classes	30hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours
Total	150hours
Knowledge control form	Examination

Short description of discipline

The subject teaches students the formation and development of phonetic science in the modern Kazakh language, the need to write and speak correctly, explaining the laws of sound. Indicates the function of the vocal cords in literate speech. Gives theoretical knowledge about the use of the sound structure of the language, the laws of orthoepy and spelling.

Purpose of studying of the discipline

On the basis of the laws of literate writing and correct speech, to give students theoretical knowledge about the sound system of the language, vowels, consonants, sound composition and features of the Kazakh language, the law of consonance, orthoepy and spelling, as well as the laws of phonetic development of the Kazakh language.

Learning Outcomes

ON 3 Possess basic knowledge in the disciplines that form the basis of the specialty and apply them in practice.

Prerequisites

Introduction to the profession

Postrequisites

Word formation and morphology of the modern Kazakh language

Morphemic system in the Kazakh language

Discipline cycle	Basic disciplines
Discipline component	Electives
SubjectID	31103 (3012280)
Course	2
Term	2
Credits count	5
Lectons	15hours
Practical and seminar classes	30hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours
Total	150hours
Knowledge control form	Examination

Short description of discipline

Students of the subject will get acquainted with the theoretical foundations, scientific conclusions, opinions about the complex concept of morphemes in the Kazakh language. Having received information about the morphology of the language, including the system of morphs, word formation, lexical and grammatical nature, features and functions of the Kazakh language, grammatical, zero form, etc., he will get acquainted with scientific terms. Having mastered theoretical knowledge, he is able to conduct morphological analyses.

Purpose of studying of the discipline

The goal is to explain to students the specifics of a morpheme as a linguistic unit, its importance in the language system, to show the difference between morphemes and other linguistic units. To give an idea about the smallest unit of the word form - about morphs.

Learning Outcomes

ON 3 Possess basic knowledge in the disciplines that form the basis of the specialty and apply them in practice.

Prerequisites

Introduction to the profession

Postrequisites

Kazakh language syntax system

Word formation and morphology of the modern Kazakh language

Discipline cycle	Basic disciplines
Discipline component	Electives
SubjectID	31109 (3012324)
Course	2
Term	2
Credits count	5
Lectons	15hours
Practical and seminar classes	30hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours
Total	150hours
Knowledge control form	Examination

Short description of discipline

The problems of word formation morphological structure Kazakh language, research, historical theoretical foundations, morphological composition words, grammatical concepts, word- formation system language, word- formation ability, lexical and grammatical characteristics word classes, grammatical meanings, grammatical categories, ways expressing grammatical meanings studied. Upon completion of studying content discipline, the student acquires s word-formation and morphemic analysis, morphological analysis of independent service parts of speech.

Purpose of studying of the discipline

To familiarize with the basic concepts of word formation and morphology of the modern Kazakh language, the history of development.

Learning Outcomes

ON 3 Possess basic knowledge in the disciplines that form the basis of the specialty and apply them in practice.

Prerequisites

Introduction to the profession

Postrequisites

Kazakh language syntax system

Word formation of the Kazakh language

Discipline cycle	Basic disciplines
Discipline component	Electives
SubjectID	31102 (3012279)
Course	2
Term	2
Credits count	5
Lectons	15hours
Practical and seminar classes	30hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours
Total	150hours
Knowledge control form	Examination

Short description of discipline

Students of the subject will get acquainted with the basic rules and techniques of the word formation system established in Kazakh linguistics, the basic concepts of word formation, the use of such concepts as the meaning of word formation, the type of word formation, the word formation chain, word formation. nest, features of the word- formation system of word classes. Examines the connection of the word-formation system in the modern Kazakh language with morphology. Able to analyze word formation on the basis of the conceptual basis of word formation in the Kazakh language.

Purpose of studying of the discipline

To familiarize with the basic concepts of word formation and morphology of the modern Kazakh language, the history of development. To provide students with deep theoretical knowledge about the formation of words in the Kazakh language, changing forms, ways of studying it, about parts of speech and their classification, about grammatical features of each part of speech, and also sets the task of scientific understanding of the subject of morphology and word formation, practical analysis of linguistic units.

Learning Outcomes

ON 3 Possess basic knowledge in the disciplines that form the basis of the specialty and apply them in practice.

Prerequisites

Introduction to the profession

Postrequisites

Kazakh language syntax system

Actual problems of simple and complex sentence syntax

Discipline cycle	Basic disciplines
Discipline component	Electives
SubjectID	31112 (3012289)
Course	3
Term	1

Credits count	5
Lectures	15hours
Practical and seminar classes	30hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours
Total	150hours
Knowledge control form	Examination

Short description of discipline

The course gives students an idea of functions and types language, the formation and current state topical issues of syntax, features of simple and complex sentences. Theoretical information about the features simple sentence, their structural, semantic types studied; semantic-structural types complex sentences with their features varieties the practical mastery of syntactic norms during the analysis examples their own speech production.

Purpose of studying of the discipline

a sentence - the unity of language that brings thought to light. Simple and complex sentences have their own laws of education. This is directly related to the patterns and characteristics of words, sentences, communication with each other. In order for a future philologist to work with linguistic facts, it is necessary to know these laws, features, know the theoretical data well, and be able to analyze linguistic facts. Hence, the purpose of teaching a subject arises from these needs.

Learning Outcomes

ON 3 Possess basic knowledge in the disciplines that form the basis of the specialty and apply them in practice.

Prerequisites

Word formation and morphology of the modern Kazakh language

Postrequisites

Pragmatic linguistics

Kazakh language syntax system

Discipline cycle	Basic disciplines
Discipline component	Electives
SubjectID	31110 (3012287)
Course	3
Term	1
Credits count	5
Lectures	15hours
Practical and seminar classes	30hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours
Total	150hours
Knowledge control form	Examination

Short description of discipline

The subject studies the system of syntax Kazakh language, the nature connection of words sentence, members of a sentence, syntax of words phrases, theoretical problems syntax of complex sentences. The structural features complex sentences Kazakh language methodological principles of grouping according these features, functional nature, topical issues syntax simple complex sentences, conceptual ideas of scientists studying syntactic forms are considered.

Purpose of studying of the discipline

The goal is to give students theoretical knowledge through the formation of a system of the syntax of the Kazakh language, patterns of development, the study of the views of scientists.

Learning Outcomes

ON 3 Possess basic knowledge in the disciplines that form the basis of the specialty and apply them in practice.

Prerequisites

Word formation and morphology of the modern Kazakh language

Postrequisites

Pragmatic linguistics

Functional syntax

Discipline cycle	Basic disciplines
Discipline component	Electives
SubjectID	31111 (3012288)
Course	3
Term	1
Credits count	5
Lectures	15hours
Practical and seminar classes	30hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours

Total	150hours
Knowledge control form	Examination

Short description of discipline

An idea of the basic concepts of functional grammar and functional syntax, studied in general and Kazakh linguistics, is formed. Structural and functional syntactic units, functional - semantic field, the relation of speech and sentence, types of speech, and communicative activity are considered.

Purpose of studying of the discipline

The aim is to comprehensively consider the function of linguistic elements in the language being used.

Learning Outcomes

ON 3 Possess basic knowledge in the disciplines that form the basis of the specialty and apply them in practice.

Prerequisites

Word formation and morphology of the modern Kazakh language

Postrequisites

Pragmatic linguistics

The culture of academic Writing

Discipline cycle	Profiling discipline
Discipline component	University component
SubjectID	31126 (3012299)
Course	3
Term	2
Credits count	5
Lections	15hours
Practical and seminar classes	30hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours
Total	150hours
Knowledge control form	Examination

Short description of discipline

The subject introduces the student structural, content, technical design types scientific genres, features oral written scientific discourse the rules of each of them. Acquaintance with the rules of the appropriate use of academic vocabulary is carried out, the skill of searching for sources is instilled. The ability to use technologies is developed, in particular, the use of cognitive technologies.

Purpose of studying of the discipline

The goal is to form the competence to independently conduct research in Kazakh philology and effectively and competently present them.

Learning Outcomes

ON 3 Possess basic knowledge in the disciplines that form the basis of the specialty and apply them in practice.

Prerequisites

Kazakh language syntax system

Postrequisites

General Linguistics

General Linguistics

Discipline cycle	Basic disciplines
Discipline component	University component
SubjectID	31133 (3012307)
Course	4
Term	1
Credits count	5
Lections	15hours
Practical and seminar classes	30hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours
Total	150hours
Knowledge control form	Examination

Short description of discipline

The content of the discipline theory of language, which is the main form general linguistics, nature and essence of language, language and speech, the relationship of language with society, formation development language, linguistic schools and trends, the features of their formation, methods and techniques linguistic analysis. During study discipline, an understanding the theoretical provisions skills applying theoretical knowledge practice formed.

Purpose of studying of the discipline

to acquaint students with the main conclusions of the modern theory of language, the history of the development of linguistics, the most important directions, the methodology of research.

It is also based on the independent assimilation of knowledge by the student. Seminar classes activate the student's thinking, help to

more fully assimilate, meaningfully analyze the material provided.

Learning Outcomes

ON 3 Possess basic knowledge in the disciplines that form the basis of the specialty and apply them in practice.

Prerequisites

Introduction to the profession

Postrequisites

Production (3)

Module 4. Literature and journalism: theory, history

History of journalism

Discipline cycle	Basic disciplines
Discipline component	University component
SubjectID	31086 (3012276)
Course	1
Term	2
Credits count	5
Lectons	15hours
Practical and seminar classes	30hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours
Total	150hours
Knowledge control form	Examination

Short description of discipline

The general appearance and activity of Kazakh publications of the second half of the 19th century and the beginning of the 20th century are considered. Peculiarities of journalism during the Second World War, An overview of the development of journalism in the era of socialism and changes in journalism over the years of independence is presented.

Purpose of studying of the discipline

To understand the original features and preconditions of the Kazakh press, the features of the organization and publication of the first newspapers and magazines.

Learning Outcomes

ON 4 Within the framework of the history of linguistic teachings, he is proficient in language laws and their theoretical foundations.

Prerequisites

Genre forms and functions of modern journalism

Postrequisites

Teory and practice of journalism

Ancient and medieval literature

Discipline cycle	Basic disciplines
Discipline component	Electives
SubjectID	31097 (3012334)
Course	2
Term	1
Credits count	5
Lectons	15hours
Practical and seminar classes	30hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours
Total	150hours
Knowledge control form	Examination

Short description of discipline

The course provides listeners with a list of works of ancient Kazakh, medieval literature and a description of the socio-political situation in the country.

Explains that literature is common for Turkic-speaking peoples.

It is also said that the social, social and spiritual life of the country was the basis of the literary works of that period.

Purpose of studying of the discipline

The centuries-old history of literature, common to the Turkic-speaking peoples, should be divided mainly into three periods. Monuments of ancient Turkic literature of the first, XI-IX centuries are the poems "Kultegin", "Bilge Kagan", "Tonyukok", "the book of Korkyt ata", "Oguz-name", the literary heritage of Abu Nasr al-Farabi.

Learning Outcomes

ON 4 Within the framework of the history of linguistic teachings, he is proficient in language laws and their theoretical foundations.

Prerequisites

Introduction to literary studies

Postrequisites

History of Kazakh literature of the XIX-beginning of XX centuries

Kazakh literature of ancient and khan eras

Discipline cycle	Basic disciplines
Discipline component	Electives
SubjectID	31095 (3012332)
Course	2
Term	1
Credits count	5
Lectures	15hours
Practical and seminar classes	30hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours
Total	150hours
Knowledge control form	Examination

Short description of discipline

The course introduces students to the content and features of literature common to the Turkic peoples and the literature of the Kazakh Khanate.

Information is given about the common literary and cultural monuments of ancient Turkic literature, the use of the theme of war in the poetry of poets and poetesses of the 15th-18th centuries.

Purpose of studying of the discipline

The history of Kazakh literature during the period of the ancient khanate, complete theoretical knowledge of the content of the works of the representatives of Kurnek, the so-called student period of debittinininin.

Learning Outcomes

ON 4 Within the framework of the history of linguistic teachings, he is proficient in language laws and their theoretical foundations.

Prerequisites

Introduction to literary studies

Postrequisites

History of Kazakh literature of the XIX-beginning of XX centuries

Kazakh oral literature Kazakh oral folk literature

Discipline cycle	Basic disciplines
Discipline component	Electives
SubjectID	31098 (3012335)
Course	2
Term	1
Credits count	5
Lectures	15hours
Practical and seminar classes	30hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours
Total	150hours
Knowledge control form	Examination

Short description of discipline

This course introduces students to the history, theory and characteristics of Kazakh folklore. The history of Kazakh folklore and folkloristika- science. Songs about the work. Lyrical songs. The custom of marriage and songs on the theme of faith, trust. Proverbs, riddles, tongue twisters, stories, legends, epics, heroic epic, historical songs, lyric-epic aitys and contemporary folk poetry.

Purpose of studying of the discipline

The purpose of the discipline: the formation of an idea about the nature and characteristics of the spread and preservation of the heritage of oral literature, the classification of genres of oral folk art.

Problems under consideration: the social significance of oral literature, folklore characteristics, folklore and written literature.

Learning Outcomes

ON 4 Within the framework of the history of linguistic teachings, he is proficient in language laws and their theoretical foundations.

Prerequisites

Introduction to literary studies

Postrequisites

History of Kazakh literature of the XIX-beginning of XX centuries

Literature to the Kazakh Khanate

Discipline cycle	Basic disciplines
Discipline component	Electives
SubjectID	31096 (3012333)
Course	2
Term	1
Credits count	5
Lectures	15hours

Practical and seminar classes	30hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours
Total	150hours
Knowledge control form	Examination

Short description of discipline

The course introduces students to pre-Khan literature, in particular, literature common to the Turkic-speaking peoples, the ancient literature of the tribes that later became part of the national composition of the Kazakh people. This reflects the peculiarities of the literature of this period, taking into account the situation in the country of that time. It is dedicated to the development of the art and culture of the ancient Turkic peoples, created together with tribes and ethnic groups.

Purpose of studying of the discipline

The subject "Literature before the Kazakh Khanate", pursuing the goal of scientific and theoretical education, considers its specific goal to involve students in an independent search in connection with the problems that should be studied in the future.

Learning Outcomes

ON 4 Within the framework of the history of linguistic teachings, he is proficient in language laws and their theoretical foundations.

Prerequisites

Introduction to literary studies

Postrequisites

History of Kazakh literature of the XIX-beginning of XX centuries

Typology of Kazakh folklore

Discipline cycle	Basic disciplines
Discipline component	Electives
SubjectID	31099 (3012336)
Course	2
Term	1
Credits count	5
Lectons	15hours
Practical and seminar classes	30hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours
Total	150hours
Knowledge control form	Examination

Short description of discipline

The subject teaches students cognitive and educational lessons of folklore heritage. Comparative study some common features the epic of the Turkic-Mongolian peoples. The typology of Kazakh folk poems and the grouping of historical legends are mastering a complex system of typology. The national character of folk genres and plot typology are considered. Identical lines in the Kazakh-Oguz epics, their changes

Purpose of studying of the discipline

Research into the fact that Kazakh folklore is part of the oral literature of the Turkic peoples

Determine the reasons for the similarities in the folklore of the Turkic peoples by the method of historical and typological research. Proof of similarities in the features of the development of oral literature, plot, genre, character system, poetics.

Learning Outcomes

ON 4 Within the framework of the history of linguistic teachings, he is proficient in language laws and their theoretical foundations.

Prerequisites

Introduction to literary studies

Postrequisites

History of Kazakh literature of the XIX-beginning of XX centuries

Folklore and literature

Discipline cycle	Basic disciplines
Discipline component	Electives
SubjectID	31100 (3012337)
Course	2
Term	1
Credits count	5
Lectons	15hours
Practical and seminar classes	30hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours
Total	150hours
Knowledge control form	Examination

Short description of discipline

The social significance and features of folklore are considered..During the educational process, theoretical knowledge is formed about the history of Kazakh folklore and the science of folklore, its study, traditional folk poetics, ideological and aesthetic values of folklore

heritage, modern appearance and application of folklore heritage.

Purpose of studying of the discipline

formation of an understanding of the versatility of the heritage of oral literature and the peculiarities of the origin, distribution, preservation, classification of genres, methods of dividing genre types.

Learning Outcomes

ON 4 Within the framework of the history of linguistic teachings, he is proficient in language laws and their theoretical foundations.

Prerequisites

Introduction to literary studies

Postrequisites

History of Kazakh literature of the XIX-beginning of XX centuries

History of Kazakh literature of the XIX-beginning of XX centuries

Discipline cycle	Basic disciplines
Discipline component	Electives
SubjectID	31104 (3012284)
Course	2
Term	2
Credits count	5
Lectons	15hours
Practical and seminar classes	30hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours
Total	150hours
Knowledge control form	Examination

Short description of discipline

By describing the historical and social situation of the 19th - early 20th centuries. materials are presented on the stages of development of literature, biographies and creative searches of outstanding writers of this period. On the basis of fundamental research written in connection with the formation and development of the literature of that time, original judgments are made. The works of poets of the Enlightenment and Modern times will be presented in full.

Purpose of studying of the discipline

Focus on the historical and social conditions of the 19th and 20th centuries, the meaning of currents and trends of that period. Determination of the thematic basis of creativity of poets and writers, continuity of time, continuity of traditions. Mastering the development of literary genres, translation, literary criticism, prose.

Learning Outcomes

ON 4 Within the framework of the history of linguistic teachings, he is proficient in language laws and their theoretical foundations.

Prerequisites

Introduction to literary studies

Postrequisites

Kazakh literature of the Soviet period

Kazakh literature during the period of colonization and education

Discipline cycle	Basic disciplines
Discipline component	Electives
SubjectID	31107 (3012286)
Course	2
Term	2
Credits count	5
Lectons	15hours
Practical and seminar classes	30hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours
Total	150hours
Knowledge control form	Examination

Short description of discipline

The course introduces students of philology works liberation movement, the legacy of Renaissance literature opposed the process colonization at a certain stage. Through literary heritage, he will get acquainted with the literary heritage writers and those who developed the art of speech educational direction. Reflects essence and content of the literature of the colonialism awakening, their unity and application, features.

Purpose of studying of the discipline

"History of Kazakh literature / 1941-1960. / "- the theme of the Great Patriotic War, its humanism in literature, the depiction of heroic images in fiction in the context of the war, the theme of labor during the period of economic growth, post-military decrees, their impact on literature, Full acquaintance with the artistic aspects of the development of literature in the 40s. 60 years

Learning Outcomes

ON 4 Within the framework of the history of linguistic teachings, he is proficient in language laws and their theoretical foundations.

Prerequisites

Introduction to literary studies

Postrequisites

Kazakh literature of the Soviet period

Poets «Zar Zaman» and literature of the early twentieth century

Discipline cycle	Basic disciplines
Discipline component	Electives
SubjectID	31106 (3012285)
Course	2
Term	2
Credits count	5
Lectures	15hours
Practical and seminar classes	30hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours
Total	150hours
Knowledge control form	Examination

Short description of discipline

The course introduces students to the peculiarities historical period of development Kazakhstan, "zar zaman", and the creativity of prominent representatives of Kazakh journalism period. It introduces the literary heritage of writers lived in times of mourning glorified fate o people under colonial rule, as well as the literary heritage writers who occupy special place history literature the early twentieth century.

Purpose of studying of the discipline

Focus on the historical and social conditions of the 19th and 20th centuries, the meaning of currents and trends of that period. Determination of the thematic basis of creativity of poets and writers, continuity of time, continuity of traditions. Mastering the development of literary genres, translation, literary criticism, prose.

Learning Outcomes

ON 4 Within the framework of the history of linguistic teachings, he is proficient in language laws and their theoretical foundations.

Prerequisites

Introduction to literary studies

Postrequisites

Kazakh literature of the Soviet period

Kazakh literature of the Soviet period

Discipline cycle	Basic disciplines
Discipline component	University component
SubjectID	31116 (3012298)
Course	3
Term	1
Credits count	5
Lectures	15hours
Practical and seminar classes	30hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours
Total	150hours
Knowledge control form	Examination

Short description of discipline

The discipline introduces in detail the process development Kazakh literature of the Soviet period, considers the development of literature place creativity the founders of modern literature in literature, the continuity of history literature, historical truth in literature. Thematic trends of the genre of Kazakh prose, new artistic aspects poetry development of dramaturgy, literary criticism innovative aspects literary criticism are studied.

Purpose of studying of the discipline

Demonstration of the development of literature on the basis of the development of the Kazakh literary process in the Soviet period and the achievements of literary criticism.

Learning Outcomes

ON 4 Within the framework of the history of linguistic teachings, he is proficient in language laws and their theoretical foundations.

Prerequisites

History of Kazakh literature of the XIX-beginning of XX centuries

Postrequisites

Kazakh literature in the years of independence

Kazakh literature in the years of independence

Discipline cycle	Basic disciplines
Discipline component	Electives
SubjectID	31134 (3012309)
Course	4

Term	1
Credits count	5
Lectures	15hours
Practical and seminar classes	30hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours
Total	150hours
Knowledge control form	Examination

Short description of discipline

There is an acquaintance with the development of Kazakh literature in the years of independence, deepening of the national character of Kazakh poetry, the theme of independence and work of poets. Literature includes thoughts about prose, poetry and drama, searches for genre satire. A number of works related to Kazakh literary criticism, published over the years of independence, are presented. The original values of Kazakh literature of the period of independence are reflected.

Purpose of studying of the discipline

Scientific and theoretical analysis and interpretation of the literary process and artistic work in the period of independence and understanding the ways of its artistic and aesthetic development.

Learning Outcomes

ON 4 Within the framework of the history of linguistic teachings, he is proficient in language laws and their theoretical foundations.

Prerequisites

History of Kazakh literature of the XIX-beginning of XX centuries

Postrequisites

Production (3)

Kazakh poetry in the years of independence

Discipline cycle	Basic disciplines
Discipline component	Electives
SubjectID	31148 (3012310)
Course	4
Term	1
Credits count	5
Lectures	15hours
Practical and seminar classes	30hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours
Total	150hours
Knowledge control form	Examination

Short description of discipline

The course shows students the genre of poetry, the stages of its development, in particular, the development of Kazakh poetry in the years of independence, features of transmission of poetry, general, innovative research, thematic, genre, artistic and ideological features of poetry. In particular, information is provided on the relationships and differences between youth poetry in the years of independence, the youth audience, and study of modern Kazakh poetry in the period of independence.

Purpose of studying of the discipline

Acquaintance with the nature of development, the achievements of modern Kazakh poetry, the work of outstanding poets. To teach to analyze the Kazakh poetry of the years of independence in the genre worldview, thematic and artistic attitude, taking into account the continuity and innovation in artistic development.

Learning Outcomes

ON 4 Within the framework of the history of linguistic teachings, he is proficient in language laws and their theoretical foundations.

Prerequisites

History of Kazakh literature of the XIX-beginning of XX centuries

Postrequisites

Production (3)

Modern Kazakh literature

Discipline cycle	Basic disciplines
Discipline component	Electives
SubjectID	31138 (3012319)
Course	4
Term	1
Credits count	5
Lectures	15hours
Practical and seminar classes	30hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours
Total	150hours

Knowledge control form

Examination

Short description of discipline

The course covers the development features of Kazakh literature during years of independence, deepening national character Kazakh poetry, issues independence work of poets, prose, poetry drama, searches the genres satire, level innovative literature. There number works related Kazakh literary criticism have been published since independence. Students master system images works modern Kazakh writers methods analyzing the language work of art.

Purpose of studying of the discipline

to acquaint with the formation and development of modern Kazakh literature, the features of works born during the years of independence, outstanding representatives, the artistic and aesthetic function of literature, methods of analysis and evaluation of a work of art.

Learning Outcomes

ON 4 Within the framework of the history of linguistic teachings, he is proficient in language laws and their theoretical foundations.

Prerequisites

History of Kazakh literature of the XIX-beginning of XX centuries

Postrequisites

Production (3)

Foreign literature

Discipline cycle	Profiling discipline
Discipline component	Electives
SubjectID	31143 (3012325)
Course	4
Term	1
Credits count	5
Lectons	15hours
Practical and seminar classes	30hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours
Total	150hours
Knowledge control form	Examination

Short description of discipline

The course introduces students to the laws development of foreign literature, artistic features in connection with various social situations in the world. Separately, features of ancient foreign literature, literary genre, prose, the use of stylistic features poetry XVII th century, features Western and Eastern literature of the XIX century analyzed. Information provided current literary trends abroad in modern literary criticism.

Purpose of studying of the discipline

It is necessary to understand the regularity of the processes of Foreign Literature, be able to correlate the artistic significance of works with social conditions, culture of times

Learning Outcomes

ON 4 Within the framework of the history of linguistic teachings, he is proficient in language laws and their theoretical foundations.

Prerequisites

History of Kazakh literature of the XIX-beginning of XX centuries

Postrequisites

Production (3)

History of foreign literature and translation

Discipline cycle	Profiling discipline
Discipline component	Electives
SubjectID	31145 (3012327)
Course	4
Term	1
Credits count	5
Lectons	15hours
Practical and seminar classes	30hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours
Total	150hours
Knowledge control form	Examination

Short description of discipline

The subject gives students information about the features of foreign literature, the problems of the transfer of works, the history of foreign literature, and is connected with the historical situation. The Renaissance in the Middle Ages of Western Europe introduces the ancient world of the new century. It aims to master the art of world literature. Provides information about the use of translations, the state of the translation heritage of world literature.

Purpose of studying of the discipline

It is necessary to understand the regularity of the processes of Foreign Literature, be able to correlate the artistic significance of works with social conditions, culture of times

Learning Outcomes

ON 8 Provides opportunities for the exchange of information between subjects and objects of management, has the ability to implement interpersonal communication in the exchange of information, relevant knowledge, skills at a professional level.

Prerequisites

History of Kazakh literature of the XIX-beginning of XX centuries

Postrequisites

Production (3)

World literature

Discipline cycle	Profiling discipline
Discipline component	Electives
SubjectID	31144 (3012326)
Course	4
Term	1
Credits count	5
Lectons	15hours
Practical and seminar classes	30hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours
Total	150hours
Knowledge control form	Examination

Short description of discipline

The course aimed explaining to the trainees patterns of the processes world literature, study the artistic significance works connection with social conditions, modern culture. Provides information about ancient world, role Greek and Roman culture in world civilization. Introduces Roman literature, Roman prose, life work Ovid, Renaissance literature European literature, Cervantes` Don Quixote novels, other historical periods literary and artistic trends.

Purpose of studying of the discipline

It is necessary to understand the regularity of the processes of Foreign Literature, be able to correlate the artistic significance of works with social conditions, culture of times

Learning Outcomes

ON 4 Within the framework of the history of linguistic teachings, he is proficient in language laws and their theoretical foundations.

Prerequisites

History of Kazakh literature of the XIX-beginning of XX centuries

Postrequisites

Production (3)

Module 5. Information and cognitive technologies

Problems of modern Kazakhstani journalism

Discipline cycle	Basic disciplines
Discipline component	Electives
SubjectID	31091 (3012283)
Course	2
Term	1
Credits count	5
Lectons	15hours
Practical and seminar classes	30hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours
Total	150hours
Knowledge control form	Examination

Short description of discipline

Students in the study of the discipline consider topical issues modern Kazakhstani journalism. Subjected to analysis political social issues economic issues in the modern press. They will get acquainted with moral and ethical problems media, work of periodicals modern society the important tasks of electronic media. Understanding the essence of public administration policy, begin materials about the problems market economy.

Purpose of studying of the discipline

and the mythological diversity of modern journalism. General Prosecutor`s Office of the Republic of Kazakhstan. Economic topics in the modern press. Social and political press of Kazakhstan. Knowledge of social issues in the press.

Learning Outcomes

ON 5 He knows the stages, directions and conceptual problems of the development and formation of the history of Kazakh literature and journalism, is able to generalize sound and formed theoretical knowledge.

Prerequisites

History of journalism

Postrequisites

Business and image communication

Media preparation technology

Discipline cycle	Basic disciplines
Discipline component	University component
SubjectID	31101 (3012278)
Course	2
Term	2
Credits count	3
Lectons	15hours
Practical and seminar classes	15hours
Independent work of a student under the guidance of a teacher	20hours
Independent work of the student	40hours
Total	90hours
Knowledge control form	Examination

Short description of discipline

When studying the discipline, the student will acquainted with methods tools programming when preparing messages for media. Learn distinguish between the sequence of appearance and text. Understands the need use audio video visual, artistic rhetoric, artistic means of television. Understands the specifics television technology and cameras. Gets used working with camera control, lighting, composition, frame structure, editing, sound composition technologies.

Purpose of studying of the discipline

formation of stable skills with modern audioand TV digital recordand playback programs; development of an integrated understanding of the technology of radioand TVtelecast.

Learning Outcomes

ON 5 He knows the stages, directions and conceptual problems of the development and formation of the history of Kazakh literature and journalism, is able to generalize sound and formed theoretical knowledge.

Prerequisites

Genre forms and functions of modern journalism

Postrequisites

Modern media technologies

Communication management: advertising, PR

Discipline cycle	Profiling discipline
Discipline component	University component
SubjectID	31142 (3012308)
Course	4
Term	1
Credits count	5
Lectons	15hours
Practical and seminar classes	30hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours
Total	150hours
Knowledge control form	Examination

Short description of discipline

Students of the discipline are introduced formation business negotiations, management activities and business discourse through the communications the organization. The principles, tools, technologies organizing the communication process are studied. The need public relations the effectiveness of communication recognized. An analysis of the current state of the advertising marketing management market presented. The basics of marketing studied: information pricing, advertising promotion.

Purpose of studying of the discipline

Distinctive features of marketing, advertising and public relations. Similarity and difference of marketing. Advertising and PR with journalism. The role of marketing in the promotion of media information. Advertising and journalism. PR and journalism.

Learning Outcomes

ON 5 He knows the stages, directions and conceptual problems of the development and formation of the history of Kazakh literature and journalism, is able to generalize sound and formed theoretical knowledge.

Prerequisites

Business and image communication

Postrequisites

Production (3)

Module 6. Language pragmatics

The discourse of rhetorical speech

Discipline cycle	Profiling discipline
Discipline component	Electives
SubjectID	31118 (3012291)
Course	3

Term	1
Credits count	5
Lectures	15hours
Practical and seminar classes	30hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours
Total	150hours
Knowledge control form	Examination

Short description of discipline

The course introduces students problems discourse linguistics, areas of discourse research, structure discourse, relationship of discourse with text, the unity and difference similar concepts. Linguistic analysis speech, typology speech, content-thematic groups speech, presentation of dialogic structure discourse speech, the role of quatrains in the discourse of speech, the function of interrogative sentences discourse of speech, features modern oratory presented.

Purpose of studying of the discipline

The goal is to master the ability to systematically conduct sociolinguistic, cognitive, linguocultural, ethnolinguistic, discursive, semantic and structural analysis of oratorical texts.

Learning Outcomes

ON 6 He is able to use information and communication, cognitive technologies in his professional activities.

Prerequisites

Language and style of mass communication

Postrequisites

Composing and editing media texts

Linguoecology and functional stylistics

Discipline cycle	Profiling discipline
Discipline component	University component
SubjectID	31117 (3012290)
Course	3
Term	1
Credits count	5
Lectures	15hours
Practical and seminar classes	30hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours
Total	150hours
Knowledge control form	Examination

Short description of discipline

Linguoecology takes into account language situation problems, the complementarity lexical layers, speech features, achievements and shortcomings various social environments. The functional stylistic branches literary language functional stylistics, stylistic means language, their system considered and studied. The main object the discipline language environment, language personality, language purity, speech culture, linguistic and cultural problems, language tools, language norms, etc

Purpose of studying of the discipline

To study the ecological aspect of the speaker's speech and give theoretical knowledge about functional stylistics and instill skills of their practical application.

Learning Outcomes

ON 6 He is able to use information and communication, cognitive technologies in his professional activities.

Prerequisites

Word formation of the Kazakh language

Postrequisites

Pragmatic linguistics

Pragmatics and rhetoric of discourse in periodicals

Discipline cycle	Profiling discipline
Discipline component	Electives
SubjectID	31119 (3012292)
Course	3
Term	1
Credits count	5
Lectures	15hours
Practical and seminar classes	30hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours
Total	150hours
Knowledge control form	Examination

Short description of discipline

The course shows students the status modern Kazakh periodicals, issues of the pragmatic potential the media, role the literary language Kazakh press, the role of language culture. The term discourse and the language, influence on the language of the media are explained. Purity media language, language norms, etc. acquires skills the correct application theoretical knowledge professional activities.

Purpose of studying of the discipline

The goal is to identify the pragmatic and discursive nature of periodicals, to individualize them in accordance with the organizational features of creative production processes, thematic and content areas, levels of administrative-territorial division, television and radio broadcasting and communication services for readers.

Learning Outcomes

ON 6 He is able to use information and communication, cognitive technologies in his professional activities.

Prerequisites

Language and style of mass communication

Postrequisites

Composing and editing media texts

Applied Linguistics

Discipline cycle	Profiling discipline
Discipline component	Electives
SubjectID	31120 (3012293)
Course	3
Term	1
Credits count	5
Lectons	15hours
Practical and seminar classes	30hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours
Total	150hours
Knowledge control form	Examination

Short description of discipline

Students are provided with information and conclusions about the place, application, main directions and areas of applied linguistics in linguistics, the study of general and Kazakh linguistics, statistical linguistics. Types translation, in particular, about machine translation, its features, the possibility of automatic information search, etc. Students will be able to apply their theoretical knowledge in practice and develop subject competencies.

Purpose of studying of the discipline

The aim is a section of linguistics that aims at the practical application of linguistic research. In other words, it involves the practical application of linguistic concepts

Learning Outcomes

ON 6 He is able to use information and communication, cognitive technologies in his professional activities.

Prerequisites

Language and style of mass communication

Postrequisites

Composing and editing media texts

Cognitive linguistics

Discipline cycle	Profiling discipline
Discipline component	Electives
SubjectID	30387 (3012302)
Course	3
Term	2
Credits count	5
Lectons	15hours
Practical and seminar classes	30hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours
Total	150hours
Knowledge control form	Examination

Short description of discipline

Students get acquainted with the concept of cognitive linguistics, new direction in linguistics and the terms used this area. A new form of research the relationship between language and consciousness the cognitive aspect presented. Issues such the nature essence of knowledge and cognition, human cognitive activity, communication, perception, language and speech, language thinking, language functions are considered.

Purpose of studying of the discipline

Theoretical foundations of cognitive linguistics
in the future, they will study the language together with reality
, professional activity, creative abilities of the ethnic

group, get acquainted with new scientific sources that need improvement.

Learning Outcomes

ON2 Demonstrates language competence in situations of personal, social communication in accordance with the communicative goal.

Prerequisites

Linguoecology and functional stylistics

Postrequisites

General Linguistics

Pragmatic linguistics

Discipline cycle	Profiling discipline
Discipline component	Electives
SubjectID	30662 (3012300)
Course	3
Term	2
Credits count	5
Lectons	15hours
Practical and seminar classes	30hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours
Total	150hours
Knowledge control form	Examination

Short description of discipline

The course gives students understanding the theoretical foundations of the science pragmalinguistics, its formation and development as science, methods and basic concepts. The application and structural functional features pragmalinguistic orientation linguistics, forms pragmalinguistics, the influence of pragmalinguistics the text, speech activity, discourse text speech, interests the speaker, the theory various influences person considered.

Purpose of studying of the discipline

Familiarization with the theoretical foundations of pragmalinguistic science, the formation and development of science, its methods and techniques, basic concepts.

Learning Outcomes

ON 6 He is able to use information and communication, cognitive technologies in his professional activities.

Prerequisites

Linguoecology and functional stylistics

Postrequisites

General Linguistics

Ethnolinguistics

Discipline cycle	Profiling discipline
Discipline component	Electives
SubjectID	31127 (3012301)
Course	3
Term	2
Credits count	5
Lectons	15hours
Practical and seminar classes	30hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours
Total	150hours
Knowledge control form	Examination

Short description of discipline

The course gives students information about formation, development, history methods of ethnolinguistics the areas linguistics, national vocabulary, national symbols, ethnolinguistic units, ethnographisms and ethnophraseology, the essence of the theory linguistic image of universe, the ethnolinguistic function of language, and language units. The issues of human relations, the interaction various environmental factors, function of language, etc. are considered.

Purpose of studying of the discipline

Development of the national culture. Turns of phrase. By ethno-linguistic and linguistic and cultural analysis of national cultural data that are the basis of formation of phraseology, to show the relationship of language and national culture. Contribute to the formation of basic theoretical knowledge ethnolinguistics.

Learning Outcomes

ON2 Demonstrates language competence in situations of personal, social communication in accordance with the communicative goal.

Prerequisites

Linguoecology and functional stylistics

Postrequisites

General Linguistics

Module 7. Professional Communication

Development of Kazakh journalism in the new millennium

Discipline cycle	Basic disciplines
Discipline component	Electives
SubjectID	31090 (3012282)
Course	2
Term	1
Credits count	5
Lectures	15hours
Practical and seminar classes	30hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours
Total	150hours
Knowledge control form	Examination

Short description of discipline

The course introduces students to the important state international relations Kazakhstan new millennium, the main stages of historical events patterns of development, directions of development Kazakhstani journalism. The current priorities development today` Kazakhstani journalism are considered and their features are revealed. The feedback between the publicist reader shown, the need trends, new ideas, new perspectives, including the effective use Internet.

Purpose of studying of the discipline

Forming the students` body of knowledge and skills required for the theoretical and practical application of management in journalism, the development of creative thinking, learning management concepts, leadership qualities in the media business, mastering the skills of successful problem solving.

Learning Outcomes

ON 7 Pragmatically apply theoretical knowledge in professional activities, mastering the basic norms, directions of development of the linguistic industry.

Prerequisites

History of journalism

Postrequisites

Business and image communication

Teory and practice of journalism

Discipline cycle	Basic disciplines
Discipline component	Electives
SubjectID	31089 (3012281)
Course	2
Term	1
Credits count	5
Lectures	15hours
Practical and seminar classes	30hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours
Total	150hours
Knowledge control form	Examination

Short description of discipline

Information given about conditions emergence of publicism, journalistic foundations and historical and social roots. An overview of the historical foundations Kazakhstani journalism presented, characteristic Kazakhstani print journalism is given, new forms of development Kazakhstani publicism identified and characterized. The features of the development of journalism in the Soviet are highlighted, issues thematic, problematic research publicism of independent Kazakhstan are highlighted.

Purpose of studying of the discipline

Replenishment of the knowledge base on the formation, interpretation of development channels, thematic, problematic, genre, forms of change into a single whole, with an emphasis on the foundations of modernism (journalism).

Learning Outcomes

ON 7 Pragmatically apply theoretical knowledge in professional activities, mastering the basic norms, directions of development of the linguistic industry.

Prerequisites

History of journalism

Postrequisites

Business and image communication

Business and image communication

Discipline cycle	Basic disciplines
Discipline component	Electives
SubjectID	31113 (3012294)

Course	3
Term	1
Credits count	5
Lectons	15hours
Practical and seminar classes	30hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours
Total	150hours
Knowledge control form	Examination

Short description of discipline

The subject the course introduces students problems forming type image model, the need and application the image, image methods technologies formed the conditions modern information society terms of communication. The issues of the image structure of professional behavior, features business communication and the basis of business communication considered. The methods of image modeling, image structure professional behavior, image forecasting described.

Purpose of studying of the discipline

Be aware that business communication is a type of relationship used in professional, scientific, commercial and other activities that serves to organize and achieve a common solution to emerging problems. Mastering the image structure of professional behavior and methods of forecasting imageology.

Learning Outcomes

ON 7 Pragmatically apply theoretical knowledge in professional activities, mastering the basic norms, directions of development of the linguistic industry.

Prerequisites

Genre forms and functions of modern journalism

Postrequisites

Composing and editing media texts

Language culture

Discipline cycle	Basic disciplines
Discipline component	Electives
SubjectID	31115 (3012296)
Course	3
Term	1
Credits count	5
Lectons	15hours
Practical and seminar classes	30hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours
Total	150hours
Knowledge control form	Examination

Short description of discipline

In the course studying material, students learn culture ethics language communication, language communication and its structure, language participation, conditions for effective communication, features business language participation, types of business meetings, activities process language participation, ability to create necessary conditions effective listening. There is an understanding the social significance the duties journalist relation language society, desire master basic principles journalistic speech.

Purpose of studying of the discipline

The goal is to know that the culture of linguistic communication is a type of communication that is used in other activities and serves to organize and achieve a common solution to emerging problems.

Learning Outcomes

ON 7 Pragmatically apply theoretical knowledge in professional activities, mastering the basic norms, directions of development of the linguistic industry.

Prerequisites

Genre forms and functions of modern journalism

Postrequisites

Composing and editing media texts

Theory and practice of business relations

Discipline cycle	Basic disciplines
Discipline component	Electives
SubjectID	31114 (3012295)
Course	3
Term	1
Credits count	5
Lectons	15hours

Practical and seminar classes	30hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours
Total	150hours
Knowledge control form	Examination

Short description of discipline

The course covers importance business relations in society and Kazakhstan in particular, development of the PR industry, business in politics, economics, business, communications, medicine, sports, internal relations, organization events, which are basis collective publications corporate culture institutions. Business activity media covers the technology of communication of employees of the organization with the external environment, in particular with the general public.

Purpose of studying of the discipline

It is very important to study the features of PR, the basic principles, features of the law of communication with modern society and their correct coverage in the media. This is due to the fact that in the future students will be able to correctly write and analyze the topic of public relations in the media, having a thorough knowledge of the legal features of public relations.

Learning Outcomes

ON 7 Pragmatically apply theoretical knowledge in professional activities, mastering the basic norms, directions of development of the linguistic industry.

Prerequisites

Genre forms and functions of modern journalism

Postrequisites

Composing and editing media texts

Semiotics and linguistics in the media

Discipline cycle	Profiling discipline
Discipline component	Electives
SubjectID	31121 (3012297)
Course	3
Term	1
Credits count	5
Lectons	15hours
Practical and seminar classes	30hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours
Total	150hours
Knowledge control form	Examination

Short description of discipline

Ideas about concept of «semiotics» are being formed. The manifestation function of the language norm ociety socially acceptable option evaluated. Linguistic norms offered study: level research of signs and contradictions. The service semiotics provided the information communication service journalism. It possible single the effectiveness of the of language tools convince the audience encourage, the emotionality text when using language tools.

Purpose of studying of the discipline

The aim is to be able to practice linguistic concepts in practice, knowing the structure and function of the various symbolic systems used in social services, including the media.

Learning Outcomes

ON 7 Pragmatically apply theoretical knowledge in professional activities, mastering the basic norms, directions of development of the linguistic industry.

Prerequisites

Language and style of mass communication

Postrequisites

Composing and editing media texts

The system of language symbols

Discipline cycle	Profiling discipline
Discipline component	Electives
SubjectID	31123 (3012339)
Course	3
Term	1
Credits count	5
Lectons	15hours
Practical and seminar classes	30hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours
Total	150hours
Knowledge control form	Examination

Short description of discipline

The course under study examines concept of symbols and symbol systems, name "semiology" scientific term, the symbolic function language units, symbols, the use and function symbols, the meaning symbols determined by the language, entire system of symbols determined language, created with the participation people society, materials about systemic changes, growing, changing character another reflecting this symbols language, other issues.

Purpose of studying of the discipline

The goal is to be able to practice linguistic concepts in practice, knowing the structure and functions of various symbolic systems used in social services, including mass media information.

Learning Outcomes

ON 7 Pragmatically apply theoretical knowledge in professional activities, mastering the basic norms, directions of development of the linguistic industry.

Prerequisites

Language and style of mass communication

Postrequisites

Composing and editing media texts

Language and symbols

Discipline cycle	Profiling discipline
Discipline component	Electives
SubjectID	31122 (3012338)
Course	3
Term	1
Credits count	5
Lectons	15hours
Practical and seminar classes	30hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours
Total	150hours
Knowledge control form	Examination

Short description of discipline

The course introduces students to the semiotic nature and the semiotic nature of language, science semiology. Semiotics function of linguistic units, two sides of symbols, signifier and signifier, sign function in determining the types of linguistic signs in linguistics, system signs based on sound language, difference between linguistic signs other sign systems, the concept of sign systems modern science. materials

Purpose of studying of the discipline

To teach the skills of competent and competent use of language means in press, television and radio materials, to give in-depth knowledge of the language and style of journalistic genres.

Learning Outcomes

ON 7 Pragmatically apply theoretical knowledge in professional activities, mastering the basic norms, directions of development of the linguistic industry.

Prerequisites

Language and style of mass communication

Postrequisites

Composing and editing media texts

Literary editing

Discipline cycle	Basic disciplines
Discipline component	Electives
SubjectID	31125 (3012340)
Course	3
Term	2
Credits count	5
Lectons	15hours
Practical and seminar classes	30hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours
Total	150hours
Knowledge control form	Examination

Short description of discipline

The content the course gives students understanding of the subject literary editing, general methods editing, editorial analysis literary editing, forms editorial analysis considered. Traditional methods of literary editing, types text and their classification studied. The basics psychology professional perception of the text, definition author's task when writing material, the types editorial analysis, the mechanisms and features editorial analysis given

Purpose of studying of the discipline

Master the principles of language editing, text editing, knowledge of the basic concepts of media linguistics, media text compositions.

Learning Outcomes

ON 7 Pragmatically apply theoretical knowledge in professional activities, mastering the basic norms, directions of development of the linguistic industry.

Prerequisites

Business and image communication

Postrequisites

Communication management: advertising, PR

Production (2)

Discipline cycle	Basic disciplines
Discipline component	University component
SubjectID	31124 (3012315)
Course	3
Term	2
Credits count	5
Study practices	150hours
Total	150hours
Knowledge control form	Total mark on practice

Short description of discipline

During the work experience (2), students develop the skills to use modern technologies, improve the skills necessary for professional activities, and apply them in practice. Combines creative research and theoretical knowledge. Can use his skills as a philologist-journalist to ensure quality professional work. Develops information, communication, professional skills of students and focuses on the use of special technologies.

Purpose of studying of the discipline

To develop students' information, communication, professional skills and teach them the use of special technologies.

Learning Outcomes

ON 7 Pragmatically apply theoretical knowledge in professional activities, mastering the basic norms, directions of development of the linguistic industry.

Prerequisites

Production (1)

Postrequisites

Production (3)

Composing and editing media texts

Discipline cycle	Profiling discipline
Discipline component	Electives
SubjectID	31128 (3012303)
Course	3
Term	2
Credits count	5
Lectures	15hours
Practical and seminar classes	30hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours
Total	150hours
Knowledge control form	Examination

Short description of discipline

When studying discipline, the presentation of media text as linguistic sign given. The concept text theory mass communication investigated. Attention focused issues universalization modern media text literacy. Taking into account principles plot text television, practical form writing text emphasized. The system of oral, scientific, formal and business styles the publications described. The level application indicated depending stylistic features characteristics materials

Purpose of studying of the discipline

The goal is to master the principles of language editing, text editing, knowledge of the basic concepts of media linguistics, media text composition.

Learning Outcomes

ON 7 Pragmatically apply theoretical knowledge in professional activities, mastering the basic norms, directions of development of the linguistic industry.

Prerequisites

Business and image communication

Postrequisites

Communication management: advertising, PR

Actual problems of modern science and electronic media

Discipline cycle	Basic disciplines
Discipline component	University component

SubjectID	31141 (3012352)
Course	4
Term	1
Credits count	4
Lectons	15hours
Practical and seminar classes	30hours
Independent work of a student under the guidance of a teacher	25hours
Independent work of the student	50hours
Total	120hours
Knowledge control form	Examination

Short description of discipline

Comprehensive recognition of the current problems of electronic media with an understanding of the main problems and trends of modern science.

Purpose of studying of the discipline

comprehensive recognition of the current problems of electronic media with an understanding of the main problems and trends of modern science.

Learning Outcomes

ON 9 He is able to analyze the conceptual and theoretical foundations of linguistics and literature and assess its place in the system of science and values in general.

Prerequisites

Modern media technologies

Postrequisites

Production (3)

Undergraduatepractice

Discipline cycle	Profiling discipline
Discipline component	Electives
SubjectID	31146 (3012317)
Course	4
Term	2
Credits count	15
Study practices	450hours
Total	450hours
Knowledge control form	Total mark on practice

Short description of discipline

In the course of pre-graduate practice, the student consolidates, expands, deepens and systematizes theoretical knowledge based on the study of the activities of an enterprise, institution or organization, acquires deeper practical skills in the specialty and profile of future work.

Purpose of studying of the discipline

Formulation, scientific justification and preparation for the protection of information on the approved thesis.

Learning Outcomes

ON 9 He is able to analyze the conceptual and theoretical foundations of linguistics and literature and assess its place in the system of science and values in general.

Prerequisites

Production (2)

Postrequisites

Final examination

Production (3)

Discipline cycle	Profiling discipline
Discipline component	Electives
SubjectID	31147 (3012346)
Course	4
Term	2
Credits count	15
Working practice	450hours
Total	450hours
Knowledge control form	Total mark on practice

Short description of discipline

Production (3) strengthens professional competence and students acquire practical skills of professional activity. Studies the types of professional activities in the specialty, their functions and tasks. As a future specialist, he improves his professional knowledge, develops social and communicative, scientific and research competencies.

Purpose of studying of the discipline

Improving skills and abilities to apply theoretical knowledge in professional activities, taking into account the subject, psychological and social situation

Learning Outcomes

ON 9 He is able to analyze the conceptual and theoretical foundations of linguistics and literature and assess its place in the system of science and values in general.

Prerequisites

Production (2)

Postrequisites

Final examination

Module 8. Advanced theoretical training

Modern media technologies

Discipline cycle	Profiling discipline
Discipline component	Electives
SubjectID	31129 (3012304)
Course	3
Term	2
Credits count	5
Lectons	15hours
Practical and seminar classes	30hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours
Total	150hours
Knowledge control form	Examination

Short description of discipline

The course explains students goals and objectives society state development Internet technology, taking into account state policy field information technology. The necessity and relevance modern technological modernization explained. The influence Internet journalism state policy, social well-being economic development society shown, typology of Internet resources, principles typology Internet resources are studied. The features of the form submission materials multimedia journalism noted

Purpose of studying of the discipline

Explanation of the differences between new media and traditional media, classification of new types of media, development of new information technologies in journalism, knowledge of the influence of modern advanced technologies on the development of traditional media.

Learning Outcomes

ON 8 Provides opportunities for the exchange of information between subjects and objects of management, has the ability to implement interpersonal communication in the exchange of information, relevant knowledge, skills at a professional level.

Prerequisites

Media preparation technology

Postrequisites

Communication management: advertising, PR

Editing texts of TV and radio programs

Discipline cycle	Profiling discipline
Discipline component	Electives
SubjectID	31132 (3012341)
Course	3
Term	2
Credits count	5
Lectons	15hours
Practical and seminar classes	30hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours
Total	150hours
Knowledge control form	Examination

Short description of discipline

The content of the course introduces students to the concept of text and literary text editing, methods preparing television radio programs, the role an editor, editing a literary script program, editorial research, features of an editor and creative harmony between an editor author, unity content and form, television and radio broadcasts, types of editorial analysis and reading, etc. issues.

Purpose of studying of the discipline

Master the principles of language editing, text editing, knowledge of the basic concepts of media linguistics, media text compositions

Learning Outcomes

ON 7 Pragmatically apply theoretical knowledge in professional activities, mastering the basic norms, directions of development of the linguistic industry.

Prerequisites

Business and image communication

Postrequisites

Modern technologies of television and radio broadcasting

Discipline cycle	Profiling discipline
Discipline component	Electives
SubjectID	31130 (3012305)
Course	3
Term	2
Credits count	5
Lectons	15hours
Practical and seminar classes	30hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours
Total	150hours
Knowledge control form	Examination

Short description of discipline

The student is provided with information about features state world television radio journalism, emergence commercial, public, satellite television, methods work, creative process television production, control systems. The requirements for working with technologies are revealed through the study of modern theoretical issues genres forms modern television radio journalism, professional ethical standards governing labor relations, types modern television journalism and information policy.

Purpose of studying of the discipline

The goal is to get acquainted with the peculiarities of modern television and radio broadcasting and its technologies, the relationship between plot and text, the creative unity of the author and director, the broadcasting studio on television and radio.

Learning Outcomes

ON 8 Provides opportunities for the exchange of information between subjects and objects of management, has the ability to implement interpersonal communication in the exchange of information, relevant knowledge, skills at a professional level.

Prerequisites

Media preparation technology

Postrequisites

Communication management: advertising, PR

Modern electronic media and digital technologies

Discipline cycle	Profiling discipline
Discipline component	Electives
SubjectID	31131 (3012306)
Course	3
Term	2
Credits count	5
Lectons	15hours
Practical and seminar classes	30hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours
Total	150hours
Knowledge control form	Examination

Short description of discipline

In accordance with the requirements needs age information technology, information is studied on the use of electronic media in the practice professional activities, the role of visual communication explained, the importance mastering information technologies and multimedia tools free work with information, text, photos, videos, animations, which are the information basis modern journalism, skills the language multimedia digital technologies are developed.

Purpose of studying of the discipline

Formation of stable skills with modern digital record and playback programs; development of an integrated understanding of the technology of radio.

Learning Outcomes

ON 8 Provides opportunities for the exchange of information between subjects and objects of management, has the ability to implement interpersonal communication in the exchange of information, relevant knowledge, skills at a professional level.

Prerequisites

Media preparation technology

Postrequisites

Communication management: advertising, PR

SMM market

Discipline cycle	Basic disciplines
Discipline component	Electives
SubjectID	31139 (3012343)
Course	4

Term	1
Credits count	5
Lectures	15hours
Practical and seminar classes	30hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours
Total	150hours
Knowledge control form	Examination

Short description of discipline

The content of the subject introduces students to the concept of SMM and the emergence of the SMM market, its development and progress, the problems of public relations through social networks, the activity and need of an SMM manager in the labor market, trolling and false information in SMM networks, SMM export development activities, selling their services on the SMM market and considering other issues.

Purpose of studying of the discipline

Ability to create visual forms of information transfer, ways of displaying information, types of visual journalism, pictures, infographics, multimedia forms.

Learning Outcomes

ON 8 Provides opportunities for the exchange of information between subjects and objects of management, has the ability to implement interpersonal communication in the exchange of information, relevant knowledge, skills at a professional level.

Prerequisites

Introduction to literary studies

Postrequisites

Production (3)

Media trends in modern Kazakhstani media

Discipline cycle	Basic disciplines
Discipline component	Electives
SubjectID	31137 (3012318)
Course	4
Term	1
Credits count	8
Lectures	30hours
Practical and seminar classes	45hours
Independent work of a student under the guidance of a teacher	55hours
Independent work of the student	110hours
Total	240hours
Knowledge control form	Examination

Short description of discipline

An idea is given about the pace of development of national civilization, the influence media it. The key issues reflecting the reasons emergence of media trends Kazakhstani media explored: principles achievements analysis development media, the functional features media, Internet literacy, the focus the development modern sites the creation resources, the language of information, multimedia capabilities, feedback, external Site structure.

Purpose of studying of the discipline

Creates its own products that effectively combine the visual presentation of information.

Learning Outcomes

ON 8 Provides opportunities for the exchange of information between subjects and objects of management, has the ability to implement interpersonal communication in the exchange of information, relevant knowledge, skills at a professional level.

Prerequisites

Modern media technologies

Postrequisites

Production (3)

Monopolization of national media

Discipline cycle	Basic disciplines
Discipline component	Electives
SubjectID	31136 (3012312)
Course	4
Term	1
Credits count	8
Lectures	30hours
Practical and seminar classes	45hours
Independent work of a student under the guidance of a teacher	55hours
Independent work of the student	110hours
Total	240hours

Knowledge control form

Examination

Short description of discipline

The course provides students with detailed information about the stages formation and development of national media, models news services, skills and methods of work of journalists from different countries. These include the development press, its modern formation, types of newspapers and magazines, the importance of information services, state monopolization, the influence and location large industrial groups in the med.

Purpose of studying of the discipline

We pay special attention to the relationship between the media and large production companies, present a wide range of issues, trends and achievements of the world media. It is necessary to bring the fourth authority to the level where it can objectively assess the state of assessment in each country, and also so that students can understand the history, features and characteristics of journalism in each country. Efforts are being made to obtain information on the monopolization of journalism in developed countries and to analyze the achievements of foreign information markets.

Learning Outcomes

ON 8 Provides opportunities for the exchange of information between subjects and objects of management, has the ability to implement interpersonal communication in the exchange of information, relevant knowledge, skills at a professional level.

Prerequisites

Modern media technologies

Postrequisites

Production (3)

National and transnational media corporations

Discipline cycle	Basic disciplines
Discipline component	Electives
SubjectID	31135 (3012311)
Course	4
Term	1
Credits count	8
Lectons	30hours
Practical and seminar classes	45hours
Independent work of a student under the guidance of a teacher	55hours
Independent work of the student	110hours
Total	240hours
Knowledge control form	Examination

Short description of discipline

In the course of studying the subject, there acquaintance with information about transnational corporations, independent, private, public joint ventures. Data firms investing directly abroad (investments), the current state of the market economy, the development domestic and foreign economies modern market economy, world experience, foreign markets. transnational ethnocentrism. analyzes the work polycentric regional, geocentric corporations, media coverage transnational corporations

Purpose of studying of the discipline

The world famous state is fully aware of the effectiveness of the creation of transnational corporations in foreign markets and the activities of media corporations.

Learning Outcomes

ON 8 Provides opportunities for the exchange of information between subjects and objects of management, has the ability to implement interpersonal communication in the exchange of information, relevant knowledge, skills at a professional level.

Prerequisites

Modern media technologies

Postrequisites

Production (3)

Modern SMM market in Kazakhstan

Discipline cycle	Basic disciplines
Discipline component	Electives
SubjectID	31149 (3012342)
Course	4
Term	1
Credits count	5
Lectons	15hours
Practical and seminar classes	30hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours
Total	150hours
Knowledge control form	Examination

Short description of discipline

The content of the course provides students with information about the young SMM market in the country and the work of large and medium-sized companies interested in it. It describes some of the advantages and disadvantages of SMM, as well as the steps involved in developing an SMM strategy. Carrying out many promotional activities, the ability to communicate correctly with the audience, that

good, effective work contributes to communication with the audience, etc. questions.

Purpose of studying of the discipline

Features medietext. Specificity of the printed media text. Stages of creating a printed media text. Informational occasion. Select a topic. Collecting material. Processing material. Creating a written text. Genre form. Composition. Headline Heading complex. Editing material. Release material. Converged text features

Learning Outcomes

ON 8 Provides opportunities for the exchange of information between subjects and objects of management, has the ability to implement interpersonal communication in the exchange of information, relevant knowledge, skills at a professional level.

Prerequisites

Introduction to literary studies

Postrequisites

Production (3)

SMM strategy

Discipline cycle	Basic disciplines
Discipline component	Electives
SubjectID	31140 (3012344)
Course	4
Term	1
Credits count	5
Lectons	15hours
Practical and seminar classes	30hours
Independent work of a student under the guidance of a teacher	35hours
Independent work of the student	70hours
Total	150hours
Knowledge control form	Examination

Short description of discipline

The course content provides students with information about the new term SMM strategy and strategy development, ways to improve the effectiveness of communication with the audience and ways to increase the number of regular users of sustainable development, etc. Information is provided on the application of this strategy in the context of modern socio-economic development. The effectiveness of intra-service advertising is demonstrated and the impact of increasing competitiveness, etc. is discussed.

Purpose of studying of the discipline

Learning Outcomes

ON 8 Provides opportunities for the exchange of information between subjects and objects of management, has the ability to implement interpersonal communication in the exchange of information, relevant knowledge, skills at a professional level.

Prerequisites

Introduction to literary studies

Postrequisites

Production (3)

Final examination

Writing and defending a thesis or preparing and passing a comprehensive exam.

Diploma work

Credits count	8
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Comprehensive exam

Credits count	8
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4. Summary table on the scope of the educational program «6B02305 - Philology (kazakh) - Journalism»

Name of discipline	Cycle/ Component	Term	Number of credits	Total hours	Lec	SPL	LC	IWST	IWS	Knowledge control form
Module 1. Fundamentals of social and humanitarian knowledge										
Foreign language	GER/CC	1	5	150		45		35	70	Examination
The module of socio-political knowledge (sociology, political science, cultural studies, psychology)	GER/CC	1	8	240	30	45		55	110	Examination
Russian language	GER/CC	1	5	150		45		35	70	Examination
Physical Culture	GER/CC	1	2	60		60				Differentiated attestation
Foreign language	GER/CC	2	5	150		45		35	70	Examination
Bases of economics, law and ecological knowledge	GER/US	2	5	150	15	30		35	70	Examination
Russian language	GER/CC	2	5	150	0	45		35	70	Examination
Physical Culture	GER/CC	2	2	60		60				Differentiated attestation
History of Kazakhstan	GER/CC	3	5	150	30	15		35	70	Qualification examination
Physical Culture	GER/CC	3	2	60		60				Differentiated attestation
Information and communication technology	GER/CC	4	5	150	15	15	15	35	70	Examination
Physical Culture	GER/CC	4	2	60		60				Differentiated attestation
World of Abai	BS/US	4	3	90	15	15		20	40	Examination
Philosophy	GER/CC	6	5	150	15	30		35	70	Examination
Module 2. Fundamental preparation for the profession										
Genre forms and functions of modern journalism	BS/US	1	5	150	15	30		35	70	Examination
Language and style of mass communication	GER/US	2	5	150	15	30		35	70	Examination
Educational practice	BS/US	2	2	60						Total mark on practice
Introduction to literary studies	BS/US	2	3	90	15	15		20	40	Examination
Legal Foundations of Journalism and Media Literacy	BS/US	3	5	150	15	30		35	70	Examination
Production (1)	BS/US	4	5	150						Total mark on practice
Module 3. History and theory of linguistic knowledge										
Introduction to the profession	BS/US	1	3	90	15	15		20	40	Examination
Binary basics of lexicology and phonetics	BS/CCh	3	5	150	15	30		35	70	Examination
Lexicology and Phonetics of Modern Kazakh Language	BS/CCh	3	5	150	15	30		35	70	Examination
Phonetics of Modern Kazakh language	BS/CCh	3	5	150	15	30		35	70	Examination

Morphemic system in the Kazakh language	BS/CCh	4	5	150	15	30		35	70	Examination
Word formation and morphology of the modern Kazakh language	BS/CCh	4	5	150	15	30		35	70	Examination
Word formation of the Kazakh language	BS/CCh	4	5	150	15	30		35	70	Examination
Actual problems of simple and complex sentence syntax	BS/CCh	5	5	150	15	30		35	70	Examination
Kazakh language syntax system	BS/CCh	5	5	150	15	30		35	70	Examination
Functional syntax	BS/CCh	5	5	150	15	30		35	70	Examination
The culture of academic Writing	AS/US	6	5	150	15	30		35	70	Examination
General Linguistics	BS/US	7	5	150	15	30		35	70	Examination
Module 4. Literature and journalism: theory, history										
History of journalism	BS/US	2	5	150	15	30		35	70	Examination
Ancient and medieval literature	BS/CCh	3	5	150	15	30		35	70	Examination
Kazakh literature of ancient and khan eras	BS/CCh	3	5	150	15	30		35	70	Examination
Kazakh oral literature Kazakh oral folk literature	BS/CCh	3	5	150	15	30		35	70	Examination
Literature to the Kazakh Khanate	BS/CCh	3	5	150	15	30		35	70	Examination
Typology of Kazakh folklore	BS/CCh	3	5	150	15	30		35	70	Examination
Folklore and literature	BS/CCh	3	5	150	15	30		35	70	Examination
History of Kazakh literature of the XIX-beginning of XX centuries	BS/CCh	4	5	150	15	30		35	70	Examination
Kazakh literature during the period of colonization and education	BS/CCh	4	5	150	15	30		35	70	Examination
Poets «Zar Zaman» and literature of the early twentieth century	BS/CCh	4	5	150	15	30		35	70	Examination
Kazakh literature of the Soviet period	BS/US	5	5	150	15	30		35	70	Examination
Kazakh literature in the years of independence	BS/CCh	7	5	150	15	30		35	70	Examination
Kazakh poetry in the years of independence	BS/CCh	7	5	150	15	30		35	70	Examination
Modern Kazakh literature	BS/CCh	7	5	150	15	30		35	70	Examination
Foreign literature	AS/CCh	7	5	150	15	30		35	70	Examination
History of foreign literature and translation	AS/CCh	7	5	150	15	30		35	70	Examination
World literature	AS/CCh	7	5	150	15	30		35	70	Examination
Module 5. Information and cognitive technologies										
Problems of modern Kazakhstani journalism	BS/CCh	3	5	150	15	30		35	70	Examination
Media preparation technology	BS/US	4	3	90	15	15		20	40	Examination
Communication management: advertising, PR	AS/US	7	5	150	15	30		35	70	Examination
Module 6. Language pragmatics										
The discourse of rhetorical speech	AS/CCh	5	5	150	15	30		35	70	Examination
Linguoecology and functional stylistics	AS/US	5	5	150	15	30		35	70	Examination
Pragmatics and rhetoric of discourse in periodicals	AS/CCh	5	5	150	15	30		35	70	Examination

Applied Linguistics	AS/CCh	5	5	150	15	30		35	70	Examination
Cognitive linguistics	AS/CCh	6	5	150	15	30		35	70	Examination
Pragmatic linguistics	AS/CCh	6	5	150	15	30		35	70	Examination
Ethnolinguistics	AS/CCh	6	5	150	15	30		35	70	Examination
Module 7. Professional Communication										
Development of Kazakh journalism in the new millennium	BS/CCh	3	5	150	15	30		35	70	Examination
Teory and practice of journalism	BS/CCh	3	5	150	15	30		35	70	Examination
Business and image communication	BS/CCh	5	5	150	15	30		35	70	Examination
Language culture	BS/CCh	5	5	150	15	30		35	70	Examination
Theory and practice of business relations	BS/CCh	5	5	150	15	30		35	70	Examination
Semiotics and linguistics in the media	AS/CCh	5	5	150	15	30		35	70	Examination
The system of language symbols	AS/CCh	5	5	150	15	30		35	70	Examination
Language and symbols	AS/CCh	5	5	150	15	30		35	70	Examination
Literary editing	BS/CCh	6	5	150	15	30		35	70	Examination
Production (2)	BS/US	6	5	150						Total mark on practice
Composing and editing media texts	AS/CCh	6	5	150	15	30		35	70	Examination
Actual problems of modern science and electronic media	BS/US	7	4	120	15	30		25	50	Examination
Undergraduatepractice	AS/CCh	8	15	450						Total mark on practice
Production (3)	AS/CCh	8	15	450						Total mark on practice
Module 8. Advanced theoretical training										
Modern media technologies	AS/CCh	6	5	150	15	30		35	70	Examination
Editing texts of TV and radio programs	AS/CCh	6	5	150	15	30		35	70	Examination
Modern technologies of television and radio broadcasting	AS/CCh	6	5	150	15	30		35	70	Examination
Modern electronic media and digital technologies	AS/CCh	6	5	150	15	30		35	70	Examination
SMM market	BS/CCh	7	5	150	15	30		35	70	Examination
Media trends in modern Kazakhstani media	BS/CCh	7	8	240	30	45		55	110	Examination
Monopolization of national media	BS/CCh	7	8	240	30	45		55	110	Examination
National and transnational media corporations	BS/CCh	7	8	240	30	45		55	110	Examination
Modern SMM market in Kazakhstan	BS/CCh	7	5	150	15	30		35	70	Examination
SMM strategy	BS/CCh	7	5	150	15	30		35	70	Examination
Final examination										
Diploma work		8	8	240						
Comprehensive exam		8	8	240						