

CATALOG OF ELECTIVE DISCIPLINES

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)

set of 2023

Developed

Academic Committee of the OP
Head of AK Kadyrov A.K.
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Reviewed

At the meeting of the Quality Assurance Commission of the
Faculty of Philology
Recommended for approval by the Academic Council of the University
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Chairman of the Commission Kenesbayeva Sh.S.

Approved

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Protocol № 5 "16" April 2023
Chairman of the Academic Council Oralkanova I.A.

Undergraduate practice

Discipline cycle	Profiling discipline
Course	4
Credits count	15
Knowledge control form	Total mark on practice

Short description of discipline

In pre-diploma practice, the student consolidates, expands, deepens and systematizes theoretical knowledge based on studying the activities enterprise, institution organization, taking into account the need for specially received research project. Based the skills and acquired during the practice, the student performs the work of the thesis project based on the knowledge and skills acquired during the entire course, research data.

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.

Learning outcomes by discipline

- 1) Consolidation of theoretical knowledge based on the study of the activities of a learning enterprise, institution or organization*
- 2) Application of skills acquired during practice in a dissertation*
- 3) Implementation of a graduation project based on knowledge and skills acquired during training the entire course*

Prerequisites

Production (2)

Postrequisites

Final examination

Production (3)

Discipline cycle	Profiling discipline
Course	4
Credits count	15
Knowledge control form	Total mark on practice

Short description of discipline

Industrial practice (3) strengthens professional competence the student and masters practical skills professional activity. Studying the types of professional activities specialty, their goals objectives. As future specialist, improves his professional knowledge skills, develops social and communicative, research competencies. The results of the internship will allow future specialists freely master various methods and technological capabilities in the field philology and journalism.

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.

Learning outcomes by discipline

- 1) Development of practical skills of professional activity*
- 2) Development of socio-communicative, research competencies*
- 3) Free development of technological capabilities*

Prerequisites

Production (2)

Postrequisites

Final examination

Problems of modern Kazakhstani journalism

Discipline cycle	Basic disciplines
Course	2
Credits count	5
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.

Learning outcomes by discipline

- 1) Presentation of topical and problematic issues in Kazakh journalism from the point of view of today.*
- 2) Возможность сделать собственный анализ развития казахстанской журналистики в новом тысячелетии.*

3) Forms his own journalistic content taking into account the technical, psychological, linguistic foundations of writing articles, knows how to evaluate the quality of his materials taking into account standard author's texts.

Prerequisites

History of journalism

Postrequisites

Business and image communication

Development of Kazakh journalism in the new millennium

Discipline cycle	Basic disciplines
Course	2
Credits count	5
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.

Learning outcomes by discipline

- 1) Presentation of topical and problematic issues in Kazakh journalism from the point of view of today.
- 2) An opportunity to make your own analysis of the development of Kazakh journalism in the new millennium.
- 3) Forms his own journalistic content taking into account the technical, psychological, linguistic foundations of writing articles, knows how to evaluate the quality of his materials taking into account standard author's texts.

Prerequisites

History of journalism

Postrequisites

Business and image communication

Teory and practice of journalism

Discipline cycle	Basic disciplines
Course	2
Credits count	5
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.

Learning outcomes by discipline

- 1) Can present thematic and problematic studies of Kazakhstani journalism from today's point of view;
- 2) can strengthen the "creative workshop" at the expense of the rich heritage of Kazakhstani journalism.
- 3) Forms his own journalistic content, taking into account the technological and psychological, linguistic foundations of writing articles, and is able to assess the quality of his materials, taking into account typical author's texts.

Prerequisites

History of journalism

Postrequisites

Business and image communication

Binary basics of lexicology and phonetics

Discipline cycle	Basic disciplines
Course	2
Credits count	5
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.

Learning outcomes by discipline

- 1) Collect knowledge about the use and change of individual words in the language.*
- 2) Learn to write and speak correctly, mastering the rules of sound.*
- 3) Carrying out lexical and phonetic analysis*

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
Course	2
Credits count	5
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.

Learning outcomes by discipline

- 1) Collect knowledge about the use and change of individual words in the language.*
- 2) Learn to write and speak correctly, mastering the rules of sound.*
- 3) Carrying out lexical and phonetic analysis*

Prerequisites

Introduction to the profession

Postrequisites

Word formation and morphology of the modern Kazakh language

Phonetics of Modern Kazakh language

Discipline cycle	Basic disciplines
Course	2
Credits count	5
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.

Learning outcomes by discipline

- 1) Collect knowledge about the use and change of individual words in the language.*
- 2) Learn to write and speak correctly, mastering the rules of sound.*
- 3) Carrying out lexical and phonetic analysis*

Prerequisites

Introduction to the profession

Postrequisites

Word formation and morphology of the modern Kazakh language

Ancient and medieval literature

Discipline cycle	Basic disciplines
Course	2
Credits count	5
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.

Learning outcomes by discipline

- 1) XV-XVIII centuries. get acquainted with the heritage of literature.*
- 2) Forms an opinion about the ideological and aesthetic values of the heritage of antiquity and the khanate.*
- 3) Can draw conclusions about literary works covering a certain period.*

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
Course	2
Credits count	5
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 debitinitinininin.

Learning Outcomes

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

Learning outcomes by discipline

- 1) XV-XVIII centuries. get acquainted with the heritage of literature.*
- 2) Forms an opinion about the ideological and aesthetic values of the heritage of antiquity and the khanate.*
- 3) Can draw conclusions about literary works covering a certain period.*

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
Course	2
Credits count	5
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.

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.

Learning outcomes by discipline

- 1) XV-XVIII centuries. get acquainted with the heritage of literature.*
- 2) Forms an opinion about the ideological and aesthetic values of the heritage of antiquity and the khanate.*
- 3) Can draw conclusions about literary works covering a certain period.*

- 1) XV-XVIII centuries. get acquainted with the heritage of literature.
- 2) Forms an opinion about the ideological and aesthetic values of the heritage of antiquity and the khanate.
- 3) Can draw conclusions about literary works covering a certain period.

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
Course	2
Credits count	5
Knowledge control form	Examination

Short description of discipline

Students in the course of studying the discipline are given an idea of the rich historical heritage of folklore, including Kazakh folklore. The heritage of Kazakh folklore is considered. In the completeness of content, analysis, genre representation. In particular, these are fairy tales, lyric-epic songs, historical songs, the use of the art aitys and the study of modern 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.

Learning outcomes by discipline

They are able to distinguish the genre structure and peculiarities of Kazakh folklore. Having studied the variants of samples of oral literature of the Kazakh people, they master the plot. The skills of collecting samples of Kazakh oral literature, research methods are formed

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
Course	2
Credits count	5
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.

Learning outcomes by discipline

1) Genre analysis of the heritage of Kazakh folklore.

2) To assess the artistic features of the folklore heritage and its influence on the formation of written literature.

3) Mastering the complex system of typology of Kazakh folk songs.

Prerequisites

Introduction to literary studies

Postrequisites

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

Folklore and literature

Discipline cycle	Basic disciplines
Course	2
Credits count	5
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.

Learning outcomes by discipline

1) Genre analysis of the heritage of Kazakh folklore.

2) To assess the artistic features of the folklore heritage and its influence on the formation of written literature.

3) Mastering the complex system of typology of Kazakh folk songs.

Prerequisites

Introduction to literary studies

Postrequisites

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

Morphemic system in the Kazakh language

Discipline cycle	Basic disciplines
Course	2
Credits count	5
Knowledge control form	Examination

Short description of discipline

Students of the discipline will get acquainted with the theoretical foundations, scientific conclusions, opinions about complex concepts morphemes in the Kazakh language. Morphology of the language, including information about the system morphs, word formation, lexical and grammatical characteristics, features and functions of the Kazakh language, grammatical. get acquainted with scientific terms. Acquires ability produce morphological analysis and mastering theoretical knowledge.

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.

Learning outcomes by discipline

1. Draw conclusions on the basis of theoretical works on topical issues related to word formation and morphology of the Kazakh language.

2. Systematic knowledge of lexical and grammatical features of word classes.

3. Learn to produce word formation, morphological analysis.

Prerequisites

Introduction to the profession

Postrequisites

Kazakh language syntax system

Word formation and morphology of the modern Kazakh language

Discipline cycle	Basic disciplines
Course	2
Credits count	5
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.

Learning outcomes by discipline

1. Draw conclusions on the basis of theoretical works on topical issues related to word formation and morphology of the Kazakh language.
2. Accumulation of systematic knowledge about the lexical and grammatical features of word classes.
3. Learn to produce word formation, morphological analysis.

Prerequisites

Introduction to the profession

Postrequisites

Kazakh language syntax system

Word formation of the Kazakh language

Discipline cycle Basic disciplines

Course 2

Credits count 5

Knowledge control form Examination

Short description of discipline

Students of the discipline acquainted with basic laws and methods of the word-formation system formed Kazakh linguistics, basic concepts formation, word-formation meaning, word-formation, word-formation chain, word-formation features, word-formation system of word classes. The connection word-formation system the modern Kazakh language with morphology considered. Gets used to word-formation analysis based on the conceptual basis of word formation 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.

Learning outcomes by discipline

1. Draw conclusions on the basis of theoretical works on topical issues related to word formation and morphology of the Kazakh language.
2. Systematic knowledge of lexical and grammatical features of word classes.
3. Learn to produce word formation, morphological analysis.

Prerequisites

Introduction to the profession

Postrequisites

Kazakh language syntax system

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

Discipline cycle Basic disciplines

Course 2

Credits count 5

Knowledge control form Examination

Short description of discipline

Characteristics the historical and social situation society late XIX early XX th centuries are given, materials are presented stages of development literature described period. The biographies prominent writers period under study considered, their creative searches touched upon. The analysis works period historical social aspect, as well aspect human relationships, is presented detail. The work of enlightenment writers presented i detail.

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.

Learning outcomes by discipline

1. Understand the stages of development and formation of the history of Kazakh literature, directions and issues of the concept, express your own opinion
2. Drawing up your own judgments about the periodic division of literature.
3. Literary genres, historical prose, poem, etc. mastering the path of artistic growth of species

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

Course 2

Credits count 5

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.

Learning outcomes by discipline

1. Understand the stages of development and formation of the history of Kazakh literature, directions and issues of the concept, express your own opinion
2. Drawing up your own judgments about the periodic division of literature.
3. Literary genres, historical prose, poem, etc. mastering the path of artistic growth of species

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

Course

2

Credits count

5

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.

Learning outcomes by discipline

1. Understand the stages of development and formation of the history of Kazakh literature, directions and issues of the concept, express your own opinion
2. Drawing up your own judgments about the periodic division of literature.
3. Literary genres, historical prose, poem, etc. mastering the path of artistic growth of species

Prerequisites

Introduction to literary studies

Postrequisites

Kazakh literature of the Soviet period

Business and image communication

Discipline cycle

Basic disciplines

Course

3

Credits count

5

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.

Learning outcomes by discipline

- 1) Mastering the process of interaction of various social groups through the exchange of information, experience, skills and results, mastering the techniques of business communication.
- 2) Recognition of the image structure of professional behavior
- 3) Mastering the technology of public relations

- 1) Mastering the process of interaction of various social groups through the exchange of information, experience, skills and results, mastering the techniques of business communication.
- 2) Recognition of the image structure of professional behavior
- 3) Mastering the technology of public relations

Prerequisites

Genre forms and functions of modern journalism

Postrequisites

Composing and editing media texts

Language culture

Discipline cycle	Basic disciplines
Course	3
Credits count	5
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.

Learning outcomes by discipline

- 1) Mastering the process of interaction of various social groups through the exchange of information, experience, skills and results, mastering the techniques of business communication.
- 2) Recognition of the image structure of professional behavior
- 3) Mastering the technology of public relations

Prerequisites

Genre forms and functions of modern journalism

Postrequisites

Composing and editing media texts

Theory and practice of business relations

Discipline cycle	Basic disciplines
Course	3
Credits count	5
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.

Learning outcomes by discipline

- 1) Mastering the process of interaction of various social groups through the exchange of information, experience, skills and results, mastering the techniques of business communication.
- 2) Recognition of the image structure of professional behavior
- 3) Mastering the technology of public relations

Prerequisites

Genre forms and functions of modern journalism

Postrequisites

Composing and editing media texts

Actual problems of simple and complex sentence syntax

Discipline cycle	Basic disciplines
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Course	3
Credits count	5
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.

Learning outcomes by discipline

- 1) Get acquainted with the concepts of the features of simple and complex sentences and the current state of their formation.
- 2) Can distinguish between structural and functional syntactic units.
- 3) Performs sentence parsing

Prerequisites

Word formation and morphology of the modern Kazakh language

Postrequisites

Pragmatic linguistics

Kazakh language syntax system

Discipline cycle	Basic disciplines
Course	3
Credits count	5
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.

Learning outcomes by discipline

- 1) Get acquainted with the concepts of the features of simple and complex sentences and the current state of their formation.
- 2) Can distinguish between structural and functional syntactic units.
- 3) Performs sentence parsing

Prerequisites

Word formation and morphology of the modern Kazakh language

Postrequisites

Pragmatic linguistics

Functional syntax

Discipline cycle	Basic disciplines
Course	3
Credits count	5
Knowledge control form	Examination

Short description of discipline

The course gives students information about content of concept "functional grammar" and understanding the importance, the functional syntax is studied general Kazakh linguistics in established and new concepts. In addition, main features of the structural functional units of syntax, of functional semantic fields, the relationship unity of speech and sentences, difference in types speech, the communicative function language are described.

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.

Learning outcomes by discipline

- The definition of the main scientific and theoretical foundations of functional syntax is explained from the point of view of the theory of speech acts and the limits of multivariate analysis, formed according to all criteria of cognitive-conceptual principles and national mental stereotypes of the human factor.

- Functional syntax defines the basic concepts based on the theory of functional-semantic fields.

Prerequisites

Word formation and morphology of the modern Kazakh language

Postrequisites

Pragmatic linguistics

Semiotics and linguistics in the media

Discipline cycle	Profiling discipline
Course	3
Credits count	5
Knowledge control form	Examination

Short description of discipline

Ideas about concept of «semiotics» are being formed. The manifestation function of the language norm society 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.

Learning outcomes by discipline

1) Recognition of the structure and function of the various symbol systems used in the media.

2) Distinguish language symbols from other symbol systems

3) Analyze the role of symbols in determining the types of markers and markers, language symbols.

Prerequisites

Language and style of mass communication

Postrequisites

Composing and editing media texts

The system of language symbols

Discipline cycle	Profiling discipline
Course	3
Credits count	5
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.

Learning outcomes by discipline

1) Recognition of the structure and function of the various symbol systems used in the media.

2) Distinguish language symbols from other symbol systems

3) Analyze the role of symbols in determining the types of markers and markers, language symbols.

Prerequisites

Language and style of mass communication

Postrequisites

Composing and editing media texts

Language and symbols

Discipline cycle	Profiling discipline
Course	3
Credits count	5
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 signified, 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.

Learning outcomes by discipline

- 1) Recognition of the structure and function of the various symbol systems used in the media.
- 2) Distinguish language symbols from other symbol systems
- 3) Analyze the role of symbols in determining the types of markers and markers, language symbols.

Prerequisites

Language and style of mass communication

Postrequisites

Composing and editing media texts

The discourse of rhetorical speech

Discipline cycle	Profiling discipline
Course	3
Credits count	5
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.

Learning outcomes by discipline

- 1) Conducting a discursive analysis of the texts of speeches;
- 2) Awareness of the pragmatic potential of the media text.
- 3) Mastering the skills of systematic speech in communication

Prerequisites

Language and style of mass communication

Postrequisites

Composing and editing media texts

Pragmatics and rhetoric of discourse in periodicals

Discipline cycle	Profiling discipline
Course	3
Credits count	5
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.

Learning outcomes by discipline

- 1) Conducting a discursive analysis of the texts of speeches;
- 2) Awareness of the pragmatic potential of the media text.
- 3) Mastering the skills of systematic speech in communication

Prerequisites

Language and style of mass communication

Postrequisites

Composing and editing media texts

Applied Linguistics

Discipline cycle	Profiling discipline
Course	3

Credits count	5
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.

Learning outcomes by discipline

- 1) Conducting a discursive analysis of the texts of speeches;
- 2) Awareness of the pragmatic potential of the media text.
- 3) Mastering the skills of systematic speech in communication

Prerequisites

Language and style of mass communication

Postrequisites

Composing and editing media texts

Literary editing

Discipline cycle	Basic disciplines
Course	3
Credits count	5
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.

Learning outcomes by discipline

- 1) Working with norms and deviations (errors) in a journalistic text
- 2) Description of original journalistic texts with the creation of a media work, the structure of the text, its genre connection and other features of the text in the conditions of journalistic activity, taking into account the norms and rules of language and style.
- 3) Application of technological methods for constructing a journalistic text

Prerequisites

Business and image communication

Postrequisites

Communication management: advertising, PR

Editing texts of TV and radio programs

Discipline cycle	Profiling discipline
Course	3
Credits count	5
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.

Learning outcomes by discipline

- 1) Working with norms and deviations (errors) in a journalistic text
- 2) Description of original journalistic texts with the creation of a media work, the structure of the text, its genre connection and other features of the text in the conditions of journalistic activity, taking into account the norms and rules of language and style.
- 3) Application of technological methods for constructing a journalistic text

Prerequisites

Business and image communication

Postrequisites

Communication management: advertising, PR

Composing and editing media texts

Discipline cycle	Profiling discipline
Course	3
Credits count	5
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.

Learning outcomes by discipline

- 1) Working with norms and deviations (errors) in a journalistic text*
- 2) Description of original journalistic texts with the creation of a media work, the structure of the text, its genre connection and other features of the text in the conditions of journalistic activity, taking into account the norms and rules of language and style.*
- 3) Application of technological methods for constructing a journalistic text*

Prerequisites

Business and image communication

Postrequisites

Communication management: advertising, PR

Modern media technologies

Discipline cycle	Profiling discipline
Course	3
Credits count	5
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.

Learning outcomes by discipline

- 1) Interpersonal: moral and psychological readiness to think and serve in a creative environment, work with modern media*
- 2) Awareness of the creative process of production of television products, control systems*
- 3) Understanding of the multimedia language, which combines such types of information as text, photo, video, animation in one project*

Prerequisites

Media preparation technology

Postrequisites

Communication management: advertising, PR

Modern technologies of television and radio broadcasting

Discipline cycle	Profiling discipline
Course	3
Credits count	5
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.

Learning outcomes by discipline

- 1) Interpersonal: moral and psychological readiness to think and serve in a creative environment, work with modern media
- 2) Awareness of the creative process of production of television products, control systems
- 3) Understanding of the multimedia language, which combines such types of information as text, photo, video, animation in one project

Prerequisites

Media preparation technology

Postrequisites

Communication management: advertising, PR

Modern electronic media and digital technologies

Discipline cycle	Profiling discipline
Course	3
Credits count	5
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.

Learning outcomes by discipline

- 1) Interpersonal: moral and psychological readiness to think and serve in a creative environment, work with modern media
- 2) Awareness of the creative process of production of television products, control systems
- 3) Understanding of the multimedia language, which combines such types of information as text, photo, video, animation in one project

Prerequisites

Media preparation technology

Postrequisites

Communication management: advertising, PR

Cognitive linguistics

Discipline cycle	Profiling discipline
Course	3
Credits count	5
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.

Learning outcomes by discipline

- 1) Practical application of the acquired knowledge in the context of new methods and approaches to the study of pragmalinguistics
- 2) Understanding the use of ethno-lexicon, national symbolism, ethno-linguistic studies, ethnographisms and ethno-phraseology.
- 3) Can draw conclusions about the connection between language and consciousness in a cognitive aspect.

Prerequisites

Linguoecology and functional stylistics

Postrequisites

General Linguistics

Pragmatic linguistics

Discipline cycle	Profiling discipline
Course	3
Credits count	5
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.

Learning outcomes by discipline

- 1) Practical application of the acquired knowledge in the context of new methods and approaches to the study of pragmalinguistics
- 2) Understanding the use of ethno-lexicon, national symbolism, ethno-linguistic studies, ethnographisms and ethno-phraseology.
- 3) Can draw conclusions about the connection between language and consciousness in a cognitive aspect.

Prerequisites

Linguoecology and functional stylistics

Postrequisites

General Linguistics

Ethnolinguistics

Discipline cycle	Profiling discipline
Course	3
Credits count	5
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.

Learning outcomes by discipline

- 1) Practical application of the acquired knowledge in the context of new methods and approaches to the study of pragmalinguistics
- 2) Understanding the use of ethno-lexicon, national symbolism, ethno-linguistic studies, ethnographisms and ethno-phraseology.
- 3) Can draw conclusions about the connection between language and consciousness in a cognitive aspect.

Prerequisites

Linguoecology and functional stylistics

Postrequisites

General Linguistics

SMM market

Discipline cycle	Basic disciplines
Course	4
Credits count	5
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.

Learning outcomes by discipline

- 1) Get information about the development of the current SMM market in Kazakhstan.
- 2) Familiarize yourself with the materials on the work of large and medium-sized companies.
- 3) Ability to write advertising texts

Prerequisites

Introduction to literary studies

Postrequisites

Production (3)

Modern SMM market in Kazakhstan

Discipline cycle	Basic disciplines
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Course	4
Credits count	5
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.

Learning outcomes by discipline

- 1) Get information about the development of the current SMM market in Kazakhstan.
- 2) Familiarize yourself with the materials on the work of large and medium-sized companies.
- 3) Ability to write advertising texts

Prerequisites

Introduction to literary studies

Postrequisites

Production (3)

SMM strategy

Discipline cycle	Basic disciplines
Course	4
Credits count	5
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.

Learning outcomes by discipline

- 1) Get information about the development of the current SMM market in Kazakhstan.
- 2) Familiarize yourself with the materials on the work of large and medium-sized companies.
- 3) Ability to write advertising texts

Prerequisites

Introduction to literary studies

Postrequisites

Production (3)

Media trends in modern Kazakhstani media

Discipline cycle	Basic disciplines
Course	4
Credits count	8
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.

Learning outcomes by discipline

- 1) Getting information about the effectiveness and activity of transnational media corporations.
- 2) Mastering functional features of new media and Internet literacy issues.
- 3) Getting to know comprehensive information about the professional skills and methods of journalists of each country

Prerequisites

Modern media technologies

Postrequisites

Production (3)

Monopolization of national media

Discipline cycle	Basic disciplines
Course	4
Credits count	8
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.

Learning outcomes by discipline

Understands the main stages of development of Kazakhstani media in the context of world and Eurasian trends. Knows the process of development of foreign journalism and the main stages of development of Kazakhstani journalism. Understands the world's sources of information and the creative characteristics of authors. The media can work with information concepts when describing products.

Prerequisites

Modern media technologies

Postrequisites

Production (3)

National and transnational media corporations

Discipline cycle	Basic disciplines
Course	4
Credits count	8
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.

Learning outcomes by discipline

- 1) Obtaining information about the effectiveness and activities of transnational media corporations.
- 2) Mastering the functional features of new media and issues of Internet literacy.
- 3) Acquaintance with comprehensive information about the professional skills and methods of work of journalists in each country.

Prerequisites

Modern media technologies

Postrequisites

Production (3)

Foreign literature

Discipline cycle	Profiling discipline
Course	4
Credits count	5
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 correlte 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.

Learning outcomes by discipline

Education: understands the problems of the concept, directions and stages of development and formation of the history of world literature,

Be able to: analyze and theoretical analysis of current problems of world literature

Skills: the ability to generalize sound and formed theoretical knowledge, critically treat scientific ideas and formulate concepts and instill the ability to analyze theories.

Formed competencies:

In comparison with Kazakh literature and world literature, an independent opinion is being laid.

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

Course 4

Credits count 5

Knowledge control form Examination

Short description of discipline

The course teaches students laws literary development, which directly related historical situation, giving students information about the features foreign literature, the problems transferring works, history of foreign literature. The Renaissance the Middle Ages Western Europe introduces the world the new century. Students given the opportunity to master world literature. The use translation provides information status of translations world's literary heritage.

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.

Learning outcomes by discipline

Explain artistic phenomena of different eras and analyze the structure of works of art of different genres, defining universal values.

To identify the basic theoretical concepts of literary science and linguistics, to have the ability to think independently and analyze cognitive orientation. Be able to explain the study of current problems of linguistics and literary studies. Apply the acquired knowledge in practice within the framework of new methods and approaches in research.

1. Describe the artistic significance of the works, understanding the laws of the processes of world literature.

2. Distinguish the features of the development of foreign literature, the artistic meaning of works

3. Knowledge of the use of translated texts

Prerequisites

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

Postrequisites

Production (3)

World literature

Discipline cycle	Profiling discipline
Course	4
Credits count	5
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.

Learning outcomes by discipline

1. Describe the artistic significance of the works, understanding the laws of the processes of world literature.
2. Distinguish the features of the development of foreign literature, the artistic meaning of works
3. Knowledge of the use of translated texts

Prerequisites

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

Postrequisites

Production (3)

Kazakh literature in the years of independence

Discipline cycle	Basic disciplines
Course	4
Credits count	5
Knowledge control form	Examination

Short description of discipline

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

Learning outcomes by discipline

- 1) Full possession of the texts of the heritage of Kazakh literature of the period of independence
- 2) The ability to analyze issues of independence in the work of poets of different genres
- 3) Development of skills in literary analysis of poetic works

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
Course	4
Credits count	5
Knowledge control form	Examination

Short description of discipline

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

Learning outcomes by discipline

- 1) Full possession of the texts of the heritage of Kazakh literature of the period of independence
- 2) The ability to analyze issues of independence in the work of poets of different genres;
- 3) Development of skills in literary analysis of poetic works

Prerequisites

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

Postrequisites

Production (3)

Modern Kazakh literature

Discipline cycle	Basic disciplines
Course	4
Credits count	5
Knowledge control form	Examination

Short description of discipline

Development and originality of modern Kazakh literature. Mastering the depth of the national character of Kazakh poetry, the theme of independence in the works of poets. Familiarity with the level of innovative literary criticism, the search for innovators in the genres of prose, poetry, drama, satire. Conducting review and analytical works on Kazakh literary criticism published since independence. Teaching a deep, comprehensive analysis of the language of the works of representatives of modern Kazakh literature.

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.

Learning outcomes by discipline

Understands the contemporary literary process and the work of art from a scientific and theoretical point of view and understands the ways of its artistic and aesthetic development. Teaches the methods of analyzing the texts of the works of poets and writers, the system of images and the language of a work of art, which have been added to the national art of speech during the years of independence, - the ability to draw conclusions about the work I read. Can use modern literary terminology

Prerequisites

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

Postrequisites

Production (3)