**Al-Farabi Kazakh National University**

**Department of Printing and Electronic Media**

**The educational program on a speciality**

**«5В050400-Journalism»**

**Syllabus**

**Spring semester - 2020**

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| **Course** **No.** | **Course title**  | **Hours per week** | **Number of credits** |
| **Lec.** | **Sem.** | **IWST** |
| SMIE2226 | Media and Economics | 1 | 1 | 1 | 2 |
| **Lecturer** | Azel Zhanibek | **Office hours** | On schedule  |
| **e-mail** | Azel.zhanibek@gmail.com |
| **Phone no.** | +7 777 557 10 27 |  |  |

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| Academic course Introduction  | The purpose of the course is to develop student’s theoretical knowledge and practical skills to: aid critical analysis of media related academic literature, compare two or more contextual models, and present a forecast of developing trends in the media ecosystem. The main objective of course is to examine the economic foundations of the current media ecosystem; characteristics of economic activities across various media formats; and finally, current and developing trends of media market at large. Upon successful completion of this module, students should be able to:* Apprehend the nature and role of media in modern economy and to explain the key concepts of media economics;
* Understand the basics of the current media system;
* Systematically present the specifics of media economics;
* Identify problems in the monopolization of mass media;
* Cover the economic problems of the media itself;
* Assess problematic aspects of the media industry;
* Effectively communicate data and observations with the public;
* Engage in dialogue and defend their point of view;
* Evaluate the significance of obtained results.
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| **Prerequisites and post requisites**  |  |
| **Literature and Information resources** | Literature:1. The International Bank for reconstruction and development. The right to tell. The role of Mass Media in Economic Development. - Washington, 2002
2. Mankiw Gregory N. Principles of Economics. Sixth Edition – Cengage Learning, 2011
3. Барлыбаева С.Х. Развитие современного общества в мире и в Казахстане – Алматы, 2006
4. Вартанова Е. Медиаэкономика зарубежных стран – Москва, 2003
5. Кирьянова Л.Г. Экономика средств массовой информации – Томск, 2006
6. Robert E.Babe Media, Structures and Power – University of Torronto Press, Canada, 2011

<https://books.google.kz/books?id=8src_tduruoC&pg=PA173&lpg=PA173&dq=Cost+and+Revenue+Structures+in+the+Media&source=bl&ots=9lIUs3J9Pq&sig=ACfU3U0i2g2gN8ZeZBYNf-O2pHFdyImtxw&hl=ru&sa=X&ved=2ahUKEwih2aDkoa7oAhVWzMQBHZE4D2UQ6AEwD3oECAgQAQ#v=onepage&q=Cost%20and%20Revenue%20Structures%20in%20the%20Media&f=false> |

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| **Course academic policy in the context of university values**  | **Academic rules of conduct:** Unexcused absence or lateness is prohibited and will result in a participation grade of 0 for the activity missed. Present students will be evaluated for their participation in daily activities in the classroom on a scale indicated in the schedule below. Students must respect deadlines for projects, examinations, laboratory, etc. Failure to do so will incur the deduction of penalty points accordingly. Students with excused absences (with proof of documents), will be allotted extra time to complete any missed work. Students cannot take the final exam unless they complete all prior assignments. **Academic values:** Students must be honest and ethical at all times in their pursuit of academic goals in accordance with the University Students Code of Honor. When activities require independence of thought and writing, forgery is prohibited. Cheating in any form, teacher deception and disrespect towards others is expressly prohibited.  |
| **Evaluation and Attestation Policy**  | **Criteria evaluation:** Learning outcomes are defined in project descriptions.A student’s success in meeting learning outcomes will be tested during exams. Our evaluations cinsider the completeness and strength of students’ theoretical knowledge and the competency of methods applied in critical analysis. **Summative evaluation:** evaluation of class participation; assessment of completed assignment.  |

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| **COURSE IMPLEMENTATION SCHEDULE**  |
| **Week** | **Lecture topic** | **Number of hours** | **Max. score** |
| 1 | **Lecture:** Role of Media in World economy  | 1 | 0 |
| **Seminar:** Media as Industry: Economic Foundation of MassCom | 1 | 5 |
| **Seminar:** World top Media  | 1 | 5 |
| 2 | **Lecture:** Role of Media in Kazakhstan Economy | 1 | 0 |
| **Seminar:** Media and Political Accountability | 1 | 5 |
| **Seminar:** Kazakhstan top Media | 1 | 5 |
| 3 | **Lecture:** Globalization of Media Market | 1 | 0 |
| **Seminar:** The impact of economic globalization on Media  | 1 | 10 |
| **Seminar:** The size of Media market in different countries | 1 | 25 |
| 4 | **Lecture:** Distributing news and political influence | 1 | 0 |
| **Seminar:** Agenda setting theory  | 1 | 5 |
| **Seminar:** Group work. Agenda analyzing  | 1 | 5 |
| 5 | **Lecture:** Building Free and Independent Media | 1 | 0 |
| **Seminar:** The power of global news  | 1 | 10 |
| **Seminar**: Media ranking. Reach of the news.  | 1 | 25 |
| Total | 100 |
| 6 | **Lecture:** Strategic Media management  | 1 | 0 |
| **Seminar:** Internal and External communication processes | 1 | 5 |
| **Seminar**: CSR of Media enterprise  | 1 | 10 |
| 7 | **Lecture:**  Identifying target audience  | 1 | 0 |
| **Seminar:** Target audience indicators | 1 | 5 |
| **Seminar**: Project work onMedia start up  | 1 | 20 |
| 8 | **Lecture:** Media Ethic | 1 | 0 |
| **Seminar:** The 5 Principles of Ethical Journalism | 1 | 5 |
| **Seminar:** Journalism Ethics Case Studies | 1 | 10 |
| 9 | **Lecture:** Media marketing strategies | 1 | 0 |
| **Seminar:** Lifestyle-marketing and content marketing  | 1 | 5 |
| **Seminar:** Media brands. Case study | 1 | 10 |
| 10 | **Lecture:** Cost and Revenue Structures in the Media | 1 |  |
| **Seminar:**  Expand on «Supply and demand in the Media Market» | 1 | 5 |
| **Seminar:** Media brands. Case study | 1 | 25 |
| Total | 100 |
| 11 | **Lecture:** Advertising in Media | 1 | 0 |
| **Seminar:**  Case study. Best Advertising campaigns in Media  | 1 | 5 |
| **Seminar:** Project work onMedia start up  | 1 | 25 |
| 12 | **Lecture:** Print Media Market | 1 | 0 |
| **Seminar:**  Modern trends in print Media | 1 | 5 |
| **Seminar:** Case study. The history of the long-life print Media | 1 | 10 |
| 13 | **Lecture:** The main economic features of the television industry  | 1 | 0 |
| **Seminar:**  The costs and revenue of television production | 1 | 5 |
| **Seminar:** Case study. The Worldwide popular TV programs history | 1 | 10 |
| 14 | **Lecture:** Radio Industry  | 1 | 0 |
| **Seminar:** Advertising campaigns on Radio | 1 | 5 |
| **Seminar:** Case study. Online radio in Kazakhstan | 1 | 10 |
| 15 | **Lecture:** Digitalization of media | 1 | 0 |
| **Seminar:** Features of online Media | 1 | 5 |
| **Seminar:** Case study. First online Media | 1 | 20 |
| Total | 100 |
|  | **Examine**  |  | 100 |

Dean Medeubekuly S.

Chairman of the methodical bureau of the faculty Negizbayeva M.O.

Head of department Sultanbayeva G.S.

Lecturer Zhanibek A.B.