**SYLLABUS**

**Fall semester 2020-2021 academic years**

**on the educational program “SMM Journalism”**

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| **Discipline’s code** | **Discipline’s title** | **Independent work of students (IWS)** | **No. of hours per week** | | | | | **Number of credits** | **Independent work of student with teacher (IWST)** |
| **Lectures (L)** | **Practical training (PT)** | | **Laboratory (Lab)** | |
|  | SMM Journalism |  | 1 | 1 | | 0 | | 2 |  |
| **Academic course information** | | | | | | | | | |
| **Form of education** | **Type of course** | **Types of lectures** | | | **Types of practical training** | | **Number of IWS** | | **Form of final control** |
|  | Practical discipline | lecture | | |  | | 9 | | test |
| Lecturer | Azel Zhanibek | | | | | |  | | |
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| **Academic presentation of the course** |

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| **Aim of course** | **Expected Learning Outcomes (LO)**  As a result of studying the discipline the undergraduate will be able to: | **Indicators of LO achievement (ID)**  (for each LO at least 2 indicators) |
|  | To know the basics of methodology and methods of research | Conducting researchers in social science. Define the main theories of mass communication research. |
| To research theoretical issues of SMM Journalism | Underline the benchmarks in global and local SMM history. |
| Learn the technologies of SMM Journalism | Writing skills of news for Social Media. Compose the apps for convergent content in Social Media. |
| Define the channels and institutions of SMM Journalism | Understanding the work principles of International institutions in Mass Com. |
| To be capable of making network in sphere of SMM Journalism | Developing communication skills for making good network with international journalist. |
| **Prerequisites** | Audience of electronic Media | |
| **Post requisites** | Blog journalism | |
| **Information resources** | 1. John Carey and Martin C. J. Elton. When Media Are New: Understanding the Dynamics of New Media Adoption and Use. - 2010  2. Carlos A. Iglesias and Antonio Moreno. Sentiment Analysis for Social Media. - 2020  3.*Акопов А.И.* Некоторые вопросы журналистики: история, теория, практика (публикации разных лет). – Ростов-на-Дону, 2002.  4.*АлексееваМ.И., Барышева О.В., Гияревский Р.С.* Электронная книга. Взгляд в будущее. – М., 2000.  5.*Засурский И.И.* Реконструкция России. Массмедиа и политика в 90-е годы. – М., 2001.  6.*Засурский Я.Н., Вартанова Е.Л., Засурский И.И*. и др. Средства массовой информации постсоветской России. – М., 2002.  7.*Землянова Л.М.* Зарубежная коммуникативистика в преддверии информационного общества: Толковый словарь терминов и концепций. – М., 1999.  8.Система средств массовой информации России / Под ред. Я.Н. Засурского. – М., 2001.  9.Сұлтанбаева Г.С. Бұқаралық ақпарат құралдарындағы саяси коммуникация: шетелдік тәжірибе және Қазақстан. –Алматы: Михаилов М., 2010.  10. Сұлтанбаева Г.С., Әлімжанова А.Б. Мультимедиалық журналистика. Алматы: «Қазақ университеті» 2016  11. Сұлтанбаева Г.С., Есхуатова Н. Интернет журналистика. Алматы: «Қазақ университеті» 2015  ***Қосымша:***   1. *Маклюэн М.* Галактика Гутенберга. – Киев, 2003.   *Мелюхин И.С.* Информационное общество: истоки, проблемы, тенденции развития. – М., 1999.   1. От книги до интернета. Журналистика и литература на рубеже нового тысячелетия. – М., 2000. 2. *Рэддик Р., Кинг Э.* Журналистика в стиле онлайн. – М., 1999. 3. *Свитич Л.Г.* Профессия: журналист. – М., 2003. 4. *Скотт Э.* Компьютерные технологии в журналистике. – М., 1999.   **Интернет көздері:**   1. әл-Фараби атындағы Қазақ ұлттық университетінің [www.kazsu.kz](http://www.kazsu.kz) сайты 2. Электронды білім беру [www.univer.kz](http://www.univer.kz) сайты 3. Қазақстандағы ЮНЕСКО сайты: www.unesco.kz 4. Бұқаралық коммуникация саласындағы ғылыми орталықтар мен білім беру орындарының сайттары. 5. Интернеттегі журналистік ұйымдардың сайттары. 6. Электронды кітапханалар. 7. Мультимедиа лазерлік компакт дискілері. | |

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| **Academic policy of the course in the context of university moral and ethical values** | **Academic Behavior Rules:**  All students have to register at the MOOC. The deadlines for completing the modules of the online course must be strictly observed in accordance with the discipline study schedule.  ATTENTION! Non-compliance with deadlines leads to loss of points! The deadline of each task is indicated in the calendar (schedule) of implementation of the content of the curriculum, as well as in the MOOC.  **Academic values:**  - Practical trainings/laboratories, IWS should be independent, creative.  - Plagiarism, forgery, cheating at all stages of control are unacceptable.  - Students with disabilities can receive counseling at e-mail \*\*\*\*\*\*\*@gmail.com. |
| **Evaluation and attestation policy** | **Criteria-based evaluation:**  assessment of learning outcomes in relation to descriptors (verification of the formation of competencies in midterm control and exams).  **Summative evaluation:** assessment of work activity in an audience (at a webinar); assessment of the completed task. |

**CALENDAR (SCHEDULE) THE IMPLEMENTATION OF THE COURSE CONTENT:**

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| --- | --- | --- | --- | --- | --- | --- | --- |
| weeks | Topic name | LO | AI | amount of hours | Maximum score | Form of Knowledge Assessment | The  Form of the lesson  / platform |

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| Module **1** | | | | | | | |
| 1 | **L.1**  Introduction. Research of global and local SMM Journalism | LО 1 | AI 1.1. | 2 |  |  | Video lecture  in MS Teams |
| 1 | **PT 1**  The role of advertising in SMM Journalism | LО 1 | AI 1.1. | 1 | 8 | Analysis | Webinar  in MS Teams |
| 2 | **L.1**  Social Media Marketing | LО 1 | AI 1.1. | 2 |  |  | Video lecture  in MS Teams |
| 2 | **PT 1**  Types of Media plan: long term strategic plan and short term plan | LО 1 | AI 1.1. | 1 | 8 | Analysis | Webinar  in MS Teams |
| 3 | **L.1**  Facebook marketing | LО 1 | AI 1.1. |  |  |  | Video lecture  in MS Teams |
| 3 | **PT 1**  Instagram marketing | LО 1 | AI 1.1. |  | 8 |  | Webinar  in MS Teams |
| 3 | **IWSP 1 Consultation on the implementation of IWS1** Monitoring of local social media | LО 1 | AI 1.1. |  | 5 |  | Webinar  in MS Teams |
| 3 | **IWS 1.**  **The social media marketing using in Kazakhstan** | LО 2 | AI 2.1. |  | 25 | Logic task |  |
| **Module П** | | | | | | | |
| 4 | **L.1**  Blogging as an instrument of self branding | LО 3 | AI 3.1. | 1 |  |  | Video lecture  in MS Teams |
| 4 | **PT 1**  Targeting and ad | LО 1 | AI 1.1. |  | 8 |  | Webinar  in MS Teams |
| 5 | **L.1**  SMM design: types, trends and apps | LО 4 | IAI 4.1. |  |  |  | Video lecture  in MS Teams |
| 5 | **PT 1**  The role of animation in SMM journatism | LО 1 | AI 1.1. |  | 8 |  | Webinar  in MS Teams |
| 5 | **IWSP 2 Consultation on the implementation of IWS2** | LО 1 | AI 1.1. |  | 5 |  | Webinar  in MS Teams |
| 5 | **IWS 2**  Video and photo correction with Canvs and Instalanding apps | LО 4 | AI 4.1. |  | 20 | Logic task |  |
| 5 | **Make a structural and logical diagram of the read material** | LО 1 | AI 1.1. |  | 10 |  |  |
| 5 | **MT 1**  Project:My personal selling start up page in social media | LО 1 | AI 1.1. |  | 100 |  |  |
| 6 | **L.1**  Psychology of fonts | LО 1 | AI 1.1. | 2 |  |  | Video lecture  in MS Teams |
| 6 | **PT 1**  Technologies of optimization in working with figures | LО 1 | AI 1.1. | 1 | 8 | Analysis | Webinar  in MS Teams |
| 7 | **L.1**  Creative content making process | LО 1 | AI 1.1. |  |  |  | Video lecture  in MS Teams |
| 7 | **PT 1**  Create a banner and publish it in social media | LО 5 | AI 5.1. | 1 | 8 | Analysis | Webinar  in MS Teams |
| 8 | **L.1**  Advantages and disadvantages of using InStream and discovery | LО 1 | AI 1.1. | 2 |  |  | Video lecture  in MS Teams |
| 8 | **PT 1**  The process of making Google context ad | LО 1 | AI 1.1. |  | 8 | Analysis | Webinar  in MS Teams |
| 8 | **IWSP 3 Consultation on the implementation of IWS3** | LО 1 | AI 1.1. |  | 5 |  | Webinar  in MS Teams |
| 8 | **IWS 3**  The result of makingGoogle context ad | LО 1 | AI 1.1. |  | 25 | Logic task |  |
| 9 | **L.1**  Target ad on Youtube | LО 1 | AI 1.1. |  |  |  | Video lecture  in MS Teams |
| 9 | **PT 1**  Key words, maps and geolocation | LО 1 | AI 1.1. | 2 | 8 | Analysis | Webinar  in MS Teams |
| 10 | **L.1**  The research of real and unreal users using target ad and context ad | LО 1 | AI 1.1. | 2 |  |  | Video lecture  in MS Teams |
| 10 | **PT 1**  Target audience and Google | LО 1 | AI 1.1. |  | 8 | Analysis | Webinar  in MS Teams |
| 10 | **IWSP 4 Consultation on the implementation of IWS4** | LО 1 | AI 1.1. |  | 5 |  | Webinar  in MS Teams |
| 10 | **IWS 4**  Search Engine Optimization | LО 1 | AI 1.1. |  | 25 | Problem task |  |
| 10 | **IWSP 5**  **Make a structural and logical diagram of the read material** | LО 1 | AI 1.1. |  | 10 |  |  |
| 10 | **МТ (Midterm Exam)** | LО 1 | AI 1.1. |  | 100 |  |  |
| 11 | **L.1 Google optimization** | LО 1 | AI 1.1. |  |  |  |  |
| 11 | **PT 1**  **Option of advanced search** | LО 1 | AI 1.1. | 1 | 8 | Analysis | Video lecture  in MS Teams |
| 12 | **L.1**  **Marketing plan adaptation for target audience and different demographic groups** | LО 1 | AI 1.1. | 1 |  |  | Webinar  in MS Teams |
| 12 | **PT 1**  **Methods of users research, searching systems and target** | LО 1 | AI 1.1. | 1 | 8 | Analysis | Video lecture  in MS Teams |
| 12 | **IWSP 6 Consultation on the implementation of IWS5** | LО 1 | AI 1.1. |  | 5 |  | Webinar  in MS Teams |
| 12 | **IWS 5**  **Create new media web site model** | LО 1 | AI 1.1. |  | 25 | Problem task |  |
| 13 | **L.1**  **Innovations and trends in SMM** | LО 1 | AI 1.1. | 1 |  |  | Video lecture  in MS Teams |
| 13 | **PT 1**  **Legislative requirements of SMM** | LО 1 | AI 1.1. | 1 | 8 | Analysis | Webinar  in MS Teams |
| 14 | **L.1**  **Media Law and legislative base of public information in Kazakhstan** | LО 1 | AI 1.1. | 1 |  |  | Video lecture  in MS Teams |
| 14 | **PT 1**  **Fact checking** | LО 1 | AI 1.1. | 1 | 8 | Analysis | Webinar  in MS Teams |
| 15 | **L.1**  **Fact checking and verification in social media** | LО 1 | AI 1.1. | 1 |  |  | Video lecture  in MS Teams |
|  | **PT 1** | LО 1 | AI 1.1. | 1 | 8 | Analysis | Webinar  in MS Teams |
|  | **IWSP 7 Consultation on the implementation of IWS6** | LО 5 | AI 5.1. |  | 5 |  | Webinar  in MS Teams |
|  | **IWS 6**  **Learn analytic materials on fact checking and give an example of interesting statistic or issues** | LО 1 | AI 1.1. |  | 25 | Analysis |  |
|  | **Тест** | LО 1 | AI 1.1. |  | 10 |  |  |
|  | **MT 2**  **Write analytic article on fact checking** | LО 1 | AI 1.1. |  | 100 |  |  |

[Abbreviations: QS - questions for self-examination; TK - typical tasks; IT - individual tasks; CW - control work; MT - midterm.

Comments:

- Form of L and PT: webinar in MS Teams / Zoom (presentation of video materials for 10-15 minutes, then its discussion / consolidation in the form of a discussion / problem solving / ...)

- Form of carrying out the CW: webinar (at the end of the course, the students pass screenshots of the work to the monitor, he/she sends them to the teacher) / test in the Moodle DLS.

- All course materials (L, QS, TK, IT, etc.) see here (see Literature and Resources, p. 6).

- Tasks for the next week open after each deadline.

- CW assignments are given by the teacher at the beginning of the webinar.]

**Dean**

**Chairman of the Faculty Methodical Bureau**

**Head of the Department**

**Lecturer**