AL-FARABI KAZAKH NATIONAL UNIVERSITY

Approved at the meeting of

Scientific and Methodological Council of the University

Protocol №\_\_\_\_, "\_\_\_" \_\_\_\_\_\_\_\_ 2019

8D03 Social Sciences, Journalism and Information

(Code and area of ​​education)

8D032 Journalism and Information

(Code and direction of training)

Journalism

(Code and name of the educational program)

Almaty, 2019

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**PASSPORT**

**EDUCATIONAL PROGRAM**

**Journalism**

**(code and name of the educational program)**

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| --- | --- |
| **1. General characteristics of the educational program** | |
| **Registration number** |  |
| **Code and classification of the field of education** | 8D03 Social Sciences, Journalism and Information |
| **Code and classification of training areas** | 8D032 Journalism and Information |
| **Name of educational programs** | Journalism |
| **Availability of application to the license for the direction of training** | АB 0137355, order № 924 CCES МEaS RК 3.02.2010 |
| **1.1 Purpose of EP** | High-quality training of professional personnel for the scientific and educational areas of higher educational institutions capable of:  - to build a system of knowledge in the study area as a scientific-theoretical and methodological basis for the thesis;  - design and implement a research research-holistic process aimed at achieving reliable and reasonable results;  - demonstrate a high level of independence, scientific or professional impeccability and sustained commitment to new ideas and technologies;  - develop scientific, cultural, social, pedagogical, creative, advertising, media projects that have scientific and social value;  - Reasonably represent and defend their own scientific opinion in scientific discussions using their working language. |
| **1.2 Main indicators of the EP** | Type of EP: doctoral studies  Dates of EP: 3 years  Forms of education: full-time  Labor input: 180 academic credits  Awarded degree: Doctor of Philosophy (PhD) in the educational program "8D032 - Journalism"  Type of EP: The current EP |
| **1.3 Description of the benefits and distinctive features of the EP in terms of positioning in the market of educational services** | Distinctive features of EP:  - PhD level curriculum, including basic training courses and highly specialized courses of choice, is conducted in Kazakh, Russian and English;  - participation in academic projects of the Al-Farabi Kazakh National University and individual research grants from the Faculty of Journalism;  - work in international laboratories under the guidance of well-known foreign researchers and leading scientists of the university;  - master classes, lecture series, seminars of leading Kazakhstan and foreign researchers;  - the opportunity to invite foreign researchers as co-directors;  - free access to the largest electronic library of national and foreign periodicals, dissertations, scientific citation indices;  - living in the House of Young Scientists for non-resident doctoral students.  The presence of accreditation of the EP:  International Accreditation - FIBAA  National accreditation –IARA, IKAQAE  Duration of accreditation: From November 24, 2017 to December 31, 2022  According to the rating of educational programs among universities of the Republic of Kazakhstan takes the place:  IARA - 1  IKAQAE - 2  Material and technical base of educational institutions: For the implementation of the educational program, the faculty has the following laboratories: M.K. Barmankulov “Teleradiocomplex in KazNU”, a photo laboratory, an educational auditory of JSC Khabar, educational and creative laboratories of JSC Egemen Kazakhstan and JSC Kazakhstan “Kazakhstan”.  Personnel potential: laureates of state and nominal awards of the MES RK, holders of state scientific scholarships, "The best teachers of the MES RK", doctors and candidates of science who provide high-quality theoretical training of students.  Base practices: research institutes and research organizations - “Alash tarihi zertteu ortalygy”, “Association of Sociologists and Political Scientists of Kazakhstan”, “Gylym Ordasy Science Committee MES RK” M.Auezov, “Kazakhstan Institute of Strategic Studies under the President of the Republic of Kazakhstan”, “International Institute of Modern Politics”, A. Baytursynov Research Institute of Linguistics.  Academic mobility: support of academic mobility, travel grants for participation in scientific events in Kazakhstan and abroad; Internship at the world's leading universities and research centers.  Scientific schools or scientific directions of the department, (scientific projects): International, republican scientific and practical conferences are held annually. With the support of the UN Information Office in the Republic of Kazakhstan and the UNESCO Cluster Office in Almaty, a mobile media school operates. In cooperation with the Ban Ki-Moon Institute for Sustainable Development, in the framework of the initiative “Interaction with Academia (UNAI), round tables on media literacy are held.  Comparison with similar programs of foreign universities: Columbia University (USA), Tsinghua University. |
| **2. Qualification requirements in the format of learning outcomes** | |
| **2.1 Expected learning outcomes EP** | Upon completion of this educational program, it is expected that doctoral students will be able to:  1. To apply new methods and new equipment in scientific experiments in the field of journalism.  2. Demonstrate information management skills; analyze and extract useful, relevant and socially relevant information from various sources on history, the theory of journalism and related sciences.  3. To apply basic knowledge in the field of modern problems of journalism at the reproductive-creative level, the ability to use methodological knowledge in the field of journalism in solving problems of their application in science and education, in the production of information products.  4. Use new and effective methods in journalism research; organize and plan innovations in the field of information processes.  5. Conduct independent research of scientific problems with the projection on promising new directions of the mass media. Establish a relationship between a wide range of information, publishing processes and facts, applying these fundamental principles in practice.  6. Differentiate the priorities of educational and research activities, correlating their own scientific interests with social, ethnic values, the needs of production and society;  7. To build a research process on the topic of the thesis; to reasonably submit scientific results for discussion in scientific considerations and publications in rating journals in international databases of Thomson-Reuters or Scopus, as well as in national and international peer-reviewed publications.  8. Develop educational materials for conducting classes and extracurricular work on journalistic disciplines in higher education organizations using educational technologies and teaching methods based on their critical thinking;  9. Plan and conduct high-quality classes in higher education organizations using traditional, innovative, interactive, student-centered technologies and teaching methods.  10. To present the results of educational and research activities in the form of scientific reports, articles, speeches at conferences, educational research and scientific projects, a doctoral dissertation, etc.  11. To substantiate the methods used in scientific research; formulate scientific goals, tasks and find their solution; integrate interdisciplinary knowledge into the journalism research process in order to describe and analyze modern research approaches.  12. The ability to influence the situation through an adequate assessment of new challenges, to solve professional problems in a changing environment, to implement the principle of "learning throughout life"; apply intellectual abilities in correct, tolerant interpersonal interaction and interaction with representatives of different cultures, faiths and social groups. |
| **2.1 Expected results for each EP module**  **(in accordance with the Guidelines for the description of learning outcomes).** | |
| **CORE DISCIPLINES (CD). UNIVERSITY COMPONENT** | |
| **2.2 M-1 Methods of pedagogical research of mass communication** | Upon successful completion of this module, doctoral students should be able to:  1. use the methodological knowledge in the field of journalism in solving problems of their application in the field of science and education;  2. use new and effective methods in research in journalism;  3. differentiate the priorities of educational and research activities;  4. Develop teaching materials for conducting classes and extracurricular work in journalistic disciplines. |
| **CORE DISCIPLINES (CD). ELECTIVE COMPONENT (ЕС)** | |
| **Contemporary Topics in Modern Journalism** | Upon successful completion of this module, doctoral students should be able to:  1. to improve and develop their intellectual and cultural level, readiness for continuous self-development, improvement of their qualifications and skills;  2. the ability to develop self-reflection, the analysis of their social and professional experience;  3. to generalization, analysis, perception of information, setting goals and choosing ways to achieve it;  4. use modern achievements in the field of science, independently acquire with the help of information technologies and use in practice new knowledge and skills, expand and deepen their scientific worldview. |
| **Modern Tendencies in World Journalism** | Upon successful completion of this module, doctoral students should be able to:  1. to formulate scientific goals, objectives and find their solution;  2. integrate interdisciplinary knowledge in the research process on journalism with a view to describing and analyzing modern research approaches;  3. use in-depth specialized professional theoretical and practical knowledge for independent research activities;  4. track the qualitative changes occurring in the modern world of science. |
| **MAJOR DISCIPLINES (MD). UNIVERSITY COMPONENT** | |
| **M-2 Study of media text in semiotics** | Upon successful completion of this module, doctoral students should be able to:  1. to characterize the features of various semiotic systems, to determine their typology;  2. create samples of modern meditext on the basis of knowledge in the field of semantics;  3. apply the knowledge gained in understanding social facts, processes and the preparation of journalistic texts;  4. analyze and present the results of independent research in the field of media. |
| **MAJOR DISCIPLINES (MD). ELECTIVE COMPONENT (ЕС)** | |
| **M-3 Globalization and Information Society Development** | Upon successful completion of this module, doctoral students should be able to:  1. take into account the specifics of the principles of creating media texts in professional activities;  2. identify and justify actual problems for media research, independently conduct them, develop methodologies, programs, methods, analyze and present the results;  3. follow the principles of creating modern media texts for different media platforms, the ability to take into account their specificity in their professional activities;  4. take into account the factor of economic efficiency of international activities in the implementation of programs and projects;  5. apply methods of sociological research in the study of media processes and effects of different countries and regions;  6. apply knowledge to improve and further develop mass media, taking into account the national specifics of the development of domestic mass media;  7. explore the communication methods of different countries and regions of the world;  8. analyze the traditional and the latest trends in mass communication in the world and in the country. |
| **M-3 Innovations in the media sphere** | Upon successful completion of this module, doctoral students should be able to:  1. own modern methods and skills of media literacy in the design of innovative communication tasks;  2. apply knowledge of different types of communication in solving and implementing innovative projects in the social, educational, scientific fields;  3. conduct research on innovative projects in Kazakhstan, as well as in the near and far abroad;  4. apply the methods of sociological research, surveys in the study, analysis, study of innovative communication projects;  5. evaluate the originality of the idea, the validity of the use of technology to create a media product, understand the technological aspect of using the selected technology;  6. develop ideas for creating or transforming a mobile application;  7. develop ideas for a multimedia content project for promoting off-line events in an online environment;  8. analyze the media landscape on specific issues, critically evaluate the results of the use of technological innovations, as well as the ability to see progress and show the prospects for the application of new technologies. |
| **3. Areas of graduate professional activity** | |
| **3.1 Planned area of ​​graduate professional activity** | Training is planned in the following areas of professional activity:  - research;  - pedagogical;  - information and analytical;  - information and creative;  - managerial;  - consulting and expert. |
| **3.2 Types of activities (professions), which mainly prepares for graduate** | Training in the field of professional activity includes the following activities:  head of the press service, moderator, producer, editor, deputy editor, head of department, publicist, essayist, satirist, communication manager, expert informer, teacher of journalism, communication and public relations, analyst, SMM manager, head creative team, blogger, digital strategist, transmedia product architect, media planner, trend watcher, foresiter. |
| **3.3 Analysis and needs of the labor market for graduates of this EP** | For the future employment of graduates of the program, key employers are:  1. JSC Kazcontent;  2. PA "Media Alliance";  3. Central Communications Service;  4. PA Club of editors;  5. LP "Management Company" Kazmedia Ortalygy ";  6. UNDP in Kazakhstan;  7. International Center for Journalism MediaNet;  8. Legal media center;  9. Representation of the international organization Internews Network in Kazakhstan;  10. M.Auezov Institute of Literature and Art.  The educational program is relevant for the following areas of employment: media-communication and research structures of commercial and public orientation, all spheres of social life, processes of economic, political, organizational and social life of society, problems of the functioning and development of the state and other issues. |
| **4. Requirements for applicants** | The doctoral program accepts persons with a master's degree and work experience of at least 1 (one) year. Applicants to the doctoral program provide international certificates confirming the knowledge of a foreign language in accordance with the pan-European competences (standards) of proficiency in a foreign language. The deadline for receiving applications from July 3 to July 25 of the calendar year. Comprehensive testing, entrance exams in foreign languages, a group of educational programs, creative exams are held from 8 to 16 August of the calendar year, enrollment - until August 28 of the calendar year. |

**Matrix of formation of competencies in the modules of the educational program**

**(Appendix 2.1)**

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| Module Name | Program learning outcomes | | | | | | | | | | | |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| Methods of pedagogical research of mass communication | В1 |  |  | В4 |  | С1 | С2 |  |  | С5 | С6 | D |
| Actual problems of modern journalism | В1 | В2 | В3 | В4 | В5 | С1 | С2 |  |  | С5 | С6 | D |
| Current trends in world journalism | В1 | В2 | В3 | В4 | В5 | С1 | С2 |  |  | С5 | С6 | D |
| Study of media text in semiotics | В1 | В2 | В3 | В4 | В5 | С1 | С2 |  |  | С5 | С6 | D |
| Globalization and Information Society Development | В1 | В2 | В3 | В4 | В5 | С1 | С2 |  |  | С5 | С6 | D |
| Innovations in the media sphere | В1 | В2 | В3 | В4 | В5 | С1 | С2 |  |  | С5 | С6 | D |

The Chairman of the methodical Bureau of the faculty M.Negizbayeva

Head of Departmet G.Sultanbayeva

Educational Program Coordinator A.Alzhanova