# Final exam program by discipline

# “SMM JOURNALISM”

**Senior Lecturer Azel Zhanibek**

**Topics**

1. Research of global and local SMM Journalism
2. The role of advertising in SMM Journalism
3. Social Media Marketing
4. Blogging as an instrument of self branding
5. Targeting and ad
6. SMM design: types, trends and apps
7. Psychology of fonts
8. Key words, maps and geolocation
9. **Marketing plan adaptation for target audience and different demographic groups**
10. **Media Law and legislative base of public information in Kazakhstan**
11. Target audience and Google
12. The research of real and unreal users using target ad and context ad
13. Video and photo correction with Canvs and Instalanding apps
14. Creative content making process
15. Target ad on Youtube

# References

1. 1. Әлімжанова А.Б. Блогтық журналистика. Алматы: «Қазақ университеті» 2016
2. 2.Евгений Ющук. Блог. Создать и раскрутитьМ., 2012 /электронный учебник/
3. 3.*Акопов А.И.* Некоторые вопросы журналистики: история, теория, практика (публикации разных лет). – Ростов-на-Дону, 2002.
4. 4.*АлексееваМ.И., Барышева О.В., Гияревский Р.С.* Электронная книга. Взгляд в будущее. – М., 2000.
5. 5.*Засурский И.И.* Реконструкция России. Массмедиа и политика в 90-е годы. – М., 2001.
6. 6.*Засурский Я.Н., Вартанова Е.Л., Засурский И.И*. и др. Средства массовой информации постсоветской России. – М., 2002.
7. 7.*Землянова Л.М.* Зарубежная коммуникативистика в преддверии информационного общества: Толковый словарь терминов и концепций. – М., 1999.
8. 8.Система средств массовой информации России / Под ред. Я.Н. Засурского. – М., 2001.
9. 9.Сұлтанбаева Г.С. Бұқаралық ақпарат құралдарындағы саяси коммуникация: шетелдік тәжірибе және Қазақстан. –Алматы: Михаилов М., 2010.
10. 10. Сұлтанбаева Г.С., Әлімжанова А.Б. Мультимедиалық журналистика. Алматы: «Қазақ университеті» 2016
11. 11. Сұлтанбаева Г.С., Есхуатова Н. Интернет журналистика. Алматы: «Қазақ университеті» 2015

# Internet resourсe

1. <https://fabrikbrands.com/brand-storytelling-whats-your-corporate-story/>
2. <https://www.researchgate.net/publication/262909731_Using_corporate_stories_to_build_the_corporate_brand_An_impression_management_perspective>
3. <https://youtu.be/l_lP2LPFyDw>

# Rules of academic conduct Dear students!

The written traditional exam in the discipline "SMM Journalism" will conducted in the system Zoom by oral. You can familiarize yourself with the technique of passing the exam in the Instructions for students, which is published on the website of KazNU named after al-Farabi, in the section "Distance education" - "Instructions for the session". Please see the link <https://www.kaznu.kz/ru/21639/page/>

You can take the exam only during the scheduled time. After the first login, the exam time starts. After this time, the exam ends automatically

If, for technical reasons, you cannot pass the exam on time, then you will be given the opportunity to take it on another day at your request to the Vice-Rector for Academic Affairs. Send the application to the curator-adviser or the teacher of the discipline for forwarding to the Department of Academic Affairs.

Ticket structure. The ticket consists of three questions. Each question should be answered with a detailed and reasoned answer, indicating specific examples from media publications to substantiate the answer. The recommended time is 1 (one) hour for each question, a total of 3 (three) hours. The system will generate questions for answers automatically.

Evaluation policy:

| Letter system score | Digital  equivalent of points | % content | %  originality work | Assessment according to the traditional system |
| --- | --- | --- | --- | --- |
| А | 4,0 | 95-100 | from 85 | Excellent |
| А- | 3,67 | 90-94 | from 85 |
| В+ | 3,33 | 85-89 | from 80 to 85 | Good |
| В | 3,0 | 80-84 | from 80 to 85 |
| В- | 2,67 | 75-79 | from 80 to 85 |
| С+ | 2,33 | 70-74 | from 75 to 80 | Satisfactory |
| С | 2,0 | 65-69 | from 75 to 80 |
| С- | 1,67 | 60-64 | from 75 to 80 |

| D+ | 1,33 | 55-59 | from 75 to 80 |  |
| --- | --- | --- | --- | --- |
| D- | 1,0 | 50-54 | from 75 to 80 |
| F | 0 | 0-49 |  | Unsatisfactory |

**IMPORTANT.** Some time after certification, your score may be canceled as a result of detecting violations of the exam rules while watching proctoring video and checking the report for anti-plagiarism.

# Academic values:

Academic honesty and integrity: independence in completing all assignments; inadmissibility of plagiarism, forgery, use of cheat sheets, gadgets, cheating at all stages of knowledge control, deception of the teacher and disrespectful attitude towards him (Code of honor of a student of KazNU).

# GOOD LUCK AT THE EXAM!