**Methodological guidance for the implementation of the SIW task**

During the SIW, homework assignments are performed, abstracts, crosswords, exercises, etc.the correct implementation of the SIS largely depends on the methodological support and the correct use of internet sites, etc.

**Requirements for the implementation of the abstract.**

The structure of the abstract: title page, plan, main part, conclusion. In the final part – the student expresses his opinion on the topic (indicate your opinion on the problematic topical issue and ways to solve it), indicate a list of used literature and internet sites. The information presented in the abstract should be informative, the topic should be fully disclosed, in case of failure, the abstract is submitted to the student for revision. Protection of the topic of the abstract occurs during the SIW. The student selects an applicant from among his fellow students in advance. A student who is an opponent prepares a question about the problems of his fellow student's research work. During the defense of the abstract, each student is given 3 minutes. The abstract is not fully readable, the materials used should not be conveyed verbatim. It is necessary to be prepared for the questions that your student and fellow students will ask. Evaluation criteria: the studied topic should have information from the literature, content, literary expertise, scientific style, and artistic ability.

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The following types are also needed and are found:

**Discussion.** Active method in learning, from the Latin "discussion" research and analysis.This is a discussion with the team Research, exchange of information, exchange of thoughts, self-opinion. The discussion can take the form of a kind of methodological measure or pass through the elements of other methods. For example, as a thought attack, a business game, a press conference.

**SWOT** analysis is the analysis of scientific problems and conclusions of the weak and strong side. A round table on a modern scientific problem is not a discussion of two people, as in a discussion, but a discussion of a common problem by many positions.

**The project method** is an active innovative teaching method in modern times. it is widely introduced into the practice of general education in Kazakhstan. Projects can be private, controlled by a financial institution, periodicals, group or compact. Creating a structure to make PR and advertising articles comparable.

**Tasks of the SIW on the discipline**

**"Management and Marketing of Modern Communications"**

1.Review of literature in the field of Management and marketing. Find and compare definitions of management and marketing in the literature. At what level is the development of management and marketing in Kazakhstan?

2.Drawing up a scheme for the development of management and marketing in Kazakhstan and abroad.

3.Analysis of the information policy of the regional Periodical Press.

4. Writing an essay on Kazakhstan's successful PR structures.

5. Models of management and marketing in regional media. Analysis.

6.Drawing up a strategic plan for the editorial office of regional mass media.

7.Development of a strategic plan of the company based on Information Management.

8.Ways to establish contacts with external public groups.

9.Methods and techniques of Audience Research. Expert analysis.

10.History and experience of domestic and foreign management. Analysis of management models in media edits.

11.Popularity and publications. Work with media workers. Ways to remove barriers between the organization and the media.

12. Ways to conduct marketing research.