

**КАТАЛОГ ЭЛЕКТИВНЫХ ДИСЦИПЛИН  
«7M021 - ART (ART CRITICISM)»**

| <b>Cycle of disciplines</b> | <b>Name of disciplines and their main sections</b>   | <b>Laboriousness (ECTS)</b> |
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| <b>CGED 1</b>               | <b>THE CYCLE OF GENERAL EDUCATIONAL DISCIPLINES (CGED)</b>   | <b>20</b>                   |
| <b>1.</b>                   | <b>History and philosophy of science</b>   | <b>4</b>                    |
|                             | The subject studies the General patterns and trends of scientific knowledge as a special activity for the production of scientific knowledge, taken in their development and interpreted in a historically changing socio-cultural context. This scientific knowledge exists in the form of a huge number of scientific disciplines of natural Sciences and Humanities. The history and philosophy of science is an independent scientific discipline, which arose in response to the need to understand the socio-cultural functions of science in the conditions of NTR  |                             |
| <b>2.</b>                   | <b>Foreign language (professional)</b>   | <b>4</b>                    |
|                             | The discipline forms a foreign language (intercultural) component of professionally oriented communicative competence, which allows further integration into a multilingual and multicultural professional environment. The subject develops the abilities and qualities necessary for the formation of individual and creative approach to mastering new knowledge; increases the General culture and education of undergraduates, the culture of thinking, communication and speech, forms a respectful attitude to the spiritual values of other countries and peoples.   |                             |
| <b>3.</b>                   | <b>Pedagogy of higher education</b>  | <b>4</b>                    |
|                             | The discipline is one of the professional and pedagogical disciplines in the cycle of disciplines of master's training and serves the purpose of forming ideas about the essence of higher school pedagogy, its place among other human Sciences, the laws of the pedagogical process in the University. The subject forms General ideas about pedagogical activity in the system of higher education; studies the leading trends of the world educational space; allows to master the system of knowledge about pedagogical methods, teaching technologies and pedagogical skills; introduces the basics of pedagogical activity in high school, means of interaction and management of the pedagogical process |                             |
| <b>4.</b>                   | <b>Management psychology</b>   | <b>4</b>                    |
|                             | The subject represents theoretical bases of psychology of management, the main directions, methods and means of psychological and pedagogical interaction, the main psychological and pedagogical technologies. The discipline has an integrated nature and prepares the future master to a conscious understanding of the specifics of management psychology; forms specific competencies necessary for psychological activities. The knowledge and skills acquired during the course of the course form the basis for the formation of readiness to lead the team in the field of their professional activities, tolerantly perceiving social, ethnic, confessional and cultural differences.                  |                             |
| <b>OC 2.1</b>               | <b>OPTIONAL COMPONENT (OC)</b>   | <b>15</b>                   |
| <b>1.</b>                   | <b>Pedagogical art criticism</b>   | <b>5</b>                    |
|                             | The subject of art pedagogy and its place in the system of pedagogical Sciences. The emergence and development of artistic creative activity.  |                             |

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|             | Pedagogy of art in the Renaissance. Ideas of artistic and pedagogical teachings of Western Europe XVII-XIX centuries. The emergence of art academies. Pedagogy of art in the system of traditional worldview of Kazakhs. Formation and development of Pedagogical art criticism in Kazakhstan in the XX century. Development of art pedagogy in sovereign Kazakhstan.   |           |
| <b>2.</b>   | <b>Theory of art</b>  | <b>5</b>  |
|             | Art theory of fine art from antiquity to the XX century. General laws of art development. Specificity of different types of art. The problem of synthesis of arts. The problem of truth in the history of art. Symbols and allegories in art. Ontological, semiotic and functional criteria for the classification of art. In-depth knowledge of the theory of world art. Knowledge of General and particular laws of the Genesis of art.                                       |           |
| <b>3.</b>   | <b>Methodology of art history and art criticism</b>   | <b>5</b>  |
|             | The discipline considers the role of art criticism in a number of art criticism disciplines; historical background of the development of the science of art criticism as a science, as well as current trends in contemporary art criticism. Knowledge and understanding of art criticism and its role in art history. Skills of academic rating, copywriting, the opportunity to work in the field of art management and management of cultural projects.                      |           |
| <b>PD 3</b> | <b>CYCLE OF PROFILE DISCIPLINES</b>   |           |
|             | <b>HIGH SCHOOL COMPONENT (HSC)</b>  | <b>20</b> |
| <b>1.</b>   | <b>Description and analysis of art monuments</b>  | <b>5</b>  |
|             | The discipline teaches professional skills in the description and analysis of works of visual art and architecture.<br>The subject introduces the basic approaches to definition of essence of art; study of the basic patterns of constructing works of fine art and architecture; study of the specific language and means of expression of various types of fine art; study of the basic categories of the history of art; mastering the basic methods of analysis of works. |           |
| <b>2.</b>   | <b>Figurative language of traditional Kazakh art</b>  | <b>5</b>  |
|             | The subject studies the specifics of the dominant expressive means in the Kazakh traditional art. Appearance and Genesis of figurative language. Changes or disappearance of figurative language as a given. Space and time in the traditional art of the Kazakhs. Traditional musical art of the Kazakhs. Traditional Kazakh folklore. Analysis of Kazakh crafts. Traditions of applied art. Ceramics. Weaving. Felt Mythopoetics of traditional Kazakh costume.               |           |
| <b>3.</b>   | <b>Creative industry</b>  | <b>5</b>  |
|             | The course develops and strengthens the professional competencies necessary for work in the creative industries sector, forms a complete picture of socio-cultural activities, including the creative entrepreneurship sector: music, visual and performing arts, cinema, fashion, crafts, publishing, advertising, design, architecture, Internet and computer technology. Subject of creative industries. Creative industries and urban development.                          |           |
| <b>4</b>    | <b>Basics of cultural project management</b>  | <b>5</b>  |
|             | The discipline teaches the basics of management in the field of culture, the General principles of the management system in the field of culture, as well as practical management skills in cultural institutions. Along with the key competencies, students develop special competencies such as: mastering the conceptual apparatus, categories and principles of cultural management;  |           |

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|           | studying the forms and methods of cultural processes management.  |           |
|           | <b>OPTIONAL COMPONENT (OC)</b>  | <b>20</b> |
| <b>1.</b> | <b>Fundamentals of gallery and exhibition business</b>  | <b>5</b>  |
|           | The discipline reveals the regularities of formation and development of collecting as a special cultural phenomenon with the identification of the peculiarities of understanding the collection in different eras, the readiness of the undergraduate to conduct research activities, collect scientific information, compile a bibliography on the subject of research. Ability to work in an art gallery, to work with artists, collectors and buyers of works of art. |           |
| <b>2.</b> | <b>Actual problems of contemporary visual art</b>   | <b>5</b>  |
|           | The subject examines the diversity of methods of art research in modern science. Contemporary art research: genres, methods, thesaurus. Actual problems of contemporary art development. Art culture in the context of contemporary art. A new dimension of history in artistic creation. New mythologies and new realities. Kazakh art in the world system of art and art history  |           |
| <b>3.</b> | <b>Public space design research</b>   | <b>5</b>  |
|           | The discipline instills knowledge of basic aspects and typology in environmental design. Successful theories and practices of urban development in the world and the phenomenon of tactical urbanism in the CIS and Kazakhstan. Community engagement instead of advertising, events as a tool for space development. Technologies for creating design prototypes for public spaces, the basics of creating a unique language in urban design.                             |           |
| <b>4.</b> | <b>Applied research in the area of design: promotional codes and communications</b>   | <b>5</b>  |
|           | The subject studies advertising codes and systems as a type of mass communication with a "plurality" of channels of transmission of an advertising message and the delayed nature of feedback to the addressee, or its absence. A wide choice of means of information encoding is investigated, thus allowing to create a message with a high degree of informativeness and impact on the addressee.  |           |