

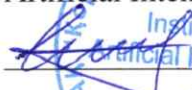
Ministry of Science and Higher Education of the Republic of Kazakhstan

Korkyt Ata Kyzylorda University

Institute of Artificial Intelligence

Approved

Chairman of the academic quality
Committee of the Institute of
Artificial Intelligence

 N. S. Kulmurzaev

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PLAN

for the "MediaWave" Club

for the 2025-2026 academic year

Kyzylorda, 2025

Club Goals and Objectives

Goal:

To enhance students' media literacy and develop their ability to create content using modern information technologies and social media tools effectively.

Objectives:

1. To develop students' creative and practical skills through photo, video, and graphic content creation;
2. To improve the institute's image and strengthen informational activity by producing high-quality content for social networks;
3. To teach the effective use of artificial intelligence tools in the media field and to foster a culture of teamwork.

Relevance of the Student Club

The "MediaWave" club is highly relevant for university students for several reasons:

1. Enhancing media literacy:
Students learn to analyze information correctly and act responsibly in social media and mass media environments.
2. Developing creativity:
By creating photo, video, and graphic content, students can freely express their ideas and creativity.
3. Mastering artificial intelligence:
During the club sessions, students learn to use modern AI tools (ChatGPT, Canva AI, CapCut AI, etc.) effectively.
4. Improving the university's image:
The "MediaWave" club promotes university life through media coverage and contributes to increasing student engagement and activity.

Thus, the "MediaWave" club helps students develop creative thinking, master modern technologies, and actively contribute to enriching the university's information space.

“MediaWave” Club PLAN
for the 2025–2026 Academic Year

S/n	Activity	Implementation Period	Responsible Person	Venue	Completion Mark
1.	Admission and introductory meeting of club members. Introduction to directions: SMM, photo-video, AI media.	September	Club Leader	Room 311	
2.	Introductory session on the topic “Media and Artificial Intelligence”	October	Club Leader	Room 311	
3.	Practical session on photo and video shooting (Reels, short videos)	November	Club Leader	Room 311	
4.	“AI Tools for Creators” – training on ChatGPT, Canva AI, CapCut AI, Runway	December	Club Leader	Room 311	
5.	Development of a content plan and design concept for the institute’s official page	January	Club Leader	Room 311	
6.	Formation of media teams from club members and distribution of responsibilities (content, video, design, SMM)	February	Club Leader	Room 311	
7.	Collection and publication of members’ media materials (photos, videos, posts) on the club page	March	Club Leader	Room 311	
8.	Preparation of informational posts and video reports about institute events	April	Club Members	Room 311	
9.	Awarding the best active members and preparing recommendations for the next academic year	May	Club Leader	Room 311	

Director of the Institute of Artificial Intelligence:
Club Leader:

 N. S. Kulmurzaev
 Y. Kanatkyzy