

**APPROVED**  
**at the meeting of the Academic**  
**Council of NJSC Al-Farabi Kazakh**  
**National University**  
**Protocol №14 dated 16.06.2026**

**Program of the entrance exam**  
**for applicants to doctoral programs**  
**for the group of educational programs**  
**D067 – «Journalism and Reporting»**

**I. General Provisions**

1. The program is made in accordance with the Order of the Minister of Education and Science of the Republic of Kazakhstan from October 31, 2018 № 600 «On approval of the Model Rules for admission to training in educational organizations implementing educational programs of higher and postgraduate education» (hereinafter - Model Rules).

2. Entrance examination in doctoral studies consists of an interview, essay writing and examination on the profile of the group of educational programs.

Unit	Scores
1. Interview	30
2. Essays	20
3. Exam on the profile of the group educational program	50
Total/Pass	100/75

3. The duration of the entrance examination is 3 hours and 10 minutes, during which the applicant writes an essay and answers the electronic examination ticket. The interview is held on the basis of the university before the entrance exam.

**II. The order of conducting the entrance exam**

1. Entrants to the doctoral program group D067 - «Journalism and Reporting» write a problem / thematic essay. The volume of the essay is not less than 250 words.

The purpose of the essay is to determine the level of analytical and creative abilities expressed in the ability to build their own argumentation on the basis of theoretical knowledge, social and personal experience.

Types of essays:

- motivational essay with disclosure of motivations for research activity;
- scientific and analytical essay with justification of the relevance and methodology of the planned research;
- problem/thematic essay reflecting various aspects of scientific knowledge in the subject area.

2. The electronic examination ticket consists of 3 questions.

Topics for preparation for the exam on the profile of the group of the educational program:

1. Freedom of Speech and Journalism in the Twentieth Century
2. Communication Ethics
3. Journalism in the Age of Artificial Intelligence: Opportunities and Challenges
4. Information Security in the Digital and Social Media Environment
5. Mediatization and the Process of Public Opinion Formation
6. The Spread of Fake News and Disinformation in the Post-Truth Era
7. Media Ecology and the Transformation of the Contemporary Communication Environment
8. Journalism in Times of Crises and Emergencies
9. The Role of Social Media in Political Communication and Electoral Processes
10. Convergent Journalism and Multimedia Content Production
11. Gender Representation in Media and Inclusive Communication
12. Legal Regulation of Mass Media
13. Media in the Context of Digital Transformation
14. New Media and Citizen Journalism in Kazakhstan

### **III. List of sources used**

#### **Main References**

1. Hilliard, R. Writing for Television, Radio, and New Media. Astana, 2022.
2. Bainbridge, J., Goc, N., & Tynan, L. Media and Journalism: New Approaches to Theory and Practice. Astana, 2021.
3. Indicators of Fake Information and Disinformation in Kazakhstan. Monograph. Scientific Editor: Sultanbayeva G.S. Almaty: Kazakh University, 2025. – 427 p.
4. García-Orosa B., Pérez-Seijo S., Vizoso Á. Emerging Practices in the Age of Automated Digital Journalism: Models, Languages, and Storytelling. Routledge, 2022. – 144 p.
5. Pavlik J.V. Disruption and Digital Journalism: Assessing News Media Innovation in a Time of Dramatic Change. Routledge, 2022. – 132 p.
6. Adornato A. Mobile and Social Media Journalism: A Practical Guide for Multimedia Journalism. 2nd ed. Routledge, 2022. – 386 p.
7. Lievrouw L., Loader B. Routledge Handbook of Digital Media and Communication. Routledge, 2022. – 406 p.
8. Jin Y., Austin L.L. Social Media and Crisis Communication. 2nd ed. Routledge, 2022. – 406 p.
9. Lipschultz J.H. Social Media and Political Communication. Routledge, 2022. – 210 p.

#### **Additional References**

1. Mueller M.E., Rajaram D. Social Media Storytelling. Routledge, 2022. 292 p.
2. McQuillan D. Resisting AI: An Anti-Fascist Approach to Artificial Intelligence. Bristol University Press, 2022. – 190 p.
3. Gondwe G. Mapping AI Arguments in Journalism Studies. 2023.
4. Gálvez C. Scientific Map of Artificial Intelligence in Communication (2004–2024). 2025.
5. Dodds T., Yeung W.N., Mellado C., de Lima-Santos M.-F. On Controlled Change: Generative AI's Impact on Professional Authority in Journalism. 2025.