



APPROVED»

**Member of the Board – Vice Rector
for Academic Affairs**

NJC «Al-Farabi KazNU»

Kazmagambetov A.G.

2025

**The program of
the entrance exam for the group of educational programs of the Faculty of
Journalism for PhD degree
for foreign citizens to study on a paid basis**

1. General Provisions

1.1 The program was drawn up in accordance with the Order of the Minister of Education and Science of the Republic of Kazakhstan dated October 31, 2018, No. 600 «On approval of the Model Regulations for admission to studies in educational organization, implementing educational programs of technical and vocational education» (hereinafter – the Standard Rules).

1.2. In Al-Farabi KazNU for educational programs of postgraduate education (doctoral studies) are admitted persons who have mastered educational programs of postgraduate education. The admission to the doctoral program is allowed to applicants who have a “Master’s” degree.

1.3. Entrance examinations according to Annex 2 to the Standard Rules are held **in the format of an interview** for the following groups of educational programs:

- ✓ 8D03201 Journalism
- ✓ 8D03202 Media and Communications
- ✓ 8D03203 International Journalism
- ✓ 8D03204 Public Relations

1.4 For the organization and conduct of entrance examinations for admission of a foreign applicant by the decision of the rector of AL-FARABI Kazakh National University is creating an examination committee for the period of examinations.

The commission of entrance examinations for admission of a foreign applicant to KazNU includes employees of the Internationalization and Recruiting Office (hereinafter referred to as the Office) and the professor-teaching staff of KazNU.

1.5 In case a foreign applicant who meets the above requirements has no possibility to come to the University for an entrance interview, he has the opportunity to take it online.

1.6 Entrance exam in the form of oral conversation (interview) for admission to a foreign applicant are evaluated on a 100-point system. When enrolling on a paid basis, 75 points are counted.

1.7 Following the entrance exam, an interview protocol is drawn up in the prescribed form. The interview protocol is signed through the Salem office system by the chairman and all present members of the commission and transferred to the Office..

1.8 The decision on admission is considered by the selection committee for the enrollment of foreign applicants and is formalized in a protocol through the Salem office system. The results of the entrance exam are announced on the day of the exam.

1.9 Retaking the entrance exam is not permitted.

1.10 appeal against the results of the interview is not considered.

2. Conducting the entrance exam in 2024

2.1 The interview is conducted in Russian, Kazakh and English. The oral interview also contains questions aimed at revealing the ability to learn, creative activity and critical thinking, personal qualities of the applicant.

2.2 An indicative list of interview topics:

1. Science: mass and global communications
2. Types of communication and their practical aspects.
3. Modern strategic communications and social responsibility
4. System of strategic communications in Kazakhstan.
5. Modern models of communication
6. Social communication
7. Scientific theories of modern mass communication.
8. Features of modern media and mass communications.
9. Science journalism
10. Scientific and educational aspects of modern communication

2.3 List of recommended literature for preparation:

1. McQuial D. Media Performance. Mass Communication and the Public Interest. –L. – N.P.- N.Delhi, 1993. – P. 227.
2. Lazarsfeld P.F. On Social Research and its Language. – Chicago: University of Chicago Press, 1993. – P. 333.
3. Aliyarov E. K. State Information Policy of the Republic of Kazakhstan in the conditions of global informatization. - Almaty, 2006 – - 400 P.
4. Akhmetova L. S., Grigoriev V. K. improvement of democracy in the region. - Almaty: DOIVA LLC, 2007. - 268 P.
5. Barlybaeva S. H. development of the information society in the world and in Kazakhstan. - Almaty: Kazakh university, 2006. - 190 P.
6. Barmankulov M. K. the possibility of cosmic TV.- Almaty, 2000.
7. Berezin V. M. Massovaya communication: suschnost, channel, activity. - M: rip-holding, 2003. - 101 P.
8. Zasursky ya.n. modern world: Global Information Society//Bulletin of MGU.Series journalism, 2005-No. 4-pp. 3-9.
9. Ibraeva G. zh. television of Kazakhstan in the period of state formation (political aspects of development and trends): abstract.diss. the doctor. Polit.Nauk. - Almaty, 1996 – - 23 p.
10. Sarsenbayev A. strategy formation of the information policy of the Republic of Kazakhstan for the next period: diss.Dr. Polit.Nauk. - Almaty, 2000. - 225 s.

11. Sultanbayeva G. S. political communication in the middle of mass information: zarubezhny experience and Kazakhstan / per. G. zh. Zhomartovoy; nauch.Ed. S. N. Velitchenko. - Almaty: Kazakh University, 2012 – - 305 P.

3. Scale and assessment criteria of the entrance examination for admission to the doctoral program for foreign citizens on a fee-paying basis:

Number of points	Compliance criteria
90–100 points «Excellent»	Demonstrates knowledge of the fundamental processes within the studied subject area; depth and completeness of addressing the issue; logically and sequentially expresses own opinion on the discussed problem; possesses conceptual-categorical framework, scientific terminology; logical coherence of the answer, adherence to the norms of contemporary scientific language.
80–89 points «Good»	Competent use of scientific terminology; mastery of conceptual-categorical framework; problem-oriented presentation of formulated questions; occasional errors in presenting factual material; incompleteness in presenting scientifically established facts within the scope of questions; logical coherence of the answer, adherence to the norms of contemporary scientific language.
75–79 points «Satisfactory»	Insufficient use of scientific terminology; inadequate mastery of conceptual-categorical framework; ability to address only one of the problems formulated in the questions; errors in presenting factual material; superficial knowledge of the subject area; violation of logical coherence in the answer, norms of contemporary scientific language.
0–74 points «Unsatisfactory»	Absence of necessary scientific terminology in the answers; descriptive presentation of discussed issues, inability to identify and present problems; gross errors in presenting factual material; lack of knowledge of historiography of the studied subject area.