

**APPROVED**  
**at a meeting of the**  
**Scientific Council**  
**NJSC «Al-Farabi KazNU».**  
**Minutes No.10 dated**  
**May 13, 2023.**

**The program of the entrance exam for applicants to the PhD**  
**for the group of educational programs**  
**D067 - «Journalism and reporting»**

**1. General provisions.**

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 Rules for Admission to Education in Educational Organizations Implementing Educational Programs of Higher and Postgraduate Education” (hereinafter referred to as the Model Rules).

2. The entrance exam for doctoral studies consists of writing an essay, passing a test for readiness for doctoral studies (hereinafter referred to as TRDS), an exam in the profile of a group of educational programs and an interview.

<b>Block</b>	<b>Points</b>
1. Essay	10
2. Test for readiness for doctoral studies	30
3. Exam according to the profile of the group of the educational program	40
4. Interview	20
Total admission score	100/75

3. The duration of the entrance exam is 4 hours, during which the applicant writes an essay, passes a test for readiness for doctoral studies, and answers an electronic examination. The interview is conducted on the basis of the university before the entrance exam.

**2. Procedure for the entrance examination.**

1. Applicants for doctoral studies in the group of educational programs D067 - «Journalism and reporting» write a problematic / thematic essay. The volume of the essay is at least 250-300 words.

2. The electronic examination card consists of 3 questions.

## **Topics for exam preparation according to the profile of the group of the educational program.**

### **Discipline "Popular Science Journalism "**

**Topic 1.** Research methodology.

**subtopics.** The dynamics of the development of scientific knowledge.

**Topic 2.** Scientific categories.

**subtopics.** Empirical research methods (observation, comparison, measurement, experiment)

**Topic 3.** Scientific laws.

**subtopics.** Ethical and aesthetic foundations of the method.

**Topic 4.** Determining the form of scientific work, writing a goal.

**subtopics.** Stages of scientific research.

Informational documentary sources of scientific research.

**Topic 5.** Use of electronic forms of information resources.

**subtopics.** Methods of editing.

### **Discipline "Methodology and Methods of Media Research"**

**Topic 1.** The history of the development of mass communication in the world.

**subtopics.** Development of mass media in Kazakhstan.

**Topic 2.** History and modernity in the study of mass media in the world.

**subtopics.** Journalistic research, scientists-communicologists of the XX century.

**Topic 3.** Modern studies of journalism and mass communication of the XXI century.

**subtopics.** Research methods of modern journalism.

**Topic 4.** The role of ICT, information and communication in the development of society.

**subtopics.** Development of the information society in the world: theories, concepts, researchers.

**Topic 5.** The history of the development of sociological science.

**subtopics.** Specificity of the development of the information society in Kazakhstan.

### **Discipline "Modern Media Technologies"**

**Topic 1.** Evolution of communication technologies.

**subtopics.** Basics of effective intercultural communication.

**Topic 2.** Global information network.

**subtopics.** Strategy for written communications.

**Topic 3.** Information flow of global content.

**subtopics.** Global communication, its essence and characteristics.

**Topic 4.** Communication process: content, elements and stages.

**subtopics.** Culture and global communication.

**Topic 5.** Intercultural communication and media.

**subtopics.** Information globalism, information security

### **Discipline "Modern Concept of Mass Media"**

**Topic 1.** The concept of media, multimedia and multimedia journalism.

**subtopics.** Theoretical and applied problems of online communication. Foreign and Kazakh researchers.

**Topic 2.** Genre classification of media communication.

**subtopics.** Online transformation in the digital media market.

**Topic 3.** Problems of fact-checking and verification.

**subtopics.** Media activities in the Internet era.

**Topic 4.** Current trends in radio journalism.

**subtopics.** Directions of world and domestic development of television journalism.

**Topic 5.** Global trends in digitalization.

**subtopics.** Features of storytelling, longread formats.

### Discipline "**International Journalism**"

**Topic 1.** Political journalism.

**subtopics.** Media technology.

**Topic 2.** Foundations of the theory of journalism.

**subtopics** Genres of journalism.

**Topic 3.** Basics of media business.

**subtopics** Media Business Models.

**Topic 4.** Journalistic excellence.

**subtopics** Methods of preparing information materials.

**Topic 5.** Public opinion.

**subtopics** Media manipulation.

### **3. List of references.**

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