

**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**  
**D068 - «Public relations»**

**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 D068 - «Public relations» 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 "Scientific foundations of PR"**

#### **Topic "Public Relations - The Science of Analyzing Trends and Predicting Consequences"**

Subtopics: Analysis of trends and prediction of consequences in public relations. The formation of PR-logy - science that studies public relations, as an independent discipline at the end of the XX century. PR-logy is the science of laws, principles and mechanisms of functioning of public relations as social communicative practices. Intersubject exchange of various types of information.

#### **Topic "Typology of means of organizing communications"**

Subtopics: Necessity to consider and analyze the development of the industry. Distinguishing features of American, European, Russian and Kazakh public relations. The versatility of interpretations of the subject. Single-criteria and multi-criteria classifications. Building a typology. Establishment of the most important systems and subsystems, combination depending on the social situation. Determination of the required information. Development of exploratory, descriptive and causal phases. Definition of measurement procedures and comparison.

#### **Topic "Scientific principles of PR development in Kazakhstan"**

Subtopics: Research of domestic scientists in the field of public relations. Forms of empirical accumulation of materials. The emergence of PR as a special discipline, and later as a whole specialty in the universities of Kazakhstan. Quantitative and qualitative forms of research into the development of the domestic public relations industry. General and different in the development of public and commercial PR. The system of organizing work in Kazakhstan public relations agencies.

#### **Topic "Requirement for the latest technologies and proposals from PR-structures"**

Subtopics:

Implementation of PR constructive (creative) function, contributing to the creation and maintenance of effective communication. The main object of influence is the opinion of the public (public opinion) or a certain part of it. Public relations as a form of active attitude to the information space, the content of which is the expedient change and transformation of the latter. Suggestions from PR-structures for its improvement and change. Scientific validity. As a social institution, modern public relations offer organizations and the public different ways to reconcile interests.

#### **Topic "Influence of the Democratic Environment on the Development of PR"**

Subtopics: Formation of "humanistic" and "empirical" traditions in PR theory. The principle of civil consent as a fundamental principle of public relations. Features of the impact on the subconscious, consciousness and behavior of social subjects. Ensuring public relations awareness of all institutions - state and public, political and economic, charitable and purely commercial - responsibility to society, to current and future generations of people. The assimilation of these theories allows in PR activities to take into account the specifics of modern society, in which the information environment and information technologies become the driving forces. Political power today increasingly relies on the culture of mass formation, appealing not so much to the power of the repressive apparatus as to the technologies of public relations.

### **Discipline "Strategies for effective PR"**

#### **Topic "The concept of efficiency in the theory of public relations"**

Subtopics: The problem of efficiency as the central problem of public relations management. Justification of the effectiveness of the planned or carried out communication work. Types of efficiency. Efficiency calculation formula. Performance levels in public relations, advertising, communication science. Indicators of efficiency of work of PR-services.

**Topic "Determination of clear objectives of PR-policy and prioritization of target groups"**

Subtopics: Defining clear objectives PR-policy as a key moment that defines the rest of his PR-activities. The procedure for determining target interaction with target audiences; identify target audiences, the choice of communication channels. Prioritization of target groups. Strengthening the impact through new analytics tools.

**Topic "Correlation of PR solutions with the scale of tasks. Change management"**

Subtopics: Definition of changes. Change management as a process of forecasting and planning future changes, registering all changes for study, assessing the consequences, organizing monitoring and coordinating performers. Reasons for making changes. General control of changes in PR projects. Accuracy and approximation of scaling. Resource mobilization and rationalization criteria.

**Topic "Research in the field of PR on the formation of new models of interaction"**

Subtopics: Modern technologies of informational and organizational PR. The reasons for the emergence of new technologies: changes in the media market, changes in the economy and technology. Changes in public behavior and changing patterns of communication. The impact of the new communication medium - the Internet. Special work with digital models.

**Topic "Practice of introducing new models of interaction. Development of criteria for assessing the result of PR activities in Kazakhstan "**

Subtopics: There are two types of results that allow you to evaluate PR activities: qualitative and quantitative. Methods for evaluating PR activities. IT solutions, augmented reality. Criteria approach in the implementation of communication projects. Reengineering of management and communication solutions. Transformation of models of organizational behavior. Adaptation to new functional environments of the profession.

Discipline "**Integrated PR-solutions**"

**The topic "Information and communication super-explosion in society"**

Subtopics: Information explosion is a constant increase in the speed and volume of information on a planetary scale. Intensification of the development of communications in the society of the XXI century. Increasing and improving the quality of public relations through innovation. Objective mass impact on the audience by various methods in public relations. Oversaturation and oversaturation of markets. The acquisition by the communication industry of a special weight in society, along with real economic markets. The emergence of various concepts due to the information and communication super-explosion: "new technology and organization" (J. Galbraith), "human technology" (J. Ellul), "information technostructure" (P. Drucker), "intellectual technology", "electronic society" (D. Bell), "informatized society of the future" (J.-L. Ser-van-Schreiber), etc. One of the most important characteristics of a modern state is the level of its communicative support, which influences all processes of social development. Producing new types of mass activity, coupled with a variety of ways to operate with information arrays and streams.

**Topic "Complex communicative search"**

Subtopics: Complex communicative search. Semantic transformation. Control of management

decisions. An important feature of it is the replacement of a single-line connection between the sender and the recipient of information with a multifunctional and dialogue communication, which creates new opportunities for participation in communicative exchange. Expanding communication experience in Kazakhstan. The presence of both positive and negative aspects in communication technologies. Neutralization of negative consequences, especially during a crisis period. Search for possible points of contact. A new look at common problems.

### **The topic "Integration achievements in Kazakhstan and the world"**

Subtopics: Interaction of all forms of a complex of communications. Individual and mass system development functions. Creative development of the achievements of foreign PR in Kazakhstan. Integration as a manifestation of the group's ability to independently create an organization in new situations through initiative and a variety of forms of accumulated experience. Measurement of these processes through the following quantities: an integration system, an integration complex and an integration approach. Elimination of particularism between states and within them, the formation of a new model of integration based on public relations. PR spheres most susceptible to integration. Overcoming communication paradoxes. Combining all forms of communication with other marketing tools to achieve maximum economic efficiency and minimize costs. Construction of discrete simulation models. Creation of new businesses or introduction into new areas of activity through integration.

### **The topic "Application of know-how"**

Subtopics: reaction on the basis of new technologies of unique opportunities for the implementation of two-way contact between the communicator and the target audience. Two-way asymmetric and symmetrical communication. Use of creative - commercial creativity, the income from which is formed through the sale of products of this creativity or property rights to the products of this creativity. Harmonization of relations due to new developments in the process of creating a unit of PR-products. Formation and consolidation of sustainable long-term needs for new products in target audiences. The expressive function reflects the connection with the communicator and expresses his attitude to outgoing speech. The metalanguage function is directly related to the code. Cognitive function is context-oriented and is implemented by referring directly to an object. The conative function expresses a direct impact on the party receiving the message. The actual function fulfills the goal of maintaining contact without paying much attention to the content. The rhetorical function is more oriented towards form than content.

### **Topic "Technology-mix"**

Subtopics: Mix technologies, their distribution in the PR market in Kazakhstan. Features of the use of combined technologies. Mixing the pragmatic and altruistic PR model into a compromise one. System integration. Using the principle of "combining incompatible". Creation of algorithms for actions with increased risk potential. "Overlapping" related industries with PR methods to support them. Business express combination. Combining the best. Formation of catalogs of the latest PR solutions based on scientific synthesis and taking into account the accumulated experience.

## **Discipline "Main trends in Kazakhstani PR"**

### **The topic "Basic Models in Public Relations"**

Subtopics: The backbone role of communications. Effective communication with consumers is a key factor in the success of an organization or individual. Four models of public relations: "press mediation", "information", "two-way asymmetric communication" and "two-way symmetric communication". The influence of the market economy on the state of the communication market in Kazakhstan. New models on the Internet: multisubject and subject-subject. Key communication parameters. Man as a generator of PR-activity. Transformation of traditional PR-tools in

Kazakhstan.

### **Topic "State PR in Kazakhstan"**

Subtopics: The objectivity of the emergence of the PR-function in society in the historical perspective. Features of the organization of interaction between the authorities and society at different levels: the state, regions, districts and villages. Regulatory documents for building interaction. Internal and external public PR. Structures responsible in government bodies for maintaining communications with target audiences. Features of the application of methods of public relations by the state. Administrative and manipulative technologies in the activities of government agencies. Distribution of roles and balance, striving to achieve harmony. Deficiencies in the communications of state bodies.

### **Topic "Commercial PR in Kazakhstan"**

Subtopics: Formation of the "communicative agenda" of commercial structures. Increasing the attractiveness of a product or service by means of public relations. The use of technology-mix, advertising, social networks. PR messages of organizations to target audiences to activate the full range of human emotions. Identification of the PR object in accordance with the mentality and realities of the environment. Implementation of communications until the result is obtained. Creation of awareness and formation of consumer preferences. Development of ideas, tools, methods and the sequence of their application by commercial organizations. PR tools for the commercial sector. Sponsorship.

### **Topic "Organizational structures of domestic PR"**

Subtopics: Feasibility of establishing a public relations structure. Agencies: public relations, advertising, communication, consulting. Departments, sectors, public relations departments. Press services and press centers. The scale of the PR-structure: international, regional, republican, regional, local, domestic. Classic, specialized and affiliated structures of domestic PR.

Responsibilities of a public relations specialist, press secretary, press attaché, image maker, brand manager, SMM specialist, content moderator, anti-crisis communications consultant. Formation of a successful state of an organization or person (product, event, service), creation of an effective communication system with various external and internal audiences.

### **Topic "Digital Communications"**

Subtopics: Transition of communication activity to the Internet. The constant growth of positive references to the subject of PR in the virtual environment. PR technologies 2.0. Change management. Personification of contacts with the provision of high interest of segmented audiences to the organization, person, product, service. Internet of Things and its reputation. Channels in phones and digital gadgets. PR message transformation: volume reduction, visualization, instant delivery. Information wars in social networks. Friendly, loyal, neutral, negative public in social networks. Public relations personalization.

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

### **Main:**

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2. David Meerman Scott, *The New Rules of Marketing and PR: How to Use Content Marketing, Podcasting, Social Media, AI, Live Video, and Newsjacking to Reach Buyers Directly*, Wiley; 7th edition (May 5, 2020)
3. Jennefer Witter, *The Little Book of Big PR: 100+ Quick Tips to Get Your Business Noticed*, AMACOM; Illustrated edition (October 3, 2014)

4. Jerry A. Hendrix, Darrell C. Hayes, Pallavi Damani Kumar, Public Relations Cases (9th edition), Cengage Learning; 9th edition (January 1, 2012)
5. John Williams, Social Media: Marketing Strategies for Rapid Growth Using: Facebook, Twitter, Instagram, LinkedIn, Pinterest and YouTube (1st Edition), CreateSpace Independent Publishing Platform; 1st edition (March 8, 2016)

**Additional:**

1. Dietrich G. Spin Sucks: Communication and Reputation Management in the Digital Age. - Indiana. 2014.
2. Fawkes J. Public Relations Ethics and Professionalism: The Shadow of Excellence - London. 2017.
3. Frandsen F. Organizational Crisis Communication: A Multivocal Approach. -London. 2016.
4. Fraser P. Seitel. Practice of Public Relations. - New York, 2010.
5. Staks D.W. Primer of Public Relations Research. - New York, 2013.
6. Wilcox Dennis L., Cameron Glen T., Reber Bryan H. Public Relations: Strategies and Tactics. - Boston, 2014.