



«APPROVED»

Member of the Management Board,  
Vice-Rector for Operations  
NJSC «Al-Farabi KazNU»

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2024

The program of

**the entrance exam for the group of educational programs of the Faculty of  
Journalism for Bachelor's 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 Entrance exams for bachelor's degree programs consist of two stages:

- ✓ At the first stage, foreign applicants take a test on general education subjects on the respective platform.
- ✓ At the second stage, they undergo testing to determine their proficiency level in the language of instruction.

1.3 The entrance exams are conducted in the form of testing for the following groups of educational programs:

- ✓ 6B02102 Design
- ✓ 6B02103 Media design
- ✓ 6B02104 Cinema and Media
- ✓ 6B03201 Journalism
- ✓ 6B03202 international journalism
- ✓ 6B03203 Public relations
- ✓ 6B03206 Media communication
- ✓ 6B03207 Media communication
- ✓ 6B02104 Cinema and Media
- ✓ 6B03201 Journalism
- ✓ 6B03206 Media communication

1.4 In case an international applicant is unable to come to the University to take the entrance exam in the form of testing, they have the opportunity to take it online.

1.5 Selection for admission of international applicants to bachelor's degree programs through testing is assessed on a 100-point scale.

1.6 Following the entrance exam for bachelor's degree programs, a test results sheet is compiled in the established format, which is signed by the management of the Office of Internationalization and Recruitment of Foreign Students.

1.7 Appeals regarding the results of the testing are allowed within 24 hours.

1.8 An appeals commission is established by the rector of al-Farabi Kazakh National University for the period of exams. The appeals commission for admitting international applicants to KazNU includes employees of the Office of Internationalization and Recruitment (hereinafter referred to as the Office) and the teaching staff of KazNU.

1.9. The decision on admission is reviewed by the competition commission for the enrollment of international applicants and is documented by a protocol through the "Salem office" system.

1.10. Retaking the entrance exam is not allowed.

## **2. Conducting the entrance exam in 2024**

2.1 Testing is conducted in Russian, Kazakh, and English languages, including questions on relevant subjects within the framework of the general education school program.

2.2 An indicative list of topics for entrance exams in the format of testing:

1. Information in the modern world.
2. Journalism as a field of activity.
3. Kazakhstani journalists.
4. International news agencies.
5. Favorite works.
6. Freedom of speech.
7. Independence of Kazakhstan.
8. Foreign press.
9. International cooperation.
10. Information work in foreign embassies.
11. Journalism and politics.
12. International events and conflicts.
13. Building brand awareness.
14. Press service.
15. Advertising and its meaning.
16. International recognition.
17. Social networks.
18. Journalism and Computer Science.
19. Media communications.
20. Digital media platforms.
21. Design and mediadesign
22. Area of publishing deal in Kazakhstan
23. Editor's work

2.3 List of recommended literature for preparation:

1. Political journalism: textbook for undergraduate and graduate programs / ed. S.G. Korkonosenko. - M.: Yurayt, 2016. -- 319 s

2. Kolesnichenko A.S. Handbook of a journalist. Aspect Press, 2018.
3. Four theories of the press. Fred S. Siebert, Wilbur Schramm, Theodore Peterson. National Press Institute. Publishing house «VAGRIUS». - M., 1998
4. Chizhik A. V. Network communications: the question of the influence of new media on the formation of public opinion / A. V. Chizhik // Communicology. - 2017. - Т. 5. - No. 3. - P. 55–69.
5. The Elements of Journalism: What Newspeople Should Know and the Public Should Expect, Completely Updated and Revised. Bill Kovach, Tom Rosenstiel. Three Rivers Press; Revised, Updated edition. 2007
6. Kokhanova L.A., Kalmykov A.A. Fundamentals of the theory of journalism in 2 hours. Part 1: Textbook for academic bachelor's degree. - M.: Yurayt, 2016.-- 270 p.
7. Gray D., Chambers L., Bonegro L. (ed.) A guide to data journalism. - M.: RIA Novosti, 2013.- 66 p.
8. The Ethical Journalist: Making Responsible Decisions in the Digital Age 2nd Edition. Gene Foreman. Wiley-Blackwell; 2nd edition. 2015
9. Intercultural Communication. Shannon Ahrndt, University of Missouri-St. Louis. 2020
10. Convergent journalism. Theory and Practice: Textbook for Bachelor's and Master's Degrees. / E.A. Baranova. - M.: Yurayt, 2016.-- 269 p.
11. Open Technical Writing: An Open-Access Text for Instruction in Technical and Professional Writing. Adam Rex Pope, University of Arkansas. 2018
12. Барлыбаева С. Digital journalism (на английском языке) «Қазақ университеті», 2018
13. Барлыбаева С. Современные медиа технологии «Қазақ университеті», 2019
14. G.S.Sultanbayeva, S.N.Velitchenco, O.P.Lozhnikova. Intellectual capital is the basis of knowledge society development. (на английском языке) «Қазақ университеті», 2018
15. Абдраев Асылхан, Досжан Балабекұлы., «Фотография өнері: таңдамалы мақалалар жинағы. Алматы, Издательство Дарын, 2022г., на казахском языке.
16. Абдраев Асылхан, Досжан Балабекұлы., «Фотожурналист анықтамалығы» справочный словарь. Алматы, Издательство Дарын, 2022г., на казахском языке.
17. Н.Санжар, Н.Рушанова Введение в теорию киномеда, учебное пособие Германия, издательство «Lambert», 2022 г.
18. Н.Санжар, Н.Рушанова Редактор киномеда, Германия, издательство «Lambert», 2022 г.

### **3. Criteria for evaluating the entrance exam for admission to the bachelor's program for foreign citizens on a fee-paying basis:**

3.1 Selection for admission of foreign applicants to bachelor's degree programs through testing is assessed on a 100-point scale. A minimum of 65 points is required for admission on a fee-paying basis to the bachelor's program.

3.2 At the first stage of preliminary selection for bachelor's degree programs, applicants take a test covering materials on general education disciplines related to the chosen specialty. The test consists of 100 questions (20 questions per test, with 5 points awarded for each correct

answer).

3.3 To pass the test successfully, a foreign applicant must correctly answer at least 13 out of 20 questions, which is equivalent to 65%, regardless of the language chosen for testing.

3.4 At the second stage of selection for bachelor's degree programs, applicants take a language proficiency test:

- ✓ For programs with English as the language of instruction, applicants must correctly answer at least 21 out of 30 questions, which is equivalent to 70%.
- ✓ For programs with Russian or Kazakh as the language of instruction, applicants must correctly answer at least 15 out of 30 questions, which is equivalent to 50%.