

**APPROVED**  
**at the meeting of the Academic Council of**  
**NJSC «KazNU named after Al-Farabi»**  
**Protocol № 11 from 23. 05. 2025 y.**

**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. Modern media ethics and the problem of trust
2. The role of journalism in crisis situations
3. The role of social networks in political communications
4. Gender Representation in Media: Analysis and Implications
5. evolution of video content and its impact on information consumption
6. Virtual Reality (VR) and Augmented Reality in Media Communication
7. Digital Journalism and Social Media
8. Gender Studies and Media
9. Problems and practice of media ethics
10. Media Law: A Scientific Analysis
11. Political Communication in the Conditions of Digital Transformation
12. Media and Politics: Experience in Kazakhstan

### III. List of sources used

Main:

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 c.
4. Akhmetova L.S., Grigoriev V.K. Measuring democracy in elections. - Almaty: PO "DOIVA", 2007. - 268 c.
5. Barlybaeva S.H. Development of information society in the world and in Kazakhstan. - Almaty: Kazak University, 2006. - 190 c.
6. Barmankulov M.K.. Possibilities of space TV. -Almaty, 2000.
7. Ibraeva G.J. Television of Kazakhstan in the period of formation of statehood (political aspects of renewal and tendency of development): autoref.diss. dr. of political sciences. - Almaty, 1996. - 23 c.
8. Sarsenbaev A. Strategy of formation of information policy of the Republic of Kazakhstan in the transition period: dissertation of Dr. political sciences. - Almaty, 2000. - 225 c.
9. Sultanbayeva G.S. Political communication in mass media: foreign experience and Kazakhstan / per. G.Zh. Zhomartova; scientific ed. S.N. Velitchenko. - Almaty: Kazak University, 2012. - 305 c.

Additional:

- 1.Thompson J B. The media and modernity: A social theory of the media. Stanford University Press, 1995. – 314 p.
2. Pavlik J V, McIntosh S. Converging media. An Introduction to Mass Communication, 2004. – 563 p.
3. Rosenstiel T. The elements of journalism: What newspeople should know and the public should expect. Three Rivers Press, 2007. – 268 p.

4. Lipschultz J H. Social media communication: Concepts, practices, data, law and ethics. Routledge, 2020. – 268 p.
5. Rainie H, Wellman B. Networked: The new social operating system. Cambridge, MA: Mit Press, 2012. – 358 p.
6. Gill R, Gill R C. Gender and the Media. Polity, 2007. – 296 p.
7. Patterson P, Wilkins L C, Painter C. Media ethics: Issues and cases. 2018. – 400 p.
8. Wyatt W.N. The ethics of journalism: Individual, institutional and cultural influences. 2014. – 304 p.
9. Noble S U. Algorithms of oppression: How search engines reinforce racism, Algorithms of oppression. New York university press, 2018. – 248 p.
10. Eubanks V. Automating inequality: How high-tech tools profile, police, and punish the poor. St. Martin's Press, 2018. – 272 p.
11. Pariser E. The filter bubble: How the new personalized web is changing what we read and how we think. Penguin, 2011. - 304 p.