SUPERVISOR'S REVIEW

on the doctoral dissertation by Aitolkyn Berikovna Ashimova under the educational program "8D03202 – Media and Communication" on the topic: **"Artificial Intelligence as an Instrument of Political Communication: Application and Global Forecasting"**

The dissertation of Aitolkyn Berikovna Ashimova is devoted to the study of one of the most relevant and promising areas of modern science — the impact of artificial intelligence (AI) technologies on political communication. In the context of global digitalization, media transformation, and the accelerated integration of AI into various spheres of public life, the chosen topic becomes especially significant both theoretically and practically.

The doctoral work presents a systematic and interdisciplinary approach to studying the transformation of political communication under the influence of AI. The research utilizes such methods as philosophical-historical analysis, content analysis, SWOT and PEST analysis, as well as expert interviews. Particular attention is paid to the processes taking place in the Republic of Kazakhstan, which increases the applied value of the study.

The scientific novelty of the dissertation lies in the comprehensive systematization of the forms and methods of AI application in political communication, the development of a predictive model of political communication transformation, and the first detailed analysis of AI implementation in Kazakhstan's political context within national scholarship. The dissertation is logically structured, covers a wide range of sources, and demonstrates the doctoral candidate's high level of scientific maturity and independence.

Ashimova A.B. successfully demonstrates a deep understanding of modern theoretical approaches, provides a thorough analysis of current case studies, and presents well-founded conclusions and recommendations. These can be used in both scientific and practical contexts — particularly in the development of public policy in the areas of digitalization and information security. The dissertation fully meets the requirements for a PhD thesis and reflects the author's strong scientific and professional training. This is already evident in the introduction, where the doctoral candidate substantiates the relevance of the topic amid digital transformation and active AI implementation in the political sphere. The aim, objectives, object and subject of the research are clearly formulated, the research boundaries are defined, and the significance of the work for both international and Kazakhstani academic discourse is demonstrated.

Continuing the logical development of the topic, the first chapter provides a deep theoretical and methodological foundation for the research. It offers a comprehensive analysis of approaches to artificial intelligence and political communication and defines key concepts and categories, forming a solid theoretical base for empirical exploration. The interdisciplinary approach — combining political theory, media studies, and cognitive technologies — is well-justified. Both fundamental and applied sources are used, including works by Western, Soviet, and Kazakhstani scholars. Outcomes: Systematization of key theories, terms, and AI

models and their integration into the political context. Contribution: Laying the theoretical foundation for a new direction in Kazakhstani political science.

Based on this foundation, the second chapter examines specific practices of AI implementation in politics — both internationally and within Kazakhstan. A comparative analysis of global and local cases is conducted for the first time, alongside legal, institutional, and technological conditions for AI use in political communication. Outcomes: A broad comparative analysis from algorithmic propaganda to automated decision-making. International contribution: Identification of global trends in political digitalization.

Kazakhstani contribution: First systematization of the national experience in digital politics and AI regulation. The findings form the basis of the third chapter, in which the author proposes an original predictive model for the transformation of political communication in the AI era. Scenario analysis and expert evaluations are applied using data from both Kazakhstan and international sources. Outcomes: Development of a transformation model for political interaction with AI as an active communication participant. Contribution: Creation of a predictive analytics tool applicable in government strategies.

A key component of the dissertation is its empirical base, which includes expert surveys, content analysis of digital platforms, and the results of SWOT and PEST analyses conducted in the context of Kazakhstan. This gives the work a practical dimension and makes it highly relevant for both academic and professional audiences.

The empirical section is conducted at a high level. The doctoral candidate used both qualitative and quantitative methods: An expert survey was conducted with representatives of government bodies, political scientists, journalists, and IT specialists. The collected data helped to identify trust levels in AI, patterns of use, and expectations from ongoing digitalization. Content analysis was applied to digital platforms such as Telegram channels, political social media pages, and state information resources — revealing real-world AI practices in political communication. SWOT and PEST analyses were adapted to Kazakhstani conditions, considering political, legal, economic, cultural, and technological factors.

International databases were used, including materials from the Computational Propaganda project, AlgorithmWatch reports, and UN documents, ensuring the global comparability of the findings.

Outcomes: Collection and processing of primary data, hypothesis testing, and the development of well-supported conclusions. Contribution: Establishment of a representative empirical base on AI in politics in Central Asia — a critical step toward regional comparative research.

The conclusion of the dissertation summarizes the key findings, confirms the theoretical and practical value of the research, and offers recommendations for government bodies, media, and NGOs. The author also outlines future research directions, demonstrating an independent scholarly perspective and the relevance of the topic. The dissertation by Ashimova A.B. is the first comprehensive study in Kazakhstan that explores the interaction between AI and political communication.

The work has strategic significance: For science: It expands the boundaries of political theory and media research through the integration of digital technologies. For theory: It enriches the understanding of political communication transformation under AI influence and supports the development of a national school of digital political science. For practice: It offers tools and models for shaping digital policy, information security, and state-society communication strategies. Internationally: It positions Kazakhstan within the global context of digital transformation. Nationally: It lays a methodological foundation for future applied research and policy development in the field of AI.

Areas of practical application of the research findings:

In communication studies: for designing new theoretical-practical models of digital political communication, rethinking gatekeeping, framing, and agenda-setting theories in algorithmic media environments, and analyzing digital identity, new media, and personalized information flows.

In journalism and media practice: for the implementation and evaluation of automated journalism (e.g., NLG content), establishing ethical standards in editorial use of AI (especially concerning deepfakes and manipulative technologies), improving media literacy, and developing educational programs.

In political science: for analyzing the transformation of political participation and electoral behavior under digitalization, creating e-government and digital citizenship strategies, and monitoring the influence of AI on political stability and mobilization.

In education and training: for developing new academic disciplines (e.g., "AI and Politics", "Journalism in the Algorithmic Era", "Digital Propaganda"), training students in political science, media, and IT, and upskilling public servants and NGO professionals.

In public administration and policy think tanks: for evaluating digital platform effectiveness in governance communication, forming AI regulation and digital ethics policies, and engaging in strategic forecasting and political-informational decision-making.

Thus, the dissertation by Ashimova A.B. lays the groundwork for the development of an applied school of political communication in Kazakhstan and serves as both a valuable academic contribution and a practical tool for adapting to the challenges of the digital era.

The dissertation fully meets the requirements for PhD-level research. It possesses clear theoretical, empirical, and practical value and makes a substantial contribution to both national and international scholarship and practice.

I recommend the dissertation for defense and the awarding of the PhD degree under the program "8D03202 – Media and Communication".

Scientific Supervisor:
Dr. of Political Science, Professor
Gulmira Serikbaevna Sultanbayeva