

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

The program of the entrance exam for applicants to the PhD
for the group of educational programs
D062 – «Cultural Studies»

I. 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, an exam in the profile of a group of educational programs and an interview.

Block	Scores
1. Interview	30
2. Essay	20
3. Exam according to the profile of the group of the educational program	50
Total admission score	100/75

3. The duration of the entrance exam is 3 hours 10 minutes, during which the applicant writes an essay and answers the electronic examination ticket. The interview is conducted at the university premises before the entrance exam.

II. Procedure for the entrance examination

1. Applicants for doctoral studies in the group of educational programs D062 – «Cultural Studies» write a problematic / thematic essay. The volume of the essay is at least 250 words.

The purpose of the essay is to determine the level of analytical and creative abilities, expressed in the ability to build one's own argumentation based on theoretical knowledge, social and personal experience.

Types of essays:

- motivational essay revealing the motivation for research activities;
- scientific-analytical essay justifying 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 group

Discipline: Theory and Methodology of Cultural Typology

Topic: The concept of culture types: methodological aspects.

Sub-themes: Trends, dynamics, main currents of cultural typology, cultural values in modern culture. Artistic and philosophical originality of ancient and modern cultures, new and previously unknown types, new types of art.

Topic: Natural and artificial in a human being.

Sub-themes: Technology as a tool of mastering the world. Culture and consumption of products of spiritual production. Spiritual culture as human self-consciousness. Subconsciousness, consciousness and superconsciousness.

Topic: Culture and mentality.

Sub-themes: Between instinct and reason. Customs and traditions as the core of culture. Ritual and culture. Correlation of traditions and innovations in culture.

Topic: Post-figurative, co-figurative and pre-figurative cultures, education and culture.

Sub-themes: The role of art in culture. Culture and humanism. Main functions of culture: humanistic, communicative, regulatory, informational, axiological, continuity, prognostic functions.

Topic: Man and types of cultures.

Sub-themes: Basic methods of studying the typology of culture. Philosophical doctrine of man. Man and personality. The correlation of biological and social in culture.

Topic: Humanism and Culture.

Subtopics: The concepts of "reverence for life" by A. Schweitzer, the "phenomenon of man" by Teilhard de Chardin, the ethics of non-violence by L.N. Tolstoy and Mahatma Gandhi. The struggle of advanced thinkers against the dehumanization of society. The role of culture in the development of universal civilization. Criticism of totalitarian concepts of culture, the limits of the technocratic understanding of culture. Human solidarity and anomie.

Topic: Modern concepts of the scientific and technological revolution.

Subtopics: Scientific and technological revolution - the transition to a new type of civilization. Industrial, post-industrial, information society. Scientism and anti-

scientism in culture. The sphere of culture.

Topic: Models of modern culture.

Subtopics: Unities and differences of modern humanity. Dichotomies: East - West, North - South. Theory of S.P. Huntington on supercivilizations (Western, Confucian, Japanese, Islamic, Jewish, Slavic-Orthodox, Latin American, African). The main models of culture types: religious, Western, Asian-Pacific, post-socialist, Westernizing, South Asian, traditional. The role of the Turkic world in world civilization.

Topic: Typology and value orientations of the individual.

Subtopics: Homo sapiens, economic and playing. E. Fromm's theory of the fruitful orientation of the individual. Temperament, character and personality. Culture of the city and village. Demographic and gender aspects of culture (man and woman, youth, elderly). Values of culture.

Topic: Typology of ethnocultures.

Subtopics: Culturology and ethnoculture. Ethnicity and nation. The concepts of "national culture", "national self-awareness", "national character", "national feelings", "national psychology" in ethnoculture. Native language as the core of national culture.

Topic: Marginal culture.

Subtopics: Culture and marginality. Marginal cultures.

Theory of "cultural-national autonomies". Respect for the rights of national groups is the most important feature of democracy. National culture in the modern world. The failure of racism, cosmopolitanism, Eurocentrism and nationalism.

Topic: The reason for the aggravation of interethnic relations in the post-Soviet space.

Subtopics: Problems of harmonization of ethnocultures. The universal and the national in ethnoculture. National policy in the Republic of Kazakhstan.

Topic: Culture and nature: typological aspects.

Subtopics: Culture - nature. The influence of ecological culture. Biosphere - biotechnics - noosphere. An organic view of culture. The emergence of culture or the humanization of nature. The combination of genetic and cultural evolution. Culture as a way to overcome human alienation from nature.

Topic: Types of interaction between culture and nature (symbiosis, apobiosis, diabiosis).

Subtopics: Overcoming human chauvinism in relation to nature. Cosmological concepts of culture, ecology of culture and its role in modern civilization. The development of civilization and the negative impact of ersatz culture.

Topic: Mass media and manipulation of man and culture.

Subtopics: Commercial criterion of cultural values, conveyor method of their replication, as well as standards of consumption. Man is the measure of all things. Spirituality and culture - the path and prospect of civilization in the 21st century. The importance of the typology of cultures. The methodological significance of the categories "type" and "typology" for cultural studies. The unity and diversity of types of culture in world history.

Topic: Theories of the unity of world history and universal civilization.

Subtopics: Formational and socio-cultural typology of civilizations. Cyclicity in culture (O. Spengler, K. Danilevsky, A. Toynbee). Theory of axial time (K. Jaspers). Eurocentrism and typology of cultures.

Topic: Postmodernism as a state of culture at the end of the 20th century.

Subtopics: The constitution of Western culture as historical being. Postmodernism as a grandiose project of liberating humanity not only from the will of God, the dictates of reason, self-reflection, but also from the power of time. The emergence of the postmodern situation and the problem of time.

The rupture of the connection between times in postmodernism. The transformation of the present (modern) into a point of living "here" and "now". The present is the only reality that can be trusted. Augustine's dictum about the non-existence of three types of generally accepted time, but their existence from the point of view of the present: the present past, the present present, and the present future.

Topic: Specifics of understanding the "new" in postmodernism.

Subtopics: The new as a way of assessing the world: tests of pleasure, surprise and shock of the public. The tendency to accelerate the temporality of the birth of the new, the change of idols and heroes. Novelty as a challenge to the demands and foundations of society. The call to "live without borders" and "break all the rules", "do as you want", demonstration of the primacy of the discovery of the newness of life and behavior.

Topic: The main features and characteristics of the culture of postmodernism.

Subtopics: Parameters of postmodern culture. Identification of ontological, epistemological, historical, cultural and aesthetic parameters in the culture of postmodernism. Skepticism in attempts to transform the world, refusal to try to systematize the world, anti-systemicity as characteristic features of postmodernism, an undoubted tendency to form an "ontology of the mind". The emergence of thinking outside the context of stable wholes (East-West, capitalism-socialism, male-female), outside the traditional conceptual oppositions (subject-object, whole-part, internal-external, real-imaginary).

Topic: Epistemological criticism of the classical philosophical paradigm from the non-classical side.

Subtopics: The originality of the cultural and ideological program of

postmodernism: F. Kafka, R. Muzil, P. Picasso and V.V. Kandinsky, music by I. Stravinsky, architecture by Ch. Le Corbusier, films by A. Tarkovsky, A. Hitchcock. For postmodern aesthetics and art, the symbol of faith is the ideas of context deconstruction, formulated by Derrida. Erasing the difference between text and context, language and metalanguage.

Topic: The task of aesthetics as a problem of metaphor deconstruction.

Subtopics: The whole world is metaphorical, people are passengers of metaphor, living and traveling in it, like in a car. Postmodernism in culture as a transnational and multinational phenomenon, based on dialogue and openness, orientation towards the diversity of spiritual life.

Topic: Surrealism as a leading trend in art, which proclaimed the sphere of the subconscious (instincts, dreams, hallucinations) as the source of art.

Subtopics: Breaking logical connections, the method of free associations.

The development in the works of S. Dali, P. Bloom, I. Tanguy of the paradoxical illogicality of the combination of objects and phenomena, giving them a visible subject-plastic reliability. Formulation of the "Surrealist Manifesto" by L. Breton. The motto of the surrealists is "beauty is a chance meeting of a sewing machine and an umbrella on an anatomical table" (Lautreamont).

Discipline "Ecology of Culture"

Topic: The place of ecology of culture in world civilization.

Subtopics: The main stages of the history of ecology of culture. Ecological culture of Kazakhstan and criticism of Eurocentrism. Nomadism as an archetype of Kazakh culture. Ecological world of Kazakh culture. "Culture" (from Latin culture) as "improvement, perfection of something". Man as a subject of subject activity, a source of change in the world.

Topic: Build-up of subject-dissecting rational knowledge as skills and abilities of a consumer person in the absence of ecophilic spirituality and morality.

Subtopics: The emergence of a real threat to the functions of power instruments in the relationship between society and government.

Strategy for the creation of a universal culture as a living whole.

The function of correlating culture as a whole with its subsystems: science, economics, politics and - what is especially important now - living nature. Dialogue and synthesis as ways and forms of development of each national-regional culture, as well as the entire set of creative individuals.

Topic: Ecology of culture and its difference from modern cultural studies (as a subject area of science).

Subtopics: Identification of ecological potentials of culture in their logical integrity for the sake of their further evolution, purposefully created by Man the Creator.

Formation of ecological culture of the population as a priority direction of national

environmental policy. Concept of Kazakhstan's transition to sustainable development. Increasing the value of natural resources and all natural wealth is the main priority of Kazakhstan's national environmental policy.

Topic: Priority directions of environmental policy, environmental protection.

Subtopics: environmental law, nature management, science, environmental education and international environmental cooperation. Environmental protection as an effective indicator of environmental policy measures. The problem of preserving biodiversity in the context of environmental policy priorities. Current issues of regional environmental policy.

Topic: Formation of an ecological civilization.

Subtopics: Priority areas of environmental policy: environmental protection, economics of nature management, environmental law, nature management, science, environmental education and international environmental cooperation.

Topic: Environmental protection as an indicator of environmental policy effectiveness.

Subtopics: The problem of preserving biodiversity in the context of environmental policy priorities. Current issues of regional environmental policy. The concept of "environmental culture". Environmental awareness and human behavior.

Problems and contradictions in the formation of the population's environmental culture: environmental ignorance, environmental irresponsibility, utilitarian attitude to nature, environmental incompetence, environmental passivity. International, federal and regional concepts, laws and programs of environmental education and the formation of environmental culture.

Topic: Goals and objectives of forming the population's environmental culture.

Subtopics: Formation of environmental concepts. Formation of environmental ethics and a humane attitude to nature. Mastering methods of environmentally acceptable nature management. Mastering the personal development potential of communication with nature. Formation of environmental activity of the population. Specific problems and tasks of forming the environmental culture of the region. The main regional documents regulating the organization of activities to form the environmental culture of the population.

Topic: Priority mechanisms for forming environmental culture.

Subtopics: Priority tools and institutions for forming environmental culture. Modern trends in the development of environmental education. Environmental education. Environmental propaganda.

Topic: Artistic means of forming environmental culture.

Subtopics: Specifics of working with priority target groups of the population: adults, schoolchildren and students, politicians and managers, wealthy people, teachers, scientists, cultural and art figures, local population of protected natural areas, etc.

Topic: Priority problems: training of qualified specialists. Subtopics: Provision of socio-economic projects; environmental education;

inclusion of issues of sustainable development and environmental health in the content of state educational standards; popularization of environmental protection ideas by public organizations; educational activities of environmental protection structures, mass media, cultural institutions; strengthening the role of humanitarian aspects of environmental education and enlightenment. Criteria and methods for assessing the effectiveness of activities to form the environmental culture of the population.

Topic: Regional experience of environmental education and environmental education activities.

Subtopics: Analysis of regional, environmental education and environmental education potential and prospects for its development.

Historical and philosophical foundations for the formation of environmental culture. The problem of cultural and historical periodization of environmental consciousness. Systems analysis of environmental consciousness: "inclusion - opposition", "objective perception of nature - subjective perception of nature", "pragmatic nature of interaction with nature - non-pragmatic nature of interaction with nature".

Topic: The natural world in archaic consciousness.

Subtopics: Attitude to nature in human education. Nature in the materialistic picture of the world. The essence of anthropocentric ecological consciousness. "The paradigm of human exceptionalism". Differences in attitudes to nature in traditional "Western" and "Eastern" cultures. The origins and essence of ecocentric ecological consciousness.

Topic: The doctrine of the noosphere.

Subtopics: American environmentalism: "conservationists" and "ecologists". Biocentrism. Universal ethics. Environmental ethics. "New environmental paradigm". Peculiarities of attitude to nature of people affected by man-made environmental disasters (the Chernobyl area). Cultural and historical trends in the development of public environmental consciousness.

Topic: Psychological foundations for the formation of environmental culture.

Subtopics: Interdisciplinary nature of research into the "man - nature" system. General idea of environmental psychology and related scientific disciplines: social ecology, behavioral geography, environmental sociology, psychological ecology and human ecology.

Topic: Methodological foundations of the psychological study of environmental consciousness.

Subtopics: The concepts of "environment" and "the natural world". The subjective

nature of human attitudes to nature. Psychological typology of attitudes to nature. Psychological value of natural resources. Structural and dynamic characteristics of subjective attitudes to nature.

Subtopics: Parameters of psychological measurement of subjective attitudes to nature. Use of diagnostic techniques. Questionnaire for diagnosing the intensity of subjective attitudes to nature "Naturaphil".

Topic: Verbal association technique.

Subtopics: "EZOP" for diagnosing environmental attitudes of an individual. Technique for diagnosing the level of subjectification of natural objects. Technique for diagnosing the dominance of attitudes to nature "Dominant". Differential diagnostic questionnaire "Alternative" for determining preferences for activities related to natural objects.

Methodology for diagnosing the attitude of the population to the activities of nature reserves and national parks "Protected myths".

Planning and conducting ecological and psychological research. Statistical processing, analysis and interpretation of empirical data.

Topic: Ecological and psychological monitoring of the population's attitude to nature and environmental protection.

Subtopics: Attitude to nature in preschool age. Attitude of preschoolers to nature. Attitude of the younger generation to nature. Ecological and psychological monitoring of the population's attitude to nature and environmental protection. Attitude of preschool children to nature. Attitude of younger schoolchildren to nature. Attitude of adolescents to nature. Attitude of adolescents to nature.

Discipline "Philosophy of Postmodern Culture" Topic: Radical transformations of culture in the last third of the twentieth century.

Subtopics: Prerequisites for the formation of postmodern culture. The main characteristics of modern and postmodern culture. The main approaches to the study of postmodern culture

Topic: The concept and history of postmodernism.

Subtopics: The main meaning of postmodernism. The history of the formation of postmodern culture. The main problems of postmodern culture. The main methods of studying the culture of postmodernism. The relativistic approach in the study of the culture of postmodernism. The work of J.-F. Lyotard "What is postmodernism?"

Topic: Modernism and postmodernism.

Subtopics: Prerequisites and history of modernism and postmodernism. The main problems of modernism and postmodernism. Historical forms of modernism. Modernist project. Aesthetic differences between modernism and postmodernism. The emergence of postmodernism. The main features of postmodern culture

Topic: Modernism, postmodernism, urbanism.

Subtopics: Urbanism and capitalism. The problem of urbanization and interpretation in postmodernism. The development of postmodern art styles. Impressionism, expressionism, cubism, fauvism, surrealism, abstractionism.

Topic: Architectural practices of modernism and postmodernism.

Subtopics: Main styles of architecture in postmodernism. Differences between modernist and postmodernist architecture. Combination of classics and innovation in the 20th and 21st centuries.

Technological innovations of postmodern architecture. Urban space as a text. Contemporary Japanese architectural style as an example of postmodernism.

Topic: Postmodernism, sensuality, space and time.

Subtopics: The concept of time and space and their interpretation in postmodernism. The difference between space in modernism and postmodernism. Types of time.

Topic: Deconstruction of the present in Derrida.

Subtopics: The concept of trace in Derrida's concept. The concept of deconstruction. Deconstruction of metaphysics and ontology. Power, ideology, culture. The problem of power in the interpretation of M. Foucault and J. Baudriard. The relationship between the concepts of power, culture and ideology. The main approaches to the study of the problem of power and subordination. Modern concepts of power.

Topic: The main representatives of the philosophy of postmodern culture (J. Deleuze, J.-F. Lyotard).

Subtopics: The problem of desire in Deleuze's philosophy of culture. Deleuze and Freud. The essence of schizoanalysis. The problem of rhizome and simulacrum in postmodernism. Rhizome as a principle in Deleuze's philosophy of culture. The distinction between discursive (linguistic) and figurative (pictorial) according to Lyotard. Narrative knowledge. Metanarratives.

Topic: The problem of language in postmodernism (R. Barthes, J. Derrida, J. Baudrillard, etc.).

Subtopics: The problem of language and sign in R. Barthes's concept. Culture as text. The problem of connotation. Derrida and the problem of language. Language as writing. Historical phases of writing development. Voice and writing. Basic premises of writing deconstruction. Phonetic writing. Non-phonetic writing. Archwriting. Logocentrism. Phonocentrism. Onto-theo-teleocentrism. Simulacrum and simulation in Baudrillard's concept. Reality and hyperreality. Skeptical attitude towards dialectics.

Topic: Structural poststructuralism and semiotics.

Subtopics: R. Barthes as a brilliant theorist of postmodernism. Semiotics is a science of symbols and signs. Basic methods of structuralism. Research methods of poststructuralism. R. Barthes's theory of myth. Mythologization and ideologization

of the image in Barthes's concept. W. Eco's concept. W. Eco and the problem of structuralism. W. Eco's poststructuralist ideas.

Topic: Difference as the basis of culture: racial, class, gender, ethnic differences as the main issue of cultural studies.

Subtopics: The concept of difference. Characteristic qualities of racial differences. Class and ethnic differences as factors determining self-identification of modern man. Gender differences. Gender stratification.

Topic: Feminism as a cultural phenomenon.

Subtopics: Feminism as a cultural phenomenon of the twentieth century. Simone de Beauvoir's main ideas about feminism. Eastern and Western ideas about feminism. Women's values. Postmodernism and feminism. The problem of women and power in postmodernism. The problem of dominance and dominance in society. Male and female. The problem of marginalization of women. Sexism and its forms in culture and society. The problems of suppression of women in society and culture. The role of women in politics. Postfeminism at the present stage.

Topic: Subjectivity, identity, culture.

Subtopics: The concept of cultural identity. The concept of self-consciousness and self-identity. Self-expression and imitation. The problem of knowledge and power in postmodernism. Knowledge in the cultural system. M. Foucault "The Will to Knowledge". The problem of legitimization of knowledge. Performative legitimization of knowledge. Erasing the interdisciplinary boundaries of the humanities as a condition of postmodernism. The problem of legitimization of scientific knowledge according to Lyotard. The problem of commercialization of knowledge. Changing the status of knowledge in a technological society. Informatization of knowledge. Changing the status of education in an information society. Postmodernism at the present stage. The main problems of globalization. The problem of globalization and integration.

Discipline "History of Kazakh Culture"

Topic: The influence of other cultures on the cultural phenomenon of Kazakhstan.

Subtopics: Origin, unity of the Turkic culture, the process of cultural and historical development. Ethnic features. Ethnic structure of the Kazakh society. The essence of the cultural and historical heritage. Dialogue of the cultures of the East and the West.

Topic: Nomadism, nomadism - the basis of economic management and way of life.

Subtopics: Socio-economic, historical, geographical conditions, nomadic way of life. Kazakh culture as a form of nomadic culture, the transition to a sedentary culture. The world of philosophical ideas in the life of the Kazakhs.

Topic: The culture of the proto-Turks

Subtopics: The main beliefs of the ancient Sakas, the style of art. The "animal style" of the Sakas and its reflection in the Kazakh ornament. Anaris - a Saka philosopher. Cultural ties of the Saka tribes with other civilizations. The Great Migration of Nomadic Peoples to the West. Uysuns, Kangly, Huns as the Founders of the Proto-Turkic Culture.

Topic: The Culture of Eurasian Nomads.

Subtopics: Spiritual and Material Culture in the Proto-Turkic Culture. The Great Silk Road and the Proto-Turks. Studying the Spiritual Heritage of Nomads and Their Reflection in Folk Art. The Turkic Khaganate - an Early Turkic State. Relations with such large states as Iran and Byzantium of that time. Relations between China and the Turkic Khaganate. The Culture of the Western Turkic State (603 - 704)

Topic: The Annexation of Kazakhstan to the Russian Empire and Cultural Trends of that Period.

Subtopics: Education of Wealthy Children in the Madrasahs of Bukhara, Samarkand, Khiva, Tashkent. Education of the Children of Ordinary Nomads by Rural Mullahs. The opening of secular schools was mainly due to the need to train employees of the colonial apparatus: translators, secretaries. Outstanding representatives of Kazakh culture: Chokan Valikhanov, Ibrai Altynsarin and Abai Kunanbayev.

Topic: Kazakh epic and folklore.

Subtopics: The main priorities in the history of the Turkic peoples in solving such issues as ethnogenesis, social structure, political situation, national liberation struggle. The place of Kazakh culture in world civilization. The concept of the history of Kazakh culture and criticism of Eurocentrism. Nomadism as an archetype of Kazakh culture. The culture of ancient cattle-breeding tribes on the territory of Kazakhstan. The place of Turkic culture in world civilization. The first state structures of the Turks. Cities and settlements on the territory of Kazakhstan.

Topic: Culture and historical texts.

Subtopics: "Orkhon-Yenisei" monuments and their place in the formation of the Turkic script. Religion and faith of the Turks. Cosmogony and mythology of the Turkic peoples.

Topic: Socio-cultural situation in the Republic of Kazakhstan.

Subtopics: The collapse of the Soviet Union and the disintegration of totalitarian culture. The aggravation of interethnic relations and the conflict of ethnocultures. Market and culture.

Topic: Kazakh culture and Westernization.

Subtopics: The goals of cultural revival and the spiritual state of the era. Ersatz

culture and anti-culture. Cultural and social processes in the sphere of religion, art, education.

Topic: The program of cultural revival of the Republic of Kazakhstan.

Subtopics: The main directions of cultural construction. National and cultural centers of the Republic of Kazakhstan and their role in strengthening interethnic harmony. Prerequisites for the development of Kazakh culture in the 21st century. Cultural policy of Kazakhstan. The program "Cultural Heritage". "Rukhani Zhangyru". "Seven Facets of the Great Steppe"

III List of references.

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2. Baudrillard. Symbolic Exchange and Death. Moscow, 2000.
3. Deleuze. Marcel Proust and Signs. St. Petersburg, 2009.
4. Lyotard J.-F. The State of Postmodernism. St. Petersburg: Aletheia, 1998.
5. Lacan J. The Function and Field of Speech of Language in Psychoanalysis. Moscow, 1995.
6. Nurzhanov B.G., Erzhanova A.M. Culturology in a New Key. Almaty, 2011.
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11. Gabitov T.Kh. Kazakh culture: theory and history: Textbook. Rec. MES RK. – Almaty: Lantar Trade, 2022. – 351 p.

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6. Mumford L. Origins of urbanization. The emergence of the city. // Smith R.L. Our home is planet Earth. - M., 1982.
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