

## REVIEW

by external supervisor of the dissertation of Aitolkyn Ashimova

“Artificial Intelligence as an Instrument of Political Communication: Application and Global Forecasting” submitted for the candidacy of the degree of Doctor of Philosophy (PhD)

I have reviewed the revised version of the PhD dissertation by Ms. Aitolkyn Ashimova and am pleased to offer the following assessment. This work represents a well-researched, conceptually mature, and methodologically sound contribution to the emerging field of AI applications in political communication, with particular attention to Kazakhstan as a national case study.

The dissertation provides a robust historical overview of artificial intelligence, tracing its philosophical underpinnings and scientific development with commendable depth. The review is particularly strong in its emphasis on logic, computation, and probability as foundational elements of AI methodology. The integration of philosophical perspectives—linking empirical progress in AI with ontological and epistemological considerations—demonstrates the candidate’s sophisticated understanding of both the technical and conceptual dimensions of the subject. This dual approach significantly enhances the theoretical rigor of the research.

By embedding AI within the domain of political communication, the dissertation successfully situates itself within a highly relevant and contemporary scholarly discourse. The analysis reflects current global concerns regarding digitalization, the transformation of information ecosystems, and the role of emerging technologies in shaping public discourse. The focus on AI as both a tool for public diplomacy and an instrument of computational propaganda is particularly timely. This framing allows the study to contribute meaningfully to international debates on media ethics, information manipulation, and democratic governance.

One of the dissertation’s major strengths lies in its original contribution to the underexplored context of Central Asia, specifically Kazakhstan. This regional focus fills an important gap in global literature, where such national case studies remain scarce. The discussion of Kazakhstan’s AI policy, digital strategies, and legal reforms—including the introduction of concepts like the “National AI Platform”—adds valuable empirical insight and highlights the country’s ambition to participate actively in the Fourth Industrial Revolution.

The research design reflects methodological diversity and rigor. Through historical and philosophical analysis, SWOT and PEST frameworks, and a carefully constructed expert survey, the author has produced a well-rounded and data-supported study. The survey, based on purposive and snowball sampling, is competently analyzed using statistical tools (e.g., Spearman’s correlation), leading to credible insights into how AI is perceived in Kazakhstan’s media and political environments. This integration of qualitative and quantitative methods strengthens the study’s conclusions.

Ms. Ashimova’s dissertation makes important theoretical and practical contributions. Conceptually, it introduces a forecasting model for political communication that evolves from linear to interactive and transactional frameworks—a transition driven by the increasing integration of AI technologies. Practically, the study offers actionable recommendations for policymakers, media professionals, and technologists, particularly in developing contexts. The findings have the potential to inform national digital strategies and promote a more ethically grounded use of AI in political processes.

The dissertation is logically structured, clearly written, and well-documented. It effectively integrates academic sources across disciplines and regions, reflecting both global scholarship and localized analysis. The structure—comprising an introduction, three comprehensive chapters, a conclusion, and supporting materials—supports the coherence and clarity of the overall argument.

In conclusion, this dissertation reflects a high level of academic integrity, originality, and interdisciplinary engagement. It successfully bridges theoretical exploration and applied analysis, and it positions Kazakhstan within global conversations on artificial intelligence and political transformation. The work is not only deserving of a positive assessment but also of publication and wider academic dissemination.

I fully support the candidate's submission of this dissertation for defense and strongly recommend the conferral of the Doctor of Philosophy (PhD) degree.



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