The program of
the entrance exam for the group of educational programs of the Faculty of
Journalism for master'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. Kazakh National University named after al-Farabi accepts individuals who have completed higher education programs for postgraduate education programs (master's degree).

1.3. Entrance exams are conducted in the form of interviews for the following educational programs:

- ✓ 7M02101 Publishing
- ✓ 7M02102 Design
- ✓ 7M02103 Publishing Management and Typography
- ✓ 7M02104 Media Design
- ✓ 7M02105 Creative Industries
- ✓ 7M03201 Data Journalism
- ✓ 7M03202 Journalism
- ✓ 7M03203 International Journalism
- ✓ 7M03204 Public Relations
- ✓ 7M03212 Digital PR and Communications (Art. U)
- ✓ 7M03213 International Media Communications (Art U)
- ✓ 7M03214 Business Communication
- ✓ 7M03215 Media Communications
- ✓ 7M03217 Integrative Media Education
- ✓ 7M03218 Digital Media Communications (St. Petersburg State University)
- ✓ 7M03217 – Ethnojournalism

1.4. For the organization and conduct of entrance exams for the admission of foreign applicants, an examination subject commission for the academic year is established by the rector of al-Farabi Kazakh National University.

The examination commission for the admission exams of foreign applicants to KazNU includes employees of the Office of Internationalization and Recruitment (hereinafter referred to as the Office) and the teaching staff of KazNU.

1.5. If a foreign applicant who meets the above-mentioned requirements is unable to come to the University for the entrance interview, they have the option to take it in an online format.

1.6. Entrance exams in the form of oral interviews for the admission of foreign applicants are evaluated on a 100-point scale. For admission to the master's program on a fee-paying basis, a minimum of 75 points is required for the academic and pedagogical track (2 years) and a minimum of 50 points for the specialized track (1-1.5 years).

1.7. Following the entrance interview, a protocol is prepared in the established format. The

interview protocol is signed electronically via the "Salem office" system by the chairperson and all attending members of the commission and then submitted to the Office.

1.8. The decision on admission is reviewed by the competition commission for the enrollment of foreign applicants and documented by a protocol through the "Salem office" system. The results of the entrance exam are announced on the day of the exam.

1.9. Retaking the entrance exam is not allowed.

1.10. Appeals regarding the results of the interview are allowed within 24 hours.

2. Conducting the entrance exam in 2024:

2.1 The interview is conducted in Russian, Kazakh, and English languages. The oral interview also includes questions aimed at assessing the applicant's ability to learn, creative activity, critical thinking, and personal qualities.

2.2. An indicative list of interview topics:

1. Media in the state system.
2. Genres of journalism on the Internet.
3. Reflection of modern global problems in the Kazakh mass media
4. Publication of the national topic in the Kazakh mass media
5. Science: mass and global communication, their practical value.
6. Concepts of mass communication and laws of natural science
7. Theoretical aspects of revitalizing journalistic creativity
8. Kazakh electronic media system
9. Scientific journalism
10. Creative journalism

2.3. Recommended reading list for preparation:

1. Barlybayeva S.Kh. Modern media technologies: Monograph.-Almaty: KazNU, 2019.
2. Barlybayeva S.Kh. Audiovisual and digital media: Textbook.- Almaty: KazNU, 2019. (in English)
3. Barlybayeva S., Mukanova G. Digital Journalism.-Almaty:KazNU,2018.
4. Barmankulov M.K. Possibilities of space TV.-Almaty, 2000.
5. Berezin V.M. Mass communication: essence, channels, actions. -M: Rip-Holding, 2003. - 101 p.
6. Zasursky Ya.N. The modern world: the global information space//Bulletin of Moscow State University. Journalism Series, 2005-No. 4-C.3-9.
7. Ibraeva G.Zh. Television of Kazakhstan in the period of formation of statehood (political aspects of renewal and development trends): Abstract of the thesis. dr. political sciences - Almaty, 1996. - 23 p.
8. Mizerov S.D. Electronic media and politics. - M: Institute for advanced training of television and radio workers. -2000.
9. Sabitov E.T. International image of Kazakhstan in foreign countries: Ph.D. Doctor of Philosophy (PhD). - Astana, 2009. - 34 p.
10. Smirnov V.V. Practical journalism//Information genres of broadcasting.-Rostov-on-Don, 2009.
11. Zvik V.L. Television journalism.-M., 2008
12. Frolov M. Reporter at the microphone.-L., 2010.

3. Scale and criteria for evaluating the entrance exam for admission to the master's program (specialized track) for foreign citizens on a fee-paying basis:

Number of points	Compliance criteria
90-100 points «Excellent»	All competencies required for the entrance exam have been mastered. A comprehensive answer has been provided to two theoretical questions: - Scientific terminology has been correctly utilized. - All necessary features, elements, grounds, and classifications have been accurately named and defined to substantiate the arguments. - The main viewpoints accepted in scientific literature regarding the discussed issue have been indicated. - Own position or viewpoint has been argued, and the most significant research problems in this field have been identified. - The practical problem has been solved correctly with all necessary explanations.
75-89 points «Good»	All competencies required for the entrance exam have been mastered. A correct answer has been provided to two theoretical questions, with minor deficiencies identified in preparation: Scientific terminology is applied. - All necessary features, elements, classifications are named, but there is an error or inaccuracy in the definitions or concepts. - There are shortcomings in argumentation, factual or terminological inaccuracies are present, but they are not significant. - Some insights into possible research problems in the field are expressed. - The practical problem is partially solved with incomplete explanations provided.
50-74 points «Satisfactory»	All competencies required for the entrance exam have been mastered. A correct answer has been provided to two theoretical questions, with minor deficiencies identified in preparation: - Only some grounds, features, characteristics of the phenomenon under consideration are named and defined. - Significant terminological inaccuracies are present. - Own viewpoint is not presented. - No insights into possible research problems in the field are provided. - The practical problem is not solved.
0–49 points «Unsatisfactory»	Not all competencies required for the entrance exam have been mastered. Incorrect answers are provided to two theoretical questions, with significant deficiencies identified in preparation. The practical problem is not solved.

3.1 Scale and assessment criteria of the entrance examination for admission to the master's program (academic and pedagogical direction) for foreign citizens on a fee-paying basis:

Number of points	Compliance criteria
90–100 points "Excellent"	Demonstrates knowledge of the fundamental processes within the studied subject area; depth and completeness of addressing the issue; logically and sequentially expresses own opinion on the discussed problem; possesses conceptual-categorical framework, scientific terminology; logical coherence of the answer, adherence to the norms of contemporary scientific language.

80–89 points "Good"	Competent use of scientific terminology; mastery of conceptual-categorical framework; problem-oriented presentation of formulated questions; occasional errors in presenting factual material; incompleteness in presenting scientifically established facts within the scope of questions; logical coherence of the answer, adherence to the norms of contemporary scientific language.
75–79 points "Satisfactory"	Insufficient use of scientific terminology; inadequate mastery of conceptual-categorical framework; ability to address only one of the problems formulated in the questions; errors in presenting factual material; superficial knowledge of the subject area; violation of logical coherence in the answer, norms of contemporary scientific language.
0–74 points "Unsatisfactory"	Absence of necessary scientific terminology in the answers; descriptive presentation of discussed issues, inability to identify and present problems; gross errors in presenting factual material; lack of knowledge of historiography of the studied subject area.