

AL-FARABI KAZAKH NATIONAL UNIVERSITY  
FACULTY OF PHILOSOPHY AND POLITICAL SCIENCE  
DEPARTMENT OF POLITICAL SCIENCE AND POLITICAL  
TECHNOLOGIES

**PROGRAM  
FINAL EXAM  
BY DISCIPLINE**

**POLITICAL COMMUNICATION**

Number of credits 5

Course - 4

Almaty, 2025

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The program of the final exam in the discipline was compiled by PhD, Acting Associate Professor of the Department of Political Science and Political Technologies Abzhapparova A. A.

Based on the working curriculum of the OP "6B03106 Political Science".  
Reviewed and presented at the meeting of the Department of Political Science and Political Technologies

Protocol No. \_1\_ of" 01 "September 202.5,

Head of the Department, Professor \_\_\_\_\_G. O. Nasimova

**program**  
in the discipline of Political communication

**The final exam** is conducted in traditional written form. The exam format is offline: traditional-answers to questions.

Students should read the instructions for organizing the winter exam session.

The process of passing a written exam by a student involves **the automatic creation of an exam card**, which the student must answer orally to the examination board. When conducting an oral exam, video recording is mandatory.

**Control of the exam**

The teacher or the exam board:

- performs video recording of the exam,
- saves a video recording of the exam for 3 months from the end of the session.

**Duration**

The exam is held according to the schedule approved in the Univer system.  
The exam duration is 2 hours.

**BASED ON THE RESULTS OF PASSING THE EXAM:**

1. The exam board and the teacher certify the exam participants.
2. Add points to the final list in the Univer IC.

The time required to add points to the certification list for an oral exam is **48 hours**.

**List of exam topics to prepare for the exam**

1. The essence of political communication;
2. Theories of political communication;
3. Models of political communication;
4. Mass media as the main channel of communication in modern society;
5. Informal communications;
6. Planning and conducting the election campaign;
7. Government Relations;
8. Strategic political and communication campaigns: common features and distinctive features;
9. Mass communication media in the field of socio-political forces;
10. Internet communication in the political sphere: new challenges and opportunities;
11. Modern information wars and information security;
12. Negative communication technologies;
13. Technological aspects of the "velvet" revolutions;
14. Power-Communications-society: interaction technologies;
15. International features of ethics in political communications.

**Rating criteria:**

| Rating | Criteria |
|--------|----------|
|--------|----------|

|                       |                                                                                                                                                                                                                                                                               |
|-----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Excellent</b>      | 1. Correct and complete answers to all theoretical questions are given;<br>2. The practical task is completely solved;<br>3. The material is presented correctly in accordance with the logical sequence;<br>4. Creative abilities are demonstrated.                          |
| <b>Good</b>           | 1. Correct but incomplete answers to all theoretical questions are given, and minor errors or inaccuracies are made;<br>2. The practical task was completed, but a minor mistake was made;<br>3. The material is presented correctly in accordance with the logical sequence. |
| <b>Satisfactory</b>   | 1. The answers to theoretical questions are correct in principle, but incomplete, there are inaccuracies in the wording and logical errors;<br>2. The practical task is not fully completed;<br>3. The material is presented correctly, but the logical sequence is broken.   |
| <b>Unsatisfactory</b> | 1. Answers to theoretical questions contain gross errors;<br>2. Practical task failed;<br>3. Grammatical and terminological errors were made in the presentation of the answer, and the logical sequence was broken.                                                          |
| <b>Necessarily</b>    | All written exam papers must be checked for plagiarism. The minimum threshold for an exam answer is 75%. If the written work does not pass the plagiarism check, the work will be canceled.                                                                                   |

### **Recommended literature:**

1. Demasi Mirko A., Burke Shani, Tileaga Cristian (eds.) Political Communication: Discursive Perspectives. Palgrave Macmillan, 2020. — 336 p.
2. Dyson Stephen B. Imagining Politics: Interpretations in Political Science and Political Television. University of Michigan Press, 2019. — 162 p.
3. Mukhametov R. S., Sivkova N. I., Gaisina A.V. et al. Mass media in the political process. Educational and methodical manual. Yekaterinburg: Ural Federal University named after the First President of Russia B. N. Yeltsin (UrFU), 2020, 112 p.
4. Нұртазина Р.Ә. Қазақстан Республикасы: БАҚ және саясат. Алматы: БАҚЫТ, 2014. — 125 б.
5. Sultanbayeva G. S. Political communication in mass media: foreign experience and Kazakhstan. Monograph. — Алматы: Қазақ университеті, 2012. — 306 с.

6. Political communication. Teoriya, obrazovanie, opyt : ucheb. pos.: v 2 ch. Ch. 1 : Issledovanie i prepodavanie politicheskoi kommunikatsii [Theory, education, experience].
7. Alekseyenko A., Zhusupova A., Ileuova G. et al. Social portrait of the modern Kazakh society, Moscow: IMEP under the Foundation of the First President, 2015.
8. Anokhina N. V., Malakanova O. A. Politicheskaya kommunikatsiya [Political communication]. Politicheskii protsess: osnovnye aspekty i sposoby analiza [Political process: main aspects and methods of analysis]. Moscow: Infra-M Publ., 2017, 302 p.
9. PR and mass media in Kazakhstan: a collection of scientific papers. – Қазақстандағы PR және БАҚ: ғылыми еңбектер жинағы / сост. и гл. ред. Л.С. Ахметова. – Вып. 20 – Алматы: Қазақ университеті, 2020 – 360 с. Aalberg T. Populist Political Communication in Europe. Routledge, 2016. — 412 p.
10. Political communication. Teoriya, obrazovanie, opyt : ucheb. pos.: v 2 ch. Ch. 1 : Issledovanie i prepodavanie politicheskoi kommunikatsii [Theory, education, experience].
11. Alekseyenko A., Zhusupova A., Ileuova G. et al. Social portrait of the modern Kazakh society, Moscow: IMEP under the Foundation of the First President, 2015.
12. Drezner, Daniel and Henry Farrell. “The Power and Politics of Blogs.” In Proceedings of the Annual Meeting of the American Political Science Association, 2014.
13. Anokhina N. V., Malakanova O. A. Politicheskaya kommunikatsiya [Political communication]. Politicheskii protsess: osnovnye aspekty i sposoby analiza [Political process: main aspects and methods of analysis]. Moscow: Infra-M Publ., 2017, 302 p.

## RUBRIC FOR FINAL EXAM EVALUATION

| Criteria                                                                                   | Excellent (90–100%)                                                                                                                                                                                                                                   | Good (75–89%)                                                                                                                                            | Satisfactory (60–74%)                                                                                                        | Unsatisfactory (0–59%)                                                                   | Max Points                              |
|--------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|-----------------------------------------|
| <b>Question 1</b><br><b>(30 points)</b><br><b>Understanding of Theoretical Foundations</b> | Demonstrates deep and comprehensive understanding of key theories and models of political communication (e.g., Lasswell model, agenda-setting, framing, spiral of silence, etc.); accurately defines core concepts and explains their interrelations. | Shows solid understanding of main theories and concepts; minor inaccuracies or omissions; demonstrates general comprehension of communication processes. | Demonstrates basic understanding of concepts; explanations are incomplete or superficial; confuses some theoretical aspects. | Lacks understanding of basic theories and concepts; major errors or irrelevant material. | 30                                      |
| <b>Question 2</b><br><b>(35 points)</b><br><b>Understanding of Theoretical Foundations</b> | Skillfully applies theory to real political cases, campaigns, speeches, or media events; provides relevant, well-analyzed examples linking theory and practice.                                                                                       | Applies theory to practice with appropriate examples; analysis may lack depth or full justification.                                                     | Attempts to connect theory with examples, but with weak analysis or limited relevance.                                       | Fails to apply theory to practical contexts; examples missing, incorrect, or irrelevant. | 30                                      |
| <b>Question 3</b><br><b>(35 points)</b><br><b>Analytical and Critical Thinking</b>         | Demonstrates strong analytical ability and critical evaluation of political messages, media strategies, and communication effects; presents well-reasoned, original arguments.                                                                        | Provides clear analysis and some critical evaluation; arguments mostly logical though not fully developed.                                               | Shows limited analytical ability; answers are mostly descriptive with little or no critical reflection.                      | No analysis or critical thought; purely descriptive or incoherent response.              | 40                                      |
| <b>Language and academic style</b><br><b>(integrated criterion)</b>                        | Fluent, academic English; accurate terminology; coherent structure; no grammatical errors                                                                                                                                                             | Mostly correct language; minor stylistic or grammatical mistakes                                                                                         | Noticeable grammatical issues but meaning generally clear                                                                    | Poor language; frequent errors obscure meaning                                           | <i>(include d within each question)</i> |

