

SYLLABUS
Fall semester 2025 – 2026 academic year
Educational program "6B03106 Political science"

ID and name of course	Independent work of the student (IWS) <i>Enter IWS, IWM, IWD depending on the level of education</i>	Number of credits			General number of credits	Independent work of the student under the guidance of a teacher (IWS) <i>Submit IWS, IWM, IWD depending on the level of education</i>	
		Lectures (L)	Practical classes (PC)	Lab. classes (LC)			
PK 4306 Political communication	5	15	15		5	6	
ACADEMIC INFORMATION ABOUT THE COURSE							
Learning Format	Cycle, component	Lecture types	Types of practical classes		Form and platform final control		
Offline	II, KнB	A review, informational, problematic lecture with pre-planned errors.	Discussion of reports and papers, survey seminar, discussion seminar		Offline ИС UNIVER, ПИСЬМЕННЫЙ		
Lecturer - (s)	Abzhapparova Aigul Abdumutalipovna						
e-mail :	aigul.abzhapparova @kaznu.kz						
Phone :	1756						
Assistant - (s)	Abzhapparova Aigul Abdumutalipovna						
e-mail :	aigul.abzhapparova @kaznu.kz						
Phone :	1756						
ACADEMIC COURSE PRESENTATION							
Purpose of the course	Expected Learning Outcomes (LO) *				Indicators of LO achievement (ID)		
to form the ability to analyze the processes of globalization and development in the modern world.	1.To use a comparative analysis, recognize and creatively use concepts of political image				1.1 Models the existence of unique specific features of the political image		
					1.2 Interprets individual approaches and methods of studying political image		
	2. To describe knowledge development features, specifics, problems and modern trends of imageology as an applied field of knowledge				2.1 Explains the meaning and content of the main categories of political imageology		
					2.2 Identifies the leading theoretical and practical problems, current directions of imageology		
	3. To conclude the tools and mechanisms of image building in practice				3.1 Systematizes the diversity of concepts and mechanisms for constructing a political image		
					3.2 Evaluates scientific categories and methods of political imageology to analyze, diagnose and correct the images of various political subjects		
	4. Evaluates scientific categories and methods of political imageology to analyze, diagnose and correct the images of various political subjects				4.1 Verifies elements of image and explain the specific features of its perception		
					4.2 Classifies functions and socio-cultural bases of perception of political image		
	5. To analyze image formation technologies and features of image communication strategies				5.1 Compares communication technologies for the formation, maintenance and protection of political images		
					5.2 Formulates the features of a creative approach to modeling a political image		
Prerequisites	Political culture and world ideologies						
Postrequisites	Political management						

Learning Resources	Literature: main, additional. 1. Fengler Susanne, Eberwein Tobias et al. (eds.). The Global Handbook of Media Accountability. Routledge, 2022. — 624 p. 2. Haller André, Michael Hendrik (eds.) Scandalogy 4. Political Scandals in the Age of Populism, Partisanship, and Polarization. Springer, 2023. — 192 p. 3. Rackaway Chapman. Communicating Politics Online: Disruption and Democracy. Palgrave Macmillan, 2023. — 128 p. 4. Berinsky Adam J. Political Rumors. Why We Accept Misinformation and How to Fight It. Princeton University Press, 2023. — 240 p. 5. Benjamin G., Bachner J. Warping Time: How Contending Political Forces Manipulate the Past, Present, and Future. University of Michigan Press, 2023. — 159 p. Research infrastructure 1. https://elibrary.kaznu.kz/ 2. open.kaznu.kz Professional scientific databases 1. www.scopus.com 2. www.webofknowledge.com Internet resources (at least 3-5) 1. www.kisi.kz 2. https://cyberleninka.ru/ 3. https://iph.kz/ 4. https://www.ofstrategy.kz/ 5. https://elibrary.ru/defaultx.asp?amp&amp;ysclid=mfik4dg3tz336919153
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Academic course policy	The academic policy of the course is determined by <u>the Academic Policy and the Policy of Academic Integrity of Al-Farabi Kazakh National University</u> .			
	Documents are available on the main page of IS Univer .			
	Integration of science and education. The research work of students, undergraduates and doctoral students is a deepening of the educational process. It is organized directly at the departments, laboratories, scientific and design departments of the university, in student scientific and technical associations. Independent work of students at all levels of education is aimed at developing research skills and competencies based on obtaining new knowledge using modern research and information technologies. A research university teacher integrates the results of scientific activities into the topics of lectures and seminars (practical) classes, laboratory classes and into the tasks of the IWS, IWS, which are reflected in the syllabus and are responsible for the relevance of the topics of training sessions and assignments.			
	Attendance. The deadline for each task is indicated in the calendar (schedule) for the implementation of the content of the course. Failure to meet deadlines results in loss of points.			
	Academic honesty. Practical/laboratory classes, IWS develop the student's independence, critical thinking, and creativity. Plagiarism, forgery, the use of cheat sheets, cheating at all stages of completing tasks are unacceptable.			
	Compliance with academic honesty during the period of theoretical training and at exams, in addition to the main policies, is regulated by <u>the "Rules for the final control" , "Instructions for the final control of the autumn / spring semester of the current academic year" , "Regulations on checking students' text documents for borrowings"</u> .			
	Documents are available on the main page of IS Univer .			
	Basic principles of inclusive education. The educational environment of the university is conceived as a safe place where there is always support and equal attitude from the teacher to all students and students to each other, regardless of gender, race / ethnicity, religious beliefs, socio-economic status, physical health of the student, etc. All people need the support and friendship of peers and fellow students. For all students, progress is more about what they can do than what they can't. Diversity enhances all aspects of life.			
	All students, especially those with disabilities, can receive counseling assistance by phone / e- mail <u>aigul.abzhapparova@kaznu.kz</u> or via video link in MS Teams <i>Общий Политология Microsoft Teams</i> .			
	Integration MOOC (massive open online course). In the case of integrating MOOC into the course, all students need to register for MOOC. The deadlines for passing MOOC modules must be strictly observed in accordance with the course study schedule.			
ATTENTION! The deadline for each task is indicated in the calendar (schedule) for the implementation of the content of the course, as well as in the MOOC. Failure to meet deadlines results in loss of points.				
INFORMATION ABOUT TEACHING, LEARNING AND ASSESSMENT				
Score-rating letter system of assessment of accounting for educational achievements			Assessment Methods	
Grade	Digital equivalent points	points, % content	Assessment according to the traditional system	Criteria-based assessment is the process of correlating actual learning outcomes with expected learning outcomes based on clearly defined criteria. Based on formative and summative assessment.

A	4.0	95-100	Great	Formative assessment is a type of assessment that is carried out in the course of daily learning activities. It is the current measure of progress. Provides an operational relationship between the student and the teacher. It allows you to determine the capabilities of the student, identify difficulties, help achieve the best results, timely correct the educational process for the teacher. The performance of tasks, the activity of work in the classroom during lectures, seminars, practical exercises (discussions, quizzes, debates, round tables, laboratory work, etc.) are evaluated. Acquired knowledge and competencies are assessed. Summative assessment - type of assessment, which is carried out upon completion of the study of the section in accordance with the program of the course. Conducted 3-4 times per semester when performing IWS. This is the assessment of mastering the expected learning outcomes in relation to the descriptors. Allows you to determine and fix the level of mastering the course for a certain period. Learning outcomes are evaluated.
A-	3.67	90-94		
B+	3.33	85-89	Fine	
B	3.0	80-84		
B-	2.67	75-79		
C+	2.33	70-74		
C	2.0	65-69	Satisfactorily	
C-	1.67	60-64		
D+	1.33	55-59		
D	1.0	50-54		
FX	0,5	25-49	Unsatisfactory	
F	0	0-24		

Formative and summative assessment The teacher introduces his own types of assessment or uses the proposed option	Points % content The teacher enters his score into points in accordance with the calendar (schedule). <u>The exam does not change and the final score in the course.</u>
Activity at lectures	5
Work in practical classes	20
Independent work	25
Design and creative activity	10
Final control (exam)	40
TOTAL	100

Calendar (schedule) for the implementation of the content of the course. Methods of teaching and learning.

A week	Topic name	Number of hours	Max. ball
Module 1 Theoretical and methodological foundations of the study of information and communication processes in politics			
1	L 1. The concept and forms of communication	2	
2	L 2. The essence of political communication	4	
	PC 2. The genesis of the concept of political communication		
	LC 2. Independent preparation for the lecture		
3	L 3. Models of political communication	2	
	PC 3. Basic models of political communication	4	
	LC 3. Independent preparation for the lecture		
	IWST P 1. Consultations on the implementation of IWS 1		
4	L 4. Mass media as the main communication channel in modern society	2	2
	PC 4. Theoretical foundations of the analysis of modern mass communication	4	10
	LC 4. Independent preparation for the lecture		
	IWS 1. Reveal the essence of the communication model: "Bullet Theory" by G. Lasswell. A two-stage model of communication impact by P. Lazarsfeld and B. Berelson. The concept of "setting the agenda". The theory of the "spiral of silence" by E. Noel-Neuman		25
5	L 5. Informal communication	2	2
	PC 5. Informal communications: Rumors and political myths as an element of political struggle	4	10
	LC 5. Independent preparation for the lecture		
Model 2. Communication technologies in political campaigns			
6	L 6. Planning and running an election campaign	2	1
	PC 6. General principles of conducting election campaigns.	4	7
	LC 6. Independent preparation for the lecture		
	IWST 2. Consultations on the implementation of IWS 2		
7	L 7. Government Relations	2	1
	PC 7. Give examples of Government Relations	4	8
	LC 7. Independent preparation for the lecture		
	IWS 2. GR and lobbying		25
8	L 8. Strategic political and communication campaigns: common features and distinctive features	2	1
	PC 8. The role of the QMS in the political campaign	4	8
	LC 8. Independent preparation for the lecture		
	IWST 3. Consultations on the implementation of IWS 3		
Midterm control 1			100
9	L 9. Mass communication media in the field of action of socio-political forces	2	1

	PC 9. The problem of targeted selection and "filtering" of information for QMS coverage: models by D. White, J. McNally, J. Galtung and M. Ruge.	4	6
	LC 9 Independent preparation for the lecture		
	IWS 4. Consultations on the implementation of IWS 3.		
10	L 10. Internet communication in the political sphere: new challenges and new opportunities	2	1
	PC 10. E-government in Western and Eastern Europe, America, and Asia.	4	6
	LC 10. Independent preparation for the lecture		
	IWS 3 The normative model of the strategic political and communication campaign (K. Novak, K. Varnerid). Models of the hierarchy of effects of political and communication influence (M. Ray). A model of the cumulative communication effect process (S. Chaffee, C. Rozer)		16
11	L 11. Modern information warfare and information security.	2	1
	PC 11. Foreign policy aspects of information warfare. Threats to the information security of the state.	4	6
	LC 11. Independent preparation for the lecture		
	IWS 5. Consultations on the implementation of IWS 4.		
	Module 3 Problems and prospects of interaction between the media and the government		
12	L12. Negative communication technologies	2	1
	PC 12. black PR	4	6
	LC 12. Independent preparation for the lecture		
	IWS 4. Development of an information and communication program for a political campaign (elections, propaganda, etc.)		17
13	L 13. Technological aspects of the "velvet" revolutions	2	1
	PC 13. Technological aspects and results of the velvet revolutions of the 90s to the present.	4	6
	LC 13. Independent preparation for the lecture		
14	L 14. Power-communication-society: technologies of interaction	2	1
	PC 14. Conduct a comparative analysis of the use of PR technology (2 or 3 countries of the world)	4	6
	LC 14. Independent preparation for the lecture		
	IWS 6. Consultations on the implementation of IWS 5.		
15	L 15. International peculiarities of ethics in political communications.	2	1
	PC 15. International peculiarities of ethics in political communications.	4	6
	LC 15. Independent preparation for the lecture		
	IWS 5. Political communication in modern Kazakhstani mass media. Content analysis		18
	Midterm control 2		100
	Final control (exam)		100
	TOTAL for course		100

Dean _____ B.B. Meirbayev

Chair of the Academic Committee
on the Quality of Teaching and Learning _____ A.B. Alchimbayeva

Head of Department _____ G.O. Nassimova

Lecturer _____ A.A. Abzhapparova

RUBRICATOR OF THE SUMMATIVE ASSESSMENT

CRITERIA EVALUATION OF LEARNING OUTCOMES

IWS 1 Reveal the essence of the communication model: "Bullet Theory" by G. Lasswell . Two-stage model of communication influence by P. Lazarsfeld , B. Berelson . The concept of "agenda setting". The theory of the "spiral of silence" by E. Noel -Neumann.

Criterion	"Great" Max. weight in 100-90 %	"Fine" Max. weight 89-75 %	"Satisfactorily" Max. weight in 74-50 %	"Unsatisfactory" Max. weight in 49-0 %
Understanding theories and concepts of professional identity and professionalism of a teacher	A complete and accurate disclosure of all four theories and models.	All four theories are covered, with an understanding of the main ideas.	Most of the theories are revealed, but with superficial or partial understanding.	Only individual theories are revealed, or incorrect/incomprehensible definitions are given.
Understanding Key Issues of Professional Identity and Professionalism of Teachers in Kazakhstan	A clear explanation of the basic concepts and mechanisms of each theory.	The explanations are clear, but not always detailed enough or illustrated with examples.	Lack of examples or weak explanation of key concepts.	There is a lack of understanding of the essence of the models.
Policy proposal or practical recommendations/suggestions	Examples or illustrations are provided to demonstrate an understanding of the practical application of the models.	Non-critical minor errors or inaccuracies in wording.	Significant simplifications, errors or inaccuracies may occur.	Many errors, confusion in terms, violation of logic.
Letter, ARA style	Use of industry-specific terminology and references to original sources (if required). Structured and logical presentation, free of errors.	The text is structured, but some transitions or connections of ideas are weaker.	The structure of the presentation is weak, there are violations of logic or ambiguity	The text is unstructured and difficult to perceive.

Formula for calculating the final grade (obtaining the average value):

Final score = $(\%1 + \%2 + \%3 + \%4 + \%5) + \dots$ by the number of criteria / K ,

where % is the level of task completion according to the criterion,

K – the total number of criteria in the rubricator.

IWS 2 GR and lobbying

Criterion	"Great" Max. weight in 100-90 %	"Fine" Max. weight 89-75 %	"Satisfactorily" Max. weight in 74-50 %	"Unsatisfactory" Max. weight in 49-0 %
Understanding theories and concepts of professional identity and professionalism of a teacher	A complete, in-depth explanation of the concepts of GR and lobbying. A clear explanation of the goals, methods and mechanisms of Government Relations and lobbying.	☐ The basic concepts and functions of GR and lobbying are revealed. The main methods and goals are explained, but without going into great detail.	The basic concepts of GR and lobbying are revealed, but with simplifications or incomplete understanding.	The concepts of GR and lobbying are either explained incorrectly or presented superficially, without understanding the essence.
Understanding Key Issues of Professional Identity and Professionalism of Teachers in Kazakhstan	Examples of successful application of GR and lobbying in practice are given (real cases or hypothetical situations).	Simple examples or descriptions of practical aspects are given.	The main methods and goals are described, but without specifics and examples.	There is no or very weak explanation of methods and goals
Policy proposal or practical recommendations/suggestions	Demonstrated understanding of the legal framework and ethical aspects of lobbying.	There are some minor inaccuracies or omissions in understanding the norms and ethics.	There are significant gaps in the areas of legal regulation and ethics.	There are no examples, legal and ethical aspects are ignored.
Letter, ARA style	Structured, logical and literate text, without errors. Use of specialized terminology and references to authoritative sources.	The text is logically structured; there are minor stylistic or grammatical errors.	The text is poorly structured, contains errors, and affects perception. Lack of specialized terminology.	The text is unstructured, contains many errors, and is difficult to understand. Failure to use specialized terminology.

IWS 3 Normative model of strategic political-communication campaign (K. Novak, K. Warnerid). Models of the hierarchy of effects of political-communication influence (M. Ray). Model of the process of cumulative communication effect (S. Chaffee, C. Rouser)

Criterion	"Great" Max. weight in 100-90 %	"Fine" Max. weight 89-75 %	"Satisfactorily" Max. weight in 74-50 %	"Unsatisfactory" Max. weight in 49-0 %
Models	All three models are presented in detail and accurately. The essence, stages, authors, and features of each model are revealed.	All models are mentioned, but one is only briefly covered. Some details are omitted.	1-2 models are revealed, the other(s) are mentioned in passing or not revealed at all.	Models are not disclosed or mentioned without explanation.
Analysis	The models are compared, differences and areas of application are highlighted, and conclusions and independent opinions are provided.	There is an attempt to analyze and compare models, but it is not deep enough.	Analysis - Absent. The work is of a retelling nature.	There is a lack of understanding of the essence.

Examples	Correct examples (historical, contemporary, or hypothetical) are used to demonstrate understanding of the models.	Examples are given, but are not always appropriate or complete.	Examples are not given or are given formally and do not correspond to the models.	Gross distortions, incorrect indication of authors, confusion in titles.
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IWS 2 Political communication in modern Kazakhstani mass media. Content analysis

Criterion	"Great" Max. weight in 100-90 %	"Fine" Max. weight 89-75 %	"Satisfactorily" Max. weight in 74-50 %	"Unsatisfactory" Max. weight in 49-0 %
Disclosure of political communication	Political communication in the media of Kazakhstan is covered deeply and comprehensively.	Key aspects of political communication are covered, but some media types or aspects of interaction may have been missed. The study was conducted, but with an incomplete methodology or without a clear explanation of the sample.	Only certain aspects of the topic are partially explored. A superficial description of political communication is possible.	The topic is not covered correctly or not covered at all.
Media analysis	Different types of media (TV, online, press), communication formats, and target audiences were taken into account.	The analysis may be primarily descriptive.	It is declared, but in fact it is not implemented (there are no tables, methods, descriptions of sources) or it is extremely superficial.	Absent.
Conclusions	Well-founded conclusions are made about the trends, tools and style of political communication.	There are, but they are not always logically justified.	Little or not on topic.	The work is of a theoretical nature or is a "water" text.
Analysis of the obtained data	There is an analysis of the data obtained.	Examples are present, but not always relevant or deeply developed.	The sources are outdated or random.	Incorrect definitions, confusion of concepts, references to non-existent sources.