

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

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
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Excellent	<ol style="list-style-type: none"> 1. Correct and complete answers to all theoretical questions are given; 2. The practical task is completely solved; 3. The material is presented correctly in accordance with the logical sequence; 4. Creative abilities are demonstrated.
Good	<ol style="list-style-type: none"> 1. Correct but incomplete answers to all theoretical questions are given, and minor errors or inaccuracies are made; 2. The practical task was completed, but a minor mistake was made; 3. The material is presented correctly in accordance with the logical sequence.
Satisfactory	<ol style="list-style-type: none"> 1. The answers to theoretical questions are correct in principle, but incomplete, there are inaccuracies in the wording and logical errors; 2. The practical task is not fully completed; 3. The material is presented correctly, but the logical sequence is broken.
Unsatisfactory	<ol style="list-style-type: none"> 1. Answers to theoretical questions contain gross errors; 2. Practical task failed; 3. Grammatical and terminological errors were made in the presentation of the answer, and the logical sequence was broken.
Necessarily	<p>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.</p>

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.