

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

**PROGRAM
FINAL EXAM
BY DISCIPLINE**

POLITICAL IMAGELOGY

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. _01_ of " 01 " September 2025,

Head of the Department, Professor _____ G. O. Nasimova

program

in the discipline of Political Image Studies **имиджелогия**

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

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1. Image as a historical and cultural phenomenon;
2. Subject matter, functions, and tools of imagology.
3. Human image leading types and elements;
4. Tools and mechanisms for creating an image;
5. The concept and types of image-making;
6. Political **имиджелогия** image theory: features and directions of development;
7. Image in politics illusions and reality;
8. Features of the political image;
9. Modeling of the political image;
10. The role of mass media in creating a political image;
11. Image of the government;
12. Image of a political leader;
13. Image of a political party.
14. Image of the state;
15. Image of the state in the global political space.

Rating criteria:

Rating	Criteria
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	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. Abzhapparova A. A. Positioning of executive authorities in the media space: theory and practice (on the example of the Ministry of Education and Science of the Republic of Kazakhstan and the Ministry of Education and Science of the Russian Federation): monograph. Қазақ университеті. Almaty 2018. 146с.
2. Derkach, A. A. Political psychology: a textbook for bachelors / A. A. Derkach, L. G. Laptev. - 2nd ed., reprint. Moscow: Yurayt PublishingHouse, 2017, 591 p. Series: Bachelor. Basic course.

3. Ovchinnikova A.M., Shulga N. V. *Osnovy imidzhelologii: Konspekt lektsii* [Fundamentals of imagelogy: A Synopsis of lectures]. Omsk, 2019. 55 p.
4. Belyaeva M. A., Samkova V. A. *A35 AZY IMIDZHELOGII: imidzh lichnosti, organizatsii, territorii : uchebnoe posobie dlya vuzov* [BASICS of IMAGELOGY: image of a person, organization, territory]. un-t. Yekaterinburg, 2016, 184 p. (in Russian)
5. *Image of a politician: problems of formation, promotion and research : a collective monograph* / [edited by V. N. Vasilyeva, G. V. Zhigunova]. Murmansk: MAGU Publ., 2016, 183 p.
6. *Imidzh Belorussii: stanovlenie, sostoyanie, promeshenie : monografiya* [Image of Belarus: formation, state, promotion: monograph] / M. A. Slemnev [et al.], O. V. Vozhgurova [et al.]; under the scientific editorship of M. A. Slemnev. - Vitebsk: VSU named after P. M. Masherov, 2020. - 198
7. *Имиджология [Мәтін] : оқулық* / О. Тұржан,; [Л.Н.Гумилев атын. Еуразия ұлттық ун-ті] - Астана : [б. ж.], 2019 . - 177 б. Библиогр.: 174-177 б. URL:[Имиджология - Тұржан, О. \(kazneb.kz\)](http://kazneb.kz)
8. *Izteleuova L. I. "Image of technologyasa". Monograph.* / Изтелеуова Л. И., Аязбаева А.Т. -«Тұран-Астана» университетінің баспаханасы, Астана, 2019. – 100 бет

CRITERIA EVALUATION OF LEARNING OUTCOMES

Criterion	"Excellent" 100-90%	"Good" 89-70%	"Satisfactory" 69-50%	"Unsatisfactory" 49-0%
1. Understanding of Key Concepts and Theories	Demonstrates comprehensive knowledge of theories and principles of political image making; accurately defines and applies concepts such as political branding, reputation, media framing, and public perception.	Shows good understanding of main concepts and theories; minor inaccuracies or incomplete explanations.	Basic understanding of key ideas; explanations are limited or superficial; confuses some theoretical aspects.	Lacks understanding of fundamental concepts; major errors or irrelevant content.
2. Application to Real Political Contexts	Skillfully applies theories to real political cases; provides well-chosen, relevant examples of political figures, campaigns, or communication strategies; shows strong analytical connection between theory and practice.	Applies theory to practice with generally relevant examples; some analysis may be underdeveloped.	Attempts to connect theory and practice but with weak or generic examples; lacks analytical depth.	Fails to apply theory to real contexts; examples are missing, irrelevant, or incorrect.
3. Analytical and Critical Thinking	Demonstrates deep analysis of image-building strategies; critically evaluates effectiveness, ethical aspects, and audience impact; offers original or creative insights.	Shows analytical and critical thinking; some evaluation of strategies and outcomes; limited originality.	Provides limited analysis; mostly descriptive; weak or no critical perspective.	Lacks analysis and critical thinking; answer is purely descriptive or incoherent.
4. Structure, Coherence, and Argumentation	Answer is clearly structured, logically coherent, and well-argued; introduction, main points, and conclusion are balanced	Generally well-structured and coherent; argumentation is clear but may lack smooth transitions	Structure is weak or partially coherent; argumentation is inconsistent or incomplete.	Disorganized or confusing structure; arguments are missing or irrelevant.

Criterion	"Excellent" 100-90%	"Good" 89-70%	"Satisfactory" 69-50%	"Unsatisfactory" 49-0%
	and focused on the question.	or balance.		
5. Use of Professional Terminology and Communication Style	Accurately uses professional vocabulary (e.g., image formation, message framing, media strategies, target audiences); writing is clear, academic, and stylistically appropriate.	Uses terminology mostly correctly; language is clear though not always precise or stylistically polished.	Limited or inconsistent use of terminology; language errors occasionally hinder clarity.	Incorrect or missing terminology; style is inappropriate or unclear.
6. Creativity and Original Approach	Shows creativity and original thinking in analyzing or proposing image-making strategies; integrates interdisciplinary insights (e.g., from psychology, communication, sociology).	Demonstrates some creativity or independent ideas; may rely on standard interpretations.	Little evidence of creative or independent thinking; mostly reproduces known examples.	No originality; mechanical reproduction of material without understanding.