



## **Guide for preparation: Bachelor of Journalism Entrance Exam**

prepared by assistant professor Dr. Milen Filipov, DMC

Contacts: [mfilipov@kimep.kz](mailto:mfilipov@kimep.kz)

Dear future students in the Department and Media and Communications. Please feel welcome to send your *Essays* and *Interviews* to me for feedback. The exam preparation is a two-way process and I am more than happy to help you succeed.

Good luck,

Dr. Milen Filipov

### **Part I. Essay**

The provided guidelines aim to help the applicant to prepare for the BAJ Entrance Exam. They are recommendations only. The applicant may develop his/her own written structure of the essay. However, the essay has to: be rich in factual content and expressed in grammatically correct language; follows clear logic of thought and written structure.

The most important step for succeeding with the BAJ Exam is to be well informed. Both professions the one of a journalist and the other of a PR specialist require working with and providing factual information. This is a minimum requirement for stepping on the road of professionalism in the fields of Media and Communications.

#### **Example Topic:**

What are the competences that you should possess to succeed in the field of Media and Communications? Why?

#### **Recommendations**

Before answering the questions applicants have to do some preliminary reading in order to gain knowledge on the topic. It will help him/her to focus their thinking on concrete things. Thus, from the collected information from the readings he/she will choose the 'skills' (referring to the particular topic), which he/she finds the most relevant or important.

#### **Practical recommendations:**

Maximum number of words – 500

Divide the essay into 4 parts:



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**Sample Title:** What are the competences that I should possess to succeed in the field of Media and Communications? Why?

### **I. Introduction**

Draw a general picture of the fields of Media and Communications by answering the following questions:

- What are the [roles/functions of the media \(journalism\) in society](#)? (Explain maximum three functions).
- What are the [roles/functions of communications \(Public Relations\) in society](#)? (Explain maximum three functions).

### **II. Communications (Public Relations) Competences**

Information sources for key competencies for Communications (Public Relations)

- *PR Competences: Knowledge, Skills and Values*  
<http://www.aseanprnetwork.org/pr-competencies-knowledge-skills-and-values/>
- *Six Must-Have PR Skills for the Modern Communicator*  
<http://business.nasdaq.com/marketinsite/2017/Six-Must-Have-PR-Skills-for-the-Modern-Communicator.html>
  - *Competence 1:* Explain why is it important? (At least 3 sentences.)
  - *Competence 2:* Explain why is it important? (At least 3 sentences.)
  - *Competence 3:* Explain why is it important? (At least 3 sentences.)

### **III. Media (Journalism) Competences**

Sources for key competencies for Media (Journalism)

- *Journalism needs the right skills to survive:*  
<https://www.poynter.org/news/journalism-needs-right-skills-survive>
- *Top 5 Qualities of Good Journalists*  
<https://www.careeraddict.com/top-5-qualities-of-good-journalists>
  - *Competence 1:* Explain why is it important? (At least 3 sentences.)
  - *Competence 2:* Explain why is it important? (At least 3 sentences.)
  - *Competence 3:* Explain why is it important? (At least 3 sentences.)

### **IV. Conclusion**

Roundup what you have said in the introduction and summarize the competencies needed to work in Communications and the Media. Give your opinion where do you see you fit best Communications or the Media. Explain in details, for yourself, why.



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### **Part II. Written Interview**

In Part II of the BAJ Exam an applicant has to choose 1 question from each 5 sections in Part II and provide a detailed answer (4-5 sentences) on the answer sheet.

The following readings and videos will help you to prepare for Part II, as well as for the entire Entrance Exam.

#### ***Section I. Breadth of vision***

- PR, Marketing, or Journalism: [Which Is Right for You?](#)
- The Real Difference between PR and Advertising – [Part I](#), [Part II](#)
- Media – [Types of Media, Characteristics, Advantages and Disadvantages](#)

#### ***Section II. Imagination***

- Blogging vs. Journalism: [Identifying the Fundamental Differences](#)
- How Social Media Helps [Journalists Break News](#)

#### ***Section III. Explanation***

- Benefits of [Social Media in Public Relations](#)

#### ***Section IV. Logic***

- Journalism [Careers](#)
- Why Do PR: [8 Reasons Why PR is Beneficial](#)

#### ***Section V.***

- [What is Journalism and Who Is a Journalist?](#)
- [Hate the media? So do I. And I'm a Reporter.](#)
- [PR Specialist](#)
- [A Day in the Life of a Reporter](#)