



APPROVED
Member of the Management Board –
Vice Rector for Science and
Commercialization NJSC "L.N. Gumilyov
Eurasian National University"
Zh. Karmangaliyeva
2025

**EDITORIAL POLICY OF THE JOURNAL
"BULLETIN OF L.N. GUMILYOV EURASIAN NATIONAL
UNIVERSITY. SERIES: JOURNALISM"**

1. General Provisions

The Editorial Policy defines the principles and procedures that guide the journal in publishing scholarly articles in the fields of media studies, communication, journalism, media, publicistics, book studies, publishing, and public relations. It is designed to ensure the high quality, academic integrity, and ethical standards of all published materials. The Editorial Policy is based on best practices in academic publishing and complies with international standards, including guidelines provided by the Committee on Publication Ethics (COPE). Adherence to these guidelines is fundamental to maintaining high standards of scholarly ethics and the quality of published works.

1.1 The Bulletin of L.N. Gumilyov Eurasian National University. Series: Journalism (hereinafter, the Bulletin) is a scientific peer-reviewed journal specializing in the publication of original high-quality carefully selected works in the fields of mass media, communications, journalism, media, book studies, publishing, and public relations sciences.

1.2. The Bulletin has been published since 1995. Registered by the Ministry of Information and Communications of the Republic of Kazakhstan. Certificate of re-registration № KZ07VPY00032398 dated 15.02.2021.

1.3. The Bulletin has been assigned the following index by the International Standard Serial Number Center: Print version ISSN 2616-7174, Online version ISSN 2663-2500

1.4. The Bulletin is published quarterly, four times a year.

1.5. The Bulletin's website: <https://buljourn.enju.kz/index.php/main>

1.6. The founder and publisher is the Non-Profit Joint-Stock Company "L.N. Gumilyov Eurasian National University" educational-administrative (main) building of ENU, Satpayev street, 2, Astana city, Kazakhstan, 10000

1.7. Changes and additions to the editorial policy are made by the decision of the Editorial Board.

2. Purpose and Objectives of the Journal

2.1. Purpose and Objectives of the Journal

- creation of a creative discussion platform for the implementation of an integrated approach to solving journalism problems by inheriting the traditions and achievements of Kazakh and world academic science;

2.2 The journal, as part of the Kazakh scientific information system, participates in solving the following tasks through the publication of materials:

- promoting the development of scientific communications in higher educational institutions, the formation of scientific schools and directions around the Bulletin, and information support for priority scientific research of media studies, communication, journalism, media, publicistics, book studies, publishing, and public relations sciences, popularization of progressive scientific ideas;

- interaction and involvement in publications, reviewing the works of leading foreign scientists and practitioners of media studies, communication, journalism, media, publicistics, book studies, publishing, and public relations;

- providing an information platform for dialogue and knowledge exchange between leading scientists and specialists in the fields of media studies, communication, journalism, media, publicistics, book studies, publishing, and public relations sciences;

- attracting leading foreign scientists and qualified specialists in the field of journalism to review scientific articles, encouraging the publication of their works, and achieving scientific cooperation;

- providing an information platform for dialogue and knowledge exchange between leading scientists and practitioners in the field of journalism;

- providing an opportunity for scientists, teachers, doctoral students, and undergraduates to publish the results of their fundamental and applied research of theoretical, applied, and practical significance in the fields of media studies, communication, journalism, media, publicistics, book studies, publishing, and public relations to inform the domestic and international professional community about the latest scientific results;

- implementation of the state policy on the training of media studies, communication, journalism, media, publicistics, book studies, publishing, and public relations personnel of the Republic of Kazakhstan;

- providing pages for presenting the results of research on journalism;

- maintaining high scientific standards by involving leading scientists and specialists in the review process;

- enriching science with new research in the field of journalism, regardless of geographical and institutional frameworks;

- reflection of methodological and theoretical developments in the field of journalism; - the desire to reduce the period of editorial preparation of articles and compliance with a flexible schedule for submitting materials to the journal;

- providing a scientific platform for the journal to promote new ideas in the international scientific space;

- to conduct systematic work of the editorial board with the authors of articles to improve their scientific level in accordance with the requirements of the journal;

- introducing the works of Kazakhstani scientists into the world scientific space in the humanities (including through inclusion in scientometric databases);

- maintaining high scientific standards by involving leading scientists and specialists in relevant fields of knowledge in the review process;
- integration of Kazakhstani scientists into the international scientific community;
- developing the journal as an "Open Access" scientific publication;
- expansion of the journal's presence in international databases and open electronic resources;
- increasing the accessibility of the journal for foreign readers by publishing an expanded presentation of the essence of the research in English (Abstract), keywords, and duplication of the list of references in the Latin alphabet (References).

3. Journal Directions and Periodicity

3.1 The journal publishes articles on a wide range of theoretical and applied problems in the fields of media studies, communication, journalism, media, publicistics, book studies, publishing, and public relations.

3.2. Thematic areas: historical, theoretical, and applied research in the fields of media studies, communication, journalism, media, publicistics, book studies, publishing, and public relations.

3.3 The periodicity of publication is 4 times a year, once every three months (March, June, September, December).

4. Open Access Policy

The journal provides direct open access to its content based on the following principle: free open access to research results contributes to an increase in global knowledge exchange. The official website of the journal provides all interested persons and authors with the necessary information about the scientific journal and the conditions of publication of the article (link to the archive of articles <https://buljourn.enu.kz/index.php/main/issue/archive>).

5. Archiving.

Electronic versions of the scientific journal are provided to NCGNTE JSC for the formation of the fund and inclusion in the electronic library. The journal archives materials in <https://elibrary.ru/>

6. Publication Conditions for an Article

A scientific article is a presentation of the author's conclusions and intermediate or final results of scientific research, experimental, or analytical activities. It contains original developments, findings, and recommendations that have not been previously published and possess novelty. Alternatively, it may focus on reviewing previously published scientific articles related to a common topic (systematic review).

All scholarly articles are accepted in three languages: Kazakh, Russian, and English, and must not have been previously published in print and/or electronic form. The submission date of an article is considered the date on which the editorial office receives its final version.

The editorial board reserves the right to make editorial changes to the text that do not distort the meaning of the article.

An author can publish no more than one article in one issue of the journal, including co-authorship. The same author cannot publish an article (prepared individually or in co-authorship) in two consecutive editions.

Only manuscripts that score 75% or higher in originality after the anti-plagiarism check are sent for further peer review.

Priority in the publication queue is granted to authors who possess strong academic profiles in international databases—particularly Web of Science and Scopus—and who demonstrate high levels of research activity.

When preparing articles for publication in the journal "Bulletin of L.N. Gumilyov Eurasian National University. Series: Journalism," it is necessary to strictly adhere to the structure of the scientific article and be guided by the rules of registration.

Article formatting parameters: A4 page, portrait orientation, justified alignment, 20 mm margins on all sides. Font: Times New Roman, size (point) – 14, line spacing 1, indentation 1.0 cm.

The length of the article (excluding the title, author information, abstract, keywords, and bibliography) should be no less than 6 pages (3,000 words) and no more than 16 pages (7,000 words).

Scientific article structure:

The structure of a scientific article includes IMRAD (for original articles), title, abstracts, keywords, introduction, materials and methods, results, discussion, conclusion, funding information (if available), bibliography.

- IRSTI
- Author(s) full name (add a click on the ORCID)
- Place of work of the author(s), city, country, e-mail
- Title of the article
- Abstract
- Key words
- Introduction
- Research materials and methods
- Results and their discussion
- Conclusion
- Financing Information (if available)
- The contribution of the authors
- References
- Information about the authors.

In the personal data of the author(s), an asterisk (*) marks the main author (correspondent author). The full name of the author(s) is indexed with the place of work of each. Example:

S.K. Iskendirova^{*1}, S.Zh.Zeinolla²

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²Kazakh-German University, Almaty, Kazakhstan (E-mail: 's196@gmail.com, saule@gmail.com)

**corresponding author*

Doctoral students are allowed to publish articles without co-authors provided they submit a **review of the article** written by their academic supervisor. Works authored by master's and doctoral students may only be published if **co-authored with a holder of a doctorate, candidate of sciences, or PhD degree.**

Article Submission Guidelines

IRSTI (in rus. МРНТИ) (Interstate Rubricator of Scientific and Technical Information) code relevant to the article's topic can be identified on the website: <http://www.grnti.ru>. It must be indicated in the upper left corner of the manuscript (alignment: left; font: bold; size: 14 pt). A style template file can be downloaded from the Journal's website: <https://buljourn.enu.kz/>.

Author(s) After IRSTI, the first name, patronymic, surname of the author(s), academic degree, academic title, city, country, postal code should be indicated through the line. The name of the organization or institution, and the name must be complete, without abbreviations. If there are several authors, they themselves decide on the order of their mention in the article and bear full responsibility for its content. **The number of authors is no more than 3.** (Alignment centered, font – normal, size – 14).

Indication of authors' ORCID iDs

- ORCID iD is mandatory for each author of the article. Manuscripts that do not contain ORCID IDs for all co-authors will not be considered for review.
- Each author must have a registered ORCID iD (<https://orcid.org>) and indicate it in the article. How to include ORCID in the manuscript:

1. In the heading of the article, immediately next to the author's full name. Insert the official ORCID icon linked to an active hyperlink to the author's ORCID profile (format: <https://orcid.org/0000-0000-0000-0000>).

2. The ORCID icon must be clickable and must lead directly to the author's personal page in the ORCID system. The Editorial Office reserves the right to request or clarify the ORCID iD of each author at the stages of peer review and acceptance of the article.

The title of the article should be centered, in capital letters, bold, straight, font size 14. At the end of the article, it should be translated into two other languages, i.e. Russian, English (if the article is in Kazakh), Kazakh, English (if the article is in Russian), Kazakh, and Russian (if the article is in English).

The Abstract (Аннотация/Аннотация) outlines the most important results of the study and their theoretical and practical significance. The abstract summarizes the essence and methods of the study, as well as the most important results and their significance. The abstract should reflect the summary of the article, its essence, the

general theme of the research, a brief description of the problem, object, subject, preserve the structure of the article, relevance, task setting, purpose, research methods, results, conclusion.

The volume should be no less than 150 and no more than 300 words in Russian, Kazakh, and English. It should be justified, with a standard font size of 14.

The structure of the abstract includes the following points:

- An introductory statement on the research topic.
- The purpose, main directions, and ideas of the scientific research.
- A brief description of the scientific and practical significance of the work.
- Brief description of the research methodology.
- Main results and analysis, conclusions of the research work.
- Value of the research (contribution of this work to the relevant field of knowledge).
- Practical significance of the results of the work.

Keywords (Түйін сөздер/Ключевые слова) are intended for searching the article text and determining its subject area. No more than 7 words or phrases are recommended.

They should be placed at the end of the article, following the abstract in the other two languages, i.e.:

- in Russian and English (if the article is in Kazakh);
- in Kazakh and English (if the article is in Russian);
- in Kazakh and Russian (if the article is in English).

(Alignment: Justified, Font: Regular, Size: 14 pt).

The Keywords (no more than 7 words or phrases) must reflect the main content of the article: defining the subject area of the research and appearing in the text of the article. Keywords should be separated from each other by a comma.

Each article must be assigned a DOI (Digital Object Identifier)

DOI: <https://doi.org/10.32523/2789-4320-2024-1-x-x>

Received 9.04.2023. Revised 12.05.2023. Accepted 01.06. 2023. Available online 30.09.2023

The introduction consists of the following main elements:

• It is reported that there is a problematic situation (the absence of any research, the appearance of a new object, etc.) in justifying the choice of a topic based on the description of the experience of predecessors. Topicality of the topic is determined by the general interest in the study of this object, but the lack of comprehensive answers to existing questions, it is proved by the theoretical or practical significance of the topic.

• Definition of the object, subject, aim, objectives, methods, approaches, hypothesis and meaning of the work. The aim of the study is related to the proof of the thesis, that is, the presentation of the subject of research in the aspect chosen by the author.

- The Literature review section should cover fundamental and new works on the subject of study by foreign authors, analysis of these works in terms of their scientific contribution, as well as gaps in the study.

- IT is UNACCEPTABLE to have multiple references unrelated to the work, or inappropriate judgments about the author's own achievements, references to the author's previous works.

The methodology should consist of a description of the materials and progress of the work, as well as a complete description of the used methods.

- The characteristic or description of the research material includes its presentation in qualitative and quantitative terms. The characteristic of the material is one of the factors determining the reliability of the conclusion and research methods.

- This section describes how the problem was studied: detailed information without repeating previously published established procedures; identification of hardware (software) and description of materials used, with mandatory novelty of materials and methods.

The scientific methodology should include:

- research question(s);
- the proposed hypothesis (thesis);
- stages of the study;
- research methods.

Ethical considerations

If the study involves human subjects, authors must explicitly indicate that the research was approved by an appropriate institutional ethics committee or review board. Authors should specify the committee's name, date of approval, and reference number of the ethical approval (if applicable). Additionally, authors must confirm that informed consent was obtained from all participants involved in the study. If personal data or sensitive information was collected, measures to protect participants' confidentiality and privacy should be stated.

For example

"This study was approved by the Ethics Committee (Name of the institution, authorization number: XXXX, date: DD.MM.YYYY). All participants provided written informed consent prior to participation. The confidentiality and anonymity of the respondents were fully respected throughout the entire research process."

The Findings/Discussion part is one of the most important sections of the article. The section provides an analysis and discussion of the results of the study. The conclusion based on the results obtained during the study is presented; the main essence is revealed. It is necessary to analyze the results of the work and discuss the relevant results in comparison with previous works, analyses, and conclusions.

The tables are included directly in the text of the work. They should be numbered and accompanied by a reference to them in the text of the work. Figures and graphs should be presented in one of the standard formats: PS, PDF, TIFF, GIF, JPEG, BMP, PCX. Bitmaps must be executed with a resolution of 600 dpi. All details should be clearly conveyed in the figures.

For example:

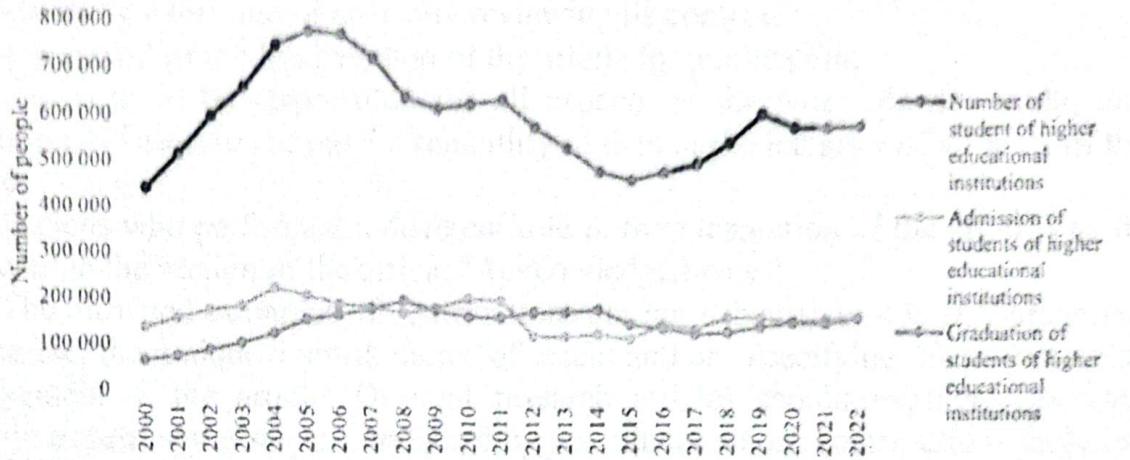


Figure 2 Dynamics of admission, graduation and number of university students

Note: compiled based on the data [14]

Table 1. Number of international students by country of arrival [14]

Country of arrival	2017	2018	2019	2020	2021
Uzbekistan	3 683	9 500	25 964	15 642	14 404
India	3 500	3717	4450	4220	5 987
Turkmenistan	1 320	2 615	3 176	2 795	2 795
Russian Federation	1 075	1 273	1 247	1 298	1 263
Mongolia	439	565	888	1128	1010
China	1290	1240	807	871	811
Kyrgyzstan	1 026	1 026	1 026	1 067	659
Jordan	60	62	228	515	546
Other countries	1 505	1 671	1 683	1 533	1 462

Note: compiled based on the date [14]

Conclusion is the generalization and summing up of the work at this stage, the confirmation of the truth of the statement put forward by the author, and the author's conclusion about the change in scientific knowledge, taking into account the obtained results. A conclusion should not be abstract; it should be used to summarize the results of research in a particular scientific field, with a description of proposals or opportunities for further work.

Acknowledgement, conflict of interests

Specify the sources of funding and other contributions, acknowledgements, and conflicts of interest.

The contribution of the authors. In this section, it is necessary to indicate the contribution of each author to the work on the article. A contribution to a work is an intellectual investment, without which part of the work or the work as a whole could

not be completed. The authors of the article may be persons whose contribution to the work is based on the following criteria:

- significant contribution to the concept or design of the work; collection, analysis or interpretation of the results of the work;
- writing a text and/or critically reviewing its content;
- approval of the final version of the article for publication;
- consent to be responsible for all aspects of the work, proper study, and resolution of issues related to the reliability of data or the integrity of all parts of the article.

Persons who performed a different role in the preparation of the article can be indicated in the section of the article "Acknowledgements."

The provided examples of contributions are not exhaustive; it is encouraged to emphasize the unique contributions of each author, specifying their particular involvement in the article. Original research articles should explicitly indicate specific experimental stages conducted by co-authors whose contributions included conducting experiments.

Formatting the Reference List

All articles, publications, and materials submitted for publication must include a reference list formatted in accordance with the requirements of the Harvard citation style.

In-text citations (Harvard style)

All in-text citations in the manuscript must follow the Harvard referencing style. The author's surname and the year of publication are indicated in round brackets; page numbers are added when quoting or referring to a specific passage.

Examples:

- for paraphrasing: (Ахметжанова, 2016)
- for a direct quotation with page number: (Ахметжанова, 2016, p. 15)
- when the author is mentioned in the sentence: As Akhmetzhanova (2016, p. 15) notes,...
- when citing a work with several authors: (Tsinidou, Gerogiannis & Fitsilis, 2010).

Main Requirements for Formatting the Reference List:

Structure of References:

- Author(s), year of publication, title of the work, title of the publication (if applicable), publisher, city of publication.
- For online resources, a full URL and the access date must be provided.

Information about the Harvard referencing style can be found at the following link: <https://www.mendeley.com/guides/harvard-citation-guide>

This resource contains guidelines and examples for correctly formatting citations and bibliographic references in compliance with the Harvard style.

*The document was downloaded from the Microsoft Office Online site:
<https://pnl1-word-view.officeapps.live.com/>.

Harvard style reference list:

References

1. Ахметжанова, С.Б. (2016) «Высшее образование в Казахстане: проблемы и перспективы развития», Вестник ЕНУ им. Л.Н. Гумилева. Серия Химия. География. Экология, (5), стр. 10-18. Доступно по адресу: <https://doi.org/10.32523/2789-4320-2024-1-x-x-journal>
2. Касым-Жомарт Токаев (2019) «Ежегодная августовская конференция с участием государства» 16.08.2019, Zakon.kz. Доступно по ссылке: <https://www.zakon.kz/redaktsiia-zakonkz/4981834-polnyy-tekst-vystupleniya-tokaeva-na.html> (дата обращения: 25 июля 2023 г.). - **electronic resource**
3. Циниду, М., Героянис, В. и Фицилис, П. (2010) «Оценка факторов, определяющих качество высшего образования: эмпирическое исследование», Обеспечение качества в образовании, 18(3), стр. 227-244. doi: <https://doi.org/10.1108/09684881011058669>. - **journal in the English language**
4. Греков, Б. (1939) История и кино. Советский исторический фильм. Москва: Госкиноиздат. - **book**.
5. Совет Министров СССР (1958) «О мерах по сохранению детских колоний МВД СССР», в Сборнике энергии и Указов Президиума ВС СССР, 1938-1958 гг. Москва: Госкиноиздат, с. 604. - **Legislative and regulatory documents**
6. Нургалиев, Р.Н. (ред.) (1986) Караганда. Карагандинская область: Энциклопедия. Алма-Ата. - **encyclopedia**
7. Ромашова, М.В. (2009) «Исключение из правил: советские детские дома в послевоенное десятилетие», в Астафьевские чтения: конференция «Время «веселого солдата»: ценности послевоенного общества и их осмысление в современной России», Пермь, стр. 108-116. **conference proceedings**
8. Ромашова, М.В. (2006) Советское детство в 1945 середине 1950-х гг.: Особые проекты и провинциальные практики: на материалах Молотовской области: автореферат диссертации на соискание ученой степени кандидата исторической науки. Пермь. **Abstract of thesis**
9. OpenAI (2025) ChatGPT (генеративный ИИ-интерфейс). Доступно по адресу: <https://chat.openai.com/chat> (Дата обращения: 01 июня 2025 г.)

In-text citations and the reference list must be fully consistent with each other and formatted in accordance with the Harvard style.

**After the main text of the article and the list of references, it is necessary to provide abstract, the title of the article in two other languages, depending on the language of the article - Kazakh, Russian, English:*

S.K. Iskendirova¹, S.Zh. Zeinolla²

*¹The Branch of the Academy of Public Administration under the President of the Republic of Kazakhstan of Akmola Region, Kokshetau, Kazakhstan
²German-Kazakh University, Almaty, Kazakhstan*

Assessment of the Higher Education System of Kazakhstan and Issues of Its Quality Management

Abstract.

Keywords:

If there are works presented in Cyrillic in the list of references, it is necessary to submit the list of references in two versions: the first - in the original, the second - in the romanized alphabet (transliteration).

The romanized list of references should look like this: transliteration - <http://www.translit.ru>

For example:

References

1. Ahmetzhanova, S.B. (2016) «Vysshee obrazovanie v Kazahstane: problemy i perspektivy razvitiya», Vestnik ENU im. L.N. Gumileva. Serija Himija. Geografija. Jekologija, (5), str. 10-18. Dostupno po adresu: <https://doi.org/10.32523/2789-4320-2024-1-h-h>. [in Russian]
2. Kasym-Zhomart Tokaev (2019) «Ezhegodnaja avgustovskaja konferencija s uchastiem glavy gosudarstva» 16.08.2019, Zakon.kz. Dostupno po ssylke: <https://www.zakon.kz/redaktsiiia-zakonkz/4981834-polnyy-tekst-vystupleniya-tokaeva-na.html> (data obrashhenija: 25 iulja 2023 g.).
3. Cinidu, M., Gerojannis, V. i Ficilis, P. (2010) «Ocenka faktorov, opredelajushhih kachestvo vysshego obrazovaniya: jempiricheskoe issledovanie», Obespechenie kachestva v obrazovaniii, 18(3), str. 227-244. doi: <https://doi.org/10.1108/09684881011058669>.
4. Grekov, B. (1939) Istorija i kino. Sovetskij istoricheskij fil'm. Moskva: Goskinoizdat. [in Russian].
5. Sovet Ministrov SSSR (1958) «O merah po sohraneniju detskih kolonij MVD SSSR», v Sbornike jenergii i Ukazov Prezidiuma VS SSSR, 1938-1958 gg. Moskva: Goskinoizdat, s. 604. [in Russian].
6. Nurgaliev, R.N. (red.) (1986) Karaganda. Karagandinskaja oblast': Jenciklopedija. Alma-Ata. [in Russian].
7. Romashova, M.V. (2009) «Iskljuchenie iz pravil: sovetskie detskie doma v poslevoennoe desjatiletie», v Astafevskie chtenija: konferencija «Vremja «veselogo soldata»: cennosti poslevoennogo obshhestva i ih osmyslenie v sovremennoj Rossii», Perm', str. 108-116. [in Russian].

8. Romashova, M.V. (2006) Sovetskoe detstvo v 1945 - seredine 1950-h gg.: Osobyе proekty i provincial'nye praktiki: na materialах Molotovskoj oblasti: avtoreferat dissertacii na soiskanie uchenoj stepeni kandidata istoricheskoy nauki. Perm'. [in Russian].

9. OpenAI (2025) ChatGPT (generative AI interface). Available at: <https://chat.openai.com/chat> (Accessed: 01 June 2025).

- **Then it is necessary to provide "information about the authors" in 3 languages.**

The part "information about the authors", specifies all the data - the full name of the author for correspondence, academic degree, specialty, position, organization, address, zip code, city, country.

For example:

Information about the authors:

Iskendirova S.K.- corresponding author, PhD in economics, Professor of The Branch of the Academy of Public Administration under the President of the Republic of Kazakhstan of Akmola Region, 87 Abai str., 020000, Kokshetau, Kazakhstan

Zeinolla S.Zh.- PhD in economics, project manager, German-Kazakh University, Pushkin str., 111, **050000**, Almaty, Kazakhstan

7. Grounds for Rejection of the Submitted Article

- 7.1 The article fails the plagiarism check;
- 7.2 The article receives two negative reviews;
- 7.3 Non-compliance with the technical requirements specified in the Journal's policy;
- 7.4 The author does not make the corrections recommended by the reviewers;
- 7.5 The Antiplagiarism check revealed the presence of generated text in the document;
- 7.6 Use of External Assistance Systems Involving Brokers and/or Intermediary Organizations.

8. Copyrights

Authors publishing their articles in this journal agree to the following. Authors retain the copyright of their work and grant the journal the right of first publication under a Creative Commons Attribution License. This license allows others to distribute the work with proper attribution to the original authors and the original publication in this journal. Authors retain the right to enter into separate contractual agreements for the non-exclusive distribution of the published version of the work (e.g., posting it in a university repository or publishing it in a book) with acknowledgment of its original publication in this journal. Authors are encouraged to post their work online (e.g., in university repositories or on personal websites) before

and during the submission process, as this can lead to productive discussions and increased citations of the published work (*see The Effect of Open Access*).

9. Privacy

The names and email addresses entered on the website of this journal will be used exclusively for the purposes indicated by this journal and will not be used for any other purposes or provided to other persons and organizations.

10. Review procedure

All scientific articles submitted to the editorial office of the journal undergo mandatory double-blind review (the reviewer does not know the authors of the manuscript; the authors of the manuscript do not know the reviewers). The manuscripts are sent to two reviewers for evaluation.

The review of articles is carried out by members of the editorial board and the editorial board, as well as invited reviewers – leading experts in the relevant industry. The decision on the choice of a reviewer for the examination of the article is made by the editor-in-chief, deputy editor-in-chief, scientific editor, head of the editorial office. The review period is up to 4 weeks, but it can be extended at the request of the reviewer.

Each reviewer has the right to refuse a review if there is a clear conflict of interest affecting the perception and interpretation of the manuscript materials. Based on the results of the review of the manuscript, the reviewer makes recommendations on the further fate of the article (each decision of the reviewer is justified):

- the article is recommended for publication in this form;
- the article is recommended for publication after correcting the shortcomings noted by the reviewer;
- the article needs additional review by another specialist;
- the article cannot be published in the journal.

If the review contains recommendations for correcting and finalizing the article, the editorial board sends the text of the review to the author with a proposal to take them into account when preparing a new version of the article or to refute them (partially or completely). The revision of the article should not take more than 2 months from the date of sending an e-mail to the authors about the need to make changes. The article modified by the author is re-sent for review.

If the authors refuse to finalize the materials, they must notify the editorial board in writing or orally of their refusal to publish the article. If the authors do not return the revised version after 3 months from the date of sending the review, even if there is no information from the authors with a refusal to finalize the article, the editorial board removes it from the register. In such situations, an appropriate notification is sent to the authors about the withdrawal of the manuscript from registration due to the expiration of the time allotted for revision.

If the author and reviewers have unresolved contradictions regarding the manuscript, the editorial board has the right to send the manuscript for additional review. In conflict situations, the decision is made by the editor-in-chief at a meeting of the editorial board.

The decision to refuse publication of the manuscript is made at a meeting of the editorial board in accordance with the recommendations of the reviewers. An article not recommended for publication by the decision of the editorial board is not accepted for reconsideration. A message about the refusal to publish is sent to the author by e-mail. After the editorial board of the journal makes a decision on the admission of the article for publication, the editorial board informs the author about it and specifies the publication dates.

The presence of a positive review is not a sufficient reason for the publication of the article. The final decision on publication is made by the editorial board. In conflict situations, the decision is made by the editor-in-chief.

The original reviews are kept in the editorial office of the journal for 5 years.

11. Disclosure Policy and Conflicts of Interest

Unpublished data obtained from manuscripts submitted for review may not be used for personal research without the written consent of the author. Information or ideas obtained during the review process related to possible benefits should be kept confidential and not used for personal gain.

Reviewers should not participate in manuscript review if there are conflicts of interest due to competitive, collaborative, or other interactions and relationships with any of the authors, companies, or other organizations related to the submitted work.

All interested parties (authors, reviewers, editors and editorial board members) should, as far as possible, avoid conflicts of interest in any variation at all stages of publication. If any conflict of interest arises, the person who detects the conflict should immediately notify the Editorial Board. The same applies to any other violation of the principles, standards and norms of publication and scientific ethics.

Possible situations of ethical misconduct of authors, editors and reviewers not specified above will be dealt with on the basis of the guidelines of the Committee on Publication Ethics (COPE, Promoting integrity in scholarly research and its publication COPE: Committee on Publication Ethics).

12. Borrowing and plagiarism

All incoming articles to the editorial office of the journal "BULLETIN of L.N. Gumilyov Eurasian National University. Series: Journalism" are checked for independent execution through the license system of the automatic plagiarism check "Antiplagiat" <https://antiplagiat.enu.kz/>. The originality of the article for acceptance for publication must be at least 80%. If the originality of the text is within 75-79%, the article is sent to the author for revision with appropriate justification for bringing it to 80%. Articles with originality below 75% are not accepted.

The authors of the article must ensure that they have submitted a completely original work; in the case of using the work and/or citations of other authors, bibliographic references or excerpts are mandatory. Relevant references to the works of other authors are a mandatory requirement. Authors should refer to publications that have had a decisive influence on the nature of the submitted work.

In case of detection of numerous borrowings, the editorial board acts in accordance with the COPE rules.

13. Pre-print and Post-print Placement Policy

In the process of submitting an article, the author must confirm that the article has not been published or has not been accepted for publication in another scientific journal. When referring to an article published in the journal *The Bulletin of L.N. Gumilyov Eurasian National University. Series: Journalism*, the publishing house asks you to post a link (full URL of the material) to the official website of the journal.

Articles previously published by the authors on personal or public websites that are not related to other publishers are allowed to be considered.

14. Publication ethics

The editorial board works directly with the author(s) of the articles and does not cooperate with intermediary organizations.

The editorial board does not use any external assistance systems involving brokers or organizations.

In the event that the author(s) are found to have used such external assistance systems involving brokers or organizations:

1. Published articles are subject to mandatory retraction;
2. Articles under review will be withdrawn without the right to resubmission.

The Editorial Policy and Ethics of Scientific Publication of the journal are guided by the ethical principles of scholarly periodicals set forth in the Guidelines on Principles of Ethical Publication for Journal Editors of the Committee on Publication (Committee on Publication Ethics Committee on Publication Ethics Committee on Publication Ethics), essentially containing the following requirements: Ethics (COPE):

1. the article should:

- not be published or under review in another publication at the time of submission;
- contain the results of original research;
- include the results of the work of the author(s). It is assumed that all authors agree with the publication in this journal and do not object to the order of authorship in the article;
- contain in the citation list only those peer-reviewed sources that were actually used in the course of the research, and all sources used are indicated.

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The author(s) declare(s) that he/she has/have no conflicts of interest with other scientists or members of the Editorial Board of the journal. (If there is a conflict of interest, it should be indicated which reasons will prevent the author(s) from objectively evaluating the manuscript and the names of the scientists who, in the opinion of the author(s), will not be able to objectively evaluate the manuscript).

The author(s) declare(s) familiarity with the editorial policy of the journal containing general information about the journal, article review procedure, guidelines for authors, and publication ethics.

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The journal uses a double-blind review procedure (the reviewer does not know the authors of the manuscript, the authors of the manuscript do not know the reviewers) to ensure the quality of published articles. Manuscripts are sent to two reviewers for evaluation.

Rights:

- Request an abstract of the manuscript proposed for review.
- Decline reviewing either after reviewing the abstract or after examining the complete anonymized manuscript.
- Withdraw from reviewing a manuscript by notifying the editorial office if the reviewer does not possess sufficient expertise in the manuscript's subject matter.

Responsibilities:

- to consider the manuscript received as a confidential document;
- to give an objective and reasoned assessment of the received material;
- keep confidential information or ideas gained during the review process related to possible benefits;
- not to participate in the review of manuscripts where conflicts of interest exist;
- not to use in their publications any material contained in the submitted manuscript.

4. for the editor-in-chief:

Rights:

- make proposals aimed at improving the work of the editorial office.
- familiarize himself with the draft decisions of the director of the enterprise and the head of the department of editorial and publishing activities, which relate to his activities;
- to make decisions to ensure the day-to-day operation of the editorial office on all matters within its competence;
- participate in the work of collegial management bodies when considering issues related to the organization of the editorial office.

Responsibilities:

- to develop a concept of the publication's development;
- manage the work of all editorial staff;
- edit articles prepared by the authors of the publication;
- send manuscripts for editing and review;
- prepare materials for printing;
- write reports on the work of the newsroom.

Members of the editorial board should:

- participate in the meetings of the editorial board of the journal, express his/her decision to agree/disagree with the reviewers' decisions on the article; make decisions on determining the content of the journal issues;
- evaluate the content of manuscripts regardless of gender, nationality, religion, and other personal qualities of the author/author team;
- not to use the materials sent for publication in their own work of editors, reviewers, and other staff members involved in the work with the manuscript;

- to refuse to consider materials submitted for publication if there is a conflict of interest, as well as to require the author to provide information on the existence of a conflict of interest.

In case of gross errors (misprints in formulas, in indicators due to technical reasons) in published articles, information about corrections may be placed in subsequent issues.

5. Non-discrimination and use of intermediaries

The Editorial Board of the Journal adheres to the principles of equality and respect for the individual. Discriminatory statements or materials showing bias based on race, nationality, language, gender, age, religion, political beliefs, social origin, or any other status are not permitted in publications. All manuscripts are evaluated solely on their scientific quality, research significance, and relevance to the Journal's scope, regardless of the personal characteristics of the authors.

Manuscripts prepared by third parties or commercial intermediaries (such as "paper mills", ghostwriting agencies, or similar consulting firms) are regarded by the Journal as ethically unacceptable. The author(s) bear personal responsibility for the authenticity of authorship, the originality of the text, and the accurate indication of each contributor's role.

The Editorial Office and Editorial Board reserve the right to request additional evidence of the authors' actual involvement in the research and preparation of the manuscript (e.g., statements on authors' contributions, project information, relevant correspondence, etc.).

If, after acceptance or publication, it is established that the manuscript was in fact produced through intermediaries and/or authorship has been misrepresented, this will be treated as a serious breach of publication ethics and will constitute grounds for retraction of the article in accordance with the Journal's Retraction (Withdrawal) Policy (see Section 15).

15. Retraction of Articles

The editorial board of the journal follows international standards of publication ethics, in particular the recommendations of the Committee on Publication Ethics (COPE).

Retraction (withdrawal) of an article is an official notification by the Editorial Office to readers that published material contains serious violations of research or publication ethics, or significant errors that render the study's conclusions unreliable. When an article is retracted, it is not removed from the Journal's archive, but in both the electronic and printed versions it is clearly marked as "Retracted," with an indication of the reasons.

Retraction of an article is an official procedure applied in cases where significant violations of academic integrity are identified, including:

- detected plagiarism, unethical borrowing, or duplicate publication;
- fabrication or falsification of data;
- major methodological or factual errors that radically change the interpretation of the results;
- violation of the rights of third parties (including copyright and related rights);

- concealment of a significant conflict of interest;
- other serious violations of publication ethics identified by the Editorial Office or confirmed by external experts.

In such cases, the published article is subject to retraction:

- a retraction notice is published in both the electronic and printed versions of the journal;

- the article metadata are marked as "RETRACTED" with an indication of the reasons:

- the article is excluded from academic circulation as an unreliable source.

All payments made by the author for publication are **non-refundable**.

The purpose of retraction is to preserve academic integrity, protect authors' rights, and maintain the trust of the scientific community in published materials.

The Journal's retraction policy is based on the recommendations of the Committee on Publication Ethics (COPE) and is aimed at maintaining a high level of trust in the materials published in the Journal and at protecting the integrity of scholarly knowledge.

16. Rules for the Use of Artificial Intelligence in Scientific Articles

The Editorial Board, guided by the principles set out in paragraph 5 of Appendix 1 to the Order of the Minister of Education and Science of the Republic of Kazakhstan dated March 31, 2011, No. 127 (as amended by the Order of the Minister of Science and Higher Education dated January 6, 2025, No. 4), defines its position on the use of artificial intelligence (AI) technologies in scientific publications.

Taking into account the specifics of the journalism industry and the principles of academic integrity, the Editorial Board adheres to a policy of responsible, ethical, and transparent use of AI.

The Editorial Board allows the use of AI technologies only for auxiliary purposes, provided that the following requirements are strictly observed:

1. Authors bear responsibility for the reliable, safe, and ethical use of information obtained through AI technologies.
2. Research results, conclusions, and recommendations must be formulated independently by the authors, regardless of AI usage.
3. Authors are required to disclose any use of AI, specifying:
 - at which stage and for what purpose the technology was used;
 - how the accuracy and interpretation of the obtained data were verified;
 - information about the technology: name, developer (copyright holder), version, access date, and usage date.

Example of citation:

OpenAI (2023) ChatGPT (generative AI interface). Available at: <https://chat.openai.com/chat> (Accessed: 01 June 2025).

4. The absence of a disclosure statement regarding the use of AI shall be regarded as confirmation that AI technologies were not used.

5. The use of AI is permitted for statistical data processing (surveys, questionnaires, tests, etc.).

The Editorial Board prohibits the use of AI technologies:

1. for generating any part of a research article (abstract, introduction, literature review, methodology, results, discussion, conclusion, references);

2. without disclosure of information about the technology, including name, version, owner, and access date;

3. for bypassing plagiarism detection systems or reducing the likelihood of plagiarism identification;

4. for distorting others' texts or ideas to conceal borrowing;

5. in studies involving children under 13 years old, due to ethical restrictions and the need to protect the rights of minors;

6. for creating fictitious experimental data without conducting actual research.

The Editorial Board emphasizes that the use of AI must be **transparent, limited, and consistent with the principles of academic ethics**, ensuring the preservation of authorship and scientific reliability of publications.

17. Editorial Office Address:

010008, Republic of Kazakhstan, Astana, Satbayev St., 2., L.N. Gumilyov Eurasian National University, +7 (7172) 709500 (35-302), journalism@enu.kz

18. Payment

1. Payment is made in accordance with the price list for printing and publishing services of the Non-Profit Joint Stock Company "L.N. Gumilyov Eurasian National University" that is valid at the time of publication of the article.

2. Annual publication subscription: Authors who have purchased a subscription pay separately for the publication of each article but receive the right to publish 2 articles per year. Publication of an article is carried out only after a mandatory plagiarism check, double-blind peer review, and the positive decision of the editorial board.

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of L.N. Gumilyov Eurasian
National University
Sydykov E.B.**

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