



**Media and Film
School**

CALL FOR PAPERS

Dear Colleagues!

The School of Media and Film at Almaty Management University (AlmaU) is pleased to invite scholars, researchers, and practitioners to participate in the first International Scientific and Practical Conference ***Serikbol Studies: Turkic Culture and Modernity***, to be held on **April 15, 2026**, as part of the AlmaU Creative Forum (Almaty, Kazakhstan).

The conference aims to bring together academic research and creative practice to explore the mythological, philosophical, and cultural legacy of Serikbol Qondybai as a key foundation of Turkic cultural identity. Special attention will be given to spiritual traditions, mythological narratives, archetypes, and symbolic systems, as well as their reinterpretation in contemporary art, literature, dramaturgy, cinema, and media projects.

The conference serves as an interdisciplinary platform for dialogue between scholars and representatives of creative industries. Contributions are welcome from specialists in Turkic studies, history, ethnology, cultural studies, philology, philosophy, art history, media studies, and related humanities fields.

All expenses related to participation in the conference are to be covered by the participants.

Conference Sections

- 1. Creative Adaptation of Qondybai's Ideas in Contemporary Visual Art**
(cinema, dramaturgy, animation, comics, and visual media)
- 2. Turkological Studies in the Works of Serikbol Qondybai**
(ancient cultural substratum and its reflections in folklore, epic traditions, *shezhire*, and language)
- 3. Decolonisation of Cultural Consciousness in Serikbol Qondybai's Research**
(decolonial perspectives in Central Asian and Turkic humanities, cultural identity, and post-Soviet narratives)

4. **Interdisciplinary Section: Comprehensive Studies on the Revival of the Argyqazaq Heritage** (anthropology, ethnography, linguistics, symbolism, archetypes, semiotics, cultural heritage, and modern technologies)
5. **Young Scholars Section.** Contemporary Research and New Approaches to the Study of Serikbol Qondybai's Heritage

Selected papers will be published in a conference proceedings volume that reflects current research and interpretive practices related to Turkic culture.

Working Languages: Kazakh, English, Russian

Date: April 15, 2026

Time: 9 am – 5 pm

Format: Offline / Online

Venue: AlmaU, 227 Rozybakiev Street, Almaty, Kazakhstan

Programme Committee:

1. **Balsulu Qondybai** — Educator, “Excellence in Education of the Republic of Kazakhstan”
2. **Zira Nauryzbay** — PhD, Candidate of Philosophical Sciences, researcher of Kazakh mythology, writer, screenwriter
3. **Nurzhan Kulumzhanov** — Head of the *Zholshy* Philosophical Community, PhD
4. **Anara Sekeeva** — PhD, Dean of the School of Media and Film, AlmaU
5. **Sandugash Sauranbay** — PhD, Academic Dean of the School of Media and Film, Associate Professor, AlmaU
6. **Irina Khan** — Candidate of Philosophical Sciences, Associate Professor of Political Science, School of Media and Film, AlmaU
7. **Assel Kamza** — PhD, Assistant Professor, School of Media and Film, AlmaU
8. **Svetlana Medvedeva** — Candidate of Political Sciences, Associate Professor, School of Media and Film, AlmaU
9. **Diana Ashimova** — Producer, Festival Director, Head of the *Bastau* International Film Festival (Almaty) and *CINEMA HERITAGE* (Paris), jury member of major international film festivals, and an active representative of Central Asia in the global film industry.

Contact Information

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Deadline for submission of papers: February 28, 2026

**The First International Scientific and Practical Conference
*Serikbol Studies: Turkic Culture and Modernity***

Participant form

1	Author's surname, first name	
2	Article title and number of pages	
3	Place of work/study (full name of institution, no abbreviations), city	
4	Position, academic degree, academic title	
5	Student, master student, PhD student, major if applicable	
6	E-mail to which the electronic collection of conference materials should be sent	
7	Contact details	

REQUIREMENTS FOR PAPERS

The conference accepts only original articles. Each article should contain a participant form.

Articles are subject to a mandatory plagiarism check using the StrikePlagiarism system and a blind peer review procedure.

Length of work. Separate file of 3 to 5 pages.

Text parameters: page size - A4, font: Times New Roman font, 14, single line spacing, paragraph indentation - 1 cm, all margins - 2 cm, alignment to the page width, without hyphenation, without numbering. The spacing before and after the paragraph is 0 pt.

The first line - In the centre should be the title of the report in capital letters, bold.

The second line - centred in lowercase letters –name of the author, academic degree and academic title.

The third line - in the centre, in italics, name of the organisation, city, country.

Abstract in the language of the article (no more than 5 lines)

Keywords in the language of the article (up to 6 words and phrases).

Leave a gap of one line before starting the main text of the article.

An example of figure and table design is provided below. The font size of the text in figures and tables is 12. All figures and tables in the text should be referenced (Figure 1), (Table 1). All references must comply with APA (7th edition) style guidelines.

THE TITLE OF THE ARTICLE

Name of the author, academic degree and academic title

Organisation name, city, country

Abstract

Keywords

The author is responsible for the content of the article. The organising committee reserves the right to reject articles that do not meet the requirements.

THE TITLE OF THE ARTICLE

Author 1, Author 2 Author 3

1 2 3 Almaty Management University, Almaty city
email (by authors)

Abstract. The abstract should summarise the content of the article. No more than 150-250 words. The abstract is presented in Kazakh, Russian and English.

The abstract includes a brief substantiation of the article, the study's problems, objectives, results, conclusions, and the study's practical significance.

Keywords: first word, second word, third word

1. Introduction

In the introduction, the author clearly formulates the relevance and purpose of the study, the novelty of the work, the hypotheses, and reveals the theoretical and practical significance of the work.

2 Literature review

This section should contain a critical review of fundamental works on the issue under study. It is also necessary to show the reader that there is a gap in the available literature that the researcher must fill with his/her research.

The review should be problem-oriented, so a simple listing of existing works cannot be considered a complete review.

If necessary, the author can go beyond the narrowly focused specific literature on the subject and consider works from similar (close) areas.

3 Methods

In this section, the author describes the main stages of the research, the research questions, and justifies the choice of methods.

4 Results

4.1 Sample subsection

In this section, the author presents the study results. The results should be described in sufficient detail for readers to assess the validity of the conclusions made by the author. The results can be confirmed by tables, figures, and formulas.

Note that the first paragraph of a section or subsection is not indented. The first paragraphs following a table, figure, equation, etc., are also not indented.

Subsequent paragraphs are indented.

Sample header (third level). Only two levels of headings need to be numbered. Lower-level headings remain unnumbered; they are formatted as introductory titles.

Sample header (fourth level). Contributions must contain no more than four levels of headings. Table 1 summarises all heading levels.

Table 1. Table captions should be placed above tables

Heading level	Example	Font size and style
Title (by center)	Lecture notes	14 font, bold
1st level heading	1. Introduction	12 font, bold
2nd level heading	2. Printable area	10 font, bold
3rd level heading	Intermediate headings are in bold. The text follows	10 font, bold
4nd level heading	The lowest level heading. The text follows	10 font, bold

The displayed equations are centered and placed on a separate line.

$$x + y = z \quad (1)$$



Figure 1. Figure title

5 Conclusions and discussion

This section includes summarising the research results at this stage. It condenses the main ideas of the article's main part. The main directions for further research in this area are also identified.

References

- Assmann, J. (2011). *Cultural memory and early civilisation: Writing, remembrance, and political imagination*. Cambridge: Cambridge University Press.
- Barthes, R. (1972). *Mythologies*. New York: Hill and Wang.
- Beckwith, C. I. (2009). *Empires of the Silk Road: A history of Central Eurasia from the Bronze Age to the present*. Princeton, NJ: Princeton University Press.
- DeWeese, D. (1994). Islamization and native religion in the Golden Horde: Baba Tükles and conversion to Islam in historical and epic tradition. University Park, PA: Pennsylvania State University Press.