BORYS GRINCHENKO KYIV UNIVERSITY

"APPROVED"
the decision of the Academic Council of
Borys Grinchenko Kyiv University
May 25, 2017, Minutes No. 5

Chairman of the Academic Council, Rector
V. Ogneviuk

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(signature)

ACADEMIC PROFESSIONAL PROGRAM

061.00.03 "Publishing and Editing"

the second (master's) level of higher education

Branch of knowledge: 06 Journalism
Specialty: 061 Journalism
Qualification: Master of journalism

Launched on 01.09.2017
(order from 26.05.2017 №348)

Kyiv - 2017

INTRODUCTION

The Academic Professional Program was developed on the basis of the Law of Ukraine "On Higher Education" by the Departments of Journalism of Borys Grinchenko Kyiv University

Developed by a working group including:

V. Shpak, Doctor of Historical Sciences, Associate Professor, Professor of Publishing Studies Department, Borys Grinchenko Kyiv University;
L. Masimova, Candidate of Sciences in Social Communication, Associate Professor, Head of Publishing Studies Department, Borys Grinchenko Kyiv University;
N. Vernyhora, Candidate of Sciences in Social Communication, Associate Professor of Publishing Studies Department, Borys Grinchenko Kyiv University.

Independent experts:

S. Vodolazka, Doctor of Sciences in Social Communication, Associate Professor

A. Afonin, President of Ukrainian Association of Publishers and Booksellers

The Academic Professional Program has been introduced since 2017.
The Programme is reviewed every five years.

Updated:

Revision Date / amendments				
Signature				
guarantor name				

I. Profile of the Educational Program
Journalism 061

1 - General Information	
Full name of the higher educational institution and the structural unit	Borys Grinchenko Kyiv University Institute of Journalism
Level of the higher education and the qualification (in original language)	Higher Education Degree: Master Educational qualifications: Master of Journalism
Official title of Educational Program	061.00.03 Publishing and Editing
Type of diploma and volume of Educational Program	Master's degree, unitary, 90 ECTS credits, the term of study - 1 year 4 months
Availability of Accreditation	National Agency Quality Assurance. Ukraine. The term of applying the accreditation - 2018
Cycle / Level	National Qualifications Framework of Ukraine - 8th level (Master's degree) *QF-EHEA – Second Cycle, EQF-LLL – Level 7*
Prerequisites	The first (bachelor) level of higher education
Language (s) of Teaching	Ukrainian
Validity of Educational programs	07.01.2021.
Internet address of the Educational program	http://kubg.edu.ua/images/stories/Departaments/vstupnikam/ij/+%20ОП%20магістр%20Видавнича%20справа%20i%20редагування.pdf
2 - The Program Objectives	
The Aim of the Program is to train the professionals in the field of journalism, forming their readiness to solve complex problems and issues in professional activity, which are characterized by uncertain conditions and requirements, and to teach them how to use innovative technology of control in modern publishing process.	
3 - Characteristics of the program	
Subject area	- *The object of study and / or activities:* the innovative publishing, media –

(major)	organizations, legislative and regulatory framework in the field of publishing; - *Learning Objectives:* formation of students' complex knowledge and skills for use in professional activities in the field of journalism. - *The theoretical content of the subject area* covers general knowledge of problems in publishing and solutions via innovation; including technologies of innovative approaches to development in the professional sphere. - *Methods, techniques and technologies:* Alumnus has to master current media communicative technologies; methods of production, design, organizational and administrative activities; technologies of development and innovations in the professional field. - *Tools and equipment:* computer and network devices. *Value and volume of compulsory and elective parts:* 3: 1 *The share of production practices* 15 ECTS credits (13.5%)
Aspect Education Program Data	Academic Professional Program
The main focus of the educational program and specialization	Special education in journalism with a focus on training of professional publishing and editing
Features	Some subjects of Program are taught in English. Learning is built on project basis.
4 – Eligibility of graduates for employment and further education	
Employment Eligibility	Jobs in the field of modern media (director / manager of media holding, media projects, online structure); editorial publications (editor, editor of creative association), television and radio organizations (editor of programs): • **24531** Editor; • **20529** Executive Editor; • **20532** Executive Editor in Chief; • **24556** Managing Editor; • **2451.2** Multimedia Editor (Mass Media) • **25290** Member of Editorial board • **25293** Member of Executive Editorial board • **1229.6** Editor in Chief; • **1210.1** Editor in Chief at newspaper, magazine; • **1229.6** Creative Director • **1229.7** Head of Editorial office • **24531** Editor; • **1492** Manager (Director) in the publishing industry.
Further education	Training on the third (education and research) levels of higher education (NRC Ukraine – 9th level, FQ-EHEA- third cycle, EQF-LLL- 8th level)
5 – Teaching methods and Evaluation	
Teaching and education	Teaching is based on the student-driven education and individual approach; It is implemented through training on project basis with elements of distance learning, solving professional tasks, projects, work placements, training and defense of Master's thesis.

Assessment	The rating system, which involves evaluating students at all types of classroom and extracurricular educational activities (current, final); Module tests, individual projects, testing, credits, reports on practice exams, certification.
6 - Program Competences	
Integral competence	The ability to solve complex problems and challenges in the field of journalism, make innovations in uncertain conditions and requirements.
General competences (GC)	**GC-1** The ability to solve complex problems and challenges in the field of journalism, make innovations in uncertain conditions and requirements. **GC-2** Critical thinking. The ability to evaluate and ensure the quality of the work performed. **GC-3** The ability to generate new ideas (creativity). **GC-4** Integrity and self-awareness. The ability to take advantage of change. **GC-5** The ability to undertake a substantial independent piece of research or produce a practical project. **GC-6** The ability to use foreign languages in promoting innovative work. **GC-7** Managing emotional intelligence. The ability to be critical and self-critical. Able to realize their own emotional state, self-control and self-regulation; Carrying out good self-esteem and confidence. The ability to overcome difficulties, good resistance to stress; overall optimistic mood, willingness to achieve goals. **GC-8** The ability to provide cognitive flexibility. Acquire new knowledge, skills and integrate them with existing data; analyzing the phenomenon, situation, problem with different parameters, factors, reasons; adaptability to the challenges of changed circumstances or unusual situations. **GC-9** Decision making. Focusing on good results.
Professional competences (PC)	**PC-1** Knowledge and understanding. Specialized conceptual knowledge acquired during training at the latest advances that are the basis for original thinking, research and / or innovation; the ability to use the acquired knowledge in practical professional activities. The ability to use knowledge of current legislation on information. The ability to act autonomously in planning and implementing tasks **PC-2** The ability to be critical, creative thinkers with an in-depth understanding of creative writing and publishing across a range of media and genres, and the ability to apply their knowledge and skills in a broad range of professional contexts. **PC-3** The ability to perform complex tasks and solve complex problems that require updating and integration of knowledge, often under conditions of incomplete or insufficient information and conflicting requirements: - The ability to organize of modern publishing business based on innovation and multiplatform media production. - The ability to recruit and train the personnel. - The ability to shape corporate identity publishers. - The use of creative technologies for publishing business. - Developing media entrepreneurship in Global environment. **PC-4** The ability to integrate the latest technologies in media communication and publishing business. Deep understanding of the responsibility for the development of professional knowledge and practice

	to evaluate the strategic development team. **PC-5** Acquired detailed knowledge of effective management of manufacturing process for creating and promoting media projects. Evaluating the quality of information products. The ability to keep the base budget of the department. Developed understanding of projects creating with the use of existing and / or new ideas; the ability to perform complex tasks and solve complex problems that require updating and integration of knowledge, often under the conditions of incomplete or insufficient information and conflicting requirements. **PC-6** The ability to generate new ideas for information products promotion. **PC-7** Contributing innovations in the area of social communications.
7 - Program Educational Results	
	PER-1 Evaluate issues of professional activities, applying knowledge from various subject areas. Acquired detailed knowledge of the latest achievements of the commercial and global organization and operation of the publishing industries for solving complex practical problems in the field of publishing and editing. **PER-2** Applying foreign language skills to engage confidently in professional and academic communication both for professional activities and interpersonal communication. **PER-3** Implementing knowledge of the latest media communication and publishing technologies. Predicting target audience's reaction on new information product or a new information campaign. **PER-4** Demonstrate the ability to use the technological specifics of each media platform in the production of modern content. Display issues in modern business media organization. **PER-5** Use the tools of media consulting practice: offer a range of specialized, analytical services, to develop promotion campaign of information products in the media space, create a strategy of publishing. **PER-6** Applied knowledge in the organization of modern publishing companies and converged divisions, based on innovative development and multiplatform media production. Deep understanding in writing a report on media teamwork results with setting out proposals to improve professional performance. **PER-7** Form the corporate identity of a media organization. Reflect the improving of corporate culture. Generate new ideas for promotion of information products. **PER-8** Apply practical knowledge on the basics of copyright and labor law, the order of fulfillment of copyright agreements; protection of intellectual property; regulations and guidelines on regulation of artists. **PER-9** Managing production process of media projects creating and promotion; acquired knowledge in planning department and editors work; Generate annual, quarter and thematic planning and monitor its implementation. Reflect time management for research or development of an innovative project. Apply creative technologies of business publishing. Conduct basic budget of the department or the publisher. Perform the control on the information product quality. Provide self-evaluation implementing activities. Demonstrate the ability to find perspective clients for providing a research and development of innovative projects.

8 – Resource support for the Programme Implementation	
Staff support	Publishing Department provides a qualified support in academic process, with the involvement of other departments of the Institute of Journalism, namely the Department of Journalism and new media department of Advertising and Public Relations. The head of the project team and teaching staff to ensure its implementation meets the requirements set licensing conditions for educational activities of educational institutions.
Resources and technical support	There are special centers of competence and centers of multimedia technologies, which are equipped with software programs and teaching materials. Center of digital broadcasting, training and production, TV studio, training and production workshop "Grinchenko-Inform".
Information and educational support	Library electronic resources, electronic scientific publications, e-learning courses with the possibility of distance learning and self-study, cloud services Microsoft.
9 - Academic Mobility	
National credit mobility	Credit mobility with the National Pedagogical University. Dragomanov, Kyiv International University and cooperation agreement with Taras Shevchenko National University of Kyiv.
International credit mobility	Academic mobility with John Dlugosz Academy in Czestochowa, Poland.
Training of foreign higher education candidates	Foreigners and stateless persons are able to get the education within this Programme, according to the license.

The list of Program components and its logical sequence

1.1. List of components

component code	Code e/d	Program Components (Subjects, course projects (papers), practice, qualification work)	Amount of credits	Form of final control
		2	3	4
Compulsory component				
Formation of professional competence				
EC1	CSP.1	Professional communication in foreign language	6	exam
EC2	CSP.2	Modern technology media communication	4	exam
EC3	CSP.3	Media consultancy	4	exam
EC4	CSP.4	Journalistic Studies (technology media production)	11	exam
EC5	CSP.5	Innovative strategies in publishing	5	exam
EC6	CSP.6	Intellectual Property	4	exam
EC7	CSP.7	Management of modern publishing	4	exam
Total:			*38*	-
Practice				
EC8	CP.01	Internship (technology media production)	6	credit

EC9	CP.02	Internship (editorial management)	9	credit
Practice in total:			*15*	-
Certification				
EC10	CA.1	Preparation of a master project	4.5	credit
		Master project defense	1.5	
The total amount of required components			**6**	
Elective components				
elective block 1				
EC1	EC.1.01	Cross-media management	4	exam
EC2	EC.1.02	Journalistic genres in multimedia	4	credit
EC3	EC.1.03	Modern blog sphere	4	credit
EC4	EC.1.04	Processing audio and video information	4	exam
EC5	EC1.05	Dynamic imaging	5	credit
EC6	EC.1.06	Digital-advertising in modern publishing	4	exam
EC7	EC.1.07	Workshop "Multimedia Projects"	6	credit
Total			31	
elective Block 2				
EC1	EC.2.01	Management of Audiovisual Media	4	exam
EC2	EC.2.02	Installation: Theory and Practice	4	credit
EC3	EC.2.03	Workshop on directing and screenwriting skills	4	credit
EC4	EC.2.04	Workshop on radio editing	4	exam
EC5	EC.2.05	TV editing workshop	5	credit
EC6	EC.2.06	Effective promotion of TV and Radio projects	4	exam
EC7	EC.2.07	Workshop "Audiovisual Media"	6	credit
Total			31	
The program total			**90**	

2.2. Structural-logical flow

1 year		2 year
1 Sem.	*2 Sem.*	*3 sem.*
Formation of professional competencies		
Professional communication in a foreign language 6 credits		
Modern media communicative technology 4 credits		
Media consultancy 4 credits		
Journalistic Studies (technology media production) 11 credits		

Innovative strategies publishing, 5 credits		
Intellectual property, 4 credits		
	Management of modern publishing, 4 credits	
Practice		
Production (technology of media production and editorial management)		
	6 credits	9 credits
Attestation		
	Preparation of a master project 4.5 credits	
		Master Project defense 1.5 credits

III. The form of graduates' certification

Educational Program graduates' attestation majoring in 061 Journalism is completed with a final public presentation and defence of qualification master's paper. Attestation of graduates is open and public.

IV. Matrix of program competencies

	EC1	EC2	EC3	EC4	EC5	EC6	EC7	EC8	EC9	EC10	ES (1)	ES (2)
GC1			•		•		•					
GC2				•								
GC3			•		•							
GC4							•					
GC5							•					
GC6	•											
GC7							•					
GC8			•		•							
GC9			•		•		•					
PC1		•			•	•						
PC2			•									
PC3					•							
PC4		•		•			•	•		•		
PC5							•		•	•	•	•
PC6							•		•	•	•	•
PC7					•							

V. Matrix of Program Educational Results (PER)

	EC1	EC2	EC3	EC4	EC5	EC6	EC7	EC8	EC9	EC10	ES(1)	ES (2)
PER-1							•					
PER-2	•											
PER-3		•			•							
PER-4				•				•				
PER-5			•									
PER-6					•		•					
PER-7							•					
PER - 8						•					•	•
PER-9									•	•		