

BORYS GRINCHENKO KYIV UNIVERSITY

“APPROVED”

The decision of the Academic Council
of Borys Grinchenko Kyiv University
_____ 2020, Minutes № _____

Chairman of the Academic Council,
Rector Viktor Ogneviuk

(signature)

ACADEMIC PROFESSIONAL PROGRAMME

061.00.06 Content-producing of digital media projects
The second (master`s) degree of higher education

Branch of Knowledge:	06 Journalism
Specialty:	061 Journalism
Specialization:	Master of Journalism

Launched on 01.09.2020
(order as of № _____)

Kyiv - 2020

Introduction

The Academic Professional Programme was developed by the Department of Publishing at the Institute of Journalism of Borys Grinchenko Kyiv University on the basis of the Law of Ukraine “On Higher Education” according to the Standard project on specialty 061 Journalism for the second (master`s) degree of higher education, the Draft Professional Standard for Multimedia journalism and the Draft Professional Standard for Multimedia Media Editing.

It is developed by the following project team:

Project team head:

Masimova Larysa Gagikivna, Candidate of Sciences in Social Communications, Associate Professor, Head of the Department of Editing, Borys Grinchenko Kyiv University.

Members of the project team:

Shpak Viktor Ivanovych, Doctor of Historical Sciences, Associate Professor, Professor of the Department of Publishing, Borys Grinchenko Kyiv University;

Kurban Oleksandr Vasyliovych, Candidate of Sciences in Social Communications, Associate Professor, Associate Professor of the Department of Advertising and Public Relations, Borys Grinchenko Kyiv University

Independent experts:

Zelinska N.V., Doctor of Philology, Professor, Head of the Department of Media Communications at the Ukrainian Academy of Printing;

Zhenchenko M.I., Doctor of Sciences in Social Communications, Associate Professor, Associate Professor of the Department of Printing and Editing at the Institute of Journalism, Kyiv National University named after Taras Shevchenko.

Reviews from the representatives of professional associations and employers:

Afonin O.V., President of the Ukrainian Association of Publishers and Book Distributors.

Prihoda M.V. Head of the Association of Ukrainian editors, Candidate of Sciences in Social Communications, Associate Professor, Associate Professor at the Department of Publishing and Editing at the Institute of Journalism, Kyiv National University named after Taras Shevchenko.

Verba T.M. Director of the edition development ‘Balance Business Books.’

Alexandrov V.V., Editor-in-Chief of LLC ‘KM-Books Group’

The Academic Professional Program has been implemented since 2020.

The term of review of the Academic professional program (APP) is once in 5 years.

Updated:

Date of review of the APP / making changes to the APP			
Signature			
Name of the guarantor of the APP			

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I. Profile of the Programme

061 Journalism

1 – General information	
The full title of the higher educational establishment and structural unit	Borys Grinchenko Kyiv University Institute of Journalism
Degree of high education and the qualification title	Degree of higher education: Master Qualification: Master of Journalism
Official title of the educational program	061.00.06 Content-producing of digital media projects
The type of diploma and the volume of the educational program	Master's degree, single, 90 ECTS credits, the term of education 1 year and 4 months
Accreditation availability	The Ministry of Education and Science of Ukraine, Certificate (ND № 1189053) on accreditation of specialty 061 Journalism, The certificate is valid until July 1, 2021. National Agency for Quality Assurance in Higher Education. Ukraine. Term for accreditation application – 2021.
Circle/level	The National Qualifications Framework of Ukraine – the 8 th level, FQ-EHEA – the second level circle, EQF-LLL – the 7th level
Prerequisites	available Bachelor degree
The language (languages) of education	The Ukrainian language. Some disciplines are taught in English.
Terms of the educational program	2021
Internet-address of the permanent placement of the description of the educational program	http://kubg.edu.ua/images/stories/Departaments/vstupnikam
2 – The Programme Objective	
To train specialists, ready to manage digital projects effectively, to produce and realize new ideas in the field of creative industries, to launch and promote digital media products.	
3 – The Programme Characteristics	
Subject area (field of knowledge)	<ul style="list-style-type: none"> – <i>Objects of study and/or activity:</i> content production, digital technologies of media projects; - <i>Objectives of training:</i> to form complex knowledge, skills and abilities of higher education applicants to use in the professional activity in the field of journalism. - <i>Theoretical content of the subject area</i> covers the general knowledge on the issues of journalistic activity and their solution through the introduction of innovations; the technologies of the development of innovative products in the professional area. – <i>Methods, methodology and technologies:</i> higher education applicants must master the modern digital technologies; the methods of production, project, organizational and management activities; the technologies of the development and implementation of innovations in the professional field. - <i>Tools and equipment:</i> computer and network programming devices. <p><i>The ratio of mandatory and selective parts: 3:1</i></p>

	<i>The ratio of internship and practices: 15 credits ECTS (13,5%)</i>
The orientation of the educational program	Фсфвутьмс and professional, applied
The main focus of the educational program and specialization	Special education in the field of journalism with focusing on training professionals in the field of digital media project production.
Features of the program	The training is based on project principles.
4 – Suitability of graduates for employment and further study	
Suitability for employment	Job positions in modern media (journalist, head/manager of a media holding, media project, online-structure); content-manager, content-editor, in Internet-editions, informational agencies, media departments of any organizations, television and radio organizations (editor of programs): 2451.2 Journalist of multimedia editions of mass media 2451.2 Editor of multimedia editions of mass media 2129.2 Analyst of communications 20529 Publishing editor 20532 Publishing responsible editor 24531 Editor 25290 Member of the editorial board 25293 Member of the board (editing)
Further study	Education at the third (academic and scientific) level of higher education
5 – Teaching and Evaluation	
Teaching and education	Based on the principles of student-centeredness and individual-personal approach; realized through education on project basis with the application of the elements of e-learning; requires case-based professional assignments, completing projects, internships, preparation and defense of a qualifying master project.
Evaluation	Rating system, which provides for the assessment of students for all types of classroom and extracurricular activities (current, final control); module tests, individual projects, credits, practice reports, exams, attestation.
6 – Professional Competences	
Integral competence	The ability to solve complex problems and assignments in the field of journalism, to carry out innovations under uncertain conditions and demands in the field of digital mass media.
General competences (GC)	GC1. The ability to abstract thinking, analyzing and synthesizing. GC2. The ability to plan time and direct it; GC3. The ability to generate new ideas (creativity); GC4. The ability to apply foreign languages to popularize one`s innovative work; GC5. The ability to identify and solve problems; GC6. The ability to take substantiated decisions; GC7. The ability to develop project and to manage them; GC8. The ability to display initiative and entrepreneurship; GC9. The ability to estimate and provide the quality of performed works.
Professional competences of the specialty	PC-1. The ability to apply the specialized conceptual knowledge of social communications, acquired in the process of learning and/ or professional activity at the level of the latest achievements in the innovative activity of

(PC)	<p>digital media;</p> <p>PC-2. The ability to critically think over the issues in the professional activity on the edge of subject areas;</p> <p>PC-3. The ability to perform sophisticated assignments and solve complicated issues, demanding upgrading and integrating knowledge, often under conditions of incomplete and insufficient information and controversial requirements in the field of the digital media;</p> <p>PC-4. The ability to conduct the project innovative activity in the field of digital technologies;</p> <p>PC-5. The ability to clearly and unambiguously communicate one`s conclusions, and knowledge and explanations that substantiate them, to specialists and non-specialists;</p> <p>PC-6. The ability to make decisions under difficult and unpredictable conditions of the innovative work, requiring the application of new approaches and foresights in the field of digital media;</p> <p>PC-7. The ability to display one`s responsibility for the development of the professional knowledge and practical techniques and estimate the strategic development of a media project;</p> <p>PC-8. The ability to plan the further autonomous learning and self-education in the field of research and/or innovative activity in the journalistic area.</p>
7 – Programme Learning Outcomes (PLO)	
	<p>PLO-1. To analyze and generalize the tendencies and make conclusions about the regularities of the development of digital media;</p> <p>PLO-2. To anticipate the audience behavior for a new informational product or a new informational action;</p> <p>PLO-3. To plan the research about media prosumers in the field of social communications to order;</p> <p>PLO-4. To write a review on an innovative digital project;</p> <p>PLO-5. To apply foreign languages to promote their own innovative work;</p> <p>PLO-6. To make reasonable decisions in practical activity;</p> <p>PLO-7. To plan time to develop an innovative media project;</p> <p>PLO-8. To display the problematic questions in the activity of modern media organizations;</p> <p>PLO-9. To demonstrate the ability to find customers for research or development of innovative projects in the field of digital media;</p> <p>PLO-10. To apply specialized conceptual knowledge in social communications in professional activity on the level of the latest achievements in the innovative activity of digital media;</p> <p>PLO-11. To estimate problematic issues of professional activity, using the knowledge from different subject areas;</p> <p>PLO-12. To conduct the search of necessary knowledge for planning an innovative work; to carry out difficult assignments and solve difficult problems, demanding updating and integrating knowledge, often in the context of incomplete of insufficient information and controversial requirements in the field of digital media;</p> <p>PLO-13. To conduct innovative activity in the sphere of digital media. Create qualitative digital content.</p> <p>PLO-14. To communicate effectively with professionals and amateurs of the branch: clearly and unambiguously convey own judgments, knowledge and explanation, as well as substantiate conclusions.</p> <p>PLO-15. Take decisions in difficult and unpredictable conditions of an innovative work, requiring new approaches and forecasts in the sphere of</p>

	<p>digital media;</p> <p>PLO-16. Write a report on the realization of a media project outlining proposals for improving professional activity;</p> <p>PLO-17. Be ready for further autonomous and self-education in the sphere of innovative activity in journalism.</p>
8 – Programme Resource Support	
Human Resources	The Department of Publishing provides the appropriate qualification support of the academic process with the involvement of specialists from other departments of the Institute of Journalism, namely the Department of Journalism and New Media, the Department of Advertising and Public Relations. The head of the project group and the teaching staff, providing its implementation, meets the requirements, determined with the Licensing Conditions for the educational activities of educational establishments.
Material and technical support	Specially equipped with hardware and software, visual and methodological material competence development centers: the center of multimedia technologies, the center of terrestrial and digital radio broadcasting, training and production workshop of television journalism, training and production workshop 'Grinchenko-inform'.
Informative, educational and methodological support	The librarian electronic resources, electronic scientific editions, electronic educational courses with the e-learning and individual work possibilities, and cloud services of Microsoft.
9 – Academic Mobility	
National credit mobility	
International credit mobility	
Training of foreign applicants for higher education	

II. List of components of the Academic Professional Programme and their logical sequence

2.1. List of the programme components

Component Code	Code of the programme	The Programme Components (academic subjects, practices, qualification paper)	Number of credits	Form of final control
1	2	3	4	5
Obligatory components (OC)				
<i>Academic subjects</i>				
OC 1	CSP.1	Professional Communication in a Foreign Language	6	credit
OC 2	CSP.2	Theory of network communication	5	exam
OC 3	CSP.3	Psychology of media prosumer	6	exam
OC 4	CSP.4	Web analytics in digital media	6	credit
OC 5	CSP.5	SMM strategies and tools	8	exam
OC 6	CSP.6	Content-producing of digital media projects	9	exam
<i>Total theoretical education</i>			40	-
<i>Practice</i>				
OC 7	OP.01	Internship practice	6	credit
OC 8	OP.02	Research practice	9	credit
<i>Total practice</i>			15	-
<i>Attestation</i>				
OC9	OA.1	Master project preparation	4,5	defense
		Master project defense	1,5	
<i>Total attestation</i>			6	
Obligatory Total			61	
Elective components (EC)				
<i>Elective block 1</i>				
EC 1	ES.1.01	Interactivity of digital media	8	credit
EC 2	ES.1.02	Transmedia storytelling	8	exam
EC 3	ES.1.03	Motion-design	13	credit
<i>Total for elective components</i>			29	
<i>Choice from the Courses' Catalog (students select subjects for an appropriate number of credits)</i>				
EC4	ES.2.01	***	29	credit, exam
<i>Total elective components</i>			29	
Total elective components			29	
THE PROGRAMME TOTAL			90	

2.2. The Programme structural and logical flow

Obligatory components

Year 1		Year 2
<i>semester 1</i>	<i>semester 2</i>	<i>semester 3</i>
Professional communication in a foreign language, 6 credits		
Theory of network communication, 5 credits		
Psychology of prosumers, 6 credits		
Web analytics in digital media, 6 credits		
SMM strategies and tools, 8 credits		
Content-producing of digital media projects, 9 credits		
	Internship practice, 6 credits	Research practice, 9 credits
	Master project preparation, 4,5 credits	Master Project Defense, 1,5 credits

Elective components

1. The choice of elective subjects 'Block 1'		
	Interactivity of digital media, 8 credits	
	Transmedia storytelling, 8 credits	
	Motion-design, 13 credits	
2. Choice from the courses' catalog		
	14 credits	15 credits

III. The graduates' attestation form

The graduates' attestation for specialty 061 Journalism requires to defend the qualification master project and results in awarding the master degree to graduates, registered in the diploma as the qualification: 'Master of Journalism.'

The master project is prepared in the form of a startup, a project of innovative publishing activities in the field of digital media or a digital communication project.

The attestation is open and public.

IV. The Programme Competences Matrix

	OP1	OP2	OP3	OP4	OP5	OP6	OP7	OP8	OP9
GC1		•		•	•				
GC2			•		•	•			
GC3					•	•			
GC4	•							•	
GC5						•	•	•	
GC6						•	•	•	
GC7		•	•		•	•			
GC8					•	•			
GC9		•				•			
PC-1		•	•				•		
PC-2			•	•					
PC-3			•		•	•	•	•	•
PC-4						•	•	•	•
PC-5	•					•	•		
PC-6					•	•	•	•	•
PC-7						•	•	•	
PC-8						•			•

V. The Programme Learning Outcomes Matrix

	OP1	OP2	OP3	OP4	OP5	OP6	OP7	OP8	OP9
PLO-1		•		•	•				
PLO -2			•		•	•			
PLO -3		•	•		•	•			
PLO -4		•				•			
PLO -5	•							•	
PLO -6						•	•	•	
PLO -7					•	•			
PLO-8						•	•	•	
PLO-9					•	•			
PLO-10		•	•				•		
PLO-11			•	•		•			
PLO-12			•		•	•	•	•	•
PLO-13						•	•	•	•
PLO-14	•					•	•		
PLO-15					•	•	•	•	•
PLO-16						•	•	•	
PLO-17						•			•

Appendix 1 – The Programme Elective Part

To implement academic freedom to choose the educational components in programmes, provided by the paragraph of the first part of Article 62 in the Law On Higher Education in Ukraine, Borys Grinchenko Kyiv University offers a list of subjects in accordance with the Regulations on the procedure and conditions, adopted with Minutes № 642, 25.11.2016.

1. THE CHOICE OF ACADEMIC DISCIPLINES OF ‘BLOCK 1’

Students may choose a set of academic disciplines in Block 1: Interactivity of digital media, Transmedia storytelling, Motion-design. The block allows to extend professional knowledge for the chosen specialty in this programme and to get additional special (professional) competences.

6 – The programme competences	
Professional competences of the specialty (PC)	PC-4. The ability to conduct project and innovation activity in the sphere of digital media
Additional special (professional) competences	PC-9. The ability to apply up-to-date tools of creative industries, digital and mobile technologies in professional activities.
	PC-10. The ability to produce the innovative design of digital media.
7 – The programme learning outcomes (PLO)	
	PLO-13. To conduct the innovation activity in the digital media branch. To create the qualitative digital content.
	PLO -18. To project and edit the interactive media content, to create new conceptions of digital products and services.
	PLO -19. To create design-conception of digital products and services.

The Programme Competences Matrix for Elective Block 1

	EC1	EC2	EC3
PC4	•	•	•
PC9	•	•	
PC10		•	•

The Programme Learning Outcomes Matrix for Elective Block 1

	EC1	EC2	EC3
PLO -13	•	•	•
PLO -18	•	•	
PLO -19		•	•

2. THE CHOICE FROM THE COURSES' CATALOG

The choice from the academic subjects' list (catalog of courses), which takes into account personal interests, concerning the future professional activity, allows to improve the students' general knowledge and to get additional general and professional competences within related specialties and/or to get acquainted with contemporary research in other areas of knowledge and to expand the general competences.