

BORYS GRINCHENKO KYIV UNIVERSITY

"APPROVED"

the decision of the Academic Council of
Borys Grinchenko Kyiv University
April, 27, 2020, Minutes No. 3
(reviewed and updated)

Chairman of the Academic Council, Rector
V. Ogneviuk

ACADEMIC PROFESSIONAL PROGRAM

061.00.04 MEDIA COMMUNICATIONS

the second (master's) degree of higher education

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

Effective as of 01. 09 2020
(order from 28.05.2020 №___)

INTRODUCTION

The Academic Professional Programme was developed on the basis of the Law of Ukraine "On Higher Education" according to the Standard Project of the specialty 061 Journalism for the second (master's) degree of higher education

Developed by a working group including:

Viktoriiia Heorhievskia, *PhD in Social Communications, Associate Professor of the Department of Journalism and New Media, Institute of Journalism*

Vitaliy Handziuk, *PhD in Social Communications, Associate Professor and Head of the Department of Advertising and Public Relations, Institute of Journalism*

Anzhelika Dosenko, *PhD in Social Communications, Associate Professor of the Department of Journalism and New Media, Institute of Journalism*

Independent experts:

Serhiy Danylenko, *Doctor of Social Communications, Associate Professor, Head of the International Communications and Communication Technologies Department, Institute for International Relations at Tarasa Shevchenka Kyiv National University*

Reviews of professional associations / employers:

Sokolova Oksana, producer, newsreaders at ICTV Channel, Honored Journalist of Ukraine

The Program is effective as of 01.09.2017

The term for program reviewing is once in 2 years.

Updated:

Revision Date / amendments	____.____.2020		
Signature			
guarantor name	V.I.Shpak		

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BACKGROUND

The Academic Professional Program 061.00.01 Journalism, as of 25.05.2017 minutes № 5 by the decision of the Academic Council of Borys Grinchenko Kyiv University (order 26.05.2017, minutes № 348), was altered in view of the Standard Project of the specialty 061 Journalism for the second (master's) degree of higher education, and also in view of the factors, which arouse while the Program was implemented throughout three academic years (2017-2018, 2018-2019, 2019-2020), caused by the curriculum, syllabi design and skills' development in the academic activity.

According to the Standard Project of the specialty 061 Journalism for the second (master's) degree of higher education, the following items have been reviewed:

- general information about the Program (exact specialty),
- graduates' competencies,
- program education results,
- forms of graduates' attestation.

While implementing the Program throughout previous academic years, the working group received much feedback about the curriculum, from the faculty, students, stakeholders and potential employers with advice on certain program components' improvement. After meetings, discussions and debriefs with all the parties, the working group agreed about several changes to organizing the academic activity and improving professional skills' development:

- recalculating credits for some components,
- changing semester final testing,
- modifying titles, names and terms of some subjects according to the content of each component.

The above mentioned steps have caused the present form of the Program.

I. 061.00.04 Media Communications Program Profile
specialty 061.00.01 Journalism

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 qualification	Level: Master of Arts Specialty: 061 Journalism Academic program: 061.00.04 Media Communications Qualification: Master of Journalism
Official title of the Program	061.00.04 Media Communications
Type of diploma and volume of the Program	Master's degree, unitary, 90 ECTS credits term of study 1 year and 4 months
Availability of Accreditation	<i>Ministry of Education and Science of Ukraine Accreditation Certificate – Sun No 1189053 Valid until 01.07.2024 National Agency for Quality in Higher Education Assurance, Ukraine. Next accreditation term - 2024</i>
Cycle / Level	National Qualifications Framework of Ukraine - 8th level, FQ- EHEA – the second cycle, EQF-LLL – 7th level
Prerequisites	Bachelor's degree
Language (s) of Teaching	Ukrainian
Validity of the program	<i>According to the accreditation term</i>
Internet address of the program	http://kubg.edu.ua/
2 – The Program Objectives	
<i>Preparation of a specialist in the field of communication studies who is equipped with the knowledge and practical skills to create one's own media product.</i>	
3 - Characteristics of the Program	
Subject area (branch of knowledge, specialty, specialization)	<p>Objects of study and / or activity: studies on communication of all types and forms, which include production technologies and areas of use, goals and objectives; innovations in professional activity.</p> <p>The purpose of the training is to form graduates' knowledge and skills to use in the professional field of communications, which involves research and innovations in the professional field.</p> <p>The theoretical content of the subject field of study includes general knowledge about problems in the area of professional journalism and their solution through research and innovations; methods and means of organizing research, technologies and development of innovative approaches in the professional field.</p> <p>Methodology, Teaching and Technology: Graduates apply communication methods, techniques and technologies, tools and instruments used in the field of social communication research and a certain professional field (television, radio, newspapers, multimedia journalism) and in the field of development and introduction of innovations in journalism activities.</p>

	<p>Tools and equipment: computer systems for the preparation of text and multimedia products, television hardware and studio complex, radio and photo studios (centers of practical competence). The ratio of compulsory and sample parts: 3 : 1. Proportion of manufacturing practices: 22.5 ECTS credits (25%).</p>	
The Type of Program	Academic Professional Program.	
The Program focus	<i>Academic Professional Program focuses on applied work in the area of mass media</i>	
Specificity of the Program		
4 – Eligibility of graduates for employment and further education		
Employment Eligibility	<p>According to the National Professional Register DK 003:2010, a graduate of this program is applicable to the following jobs:</p> <p>2451.2 Host of a show 2451.2 Editor 2451.2 Production Editor 2451.2 Journalist 2451.2 Journalist of multimedia editions 2451.2 Corresponding author 2451.2 Analyst 2451.2 Political analyst 2451.2 Member of the editorial board 2451.2 Member of the (editorial) board 1472 Media Manager 1473 Information Manager 1474 Communications Manager 1475.4 PR Manager 1476.1 Advertizing Manager</p>	
Further education	<p>Possibility to study at the third (educational-scientific) level; Additional professional qualification at in-service training facilities.</p>	
5 – Teaching and Evaluation		
Teaching and education	<p>It is based on the principles of student-centeredness and individual approach; These methods are implemented through studies based on research, strengthening of practical orientation and creative orientation in the form of a combination of lectures, practical classes, independent study and research work using the elements of distance learning, fulfilling practical tasks, implementing projects, performing the production practice, preparing and defending the master's project.</p>	
Assessment	<p>Rating system, which provides the assessment of students for all types of classroom and extra-curricular educational activities (interim and final control), module papers, individual projects, tests for credits, reports of production practice, exams and final attestation.</p>	
6 – Program competencies		
Integrated competence	<p>The ability to solve complex problems and specialized practical problems in the field of journalism, introduce innovation in mass media, forecast the dynamics of social development and information needs of society segments along with providing means of satisfying them; mastering latest information technologies for professional use; ability to work in media market; design and implement effective strategies.</p>	
General Competencies (GC)	GC-1	<p><i>Ability to comprehensively solve problems.</i> Ability to identify the problem, study it, outline the stages for further work, the ability to outline an idea, expand and evaluate it, plan solutions, involving</p>

		competent people for its solution and implementation.
	GC-2	Ability to think critically. The ability to critically evaluate the information received, use of logic and rational reasoning, integrated argumentation to assess the situation and suitable choice for its solution, taking the context into account. The ability to be critical and self-critical.
	GC-3	Ability to be creative. Openness to new knowledge, ideas and technologies; ability to produce non-standard ideas, be creative in solving a problem or performing tasks.
	GC-4	Ability to manage. Be able to find convincing arguments, verbal and nonverbal means of influence in discussions with colleagues, partners, clients to achieve communication goals, create a favorable social environment, form their own image and recognize the results of their work; be able to organize work in different organizations.
	GC-5	Ability to coordinate with others. Aptitude to build communication based on the principles of socio-psychological specifications of communication; show high adaptability to changes in the professional environment, embracing the rights and responsibilities of the team in professional activities. Ability to work in a team
	GC-6	Emotional intelligence skills. A person's ability to perceive, evaluate and understand their own and others' emotions, the ability to manage emotions; self-control and the ability to effectively interact with others, as well as the ability to control the emotions of others in order to solve practical problems.
	GC-7	Ability to form judgments and make decisions. Ability to focus in different views on the problem and its solutions, to form their own opinion; be able to specify problems, reasonably choose the best solutions, analyze and comprehend the result, convincingly represent it.
	GC-8	Ability to meet the needs of media consumers. Ability to identify and meet the needs of consumers of the media market
	GC-9	Ability to communicate. Ability to communicate using state language both orally and in writing, to speak a foreign language; be able to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge / types of economic activity); be able to evaluate the interlocutor (determine the types of psyche and models of possible behavior) to achieve a communicative goal; be able to build intercultural communication. Ability to express oneself clearly, to be eloquently convincing
	GC-10	Ability to cognitive flexibility. The capability of the mind plasticity, expressed in quick shifts between ideas and multi-channelling several at a time. Ability to acquire new knowledge, skills and integrate them with existing ones; ability to analyze phenomena, situations, problems, taking into account various parameters, factors, causes; the mental adaptability to solve unpredictable problems.
Professional competencies (PC)	PC -1	Understand the role of journalism in society. Ability understand specificity of social processes; have knowledge of the legal and ethical principles of journalism; proficiency in journalistic activity; ability to forecast in journalism; ability to focus on a problem in professional activities; ability to master research methods of data collection; ability to apply methods of data analysis and processing; ability to implement the latest information technologies; ability to assess the situation and make effective decisions.

	PC -2	<i>Detect relevant topics and perspectives, taking into account current events and context.</i> Ability to contextualize events; ability to monitor activities; know the characteristics of different media; create materials based on the analysis of media market needs; ability to generate information content in different areas of journalistic activity: TV, radio, press, multimedia
	PC -3	<i>Organize and plan journalistic work.</i> Ability to plan the media process; meet submission deadlines for materials; work in non-standard conditions and unpredictable situations; communicate in different social groups; adhere to the budget
	PC -4	<i>Collect information rapidly.</i> Have deep basic knowledge in various fields; specialized knowledge in a particular field; adhere to the balance of opinions; work with authentic sources; interact with the audience.
	PC -5	<i>Identify basic / significant information.</i> Ability to extract news / fact; use information verification tools; ability to choose information based on relevance; create material for different media platforms; interpret content; apply theoretical principles of interpretation for modeling events to proper understanding of others (interlocutor, text, mass audience).
	PC -6	<i>Submit information in professionally appropriate forms.</i> Communication skills (high language competence); visual communication skills; mastering the skills of creating texts in various genres; ability to combine visual and textual content; apply and develop ideas for convergent media product using of modern information technologies.
	PC -7	<i>Be responsible for the results of journalistic work (critical evaluation of activities).</i> Have unbiased perception of the quality of journalistic material; ability to critically evaluate one's own work; ability to receive constructive criticism of one's own work; responsibility for decisions made in journalistic activities; accountability for the outcomes of journalistic activity (media influences); ability to analyze and predict the development of comprehensive media culture, including the philosophy and ethics of media, skills of media criticism, media literacy.
	PC -8	<i>Teamwork.</i> Have social skills; be responsible and reliable; ability for convincing argumentation; be able to find solutions; understand the rights and responsibilities of the editorial staff; perform a professional function in the team.
	PC -9	<i>To act as a journalist-entrepreneur (understand the economic foundations of the profession, market opportunities, etc.).</i> Understand the economic conditions of the profession; take initiative (create one's own competitive product); analyze and predict the media market; know the practical economic aspects of journalism (working as a freelancer); ability to promote the media product, analyze the role of consumer market and the audience for editorial content, maintain general and specialized knowledge up-to-date.
7 – Program Educational Results		
PER-1	Interlocutor's estimation in professional activity (to define types of mentality and models of possible behavior) for successful communicative purpose.	
PER -2	Apply modern innovative communications technologies in professional activity.	
PER -3	Abilities, resulting from acquired knowledge include: - convincingly defend their own professional opinion, listen and take into account	

	<p>partners' arguments, find fitting solutions according to the professional requirements, business situations and participants' interests;</p> <ul style="list-style-type: none"> - avoid situations, conflicts that may harm the professional reputation and interests; - act rationally in conflict situations, seeking compromises based on professional principles and mutual business benefits
PER -4	Find convincing arguments, verbal and nonverbal means of influence in discussions with colleagues, partners, clients for the successful communication purpose, create favorable social environment, form positive image for recognition of professional outcomes.
PER -5	Identify and analyze the text and a media product in various dimensions, to estimate them through sociocultural, ethnological and ethnopsychological criteria; interpret urgent issues, like fake news, information attacks, manipulations, etc., to the mass audience fostering media literacy;
PER -6	Apply scientific methods of data collection, processing and interpretation (work with documents) using information technologies.
PER -7	Provide convincing arguments for each kind of social environment in professional activity
PER -8	Stick to existing media legislation in professional activities for running a media production facility, leading production, understanding media needs of the audience, forecast the outcomes of professional activity, minimize the threats and promote democracy values to expand the development of Ukrainian society.
PER -9	Apply the orientation in social reality and management to the knowledge of forms and mechanisms for various phenomena and processes to be able to find matching decisions in producing a media product.
PER -10	Using the knowledge of social-humanitarian, professionally-oriented subjects, to act effectively at all levels, from design, set-up to materials' output and research development.
PER -11	To forecast trends of the media market and to master innovative methods of work on the basis of the collected information and its analysis.
PER -12	To predict the reaction of society to media products, to create models of activity in accordance with the needs of different social groups, through communication technologies and web analytics study the social texture and internet socialology in professional activity;
PER -13	Ability to think systematically in professional journalism
PER -14	To create materials according to needs of various types of mass media, to use effectively journalistic methods of information priming in professional activity.
PER -15	Develop high adaptability to changes in the professional environment, to mobilize intellectual and spiritual opportunities for independent knowledge acquisition, advanced technologies and innovations, to update professional competencies taking into account the information needs of the audience.
PER -16	Analyze different types of media products, to appear in advisory, expert and other roles using acquired knowledge and competencies.
PER -17	Take into account the historical aspect and the specifics of research on the activities of different types of media.
PER -18	Organize the work of the editorial office in different types of media using acquired knowledge and competencies in text editing for different formats – printed, televised, web placed on sites, generally to manage the content of social media.
8 – Resource support for the Programme Implementation	
Staff support	Teaching is provided by the Department of Journalism and New Media in the Institute of Journalism. Specific subjects are taught by the University faculty from other departments depending on their particular skills and background. Practical focus of the program calls for a wide range of professionals who are involved in teaching thus providing a synergy of theoretical and practical

	<p>learning.</p> <p>The guarantor and the teaching staff, who are involved in the program, all possess the required qualification necessary for teaching in a higher education institution.</p>
Resources and technical support	<p>Specially equipped hardware-software, visual and methodological materials centers of competence development: Educational and production workshop "Grinchenko-inform", Training and production workshop of TV-journalism, Center of digital broadcasting, Center of multimedia technologies, Information and analytical center; specifically equipped classrooms and computer labs.</p>
Information and educational support	<p>Library electronic resources, electronic scientific editions, electronic training courses with the possibility of distance learning and methodical support of independent work.</p>
9 – Academic mobility	
National credit mobility	
International credit mobility	<p>Academic mobility with the Adam Mickiewicz University in Poznan (Poland) and Jan Długosz Academy in Częstochowa (Poland).</p>
Foreign students education	

II. The list of Program Components and its Logical Sequence

2.1. List of components

Code e/d	Components of the Academic Programme (subjects, course projects (papers), practice, qualification paper)	Amount of credits	Form of final control
1	2	3	4
Compulsory components			
1. Subjects			
ОДФ.01	Communication Studies	6	exam
ОДФ.02	Global Media Communications	6	exam
ОДФ.03	Psychology and Sociology of MC	5	credit
ОДФ.04	Media Legislation and Information Security	5	exam
ОДФ.05	Methodology of Research in Media	4	exam
ОДФ.06	Media Production	13	exam
Total theoretical education		39	-
2. Practice			
CP.1	Production practice	22,5	credit
Practice in total			-
3. Attestation			
CA.1	Qualification Master Paper	6	
	Preparation of master paper	4,5	
	Master paper defense	1,5	
Attestation total		6	-
The total amount of compulsory components		67,5	
II. Elective components (appendix 1)			
<i>1. Elective block "Media Project Management and Production"</i>			
ES 1.01	Media Management	8	exam
ES 1.02	Media Planning and Forecasting	4	exam
ES 1.03	Marketing Communications	6,5	exam
ES 1.04	Individual Media Project Production	4	credit
Total for elective block 1		22,5	
<i>2. Elective block "Communications Specialist"</i>			
ES 2.01	Practical Public Communications	8	exam
ES 2.02	Practical Commercial Communications	6	exam
ES 2.03	Basics of Negotiations and Communicative Technologies	4	exam
ES 2.04	Individual Media Communications Project	4,5	credit
Total for elective block 2		22,5	
<i>3. elective block Free choice</i>			
ES 3.01 – ES3.04	Students choose subjects from the catalogue to cover the amount of credits	22,5	exam
Total for elective block 3		22,5	
Total amount of elective components		22,5	
PROGRAM TOTAL		90	

2.2. Logical Sequence

Compulsory part

Year 1		Year 2
Semester 1	Semester 2	Semester 3
Communication Studies 6 credits		
Global Media Communications 6 credits		
Psychology and Sociology of MC 5 credits	Methodology of Research in Media 4 credits	
Media Legislation and Information Security 5 credits	Media Production 13 credits	Production practice 22,5 credits
	Preparation of master paper 4,5 credits	
		Master paper defense 1,5 credits

Elective parts

Year 1		Year 2
Semester 1	Semester 2	Semester 1
1. Elective block «Media Project Management and Production»		
	Media Management 8 credits	
	Media Planning and Forecasting 4 credits	
	Marketing Communications 6,5 credits	
	Individual Media Project Production 4 credits	
2. Elective block «Communications Specialist»		
	Practical Public Communications 8 credits	
	Practical Commercial Communications 6 credits	
	Basics of Negotiations and Communicative Technologies 4 credits	
	Individual Media Communications Project 4,5 credits	
3. elective block Free choice		
	22,5 credits	

III. Graduates' Certification

The certification of graduates of the Program of the specialty 061.00.04 Media Communications, specialty 061 Journalism of the second (master) level of higher education is performed as public defense (demonstration) of qualification master paper.

A qualification master paper is either an individual or a group work (electively):

- information product,
- information action project,
- information campaign.

The paper shall be tested for plagiarism before defense and published on the university library website.

Attestation of graduates is open and public. Graduates receive standardized MA diploma with the qualification: Master of Journalism.

IV. Matrix of program competencies

	CSP.01	CSP.02	CSP.03	CSP.04	CSP.05	CSP.06	CP.1	CA.1
GC1	+				+	+		+
GC2					+			
GC3	+	+				+		
GC4		+	+	+				+
GC5		+	+					+
GC6		+	+					
GC7	+				+			
GC8			+		+	+		+
GC9		+				+		+
GC10			+		+			
PC1		+	+					
PC2						+	+	
PC3						+		
PC4	+		+		+			
PC5						+		
PC6		+			+	+	+	+
PC7				+		+	+	+
PC8			+			+	+	+
PC9						+		
PC10					+	+		+
PC11	+		+	+				+

V. Matrix of program education results

	CSP.01	CSP.02	CSP.03	CSP.04	CSP.05	CSP.06	CP.1	CA.1
PER-1	+							
PER-2	+							
PER-3		+		+				
PER-4		+	+					
PER-5		+			+	+		
PER-6					+			
PER-7	+		+				+	
PER-8				+			+	+
PER-9			+			+		
PER-10					+	+		+
PER-11					+	+		
PER-12					+			
PER-13						+	+	+
PER-14	+	+						
PER-15	+						+	+
PER-16	+			+				
PER-17	+						+	+
PER-18	+					+	+	+

APPENDIX 1 – ELECTIVE COMPONENTS OF THE PROGRAM

Providing the students' right to choose academic subjects, as stated in the Article 62 paragraph 15 of the Act on Education "On Higher Education", Borys Grinchenko Kyiv University offers Regulations on Elective Subjects Conditions and Procedure, order № 642 as of 25.11.2016.

1. Elective block «Media Project Management and Production»

Choosing subjects from the block «Media Project Management and Production» allows to expand professional skills and knowledge of the Program and improve on specific areas of competencies.

Matrix of Program Competencies for Elective block «Media Project Management and Production»

	ES 1.01	ES 1.02	ES 1.03	ES 1.04
PC-1	•		•	•
PC -2	•	•		•
PC -3	•		•	
PC -5		•	•	•
PC -6	•	•		
PC -7	•		•	•
PC -8		•	•	
PC -9		•	•	•

Matrix of Program Education Results for Elective block «Media Project Management and Production»

	ES 1.01	ES 1.02	ES 1.03	ES 1.04
PER-7		•	•	•
PER -9	•	•		•
PER -10		•	•	
PER -13	•		•	
PER -14		•	•	
PER -15	•	•		•
PER -16		•	•	•
PER -17	•	•	•	
PER -18			•	•

2. Elective block «Communications Specialist»

Choosing subjects from the block «Communications Specialist» allows to expand professional skills and knowledge of the Program and improve on specific areas of competencies.

Matrix of Program Competencies for Elective block «Communications Specialist»

	ES 2.01	ES 2.02	ES 2.03	ES 2.04
PC-1	•	•	•	•
PC -2	•	•	•	
PC -3		•	•	•
PC -5		•	•	•
PC -6	•	•		•
PC -7		•	•	•
PC -8		•	•	
PC -9	•		•	•

Matrix of Program Education Results for Elective block «Communications Specialist»

	ES 2.01	ES 2.02	ES 2.03	ES 2.04
PER-7	•	•		•
PER -9	•	•		•
PER -10	•		•	
PER -13	•	•	•	
PER -14		•	•	•
PER -15	•	•	•	
PER -16		•	•	•
PER -17	•		•	•
PER -18	•	•		•

3. Elective block Free choice

Choosing subjects from the list of offered subjects allows to incorporate personal interests and talents into professional skills and knowledge in addition to the basic offer of the Program and improve on specific areas of competencies.