

**BORYS GRINCHENKO KYIV UNIVERSITY**

**"APPROVED"**

the decision of the Academic Council of  
Borys Grinchenko Kyiv University  
April, 27, 2020, Minutes No. 3

Chairman of the Academic Council, Rector  
V. Ogneviuk

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**ACADEMIC PROFESSIONAL PROGRAM**

**061.00.01 Journalism**

**the second (master's) degree of higher education**

<b>Branch of knowledge:</b>	06 Journalism
<b>Specialty:</b>	061 Journalism
<b>Qualification:</b>	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:

**Mykola Vaskiv**, *Doctor of Philology, Professor and Head 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*

**Olha Bykova**, *PhD in Social Communications, Associate Professor of the Department of Advertising and Public Relations, Institute of Journalism*

### Independent experts:

**Tetiana Kuznetsova**, *Doctor of Social Communications, Professor, Dean of the Faculty of Journalism, National University "Odessa Law Academy", Doctor of Sciences in Social Communications, Professor*

### Reviews of professional associations / employers:

**Leonid Samsonenko**, *the First Deputy Editor of the newspaper "Uriadovy Kurier", Honored Journalist of Ukraine*

**The Program** 061.00.01 Journalism is effective as of 01.09.2020

The term for program reviewing is once in 2 years.

Updated:

Revision Date / amendments	__.__.2020		
Signature			
guarantor name	M.S.Vaskiv		

## **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. Program Profile

### specialty 061.00.01 Journalism

<b>1 – General Information</b>	
<b>Full name of the higher educational institution and the structural unit</b>	Borys Grinchenko Kyiv University Institute of Journalism
<b>Level of the higher education and qualification</b>	Level: Master of Arts Specialty: 061 Journalism Academic program: 061.00.01 Journalism Qualification: Master of Journalism
<b>Official title of the Program</b>	061.00.01 Journalism
<b>Type of diploma and volume of the Program</b>	Master's degree, unitary, 90 ECTS credits term of study 1 year and 4 months
<b>Availability of Accreditation</b>	<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>
<b>Cycle / Level</b>	National Qualifications Framework of Ukraine - 8th level, FQ-EHEA – the second cycle, EQF-LLL – 7th level
<b>Prerequisites</b>	Bachelor's degree
<b>Language (s) of Teaching</b>	Ukrainian
<b>Validity of the program</b>	<i>According to the accreditation term</i>
<b>Internet address of the program</b>	<a href="http://kubg.edu.ua/">http://kubg.edu.ua/</a>
<b>2 - The Program Objectives</b>	
<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>	
<b>3 - Characteristics of the Program</b>	
<b>Subject area (branch of knowledge, specialty, specialization)</b>	<p><b>Objects of study and / or activity:</b> 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><b>The purpose</b> 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><b>The theoretical content</b> 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><b>Methodology, Teaching and Technology:</b> Graduates apply communication</p>

	<p>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><b>Tools and equipment:</b> computer systems for the preparation of text and multimedia products, television hardware and studio complex, radio and photo studios (centers of practical competence).</p> <p>The ratio of compulsory and sample parts: 3 : 1.</p> <p>Proportion of manufacturing practices: 22.5 ECTS credits (25%).</p>
<b>The Type of Program</b>	Academic Professional Program.
<b>The Program focus</b>	<i>Academic Professional Program focuses on applied work in the area of media</i>
<b>Specificity of the Program</b>	
<b>4 – Eligibility of graduates for employment and further education</b>	
<b>Employment Eligibility</b>	<p>According to the National Professional Register DK 003:2010, a graduate of this program is applicable to the following jobs:</p> <p>2433.2 Specialist in Information and Information Policies and Analytics</p> <p>2451.2 Host of a program, Content editor/coordinator, Journalist of multimedia outlets</p> <p>2451.2 Commentator, Corresponding author, Special Correspondent, Broadcast news Analyst, Member of the editorial board</p>
<b>Further education</b>	<p>Possibility to study at the third (educational-scientific) level;</p> <p>Additional professional qualification at in-service training facilities.</p>
<b>5 –Teaching and Evaluation</b>	
<b>Teaching and education</b>	<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>
<b>Assessment</b>	<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>
<b>6 – Program competencies</b>	
<b>Integrated competence</b>	<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>
<b>General Competencies (GC)</b>	<p>GC-1     <b>Ability to comprehensively solve problems.</b> 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 competent people for its solution and implementation.</p>
	<p>GC-2     <b>Ability to think critically.</b> 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</p>

		self-critical.
	GC-3	<b>Ability to be creative.</b> Openness to new knowledge, ideas and technologies; ability to produce non-standard ideas, be creative in solving a problem or performing tasks.
	GC-4	<b>Ability to manage.</b> 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	<b>Ability to coordinate with others.</b> 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	<b>Emotional intelligence skills.</b> 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	<b>Ability to form judgments and make decisions.</b> 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	<b>Ability to meet the needs of media consumers.</b> Ability to identify and meet the needs of consumers of the media market
	GC-9	<b>Ability to communicate.</b> 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	<b>Ability to cognitive flexibility.</b> 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.
<b>Professional competencies (PC)</b>	PC -1	<b>Understand the role of journalism in society.</b> 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	<b>Detect relevant topics and perspectives, taking into account current events and context.</b> 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	<b>Organize and plan journalistic work.</b> 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; provide for psychological security; use digital security technologies; resilience for journalist's activity in extreme conditions; be able to apply critical thinking and media analysis technologies in the context of information wars
	PC -4	<b>Collect information rapidly.</b> 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	<b>Identify basic / significant information.</b> 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	<b>Submit information in professionally appropriate forms.</b> 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	<b>Be responsible for the results of journalistic work (critical evaluation of activities).</b> 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	<b>Teamwork.</b> 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	<b>To act as a journalist-entrepreneur (understand the economic foundations of the profession, market opportunities, etc.).</b> 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.
<b>7 - Program Educational Results</b>		
	<b>PER-1</b>	Interlocutor's estimation in professional activity (to define types of mentality and models of possible behavior) for successful communicative purpose.
	<b>PER -2</b>	Apply modern innovative communications technologies in professional activity.
	<b>PER -3</b>	Abilities, resulting from acquired knowledge include: - convincingly defend their own professional opinion, listen and take

	<p>into account partners' arguments, find fitting solutions according to the professional requirements, business situations and participants' interests;</p> <ul style="list-style-type: none"> <li>- avoid situations, conflicts that may harm the professional reputation and interests;</li> <li>- act rationally in conflict situations, seeking compromises based on professional principles and mutual business benefits;</li> <li>- to convey to the customers high-quality verified media content, free from manipulation.</li> </ul>
<b>PER -4</b>	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.
<b>PER -5</b>	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;
<b>PER -6</b>	Apply scientific methods of data collection, processing and interpretation (work with documents) using information technologies.
<b>PER -7</b>	Provide convincing arguments for each kind of social environment in professional activity
<b>PER -8</b>	Stick to existing media legislation in professional activities
<b>PER -9</b>	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.
<b>PER -10</b>	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.
<b>PER -11</b>	To forecast trends of the media market and to master innovative methods of work on the basis of the collected information and its analysis.
<b>PER -12</b>	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;
<b>PER -13</b>	Ability to think systematically in professional journalism
<b>PER -14</b>	To create materials according to needs of various types of mass media, to use effectively journalistic methods of information priming in professional activity.
<b>PER -15</b>	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 for future perspectives.
<b>PER -16</b>	Analyze different types of media products, to appear in advisory, expert and other roles using acquired knowledge and competencies.
<b>PER -17</b>	Take into account the historical aspect and the specifics of research on the activities of different types of media.
<b>PER -18</b>	Organize the work of the editorial office in different types of media using acquired knowledge and competencies
<b>8 – Resource support for the Programme Implementation</b>	



<b>Staff support</b>	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 learning. 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.
<b>Resources and technical support</b>	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.
<b>Information and educational support</b>	Library electronic resources, electronic scientific editions, electronic training courses with the possibility of distance learning and methodical support of independent work.
<b>9 – Academic mobility</b>	
<b>National credit mobility</b>	
<b>International credit mobility</b>	Academic mobility with the Adam Mickiewicz University in Poznan (Poland) and Jan Długosz Academy in Częstochowa (Poland).
<b>Foreign students education</b>	

## II. The list of Program Components and its Logical Sequence

### 2.1. List of components

Code e/d	Components of the Educational Programme (Subjects, course projects (papers), practice, qualification paper)	Amount of credits	Form of final control
1	2	3	4
<b>Compulsory components</b>			
<b>1. Subjects</b>			
CSP.01	Theory and Practice of New Media	14	exam
CSP.02	Global Media Communication	6	exam
CSP.03	Psychology of Social Media	4	exam
CSP.04	Visual Means for Media Content	6	exam
CSP.05	Media Market Research	9	exam
<b>Total theoretical education</b>		<b>39</b>	-
<b>2. Practice</b>			
CP.1	Production practice	22,5	credit
<b>Practice in total</b>			-
<b>3. Attestation</b>			
CA.1	Qualification Master Paper	6	
	Preparation of master paper	4,5	
	Master paper defense	1,5	
<b>Attestation total</b>		<b>6</b>	-
<b>The total amount of compulsory components</b>		<b>67,5</b>	
<b>II. Elective components</b>			
<i>elective block 1 "Sports journalism"</i>			
ES 1.01	Basics of Sports Journalism, Medicine and Psychology	6	exam
ES 1.02	Genres of Sports Journalism	4	credit
ES 1.03	Sports Management and Marketing	8,5	exam
ES 1.04	Propaganda and Media Technology in Sports	4	exam
<b>Total amount of components in elective block 1</b>		22,5	
<i>elective block 2 "Reporting"</i>			
ES 2.01	The art of Reportage	6	exam
ES 2.02	Reporter in War Conditions	4	exam
ES 2.03	Technology of Reporting Production	8,5	exam
ES 2.04	Formats of Reporter Projects	4	credit
<b>Total amount of components in elective block 2</b>		22,5	
<i>elective block 3 Free choice</i>			
ES 3.01 – ES3.04	Students choose subjects from the catalogue to cover the amount of credits	22,5	exams
<b>Total amount of components in elective block 3</b>		22,5	
<b>Total amount of elective components</b>		<b>22,5</b>	
<b>PROGRAM TOTAL</b>		<b>90</b>	

## 2.2. Logical Sequence

### Compulsory part

Year 1		Year 2
Semester 1	Semester 2	Semester 3
Theory and Practice of New Media 14 credits		
Global Media Communication 6 credits		
Psychology of Social Media 4 credits	Media Market Research 9 credits	
Visual Means for Media Content 6 credits		Production Practice 22,5 credits
	Підготовка кваліфікаційної магістерської роботи 4,5 credits	
		Захист кваліфікаційної магістерської роботи 1,5 credits

### Elective parts

Year 1		Year 2
Semester 1	Semester 2	Semester 3
<b>1. elective block 1 Sports Journalism</b>		
	Basics of Sports Journalism, Medicine and Psychology 6 credits	
	Genres of Sports Journalism 4 credits	
	Sports Management and Marketing 8,5 credits	
	Propaganda and Media Technology in Sports 4 credits	
<b>2. elective block 2 Reporting</b>		
	The Art of Reportage 6 credits	
	Reporter in War Conditions 4 credits	
	Technology of Reporting Production 8,5 credits	
	Formats of Reporter Projects 4 credits	
<b>3. elective block 3 Free choice</b>		
	22,5 credits	

### **III. Graduates' Certification**

The certification of graduates of the Program of the specialty 061.00.01 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 (by consent):  
an information product,  
an information action project,  
an 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 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	ES 1.01
GC1	+				+	+		+	+
GC2					+				
GC3	+	+				+			+
GC4		+	+	+				+	
GC5		+	+					+	
GC6		+	+						
GC7	+				+				+
GC8			+		+	+		+	
GC9		+				+		+	
GC10			+		+				
PC1		+	+						
PC2						+	+		
PC3						+			
PC4	+		+		+				+
PC5						+			
PC6		+			+	+	+	+	
PC7				+		+	+	+	
PC8			+			+	+	+	
PC9						+			

#### V. Matrix of Program Education Results

	CSP.01	CSP.02	CSP.03	CSP.04	CSP.05	CSP.06	CP.1	CA.1	ES 1.01
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 1 “Sports Journalism”

Choosing subjects from the block “Sports Journalism” allows to expand professional skills and knowledge of the Program and improve on specific areas of competencies.

**Matrix of Program Competencies for Elective block “Sports Journalism”**

	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		•	•	

**Matrix of Program Education Results for Elective block “Sports Journalism”**

	ES 1.01	ES 1.02	ES 1.03	ES 1.04
PER-7	•	•	•	•
PER -9	•	•		
PER -10		•	•	
PER -12	•		•	•
PER -14		•	•	
PER -16	•	•		•
PER -18		•	•	•

### 2. Elective block 2 “Reporting”

Choosing subjects from the block “Sports Journalism” allows to expand professional skills and knowledge of the Program and improve on specific areas of competencies.

**Matrix of Program Competencies for Elective block “Reporting”**

	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	•	•		•

**Matrix of Program Education Results for Elective block “Reporting”**

	<b>ES 2.01</b>	<b>ES 2.02</b>	<b>ES 2.03</b>	<b>ES 2.04</b>
<b>PER -7</b>	•		•	•
<b>PER -9</b>	•	•	•	
<b>PER -10</b>		•		•
<b>PER -12</b>		•	•	
<b>PER -14</b>	•		•	
<b>PER -16</b>		•	•	•
<b>PER -18</b>	•		•	•

**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.