# BORYS GRINCHENKOKYIV UNIVERSITY

## ACADEMIC PROFESSIONAL PROGRAM

061.00.04Media Communications
the second (master's) degree of higher education

**Branch of knowledge:**          06 Journalism
**Specialty:**          061 Journalism
**Specialization:**          Master of Journalism

Kyiv – 2017

# INTRODUCTION

The Academic Professional Program 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.

**The Program was developed by the work group of:**

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

***Voskoboinikova-Guzeva Olena Viktorivna***, *Doctor of Sciences inSocial Communications, Senior Researcher,Head of the Department of Library Studies and Informology, Borys Grinchenko Kyiv University*

***Lisnevska Alina Leonidivna***, *Candidate of Pedagogical sciences, Associate Professor, Associate Professor of the Department of Journalism and New Media, Borys Grinchenko Kyiv University*

**Independent Experts:**

***Serhiy Danylenko***,*Doctor of Political Sciences, Associate Professor, Head of the Department of International Media Communication and Communication Technologies of the Institute of International Relations,Taras Shevchenko National Kyiv University*

**Reviews from representatives of professional associations / employers:**

**Sokolova Oksana Mykolaivna**, producer, ICTV Channel Host, Honored Journalist of Ukraine

**The Educational Program** 061.00.04 Media Communications has been introduced since September 01, 2017.

The Educational Program is reviewed once in two years.

**Updated:**

| Revision Date / amendments | | | |
|---|---|---|---|
| Signature | | | |
| guarantor name | | | |

# I. Profile of the Program
## 061.00.04 Media Communications

| 1 – General Information | |
|---|---|
| Full name of the higher educational instruction and the structural unit | Borys Grinchenko Kyiv University |
| Level of the higher education and the qualification (in original language) | Master of Journalism |
| Official title of the Program | 061.00.04Media 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 | *Accreditation Commission. Ukraine. Certificate - НД № 1189053 Valid until: July 01, 2021* |
| Cycle / Level | National Qualifications Framework of Ukraine - 8th level (Master's degree) *QF-EHEA – Second Cycle, EQF-LLL – Level 7* |
| Prerequisites | Availability of a Bachelor's degree |
| Language (s) of Teaching | Ukrainian |
| Validity of the Program | *Valid until: July 01, 2021* |
| Internet address | http://kubg.edu.ua/ |
| **2 - The Program Objectives** | |
| *Preparation of a specialist in the field of journalism capable to perform difficult tasks and solve complex problems of journalistic activity, which involves research and / or innovation in the professional field and is characterized by uncertainty of conditions and requirements.* | |
| **3 - Characteristics of the Program** | |

| | |
|---|---|
| Subject area | - *Objects of study and / or activity:* the latest trends and problems in the field of social communication; media industry and professional journalistic projects, their specificity and peculiarities depending on the forms, technologies and areas of use, goals and objectives; innovations in professional activity. |
| | - *The purpose of the training* is to develop the ability to perform complex tasks and solve complex problems in the field of journalistic activity, which involves research and / or implementation of innovations in the professional field and is characterized by uncertainty of conditions and requirements. |
| | - *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. |
| | Graduates reflect basic 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. |
| | - *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: 2: 1. |
| | Proportion of practices: 22.5 ECTS credits (25%). |
| Orientation of the Program | Academic professional |
| The main focus of the Program and Specialization | *The Program is oriented on applied work in the area of Media* |
| Features of the Program | The program covers all areas of media production, which enables training of journalists relevant to work with multimedia platforms. The Course is oriented on a project basis. Study is carried out in conditions of a professional modeling environment with the use of active forms and methods of training. |
| **4 – Eligibility of graduates for employment and further education** | |
| Employment Eligibility | *A graduate is able to perform the specified professional work:* <br> 2451.2 Host of the program <br> 2451.2 Content editor <br> 2451.2 Content coordinator <br> 2451.2 Commentator <br> 2451.2 Journalist of multimedia outlets <br> 2451.2 Corresponding author <br> 2451.2 Correspondent own <br> 2451.2 Correspondent special <br> 2451.2 Broadcast news Analyst <br> 2451.2 Broadcast political Analyst <br> 2451.2 Member of the editorial board <br> 2451.2 Member of the Board (editorial board) |

| | | 1472 Publishing Manager<br>1473 Media Manager<br>1474 Communications Manager<br>1475.4 Public Relations Manager<br>1476.1 Advertising Manager |
|---|---|---|
| Further education | | Possibility to study at the third (educational-scientific) level in journalism and related fields |

| 5 - Teaching methods and evaluation | | |
|---|---|---|
| Teaching and education | | Teaching in a professional modeling environment, using the active teaching methods. Based on the principles of student-centered and individual approach these methods are realized through studies based on research, strengthening practical orientation and creative orientation in the form of combination lectures, practical sessions, independent study and research work using the elements of distance learning, solving applied tasks, implementing projects, organizing practice, preparing and defending the Master's project . |
| Assessment | | Cumulative modular rating system, which provides the assessment of students for all types of classroom and extra curriculum educational activities (current, module and final control), defense of practice reports, the creation of own practical project as a final attestation work. |

| 6 – Program competencies | | |
|---|---|---|
| Integrated competency | | Ability to perform complex tasks and solve complex problems in the field of journalistic activity, which involves research and / or implementation of innovations in the professional field and is characterized by uncertainty of conditions and requirements for ensuring the efficiency of communication activities. |
| General Competencies (GC) | GC 1 | Effective interpersonal interaction, communication with representatives of various social and professional groups |
| | GC 2 | Generating new ideas (creativity). |
| | GC 3 | Decision-making ability |
| | GC 4 | Ability to coordinate activities with others. |
| | GC 5 | Planning and managing time. |
| | GC 6 | Demonstrating initiative and entrepreneurship. |
| | GC 7 | Ability to design and manage projects. |
| | GC 8 | Ability to assess and ensure the quality of work performed. |
| | GC 9 | Value and respect diversity and multiculturalism. |
| | GC 10 | Ability to use foreign languages to popularize research and / or innovative work. |
| Professional competencies (PC) | PC 1 | Ability to create informational content, organize and implement professional activity in the field of media communications |
| | PC 2 | Applying technologies of creating multimedia projects. |
| | PC 3 | Ability to perform complex tasks and solve complex problems that require updating and integrating knowledge, often under conditions of incomplete or inadequate information and conflicting requirements. |
| | PC 4 | The ability to express and explain own conclusions in a clear |

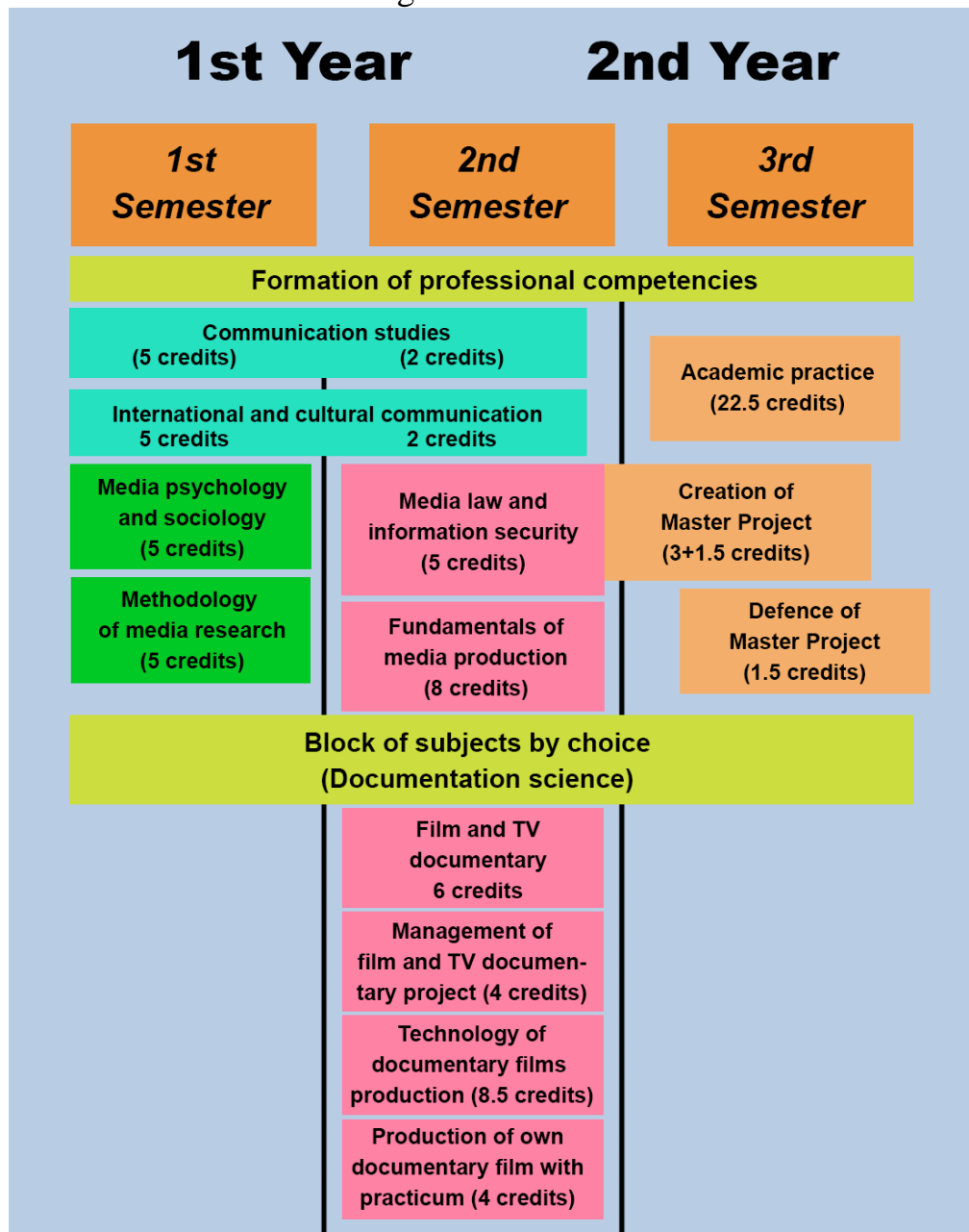| | | |
|---|---|---|
| | | way to specialists and non-specialists, give explanations that justify them |
| | PC 5 | Ability to carry out professional activities, guided by the norms of Ukrainian and international media legislation; adhering to the principles of journalistic ethics. |
| | PC 6 | Ability to act in a socially responsible manner and to be guided by the principles of information security. |
| | PC 7 | Ability to promote created media product effectively |
| | PC 8 | Ability to make decisions in complex and unpredictable conditions of research and / or innovation, requiring new approaches and forecasting. |
| | PC 9 | Ability to work in an international professional sphere. |
| | PC 10 | Responsibility for the development of professional knowledge and practice and assess the strategic development of the team. |
| | PC 11 | Ability to plan self-study in research and / or innovation activities. |
| **7 – Program Educational Results** | | |
| | **PER 1** | Develop high-quality informational content in different areas of journalistic activity: TV, radio, press, multimedia; Reflect effectively at all stages of designing and coordinating journalistic projects. |
| | **PER 2** | In-depth knowledge of the peculiarities in organization communications of the basic practices of public communication activities (state, strategic communications, public diplomacy, communications in social media). |
| | **PER 3** | Applying skills of formation qualitative informational content in the practice of commercial communication activities (advertising, marketing communications, media relations). |
| | **PER 4** | Managing complex actions and projects, take responsibility for decision making under conditions that are characterized by incomplete certainty. |
| | **PER 5** | Carry out professional activities in the legal field Media industry, within ethical and professional standards,taking care of the media environmentsecurity. |
| | **PER 6** | Applying scientific methods of collecting, processing and interpreting data based on the latest information technologies. |
| | **PER 7** | Conducting a study of the media audience in order to analyze the prospects for the effective promotion of the media product. |
| | **PER 8** | Ability to find persuasive arguments, verbal and nonverbal means of influence in discussions with colleagues, partners, and clients to achieve communication goals, creating supportive social environment, forming personal image and recognizing results of own work. |
| | **PER 9** | Evaluation of problematic issues in the activities of modern media organizations, applying knowledge from various subject areas. |
| | **PER 10** | Ability to find optimal solutions in the production process of the media product, based on understanding the laws of social reality and knowledge of the forms and mechanisms of management activities |

| | PER 11 | Applying specialized conceptual knowledge of social communications in the planning and development of innovative projects. |
|---|---|---|
| | PER 12 | Ability to manage time for research and development of innovative projects. |
| | PER 13 | Predicting the reaction of the audience to new informative products, creating models of activities in accordance with the needs of different social groups. |
| | PER 14 | Forecasting trends of the media market on the basis of the collected information and its analysis. Learning innovative forms and methods of work. |
| | PER 15 | Ability to use foreign language to organize effective intercultural communication. |
| | PER 16 | Demonstrating high adaptability to changes in the professional environment, readiness to mobilize intellectual and spiritual opportunities for acquiring new knowledge, learning advanced technologies and innovations, and improving personal professional competencies. |

## 8 – Resource support for the Program Implementation

| | |
|---|---|
| Staff support | Teaching is provided by the Department of Journalism and New Media with 2 Doctors of Sciences, 12 Candidates of Sciences (7 by specialization), 5 Honored Journalists of Ukraine, and other departments. |
| Resources and technical support | 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. |
| Information and educational support | Library electronic resources, electronic scientific editions, electronic training courses with the possibility of distance learning and methodical support of independent work. |

## 9 – Academic mobility

| | |
|---|---|
| National credit mobility | |
| International credit mobility | Student mobility agreements havebeen signed with the University of Adam Mickevich (Poznan, Poland) and Jan Długosz Academy (Częstochowa, Poland). |
| Foreign students education | The license provides training of foreigners and stateless persons. |

# I. The list of Program components and its logical sequence

## 1.1. List of components

| Code e/d | Components of the Educational Program (Subjects, course projects (papers), practice, qualification work) | Amount of credits | Form of final control |
|---|---|---|---|
| 1 | 2 | 3 | 4 |
| *general competencies* | | | |
| **I. Compulsory components EP** | | | |
| **1. Academic disciplines** | | | |
| CSP.01 | Communication studies | 7 | exam |
| CSP.02 | International and intercultural communication | 9 | exam, exam |
| CSP.03 | Media psychology and sociology | 5 | exam |
| CSP.04 | Media law and information security | 5 | exam |
| CSP.05 | Methodology of media research | 5 | exam |
| CSP.06 | Fundamentals of media production | 8 | credit |
| ***Total theoretical education*** | | ***39*** | - |
| **2. Practice** | | | |
| CP.1 | Academic | 22,5 | credit |
| ***Practice in total*** | | | - |
| **3. Attestation** | | | |
| CA.1 | Master project | 6 | |
| | *1. Preparation of the Master Project* | *4,5* | |
| | *2. Defense of the Master Project* | *1,5* | |
| ***Attestation in total*** | | ***6*** | - |
| Total of compulsory components | | **67,5** | |
| **II. Selective components** | | | |
| *Elective Block 1 (Media Management and Media Production Management)* | | | |
| ES 1.01 | Media management | 8 | exam |
| ES 1.02 | Media planning and media forecasting | 4 | exam |
| ES 1.03 | Marketing communications | 6,5 | exam |
| ES 1.04 | Create and promote your own media project | 4 | credit |
| *Total elective block 1* | | *22,5* | |
| *Elective Block 2 ("Communications Specialist")* | | | |
| ES 2.01 | Practices of public communication activities | 8 | exam |
| ES 2.02 | Practices of commercial communication activities | 6 | exam |
| ES 2.03 | Basics of negotiation and communication technologies | 4 | exam |
| ES 2.04 | Creating and maintaining a communication project | 4,5 | credit |
| *Total elective block 2* | | *22,5* | |
| | | | |
| **Total amount of elective components** | | **22,5** | |
| **PROGRAM TOTAL** | | **90** | |

## 1.2. Structural-logical flow

### 1st Year     2nd Year

| 1st Semester | 2nd Semester | 3rd Semester |
|---|---|---|

**Formation of professional competencies**

**Communication studies** (5 credits)    (2 credits)

**International and cultural communication** 5 credits    2 credits

**Media psychology and sociology** (5 credits)

**Media law and information security** (5 credits)

**Academic practice** (22.5 credits)

**Creation of Master Project** (3+1.5 credits)

**Methodology of media research** (5 credits)

**Fundamentals of media production** (8 credits)

**Defence of Master Project** (1.5 credits)

**Block of subjects by choice (Documentation science)**

**Film and TV documentary** 6 credits

**Management of film and TV documentary project** (4 credits)

**Technology of documentary films production** (8.5 credits)

**Production of own documentary film with practicum** (4 credits)

## II. Graduates' Certification

The certification of graduates of the specialty 061 "Journalism" is performed in the form of compulsory public defense (demonstration) of qualification master's project. A qualification work is either an individual product or a team's information campaign, which is accompanied by explanatory notes. Work must be tested for plagiarism.

The certification is open and public and leads to a standard document certifying the awarded master's degree with the qualification: Master of Journalism.

# IV. Matrix of program competencies

| | CSP.01 | CSP.02 | CSP.03 | CSP.04 | CSP.05 | CSP.06 | ОП.1 | ОА.1 | ES 1.01 |
|---|---|---|---|---|---|---|---|---|---|
| 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 Educational Results (PER)

| | CSP.01 | CSP.02 | CSP.03 | CSP.04 | CSP.05 | CSP.06 | ОП.1 | ОА.1 | ES 1.01 |
|---|---|---|---|---|---|---|---|---|---|
| PER-1 | + | | | | | + | + | | |
| PER-2 | + | | | | | | | | + |
| PER-3 | + | | | | | | + | | + |
| PER-4 | + | | | | | | | + | + |
| PER-5 | | + | | + | | | + | | |
| PER-6 | + | | + | | + | | | + | |
| PER-7 | + | | + | | + | + | | | + |
| PER-8 | + | | | | | + | + | | + |
| PER-9 | | | + | | + | + | | + | + |
| PER-10 | + | | | | + | | | | |

| | CSP.01 | CSP.02 | CSP.03 | CSP.04 | CSP.05 | CSP.06 | OII.1 | OA.1 | ES 1.01 |
|---|---|---|---|---|---|---|---|---|---|
| **PER-11** | | | | | | + | | + | + |
| **PER-12** | + | | | | | | + | + | + |
| **PER-13** | + | | + | | + | + | | | + |
| **PER-14** | + | | + | | + | | | | |
| **PER-15** | | + | | | | + | | | + |
| **PER-16** | | | + | | | | + | + | |