BORYS GRINCHENKO KYIV UNIVERSITY

ACADEMIC PROFESSIONAL PROGRAM

061.00.01 Journalism

the first (bachelor) level of higher education

Branch of knowledge   06 Journalism

Specialty   061 Journalism

Qualification: Bachelor of journalism

Launched on 09.01.2017
(Order from 26.05.2017 № 348)

Kyiv - 2017

LETTER OF APPROVAL
Academic Professional Program

Department of Journalism
The Minutes from 09.03. 2017, No. 8
Head of the Department   _____   Y.Nesteriak

Academic Council of the Institute of Philology
The Minutes from 22.03. 2017, No. 8
 Chairman of the Academic Council   _____   G.Horbenko

Scientific-methodical center of standardization
and quality of education
Head of the Center   _____   O. Leontieva

____._____.2017

Vice-Rector on Academic Affairs   _____   O. Zhyltsov

 ____._____.2017

INTRODUCTION

The Program was developed on the basis of the Law of Ukraine "On Higher Education" according to the Project Standard for 061Journalism for the first (bachelor) degree of higher education.

Developed by a working group including:

Y.Nesteriak, *Doctor of Sciences in State Administration, Head of the Department of Journalism and New Media, Borys Grinchenko Kyiv University*

V. Hrydchyna., *Candidate of Sciences in Social Communications, Associate Professor of the Department of Journalism and New Media, Borys Grinchenko Kyiv University*

V. Lytvynenko, *Candidate of Sciences in Social Communications, Associate Professor of Journalism and New Media , Borys Grinchenko Kyiv University*

Independent experts:

T. Prystupenko , *the Head of the Department of Press, Institute of Journalism, Kyiv National Taras Shevchenko University, Candidate of Historical Sciences, Professor*

Reviews of professional associations / employers:

M. Soroka, *the Head of the Kiev regional National Union of Journalists of Ukraine, Honored Journalist of Ukraine*

"061.00.01 Journalism" academic professional program is launched in 01.09.2017
Term of reviewing the Educational Program is once in 4 years.
Updated:

Revision Date / amendments to APP			
Signature			
APP guarantor name			

Profile of the Academic Professional Program
specialty 061 Journalism
(061.00.01 "Journalism")

1 - General Information	
Full name of the higher educational institution and the structural unit	Borys Ginchenko Kyiv University, Institute of Journalism
Level of the higher education and the qualification (in original language)	Bachelor, Bachelor of Journalism
Official title of the Program	061.00.01 Journalism
Type of diploma and volume of theProgram	Unitary, 240 ECTS credits term of study - 3 years 10 months
Availability of Accreditation	*Accreditation Commission. Ukraine. Certificate - Sun No 1187363 Validity - 07/01/2021 p.*
Cycle / Level	The first (bachelor) level / NLC Ukraine - 7th level, *FQ-EHEA –the first cycle, EQF-LLL – 6th level*
Prerequisites	Complete secondary education
Language (s) of Teaching	Ukrainian
Validity of the Program	2022
Internet address of the Program	http://kubg.edu.ua/

2 - The Program Objectives
Preparation of a specialist in the field of Journalism, who has necessary knowledge of social and political life of Ukraine and abroad, as well as practical skills to succeed on current media market.

3 - Characteristics of the Program	
Subject area (branch of knowledge, specialty, specialization)	***The objects of study and / or activity** is* Social Communications in their various manifestations and forms, depending on the forms, technologies and fields of use, purpose and objectives; products of social communication (text, audiovisual and multimedia products); audience and other consumers (users) of these products. ***The purpose of study*** is to develop the ability of graduates to perform complex tasks in the area of journalism that involves the use of terms and methods of social, humanitarian and other sciences and is characterized by uncertainty conditions to ensure the efficiency of communication activities. ***The theoretical content*** *of the* subject field of study covers general knowledge of society, types of social activities, politics, economy, culture, knowledge of communication theory in

	general and media in particular, in the theory of specialization; knowledge of communication technologies, the history of professional activity; knowledge of methods and means of professional activities, professional standards.
	Methods, techniques and technologies: Graduate should possess basic methods, techniques and technologies, tools and instruments that are used in narrow professional journalism in general and industry in particular.
	Tools and Equipment: computer systems for the preparation of text and multimedia products, hardware and television studio complex, radio and studio (center for competence).
	Value of the total general, professional and selective components and parts:
	- general and special (professional) competences by specialty - 180 ECTS credits (75%);
	- selective - 60 ECTS credits (25%), among them subjects by free choice from a catalog - 20 ECTS credits.
	Training practice and professional practice parts: 41 ECTS credits (17%).
The main focus of the Program	*Educational-professional program is oriented on applied work in the area of Media*
Important features of the Program	

4 – Eligibility of graduates for employment and further education	
Employment Eligibility	*A specialist is trained to work in the areas of the following economic activities, classified* by DK 009: 2010 (National Classifier of Ukraine "Classification of Economic Activities" SC 009: 2010 (Order from 11.10.2010 №457):
	59 Production of films and videos, television programs, publication of recordings;
	60 Activities in radio and television broadcasting;
	63 Provision of information services;
	73.2 Research market conditions and public opinion surveys;
	74.2 Activities in photography;
	94 NGO Activities
	Specialist can perform the following professional activities:
	3131 Photographer;
	3429 Admin television;
	3429 Specialist in organization of information security;
	3439 Specialist (journalism);
	3472 Expert of interviews (media);
	2451.2 Journalist
Further education	The possibility to get the second (master) level.

5 - Teaching and Evaluation	
Teaching and education	It is based on the principles of student-centeredness and individual approach; These methods are realized through study based on research, strengthening of the practical orientation and creative direction in the form of a combination of lectures, workshops, self-study and research with elements of distance learning, solving applied problems, projects, training and

	production practices of professional portfolio.	
Assessment	Cumulative modular rating system, which provides the assessment of students for all types of classroom and non-auditing educational activities (interim and final control), passing of production practice, the creation of their own practical project as a final attestation work.	
6 – Program competencies		
Integrated competency	The ability to solve complex problems and specialized practical problems in the field of journalism, which involves the use of certain theories and methods of journalism and is characterized by complexity and uncertainty of conditions to ensure the efficiency of communication activities.	
General Competences (GC)	**GC-1**	Ability to solve complex problems.
	GC-2	Critical thinking
	GC-3	The capacity for creativity.
	GC-4	Managing abilities
	GC-5	Ability to coordinate activities with others.
	GC-6	The ability to perceive, assess and understand other people and their emotions and control emotions.
	GC-7	Formulation of judgments and decisions.
	GC-8	The ability to meet the information needs of the audience.
	GC-9	Effective communication skills: to communicate in native language and foreign language; communicate with other professional groups at different levels; build intercultural communication.
	GC-10	Cognitive flexibility.
Professional competences of the specialty (PC)	**PC-1**	Understanding the features of social processes; systematic knowledge of the legal and ethical principles of journalism.
	PC-2	The ability to be in the context of the events; in-depth knowledge and skills for monitoring activities and characteristics of different mass media; create stories by analyzing the needs of the media market.
	PC-3	The ability to plan media process in accordance with the time requirements (to meet deadline); work in unusual conditions and unpredictable situations; ability to comply with the budget.
	PC-4	The ability to quickly collect information and comprehensive understanding of the key methodologies and approaches relevant to different industries as well as specific knowledge in a particular area; to be able to work with sources effectively reaching out to an audience.
	PC-5	Ability to work out news (facts) and apply appropriate methodological approaches and tools for checking information; to design material for various media platforms on the basis of relevance; ability to interpret the content.
	PC-6	The ability to present information in a relevant form of journalism: high language competence; demonstrate

		extended visual communication skills; apply skills in creation texts of different genres; the ability to combine visual and textual content; the use of modern information technology.
	PC-7	The ability to take responsibility for the results of journalism (critical assessment activities).
	PC-8	The ability to work effectively in a team, editorial team, using social skills; perform professional functions responsibly.
	PC-9	Deep understanding of the basics of psychological and digital security technologies; ability to work as journalists in extreme conditions; apply critical thinking and media technology analysis in practice with information warfare environment.
7 - Program Educational Results		
	PER-1	Identify high adaptability to changes in the professional environment, mobilize the intellectual and spiritual opportunities for independent learning new knowledge, advanced technologies and innovations; upgrade personal professional competences taking into account the audience needs in information that will be predominant in future.
	PER-2	Operate effectively in the information space of Ukraine applying knowledge in social and humanitarian professionally oriented subjects
	PER-3	Use current information technologies and skills to work with the source base in the professional activity.
	PER-4	Judge interlocutor with acquired knowledge (basic data of psychotypes and possible patterns of behavior) to achieve communicative purposes.
	PER-5	Use best effective communicative practices according to standards of various forms of communication.
	PER-6	Find the best solutions according to the requirements of professional and business interests of management and communication.
	PER-7	Avoid non-constructive communication situations conflicts, which may harm the interests of professional reputation and business; act rationally in conflict situations, seeking compromises based on professional principles and mutual business benefit.
	PER-8	Analyze and assess any media product with basic socio-cultural and philosophical criteria.
	PER-9	Design personal projects to meet the needs of different types of media, explore effective journalistic methods of presenting information.
	PER-10	Create own multimedia products on the basis of applying information technologies learned.
	PER-11	Operate effectively in all stages of planning, organization and creation of journalistic materials

		within the political culture and ideology.
	PER-12	Create and evaluate own journalistic projects with systematically and critically analyses key current journalistic issues.
	PER-13	Predict the reaction of society on innovative media products, develop and implement business model to meet the needs of different social groups.
	PER-14	Predict trends in the modern media market.
	PER-15	Be able to use technologies relevant for effective work with the audience. Provide analysis specifying the audience (heterogeneous features) to enhance the performance of journalistic projects.
	PER-16	Organize the work of editors in different types of media.
	PER-17	Provide professional activity, including personal safety, within the existing media legislation.
	PER-18	Be able to analyze different types of media products and work as a consultant or expert of media reflecting the acquired knowledge.
**8 – Resource support for the Programme Implementation**
Staff support		Faculty meets licensing and accreditation requirements
Resources and technical support		Specially equipped with hardware and software, teaching materials and visual centers of competence: Training and Production Workshop "Grinchenko-Inform", training and production studio television journalism, digital broadcasting center, media center technologies, Information-Analytical Center.
Information and educational support		Library electronic resources, electronic scientific publications, e-learning courses with the possibility of distance learning and independent work.
**9 - Academic Mobility**
National credit mobility		
International credit mobility		Academic mobility with the Adam Mickiewicz University in Poznan (Poland) and Jan Długosz Academy in Częstochowa (Poland).
Foreign students education		

II. The list of program components and their logical sequence

1.1. List of components

Code n / a	Components (training courses, course projects (works), practice, qualification work)	Ammount of credits	The form of final control
1	2	3	4
Compulsory components			
Formation of general competencies			
CSG.01	University Studies	4	credit
CSG.02	Ukrainian Studies	4	exam
CSG.03	Social and Political Studies	5	exam
CSG.04	Philosophical Studies	6	exam
CSG.05	Physical Education	4	credit
Formation of professional competence			
CSP.01	History of journalism	8	exam
CSP.02	Foreign language in professional communication	10	exam
CSP.03	Ukrainian language in professional communication	13	exam
CSP.04	Publishing Basics	4	credit
CSP.05	Literary and Cultural Studies	10	exam
CSP.06	Media literacy	6	exam
CSP.07	Professional standards and safety	8	credit
CSP.08	Media regulation	4	exam
CSP.09	Mass communication and information	6	exam
CSP.10	Sociology and Psychology of Management Media	6	credit
CSP.11	Basics of Advertising and Public Relations	4	credit
CSP.12	Modern information technology media	4	credit
CSP.13	Challenges in Media	4	credit
CSP.14	Agent journalism	6	exam
CSP.15	Photojournalism	6	exam
CSP.16	PRESS journalism	6	exam
CSP.17	TV Journalistics	6	exam
CSP.18	Radio journalism	6	exam
CSP.19	Cross-Media Journalism	6	exam
CSP.20	Journalistic investigation	4	exam
total:		*150*	-
Practice			
CP.01	Training	3	credit
CP.02	Production (by branches)	15	credit
CP.03	Pre-Defense	4.5	credit
Practice total		*22.5*	-
Attestation			
CA.1	Preparation and defense of Bachelor paper	7.5	
Total amount of compulsory components		**180**	
Elective components			
elective block 1 (thematic specialization "Political journalism")			
ESS.1.01	The political system of the world and modern globalization	7	exam
ESS.1.02	Specificity of political journalist	6	exam
ESS.1.03	Methods of political media	5	credit

ESS.1.04	Workshops on Political Journalism	4	credit
EP.1.02	Practice in Minor (thematic specialization)	18	credit
ES.1	The choice from subjects' catalog	20	credit
Total amount of components in elective block 1		*60*	
elective block 2 (thematic specialization "Business Journalism")			
ESS.2.01	Fundamentals of economic theory and economic analysis	7	exam
ESS.2.02	The coverage of markets and business media companies	6	exam
ESS.2.03	Methods of journalists in the media business	5	credit
ESS.2.04	Workshop on business journalism	4	credit
EP.2.02	Practice in Minor (thematic specialization)	18	exam
ES.2	The choice from subjects' catalog	20	credit
Total amount of components in elective block 2		*60*	
elective block 3 (thematic specialization "Journalism lifestyle")			
ESS.3.01	The theory of mass culture in modern society	7	exam
ESS.3.02	Specificity of the journalist in the fashion / travel / food journalism	6	exam
ESS.3.03	Features creation and promotion of "glossy" content	5	credit
ESS.3.04	Workshops of lifestyle journalism	4	credit
EP.3.03	Practice in Minor (thematic specialization)	18	credit
ES.3	The choice from subjects' catalog	20	credits
Total amount of components in selective block 3		*60*	
Selective block 4 (thematic specialization "Art Journalism")			
ESS.4.01	Basic theory of art and literature	7	exam
ESS.4.02	Genres arts journalism	6	exam
ESS.4.03	Art and literary criticism	5	credit
ESS.4.04	Master classes on art journalism	4	credit
EP.4.03	Practice in Minor (thematic specialization)	18	credit
ES.4	The choice from subjects' catalog	20	credits
Total amount of components in selective block 4		*60*	
Selective block 5 (without specialization)			
	Choice from subjects' catalog	60	credits
Total amount of elective components		**60**	
The total volume of the program		**240**	

II. Graduates' Certification

The graduates certification of the specialty 061 "Journalism" is performed in the form of public defense (demonstration) of qualification work. A qualification work is either an individual product or a team's information campaign, which is supported by explanatory notes. The paper must be tested for plagiarism and previously published on the official university website.

III. Matrix of the Program Competencies

	CSG.01	CSG.02	CSG.03	CSG.04	CSG.05	CSP.01	CSP.02	CSP.03	CSP.04	CSP.05	CSP.06	CSP.07	CSP.08	CSP.09	CSP.10	CSP.11	CSP.12	CSP.13	CSP.14	CSP.15	CSP.16	CSP.17	CSP.18	CSP.19	CSP.20	CP.01	CP.02	CP.03	ES.1	ES.2	ES.3	ES.4
GC1			•								•	•			•																	
GC2				•										•	•		•															
GC3	•																										•					
GC4											•		•		•																	
GC5	•										•	•	•													•	•	•				
GC6	•			•									•		•											•	•	•				
GC7		•		•										•	•																	
GC8									•					•			•															
GC9	•						•	•		•	•	•																				
GC10	•		•	•			•	•		•	•				•	•																
PC1	•					•					•	•	•	•	•																	
PC2			•								•	•	•	•	•		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
PC3												•	•						•	•	•	•	•	•	•	•	•	•	•	•	•	•
PC4	•		•	•		•													•	•	•	•	•	•	•	•	•	•	•	•	•	•
PC5																	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
PC6							•	•									•		•	•	•	•	•	•	•	•	•	•	•	•	•	•
PC7											•	•	•				•									•	•	•				
PC8					•														•	•	•	•	•	•	•	•	•	•	•	•	•	•
PC9			•						•						•	•													•	•	•	•

IV. Matrix of the program learning outcomes (PER)

	CSG.01	CSG.02	CSG.03	CSG.04	CSG.05	CSP.01	CSP.02	CSP.03	CSP.04	CSP.05	CSP.06	CSP.07	CSP.08	CSP.09	CSP.10	CSP.11	CSP.12	CSP.13	CSP.14	CSP.15	CSP.16	CSP.17	CSP.18	CSP.19	CSP.20	CP.01	CP.02	CP.03	ES.1	ES.2	ES.3	ES.4
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			●	●		●	●	●		●							●		●	●	●	●	●	●	●	●	●	●	●	●	●	●