BORYS GRINCHENKO KYIV UNIVERSITY

"APPROVED"
the decision of the Academic Council of Borys
Grinchenko Kyiv University
March 23, 2017, Minutes No. 3

Chairman of the Academic Council, Rector
V. Ogneviuk
_____

ACADEMIC PROFESSIONAL PROGRAM
061.00.03 "Publishing and Editing"
the first (bachelor's) level of higher education

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

Launched on September 1, 2017
(Order from 26.05.2017, № 348)

Kyiv-2017

LETTER OF APPROVAL
Academic Professional Program

Department of Publishing
The Minutes from March 2, 2017, No. 7
Head of the Department   _____ L. Masimova

Academic Council of the Institute of Journalism
The Minutes from March 22, 2017, No. 7
Chairman of the Academic Council _____ G. Gorbenko

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 Academic Professional Program was developed on the basis of the Law of Ukraine "On Higher Education" by the Departments of the Institute of Journalism in Borys Grinchenko Kyiv University

Developed by a working group including:

Shpak Victor Ivanovych, Doctor of Historical Sciences, Associate Professor, Professor of Department of Publishing, Borys Grinchenko Kyiv University;
Masimova Larysa Hahikivna, Candidate of Sciences in Social Communication, Associate Professor, the Head of Department of Publishing, Borys Grinchenko Kyiv University;
Ivaschenko Viktoriia Lyudvihina , Doctor of Philology, Professor of Department of Publishing, Borys Grinchenko Kyiv University.

Independent experts:
Kovalskyi Victor Semenovych, Doctor of Law, Professor, President of the Publishing Organization "Yurinkom-Inter", Editor-in-chief of the National Legal Newspaper "Yurydychnyi Visnyk Ukrainy"
Lykhach Lidiia Petrivna, the Head of "Rodovid" Publishing House
Verba Tetiana Mykhailivna, Development Director of "Balans Business Books" Publishing House

The Academic Program has been introduced since 2017.
The term of the Academic Program is reviewed every five years.

Updated:

Revision Date of AP / amendments to AP			
Signature			
AP guarantor name			

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I.   Profile of the Academic Program
specialty **061 Journalism**
(Academic Professional Program of Publishing and Editing)

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 the qualification (in original language)	Bachelor Bachelor of Journalism
Official title of Academic Program	061.00.03 Publishing and Editing
Type of diploma and volume of Academic Program	Bachelor's degree, unitary, 240 ECTS credits, the term of study - 3 years 10 months
Availability of Accreditation	National Agency for Quality Assurance in Higher Education of Ukraine. Accreditation Certificate - НД № 1187363 Validity – 01.07.2021
Cycle / Level	The first (Bachelor's) level / NQF – 7th level, FQ-EHEA – first cycle, EQF-LLL – 6th level
Prerequisites	Complete secondary education
Language (s) of Teaching	Ukrainian
Validity of Academic Program	01.07.2021.
Internet address of the Academic Program	http://kubg.edu.ua/images/stories/Departaments/vstupnikam/ij/+-ОП%20бакалавр_Видавнича%20справа%202017.pdf
2 - The Academic Program Objectives	
Provide education in journalism with broad access to employment in the field of publishing and editing, prepare students with a special interest in further education.	
3 - Characteristics of the Program	
Subject area (discipline)	*The object of study and / or activities:* publishing activities, editing, publishing product, legislative and regulatory framework in the field of publishing; main printing processes and requirements for the printing performance of the publication. *Learning Objectives:* formation of competences that will ensure professional

	self-realization and continuous professional development of a specialist in publishing and printing production. *The theoretical content of the subject area* covers theory of mass communication and information, history of professional activities, basic concepts of the legislative basis of the publishing business, professional standards of journalism, publishing standards. *Methods, techniques and technologies:* methods of editorial analysis while working on texts of different target and reader assignments; technology of editorial preparation of editions, technology of publishing activity, technology of marketing and distribution of products, methodology of economic feasibility of publishing product, printing technologies. *Tools and equipment:* software and computer equipment, network, mobile, cloud technologies, etc. *Value and volume of compulsory elective parts:* - general and professional competencies in specialty – 180 credits ECTS (75%); - specialization – 60 credits ECTS (25%), among them disciplines of free choice from the catalog – 20 credits ECTS. *The share of academic and practical parts* - 43,5 credits ECTS (18 %)
Aspect of Academic Program Data	Academic Professional Program.
The main focus of the program and specialization	Special education in a field of journalism: publishing and editing. Additional specializations: advertising and PR in a field of publishing business
Features	
4 – Eligibility of graduates for employment and further education	
Employment Eligibility	The Bachelor of Journalism in the program for publishing and editing can find employment in modern publishing houses, publishing houses and media editions in the following positions: • editor of multimedia editions of the mass-media (2451.2) • Executive Secretary of the Editorial Board (3431) • literary editor (2451.2) • editor of printed editions (2451.2) • Organizer for the marketing of publishing products (3419)
Further education	Ability to pursue on the second (master's) level of higher education.
5 – Teaching methods and Assessment	
Teaching and education	Teaching is based on the student-driven education and individual approach; It is implemented as training through projects. Usage of different forms, like interactive lectures, practical classes, individual work with elements of distance learning, solving professional tasks. Professional competencies are supported by the formation of applied professional skills while working in centers of practical training and practice. The results of projects' implementation are added to the student's electronic portfolio.

Assessment	The rating system, which involves evaluating students in all types of classroom and self-study educational activities (current, final); Module tests, individual design project, testing, credits, reports the practice exams, written exams, certification.
6 – Program competences	
Integral competence	The ability to do complex tasks in a field of specialization which involves the application of provisions and methods of social-communication and other sciences and is characterized by uncertainty of the conditions for ensuring the effectiveness of communication activities
General competences (GC)	**GC-1** The ability to solve complex problems. Applying knowledge in practical situations. Adapting to a new situation. **GC-2** Generating new ideas, use creative approach in a problem solving or doing some tasks (creativity). **GC-3** Fluent native language for professional communication. The ability to communicate in foreign language. **GC-4** The ability to work in a team and independently. Implementing the ability to interpersonal interaction. **GC-5** Managing emotional intelligence. The ability to be critical and self-critical. Awareness of personal emotional state, self-control and self-regulation. Good self-esteem and confidence. **GC-6** The ability to exercise cognitive flexibility. Acquire new knowledge, skills and integrate them with existing ones; ability to analyze information from different sources. **GC-**7 The ability to focus on result. Capability to study and acquire knowledge with the use of informational and communicational technologies. **GC-8** Performing operational research. The ability to act with social and conscious awareness, with value and respect to diversity and multiculturalism. The ability to work in an international context.
Professional competences (PC)	**PC-1** The ability to use and evaluate knowledge in the field of social communication in a professional activities: • knowledge of the specifics of the creation and functioning of the media; • the ability to in-depth knowledge and understanding of the processes taking place in the field of social communications; • knowledge of the algorithm of editorial preparation of the publishing product (printed, TV and radio products); • knowledge of the main printing processes and the requirements for the printing of the publication; • the ability to understand the sign nature of the verbal and visual text and the main laws of the semiotics; • the ability to communicate freely in a foreign language in professional activities; • the ability to master the fundamental knowledge of the stylistics of the Ukrainian language; the ability to master the fundamental knowledge of computer-publishing technologies. **PC-2** The ability to organize and carry out professional activities in the field of social communications: • understanding of the main algorithm of managerial activity (planning, organization, motivation, control); • the ability to organize and control team professional activities; the ability to apply knowledge of media law in professional activities.

	PC-3 Ability to conduct research for the effective promotion of the media product: • carrying out market research and forecasting and analytical activities; the opportunity to predict trends and prospects for the development of the market for publishing products. **PC-4** Ability to develop and maintain professional activity on a high qualitative level: • generate new ideas in the professional field; • the ability to use basic ideas about history, formation and development of publishing and editorial affairs in modern specialist practice; • recognize and neutralize pathogenic texts. **PC-5** The ability to form and create a new informational content: • applying the technology of forming public opinion; • Implementation of computer-publishing technologies in the process of media production; • mastering the basics of the publishing business; • the ability to apply methods of editorial analysis while working on texts of different target and reader assignments; • understanding research and designing information in English in editorial practice; • the ability to analyze the design concept of the publication, the place of structurally expressive components, their ability to professionally evaluate, optimize; • the ability to control the quality of text and multimedia content of various types of media products; the ability to control the quality of the printing performance of the publishing product. **PC-6** The ability to organize and control team's professional activity. **PC-7** The ability to effectively promote the display product.
Additional Professional Competencies for Specialization	**APC-1** *For specialization "Advertising and PR in publishing business".* Skills in the development and implementation of strategic concepts of advertising and PR projects in the field of publishing. **APC-2** *For specialization "Publishing Business"*. Skills in the development and implementation of publishing business projects.
**7 – Program Educational Results**
	PER-1 Demonstrate the ability to solve problems in a complex way. Designing new plan according to changes. **PER -2** The ability to product unusual ideas, use creative approach in a problem solving or doing some tasks. **PER -3** Use national language and foreign languages in professional activities. **PER -4** Ability to work effectively in a team. Coordinating task fulfillment with colleagues' tasks. **PER -5** Manage emotional intelligence. **PER -6** Demonstrate cognitive flexibility, readiness to study all your life, the ability to self-studying. **PER -7** Provide a research, process and analyze information from various sources. The ability to analyze, systematize and use modern knowledge in the professional field. **PER -8** The ability to demonstrate active citizenship, to bear social

	responsibility at different levels (personal, professional, civic) Demonstrate respect for diversity and multiculturalism
	PER -9 Applying knowledge in the field of social communications in professional activities.
	PER -10 Reproduce information and communication technologies
	PER -11 Implementing knowledge of the specifics of the creation and functioning of the media. Use professional standards
	PER -12 Applying an algorithm for editorial preparation of a publishing product (printed, TV and radio product).
	PER -13 Knowledge and understanding main printing processes and requirements for the printing of the publication.
	PER -14 The ability to understand the sign nature of the verbal and visual text and the basic laws of semiosis.
	PER -15 Performing prompt search of the necessary sources of information outside of Ukraine
	PER -16 Mastering the basic knowledge of the stylistics of the Ukrainian language.
	PER -17 Understanding of the main management algorithm (planning, organization, motivation, control).
	PER -18 Developing and maintaining professional activities at a high quality level.
	PER -19 Applying knowledge of media law in professional activities.
	PER -20 Ability to create a media product.
	PER-21 Demonstrating the best examples of professional activity
	PER-22 Ability to effectively promote the created information product.
	PER-23 Provide quality control of text and multimedia content. Evaluate information product, an information campaign organized and conducted independently or colleagues.
	PER-24 Controlling the quality of the printing performance of the publishing product.
	PER -25 Anticipating the reaction of an audience to informational product or informational events, taking into account the provisions and methods of social and communication sciences
	PER -26 Applying communication with representatives of other professional groups of different levels (with experts from other fields of knowledge / types of economic activity)
	PER-27 To observe the principles and rules of safe operation

	8 – Resource support for the Program Implementation
Staff support	Staff suits licensing and accreditation requirements
Resources and technical support	There are special centers of competence and centers of multimedia technologies, which are equipped with software programs and teaching materials. Center of digital broadcasting, training and production, TV studio, training and production workshop "Grinchenko-Inform".
Information and educational support	Library electronic resources, electronic scientific publications, e-learning courses with the possibility of distance learning and self-study, cloud services Microsoft

	9 – Academic mobility
National credit mobility	

International credit mobility	Academic mobility with Jan Dlugosz University in Czestochowa, Poland.
Training of foreign higher education candidates	

II. The list of program components and their logical sequence

2.1. List of Components

Compo-nent code	Code e/d	Components of educational programs (training courses, course projects (works), practice, qualifying work)	Credits	Final control
	1	2	3	4
Compulsory components				
Forming of General Competencies				
CC 1	ОДФ.01	University Studies	4	Credit
		Student Orientation	1	
		Servant Leadership	1	
		Introduction to Journalism	2	
CC 2	ОДЗ.02	Ukrainian Studies	6	Exam
CC 3	ОДЗ.03	Philosophical Studies	4	Exam
CC 4	ОДЗ.04	Foreign Language	10	Exam
CC 5	ОДЗ.05	Physical Education	4	Credit
Forming of Professional Competencies				
CC 6	ОДФ.01	Theory of Mass Communication and Information	4	Exam
CC 7	ОДФ.02	Media Text Semiotics	4	Exam
CC 8	ОДФ.03	Fundamentals of Video-Shooting and Editing	4	Credit
CC 9	ОДФ.04	TV Program Creation and Editing	4	Credit
CC 10	ОДФ.05	Radio Program Creation and Editing	4	Credit
CC 11	ОДФ.06	Fundamentals of Publishing and Editing	4	Exam
CC 12	ОДФ.07	Publishing History	6	Exam
CC 13	ОДФ.08	Printing Industry	4	Exam
CC 14	ОДФ.09	Design and Layout	6	Credit
CC 15	ОДФ.10	Computer Graphics	6	Credit
CC 16	ОДФ.11	Job Products Design	7	Credit
CC 17	ОДФ.12	Editing and Stylistics	6	Exam
CC 18	ОДФ.13	Translation from English in Editing	8	Credit
CC 19	ОДФ.14	English-language Professional Discourse	6	Credit
CC 20	ОДФ.15	Integrated Communications in the Publishing Business	4	Credit
CC 21	ОДФ.16	Newspapers and Magazines	7	Exam
CC 22	ОДФ.17	Books	11	Exam
CC 23	ОДФ.18	Electronic Editions	7	Exam
CC 24	ОДФ.19	Publishing Business	4	Exam
CC 25	ОДФ.20	Legal basis of Publishing Activity	4	Exam
Total theoretical education:			*110*	-
Practice				
CC 26	ОП.01	Training	3	Credit
CC 27	ОП.02	Practical	24	Credit
CC 28	ОП.03	Pre-diploma	7,5	Credit
Practice Total:			*34,5*	-
Certification				

CC 29	OA.1	Preparation of bachelor's project		6	Exam
	OA.2	Bachelor's project defense		1,5	
		Certification Total:		**7,5**	
		**Elective Components**			
		Elective block 1 (specialization «Advertising and PR in the publishing business»)			
EC 1	ВДС.1.01	Theory of Advertising		4	Exam
EC 2	ВДС.1.02	Theory of PR		4	Credit
EC 3	ВДС.1.03	Copywriting in Advertising and PR		4	Credit
EC 4	ВДС.1.04	PR in Publishing Business		4	Credit
EC 5	ВДС.1.05	Advertising in Publishing Business		4	Credit
EC 6	ВДС.1.06	Technologies of production and advertising product placing		7	Exam
EC 7	ВДС.1.07	Workshop "Promotion of Bookshop New Products"		4	Credit
EC 8	ВП.1	Specialization Practice		9	Credit
		Choice from Subjects' Catalog		20	Credit
Total for specialization:			60		
		Elective block 2 (specialization «Publishing business»)			
EC 1	ВДС.2.01	Publishing Business Management		4	Exam
EC 2	ВДС.2.02	Marketing in Publishing Business		4	Credit
EC 3	ВДС.2.03	Publishing Planning: business-plan		4	Credit
EC 4	ВДС.2.04	Interent Media Business		4	Credit
EC 5	ВДС.2.05	International Publishing Business		4	Credit
EC 6	ВДС.2.06	Publishing Company Economy		7	Credit
EC 7	ВДС.2.07	Editing Workshop		4	Credit
EC 8	ВП.2	Specialization Practice		9	Credit
		Choice from Subjects' Catalog		20	Credit
In total for this specialization:			60		
		Elective block 3 (without any specialization)			
		Choice from Subjects' Catalog		60	Credits
Total amount of selective components:				**60**	
PROGRAM TOTAL				**240**	

2.2. Structural-logical sequence

1 course		2 course		3 course		4 course	
1 semester	*2 semester*	*3 semester*	*4 semester*	*5 semester*	*6 semester*	*7 semester*	*8 semester*
Forming of General competencies							
University Studies, 4 credits				Philosophical Studies, 4 credits			
Ukrainian Studies, 6 credits.							
Foreign Language 5 credits	5 credits						
Physical Education 2 credits.	2 credits						
Forming of Professional Competencies							
	Theory of Mass Communication and Information, 4 credits	Printing Industry 4 credits		TV Program Creation and Editing, 4 credits			
	Media Text Semiotics, 4 credits		Fundamentals of Video Shooting and Editing, 4 credits	Radio Program Creation and Editing, 4 credits			
Fundamentals of Publishing and Editing, 4 credits		Job Products Design 3 credits 4 credits		English-language Professional Discourse 2 credits 4 credits			
Publishing History, 6 credits		Translation from English in Editing 4 credits 4 credits		Integrated Communication in Publishing Business, 4 credits			
Design and Layout, 6 credits		Books 4 credits 7 credits		Publishing Business, 4 credits	Electronic Editions, 7 credits		
Computer Graphics, 6 credits		Newspapers and Magazines, 7 credits			Legal basis of Publishing Activity, 4 credits		
	Editing and Stylistics, 6 credits						
Specialization (Advertising and PR in Publishing business/Publishing business)							
		Elective subjects from the catalogue 8 credits 12 credits		Compulsory subjects s 4 credits 12 credits		Compulsory subjects s 15 credits	
				Elective subjects s from the catalogue 4 credits 12 credits		Elective subjects catalogue 24 credits	
Practice							
			Educational practice, 3 credits		Practical Training, 3 credits.	Practical Training 6 credits 15 credits	
							Pre-diploma practice 7,5 credits
					Specialization Practice,9 credits		
Certification (7,5 credits)							
							1.Preparation of bachelor's project 2.Bachelor's Project defense

III. Graduates' Certification

Program graduates' attestation majoring specialty 061 Journalism in a field of Publishing Business and Editing is completed with a final public presentation and defence of qualification work (Bachelor's project).

Student can use technological or creative approaches for the solution of applied tasks in the professional field in his/her Bachelor's project. Publishing product is a result of project.

Attestation of graduates is open and public.

IV. Matrix of program competencies according to the Program

	CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7	CC 8	CC 9	CC 10	CC 11	CC 12	CC 13	CC 14	CC 15	CC 16	CC 17	CC 18	CC 19	CC 20	CC 21	CC 22	CC 23	CC 24	CC 25	CC 26	CC 27	CC 28	EC.1	EC.2
GC 1	•		•																											
GC 2	•																													
GC 3	•			•	•																									
GC 4	•	•		•	•																									
GC 5	•				•																									
GC 6		•	•	•																										
GC 7	•	•	•	•																										
GC 8	•		•																											
PC1						•	•	•	•	•			•	•	•	•	•													
PC2									•	•	•			•		•			•		•	•	•	•	•	•				
PC3												•									•	•	•	•	•					
PC4							•			•	•	•									•	•	•	•	•	•	•	•		
PC5						•			•	•			•		•	•		•	•		•	•	•	•		•	•	•		
PC6																					•	•								
PC7																				•										
APC1																													•	
APC2																													•	•

IV. Matrix of program educational results according to the Program

	CC 1	CC 2	CC 3	OK 4	CC 5	CC 6	CC 7	CC 8	CC 9	CC 10	CC 11	CC 12	CC 13	CC 14	CC 15	CC 16	CC 17	CC 18	CC 19	CC 20	CC 21	CC 22	CC 23	CC 24	CC 25	CC 26	CC 27	CC 28	EC.1	EC.2
PER 1	•		•																											
PER 2	•																													
PER 3	•			•	•																									
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