

**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

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**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

## 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:

**Kovalskiy 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)

<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 the qualification (in original language)</b>	Bachelor Bachelor of Journalism
<b>Official title of Academic Program</b>	061.00.03 Publishing and Editing
<b>Type of diploma and volume of Academic Program</b>	Bachelor's degree, unitary, 240 ECTS credits, the term of study - 3 years 10 months
<b>Availability of Accreditation</b>	National Agency for Quality Assurance in Higher Education of Ukraine. Accreditation Certificate - НД № 1187363 Validity – 01.07.2021
<b>Cycle / Level</b>	The first (Bachelor's) level / NQF – 7th level, FQ-EHEA – first cycle, EQF-LLL – 6 <sup>th</sup> level
<b>Prerequisites</b>	Complete secondary education
<b>Language (s) of Teaching</b>	Ukrainian
<b>Validity of Academic Program</b>	01.07.2021.
<b>Internet address of the Academic Program</b>	<a href="http://kubg.edu.ua/images/stories/Departaments/vstupnikam/ij/+ОП%20бакалавр_Видавнича%20справа%202017.pdf">http://kubg.edu.ua/images/stories/Departaments/vstupnikam/ij/+ОП%20бакалавр_Видавнича%20справа%202017.pdf</a>
<b>2 - The Academic Program Objectives</b>	
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.	
<b>3 - Characteristics of the Program</b>	
<b>Subject area (discipline)</b>	<i>The object of study and / or activities:</i> 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. <i>Learning Objectives:</i> formation of competences that will ensure professional

	<p>self-realization and continuous professional development of a specialist in publishing and printing production.</p> <p><i>The theoretical content of the subject area</i> 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.</p> <p><i>Methods, techniques and technologies:</i> 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.</p> <p><i>Tools and equipment:</i> software and computer equipment, network, mobile, cloud technologies, etc.</p> <p><i>Value and volume of compulsory elective parts:</i></p> <ul style="list-style-type: none"> <li>- general and professional competencies in specialty – 180 credits ECTS (75%);</li> <li>- specialization – 60 credits ECTS (25%), among them disciplines of free choice from the catalog – 20 credits ECTS.</li> </ul> <p><i>The share of academic and practical parts</i> - 43,5 credits ECTS (18 %)</p>
<b>Aspect of Academic Program Data</b>	Academic Professional Program.
<b>The main focus of the program and specialization</b>	Special education in a field of journalism: publishing and editing. Additional specializations: advertising and PR in a field of publishing business
<b>Features</b>	
<b>4 – Eligibility of graduates for employment and further education</b>	
<b>Employment Eligibility</b>	<p>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:</p> <ul style="list-style-type: none"> <li>• editor of multimedia editions of the mass-media (2451.2)</li> <li>• Executive Secretary of the Editorial Board (3431)</li> <li>• literary editor (2451.2)</li> <li>• editor of printed editions (2451.2)</li> <li>• Organizer for the marketing of publishing products (3419)</li> </ul>
<b>Further education</b>	Ability to pursue on the second (master's) level of higher education.
<b>5 – Teaching methods and Assessment</b>	
<b>Teaching and education</b>	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.

<b>Assessment</b>	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.
<b>6 – Program competences</b>	
<b>Integral competence</b>	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
<b>General competences (GC)</b>	<p><b>GC-1</b> The ability to solve complex problems. Applying knowledge in practical situations. Adapting to a new situation.</p> <p><b>GC-2</b> Generating new ideas, use creative approach in a problem solving or doing some tasks (creativity).</p> <p><b>GC-3</b> Fluent native language for professional communication. The ability to communicate in foreign language.</p> <p><b>GC-4</b> The ability to work in a team and independently. Implementing the ability to interpersonal interaction.</p> <p><b>GC-5</b> 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.</p> <p><b>GC-6</b> The ability to exercise cognitive flexibility. Acquire new knowledge, skills and integrate them with existing ones; ability to analyze information from different sources.</p> <p><b>GC-7</b> The ability to focus on result. Capability to study and acquire knowledge with the use of informational and communicational technologies.</p> <p><b>GC-8</b> 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.</p>
<b>Professional competences (PC)</b>	<p><b>PC-1</b> The ability to use and evaluate knowledge in the field of social communication in a professional activities:</p> <ul style="list-style-type: none"> <li>• knowledge of the specifics of the creation and functioning of the media;</li> <li>• the ability to in-depth knowledge and understanding of the processes taking place in the field of social communications;</li> <li>• knowledge of the algorithm of editorial preparation of the publishing product (printed, TV and radio products);</li> <li>• knowledge of the main printing processes and the requirements for the printing of the publication;</li> <li>• the ability to understand the sign nature of the verbal and visual text and the main laws of the semiotics;</li> <li>• the ability to communicate freely in a foreign language in professional activities;</li> <li>• 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.</li> </ul> <p><b>PC-2</b> The ability to organize and carry out professional activities in the field of social communications:</p> <ul style="list-style-type: none"> <li>• understanding of the main algorithm of managerial activity (planning, organization, motivation, control);</li> <li>• the ability to organize and control team professional activities; the ability to apply knowledge of media law in professional activities.</li> </ul>

<p><b>Additional Professional Competencies for Specialization</b></p>	<p><b>PC-3</b> Ability to conduct research for the effective promotion of the media product:</p> <ul style="list-style-type: none"> <li>• 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.</li> </ul> <p><b>PC-4</b> Ability to develop and maintain professional activity on a high qualitative level:</p> <ul style="list-style-type: none"> <li>• generate new ideas in the professional field;</li> <li>• the ability to use basic ideas about history, formation and development of publishing and editorial affairs in modern specialist practice;</li> <li>• recognize and neutralize pathogenic texts.</li> </ul> <p><b>PC-5</b> The ability to form and create a new informational content:</p> <ul style="list-style-type: none"> <li>• applying the technology of forming public opinion;</li> <li>• Implementation of computer-publishing technologies in the process of media production;</li> <li>• mastering the basics of the publishing business;</li> <li>• the ability to apply methods of editorial analysis while working on texts of different target and reader assignments;</li> <li>• understanding research and designing information in English in editorial practice;</li> <li>• the ability to analyze the design concept of the publication, the place of structurally expressive components, their ability to professionally evaluate, optimize;</li> <li>• the ability to control the quality of text and multimedia content of various types of media products;</li> </ul> <p>the ability to control the quality of the printing performance of the publishing product.</p> <p><b>PC-6</b> The ability to organize and control team’s professional activity.</p> <p><b>PC-7</b> The ability to effectively promote the display product.</p> <p><b>APC-1 For specialization “Advertising and PR in publishing business”.</b> Skills in the development and implementation of strategic concepts of advertising and PR projects in the field of publishing.</p> <p><b>APC-2 For specialization “Publishing Business”.</b> Skills in the development and implementation of publishing business projects.</p>
<p><b>7 – Program Educational Results</b></p>	
	<p><b>PER-1</b> Demonstrate the ability to solve problems in a complex way. Designing new plan according to changes.</p> <p><b>PER -2</b> The ability to product unusual ideas, use creative approach in a problem solving or doing some tasks.</p> <p><b>PER -3</b> Use national language and foreign languages in professional activities.</p> <p><b>PER -4</b> Ability to work effectively in a team. Coordinating task fulfillment with colleagues’ tasks.</p> <p><b>PER -5</b> Manage emotional intelligence.</p> <p><b>PER -6</b> Demonstrate cognitive flexibility, readiness to study all your life, the ability to self-studying.</p> <p><b>PER -7</b> Provide a research, process and analyze information from various sources. The ability to analyze, systematize and use modern knowledge in the professional field.</p> <p><b>PER -8</b> The ability to demonstrate active citizenship, to bear social</p>

	<p>responsibility at different levels (personal, professional, civic) Demonstrate respect for diversity and multiculturalism</p> <p><b>PER -9</b> Applying knowledge in the field of social communications in professional activities.</p> <p><b>PER -10</b> Reproduce information and communication technologies</p> <p><b>PER -11</b> Implementing knowledge of the specifics of the creation and functioning of the media. Use professional standards</p> <p><b>PER -12</b> Applying an algorithm for editorial preparation of a publishing product (printed, TV and radio product).</p> <p><b>PER -13</b> Knowledge and understanding main printing processes and requirements for the printing of the publication.</p> <p><b>PER -14</b> The ability to understand the sign nature of the verbal and visual text and the basic laws of semiosis.</p> <p><b>PER -15</b> Performing prompt search of the necessary sources of information outside of Ukraine</p> <p><b>PER -16</b> Mastering the basic knowledge of the stylistics of the Ukrainian language.</p> <p><b>PER -17</b> Understanding of the main management algorithm (planning, organization, motivation, control).</p> <p><b>PER -18</b> Developing and maintaining professional activities at a high quality level.</p> <p><b>PER -19</b> Applying knowledge of media law in professional activities.</p> <p><b>PER -20</b> Ability to create a media product.</p> <p><b>PER-21</b> Demonstrating the best examples of professional activity</p> <p><b>PER-22</b> Ability to effectively promote the created information product.</p> <p><b>PER-23</b> Provide quality control of text and multimedia content. Evaluate information product, an information campaign organized and conducted independently or colleagues.</p> <p><b>PER-24</b> Controlling the quality of the printing performance of the publishing product.</p> <p><b>PER -25</b> Anticipating the reaction of an audience to informational product or informational events, taking into account the provisions and methods of social and communication sciences</p> <p><b>PER -26</b> Applying communication with representatives of other professional groups of different levels (with experts from other fields of knowledge / types of economic activity)</p> <p><b>PER-27</b> To observe the principles and rules of safe operation</p>
<b>8 – Resource support for the Program Implementation</b>	
<b>Staff support</b>	Staff suits licensing and accreditation requirements
<b>Resources and technical support</b>	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".
<b>Information and educational support</b>	Library electronic resources, electronic scientific publications, e-learning courses with the possibility of distance learning and self-study, cloud services Microsoft
<b>9 – Academic mobility</b>	
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

Component code	Components of educational programs (training courses, course projects (works), practice, qualifying work)	Credits	Final control
1	2	3	4
<b>Compulsory components</b>			
<i>Forming of General Competencies</i>			
CC 1	University Studies	4	Credit
	Student Orientation	1	
	Servant Leadership	1	
	Introduction to Journalism	2	
CC 2	Ukrainian Studies	6	Exam
CC 3	Philosophical Studies	4	Exam
CC 4	Foreign Language	10	Exam
CC 5	Physical Education	4	Credit
<i>Forming of Professional Competencies</i>			
CC 6	Theory of Mass Communication and Information	4	Exam
CC 7	Media Text Semiotics	4	Exam
CC 8	Fundamentals of Video-Shooting and Editing	4	Credit
CC 9	TV Program Creation and Editing	4	Credit
CC 10	Radio Program Creation and Editing	4	Credit
CC 11	Fundamentals of Publishing and Editing	4	Exam
CC 12	Publishing History	6	Exam
CC 13	Printing Industry	4	Exam
CC 14	Design and Layout	6	Credit
CC 15	Computer Graphics	6	Credit
CC 16	Job Products Design	7	Credit
CC 17	Editing and Stylistics	6	Exam
CC 18	Translation from English in Editing	8	Credit
CC 19	English-language Professional Discourse	6	Credit
CC 20	Integrated Communications in the Publishing Business	4	Credit
CC 21	Newspapers and Magazines	7	Exam
CC 22	Books	11	Exam
CC 23	Electronic Editions	7	Exam
CC 24	Publishing Business	4	Exam
CC 25	Legal basis of Publishing Activity	4	Exam
<i>Total theoretical education:</i>		138	-
<i>Practice</i>			
CC 26	Training	3	Credit
CC 27	Practical	24	Credit
CC 28	Pre-diploma	7,5	Credit
<i>Practice Total:</i>		34,5	-
<i>Certification</i>			



CC 29	Preparation of bachelor's project	6	Exam
	Bachelor's project defense	1,5	
	<i>Certification Total:</i>	<b>7,5</b>	
<b>Elective Components</b>			
<i>Elective block «Advertising and PR in the publishing business»</i>			
EC 1	Theory of Advertising	4	Exam
EC 2	Theory of PR	4	Credit
EC 3	Copywriting in Advertising and PR	4	Credit
EC 4	PR in Publishing Business	4	Credit
EC 5	Advertising in Publishing Business	4	Credit
EC 6	Technologies of production and advertising product placing	7	Exam
EC 7	Workshop "Promotion of Bookshop New Products"	4	Credit
EC 8	Specialization Practice	9	Credit
	<i>Choice from Subjects' Catalog</i>	20	Credit
<i>Total for specialization:</i>		60	
<i>Elective block «Publishing business»</i>			
EC 1	Publishing Business Management	4	Exam
EC 2	Marketing in Publishing Business	4	Credit
EC 3	Publishing Planning: business-plan	4	Credit
EC 4	Interent Media Business	4	Credit
EC 5	International Publishing Business	4	Credit
EC 6	Publishing Company Economy	7	Credit
EC 7	Editing Workshop	4	Credit
EC 8	Specialization Practice	9	Credit
	<i>Choice from Subjects' Catalog</i>	20	Credit
<i>In total for this specialization:</i>		60	
<i>Selection from the catalog of courses (student chooses disciplines for the appropriate number of credits)</i>			
	Choice from Subjects' Catalog	60	Credits
<b>Total amount of selective components:</b>		<b>60</b>	
<b>PROGRAM TOTAL</b>		<b>240</b>	

## 2.2. Structural-logical sequence

1 course		2 course		3 course		4 course	
1 semester	2 semester	1 semester	2 semester	1 semester	2 semester	1 semester	2 semester
<b>I. Mandatory part</b>							
<b>Forming of General competencies</b>							
University Studies, 4 credits				Philosophical Studies, 4 credits			
Ukrainian Studies, 6 credits							
Foreign Language 5 credits							
Physical Education 2 credits							
<b>Forming of Professional Competencies</b>							
	Theory of Mass communications and information, 4 credits	Printing Industry, 4 credits		TV programs creating and editing, 4 credits			
	Media Text Semiotics, 4 credits		Fundamentals of video shooting and editing, 4 credits	Radio programs 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 communications in publishing, 4 credits			
Design and layout, 6 credits		Books 4 credits 7 credits		Publishing business, 4 credits	Electronic editions, 7 credits		
Computer Graphics, 6 credits		Newspaper and magazine, 7 credits			Legal bases of publishing activity, 4 credits		
	Editing and stylistics, 6 credits						
<b>II. Elective part</b>							
Elective block plus a choice from the course catalog							
		Selection from the catalog of disciplines 8 credits 12 credits		Elective blocks: 1. "Advertising and PR in publishing"; 2. "Publishing business" 4 credits 12 credits 24 credits			
Selection from the catalog of courses (student chooses disciplines for the appropriate number of credits)							
		8 credits	12 credits	4 credits	12 credits	24 credits	
<b>Practice</b>							
			Educational practice, 3 credits		Practical Training, 3 credits	Practical Training 6 credits 15 credits	
							Pre-diploma practice, 7,5 credits
<b>Certification (7,5 credits)</b>							
							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 educational results 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	CC 29	EC 1	EC 2		
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