

BORYS GRINCHENKO KYIV UNIVERSITY

"APPROVED"

the decision of the Academic Council of
Borys Grinchenko Kyiv University
May 25, 2017, Minutes No. 5

Chairman of the Academic Council, Rector
V. Ogneviuk

ACADEMIC PROFESSIONAL PROGRAM

061.00.01 Journalism

the second (master's) degree of higher education

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

Launched on 01. 09 2017
(order from_26.05. 2017 №348)

Kyiv – 2017

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:

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

O.Kurban, *Candidate of Social Communications, Associate Professor of the Department of Advertising and Public Relations, Borys Grinchenko Kyiv University*

A.Lisnevskya, *Candidate of Pedagogic Sciences, Associate Professor of the Department of Journalism and New Media, Borys Grinchenko Kyiv University*

Independent experts:

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

Reviews of professional associations / employers:

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

The educational program: 061.00.01 Journalism is launched in 01.09.2017 p.
The term for reviewing the educational program is every 2 years.

Updated:

Revision Date / amendments			
Signature			
guarantor name	Y.Nesteriak		

I. Program Profile

specialty 061.00.01 Journalism

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)	Master of Journalism
Official title of the Program	061.00.01 Journalism
Type of diploma and volume of Educational Program	Master's degree, unitary, 90 ECTS credits term of study 1 year and 4 months
Availability of Accreditation	Accreditation Commission Ukraine Certificate – Sun No 1189053 Validity – 01.07.2021
Cycle / Level	the second (master's) degree of higher education National Qualifications Framework of Ukraine - 8th level, FQ-EHEA – the second cycle, EQF-LLL – 7th level
Prerequisites	Bachelor's degree
Language (s) of Teaching	Ukrainian
Validity of Educational programs	01.07.2021
Internet address of the Educational program	http://kubg.edu.ua/
2 - The Program Objectives	
<i>Preparation of a specialist in the field of journalism who is capable to perform difficult tasks and solve complex problems of journalistic activity, which involves research and / or innovations in the professional field and is characterized by uncertainty of conditions and requirements.</i>	
3 - Characteristics of the Program	
Subject area (branch of knowledge, specialty, specialization)	- 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 on 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 manufacturing practices: 22.5 ECTS credits (25%).
The Type of Program	Academic Professional Program.
The Program focus	<i>Academic Professional Program is oriented on applied work in the area of Media</i>
Important 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	<i>A graduate is able to take the following positions:</i> 2451.2 Host of the program 2451.2 Content editor 2451.2 Content coordinator 2451.2 Commentator 2451.2 Journalist of multimedia outlets 2451.2 Corresponding author 2451.2 Correspondent own 2451.2 Correspondent special 2451.2 Broadcast news Analyst 2451.2 Broadcast political Analyst 2451.2 Member of the editorial board 2451.2 Member of the Board (editorial board)
Further education	Possibility to study at the third (educational-scientific) level in journalism and related fields
5 –Teaching and Evaluation	
Teaching and education	Teaching in a professional modeling environment, using the active teaching methods. It is based on the principles of student-centeredness and individual approach; These methods are realized 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, solving applied tasks, implementing projects, passing the production practice, preparing and protecting the master's project .
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 competence	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 Competencies (GC)	GC-1	Cognitive flexibility
	GC-2	Generating of new ideas (creativity)
	GC-3	Decision-making ability
	GC-4	Ability to coordinate activities with others.
	GC-5	Time-management
	GC-6	Demonstrate initiative and entrepreneurship
	GC-7	Design and manage projects
	GC-8	Ability to assess and provide a high results of activities.
	GC-9	Value and respect diversity and multiculturalism
	GC-10	Ability to use foreign languages to popularize own research and / or innovative project.
Professional competencies (PC)	PC -1	Ability to use specialized conceptual knowledge of social communication acquired through training and / or professional practice in monitoring and / or innovation activities.
	PC -2	Ability to critically evaluate the problems of professional activity at the boundary of subject areas.
	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 conduct professional activities, according to the norms of Ukrainian and International media legislation; keeping principles of journalistic ethics.
	PC -6	Ability to act in a socially responsible manner, 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	Organize the work of the editorial staff in different types of media; Realize an effective communication strategy to organize and control professional activity of a team.
	PER -3	Perform professional activities in the legal field of the media industry, within ethical and professional standards, and security of the media environment.
	PER -4	Apply scientific methods of collecting, processing and interpreting data on the basis of the latest information technologies
	PER -5	Use research methods to examine and analyze mass media audience for effective promotion of the media product.
	PER -6	Master persuasive arguments, verbal and nonverbal means of influence on colleagues, partners, and clients to achieve communication goals, creating a supportive social environment, forming their own image and recognizing the results of their work.
	PER -7	Evaluate problematic issues in the activities of current media organizations, applying knowledge of various subject areas.
	PER -8	Ability to find best solutions in the process of the implementation media product based on understanding the laws of social reality and knowledge of management forms and mechanisms.
	PER -9	Applying the newest conceptual knowledge of social communications in the process of planning and development of innovative projects.
	PER -10	Plan time for research and development of innovative projects.
	PER -11	Predict the reaction of the audience at new information products; create models of activities in accordance with the needs of different social groups.
	PER -12	Provide analysis of various types of media products, perform advisor, expert and other roles in professional activity.
	PER -13	Manage projects and take responsibility for decisions.
	PER -14	Predict main trends of the media market and master the innovative methods and forms of work based on collected information and its analysis.
	PER -15	Use a foreign language to organize effective intercultural communication.
	PER -16	Show high adaptability to changes in the professional environment, readiness to mobilize intellectual and spiritual opportunities for self-assimilation of new knowledge, advanced technologies and innovations, and to update their own professional competencies.
8 – Resource support for the Programme Implementation		
Staff support	Teaching is provided by the Department of Journalism and New Media, which consists of 2 doctors of sciences, 12 candidates of sciences (7 in profile), 5 prominent Ukrainian journalists, 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	Academic mobility with the Adam Mickiewicz University in Poznan (Poland) and Jan Długosz Academy in Częstochowa (Poland).
Foreign students education	The license provides for the training of foreigners and stateless persons.

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
Compulsory components			
<i>general competencies</i>			
1. Subjects			
CSP.01	Communicative science	7	exam
CSP.02	International and intercultural communication	9	exam, exam
CSP.03	Psychology and sociology of MK	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
<i>Total theoretical education</i>		39	-
2. Practice			
CP.1	Academic	22,5	credit
<i>Practice in total</i>			-
3. Attestation			
CA.1	Master thesis	6	
	1. Preparation of master thesis	4,5	
	2. Master thesis defense	1,5	
<i>Attestation total</i>		6	-
<i>The total amount of compulsory components</i>		67,5	
II. Elective components			
<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 sport	4	exam

Total amount of components in elective block 1		22,5	
<i>elective block 2 (Documentary)</i>			
ES 2.01	Film and TV documentary	6	exam
ES 2.02	Documentary TV and film project management	4	exam
ES 2.03	Technology of production of documentaries	8,5	exam
ES 2.04	Filming your own documentary with a workshop	4	credit
Total amount of components in elective block 2		22,5	
<i>elective block (Reporting)</i>			
ES 3.01	The art of reportage	6	exam
ES 3.02	Reporter in war conditions	4	credit
ES 3.03	Technology of reporting production	8,5	exam
ES 3.04	Formats of reporter projects	4	exam
Total amount of components in elective block 3		22,5	
Total amount of elective components		22,5	
PROGRAM TOTAL		90	

III. Graduates' Certification

The certification of graduates of the educational program of the specialty 061 "Journalism" is performed in the form of public defense (demonstration) of qualification master's work. A qualification paper is either an individual product or an information campaign, an information campaign, or a group project, which is accompanied by an explanatory notes. Work must be tested for plagiarism. 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		+		+	+				
PC10	+				+	+			+
PC11	+				+	+	+	+	+

V. Matrix of program learning outcomes

	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			+				+	+	+