

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
PHEI “ACADEMICIAN STEPAN DEMIANCHUK INTERNATIONAL UNIVERSITY OF
ECONOMICS AND HUMANITIES”**

“APPROVED”

Rector

_____/ prof. A. S. Demianchuk
« ____ » _____ 2020

EDUCATIONAL AND PROFESSIONAL PROGRAM

JOURNALISM

Higher Education Degree: Bachelor

Specialty: 061 Journalism

Field of Knowledge: 06 Journalism

Educational Program: Journalism

Reviewed and Approved
at the Academic Council Meeting
from « ____ » _____ 2020
protocol № ____
Enacted by order № _____
from « ____ » _____ 2020

Rivne 2020

**LETTER OF AGREEMENT
of changes to the educational and professional program
JOURNALISM**

1. Department: protocol № _____ from “ _____ ” _____ 2020.

(conclusion, special conditions, if available)

Head of the Department _____ (initials, surname)

2. The Faculty Council: protocol № _____ from “ _____ ” _____ 2020.

(conclusion, special conditions, if available)

Head of the Faculty Council _____ (initials, surname)

3. Licensing and Accreditation Department:

(conclusion, special conditions, if available)

Head of the Department _____ (initials, surname) “ _____ ” _____ 2020.

4. Higher Education Quality Assurance Center

(conclusion, special conditions, if available)

Head of the Center _____ (initials, surname) “ _____ ” _____ 2020.

5. Educational and Methodical Commission: protocol № _____ from “ _____ ” _____ 2020.

(conclusion, special conditions, if available)

Head of the EMC _____ (initials, surname)

Developed by:

Guarantor of the educational and professional program:

Zoliak Victoriia Vasylivna – Candidate of Science in Social Communications, Associate Professor
of the Department of Social Communications, Head of the Department of Social Communications

(signature) « _____ » _____ 2020 .

EXTERNAL APPROBATION INFORMATION

Reviews:

Doctor of Philology, Professor, Director of the Institute of Journalism of Taras Shevchenko National University of Kyiv

Rizun Volodymyr Volodymyrovych;

General Director of TV and Radio Company “Rytm” (*[Rhythm]*),

Khytrov Oleksandr Viktorovych;

Editor-in-Chief of Rivne Region Public and Political Newspaper “Vilne Slovo” (*[Free Word]*),

Honored Journalist of Ukraine

Babinets Andrii Ivanovych

FOREWORD

Developed by a project team consisting of:

1. Mitchuk Olha Andriivna – Doctor of Science in Social Communications, Assistant Professor, Professor of the Department of Social Communications, Dean of the Faculty of Journalism, Head of the Scientific and Methodological Commission on “Journalism” of the Faculty of Journalism, Member of the Subcommittee 5.061 Journalism of the Scientific and Methodological Commission on Social Sciences and Journalism of Scientific and Methodological Council of the Ministry of Education and Science of Ukraine, Guarantor of the educational and professional program;

2. Zoliak Victoriia Vasylivna – Candidate of Science in Social Communications, Associate Professor of the Department of Social Communications, Head of the Department of Social Communications;

3. Shapoval Yurii Hryhorovych – Doctor of Philological Sciences, Professor, Head of the Department of Theory and Methods of Journalistic Creativity;

4. Smus Andrii Hryhorovych – Candidate of Science in Social Communications, Associate Professor of the Department of Theory and Methods of Journalistic Creativity;

5. Mazanyi Viktor Stepanovych – Associate Professor of the Department of Theory and Methodology of Journalistic Creativity, Honored Journalist of Ukraine.

Period of reviewing the educational program every five years.

Updated:

Date of revision of the EP / changes of the EP			
Signature			
Name of the Guarantor of the EP			

I. Profile of the Educational Program «Journalism» in specialty 061 “Journalism”

1. General characteristics	
Higher Education Degree and Qualification	Higher Education Degree: Bachelor Specialty: 061 Journalism Educational Program: Journalism
Language(s) of Training and Assessment	Ukrainian
The volume of the Educational Program	240 credits ECTS, 3 years 10 month of study
Type of Program	Educational and Professional
The name of the Higher Education Institution, as well as the Structural Unit in which the training is provided	Private Higher Education Institution “Academician Stephan Demianchuk International University of Economics and Humanities”, Faculty of Journalism
The name of the Higher Education Institution involved in providing the program	
The official name of the Educational Program, Higher Education Degree and Title of the HEI-Partner in the original language (to be completed for dual and joint degree programs)	
Accreditation availability	
Program cycle / level	NQF of Ukraine - Level 7, FQ-EHEA – the First Cycle, EQF-LLL – Level 6.
Prerequisites	Complete General Secondary Education: Certificate of the Ukrainian Center for Quality Assessment of Education in Competitive Subjects
Form of training	Full-time, Part-time
Duration of the Educational Program	3 years 10 month
Internet address for the permanent description of the	http://www.megu.edu.ua/uk/ http://www.megu.edu.ua/en/

Educational Program	
2. The purpose of the Educational Program	
Purpose of the Program (including qualification level)	To provide training of specialists of the first (bachelor) level of higher education in journalism, to form the ability of the graduate to perform complex specialized tasks and to solve practical problems in the field of journalism, which involves the application of statements and methods of social communications and other sciences and other conditions for ensuring the effectiveness of communication activities.
3. Characteristics of the Educational Program	
Subject field (Field of Knowledge / Specialty / Program Specialization)	06 Journalism / 061 Journalism / Journalism. <i>Objects of study and activity:</i> journalism; social communication products; audience and other consumers (users) of these products. <i>Theoretical content of the subject field:</i> the concept of journalism, social communications as social and communication institutions. <i>Methods, techniques and technologies:</i> applied social and communication technologies; methods and techniques for collecting, processing and spreading information, media planning, professional norms and standards, and other special techniques used in the field of social communications and journalism.
Orientation of the Educational Program	Educational and professional, applied
The main focus of the Educational Program and Specialization	Professional education in journalism focuses on training a specialist who understands the nature and patterns of social communications, functional features and methodology of creating media products, is able to effectively use their knowledge and skills to meet public needs for information of various types. Keywords: journalism, social communications, media, media sources, means of mass communications, mass media, information.
Features of the Program	Student's mastering of the latest technologies of production and submission of content using the latest electronic systems, multimedia tools. The graduate must possess the basic methods, techniques and technologies, ways and tools used in the field of practical journalism necessary for the implementation of projects.
4. Suitability of graduates for employment and further education	
Suitability for employment	Graduates of the specialty "Journalism" can work in the mass media (print, audiovisual, electronic, Internet publications), information-analytical centers, press-services of enterprises, political parties, public organizations, as journalists,

	commentators, correspondents, reviewers , editors, press secretaries and more.
Further study	Opportunity to continue studying at the second (master) level of higher education.
5. Teaching and assessment	
Teaching and learning	Forms of teaching: lectures, interactive lectures, multimedia lectures, seminars, practical and laboratory classes. Student-centered learning, problem-oriented learning. Self-study training using textbooks, synopses, multimedia tools, consultations with teachers.
Assessment	Oral and written exams, test, differentiated test, defenses of introductory, industrial, undergraduate practices, defense of bachelor's work (minimum set of practical journalistic works), defense of creative qualification work.
6. Program competencies	
Integrated Competence (IC)	IC. The ability to solve complex specialized problems and practical problems in the field of social communications, which involves the application of provisions and methods of social communication and other sciences and is characterized by uncertain conditions.
General Competencies (GC)	<p>GC 01. Ability to apply knowledge in practical situations.</p> <p>GC 02. Knowledge and understanding of the subject field and professional activity.</p> <p>GC 03. Ability to be critical and self-critical.</p> <p>GC 04. Ability to search, process and analyze information from various sources.</p> <p>GC 05. Use of information and communication technologies.</p> <p>GC 06. Ability to adapt and act in a new situation.</p> <p>GC 07. Ability to work as a team.</p> <p>GC 08. Ability to learn and master modern knowledge.</p> <p>GC 09. Ability to realize own rights and responsibilities as a member of society, to realize the values of civil (free democratic) society and the need for its sustainable development, the rule of law, the rights and freedoms of man and citizen in Ukraine.</p> <p>GC 10. Ability to preserve and multiply moral, cultural, scientific values and achievements of the society on the basis of understanding of history and patterns of development of the subject area, its place in the general system of knowledge about the nature and society and in the development of society, technology and technologies, to use different types and forms of motor activity for active rest and healthy living.</p> <p>GC 11. Ability to communicate in the native language.</p> <p>GC 12. Ability to communicate in a foreign language.</p>

<p>Special (specialized, subject) competences (SC)</p>	<p>SC 01. Ability to apply knowledge of social communications in own professional activities.</p> <p>SC 02. Ability to generate informational content.</p> <p>SC 03. Ability to create media products.</p> <p>SC 04. Ability to organize and control team professional activities.</p> <p>SC 05. Ability to effectively promote a created display product.</p> <p>SC 06. Ability to produce safe media activity</p> <p>SC 07. Ability to apply knowledge of social problems, conflicts, hybrid wars in their professional activities.</p> <p>SC 08. Ability to form information content in the fields of economics, law, culture and art, social issues, international relations and other activities.</p> <p>SC 09. Ability to create a media product in the sphere of reflection of economic, law, political, cultural and art issues, social issues, international relations and other activities.</p> <p>SC 10. Ability to conduct professional media activity on cross-media platforms.</p>
<p>7. Program learning outcomes</p>	
<p>Program learning outcomes (PO)</p>	<p>PO 01. Explain own production activities and operations based on own knowledge.</p> <p>PO 02. Develop the skills needed to work in different media, covering all relevant topics in society.</p> <p>PO 03. To Be able to accept criticism, be self-critical and responsible. Evaluate own or someone else's information product, an information campaign organized and conducted independently or with colleagues.</p> <p>PO 04. Develop the skills to collect, select and analyze information from various sources.</p> <p>PO 05. Use modern information and communication technologies and specialized software to solve professional problems. Learn how to organize and plan own professional work.</p> <p>PO 06. Plan own activities and the activities of the team, taking into account goals, limitations and foreseeable risks. Develop own communication skills, work in teams and solve complex problems.</p> <p>PO 07. Coordinate the performance of a personal task with the tasks of colleagues.</p> <p>PO 08. Separate facts, events, information, processes where student has lack of knowledge, and discover ways and sources of acquiring that knowledge.</p> <p>PO 09. Evaluate the activities of colleagues as the holders of the rights and responsibilities of members of society, representatives of civil society. Understand and reflect on the</p>

	<p>role of journalism in society and know the legislative, ethical and other regulatory structures relevant to journalism.</p> <p>PO 10. Evaluate the activities of colleagues in terms of preserving and enhancing social and cultural values and achievements. Acquire knowledge on a wide range of humanities, social sciences and linguistics issues.</p> <p>PO 11. Communicate freely on professional issues, including oral, written and electronic communication, in Ukrainian.</p> <p>PO 12. Communicate freely on professional issues, including oral, written and electronic communication, in a foreign language.</p> <p>PO 13. Predict the reaction of the audience to an information product or to information campaigns, taking into account the provisions and methods of social communication sciences.</p> <p>PO 14. Generate informational content for the task topic with accessible as well as mandatory sources of information.</p> <p>PO 15. Create a competent media product on a given topic of a well-known genre, based on the distribution channel or the publishing platform.</p> <p>PO 16. Plan own work and the work of colleagues aimed at both generating information content and creating a media product, as well as its promotion.</p> <p>PO 17. Post operational information about own media product on accessible Internet platforms.</p> <p>PO 18. Use the necessary knowledge and technology to overcome crisis communication situations based on tolerance, dialogue and cooperation.</p> <p>PO 19. Provide for the audience's reaction to the information product or to information campaigns, taking into account the provisions and methods of social science sciences, conflicts, hybrid wars.</p> <p>PO 20. Generate informational content on a given topic using available as well as required sources of information.</p> <p>PO 21. Generate information content on a given topic using specialized sources of information in various fields.</p> <p>PO 22. Generate informational content, create media products, disseminate information about them, plan own work and the work of colleagues, observing the rules and principles of safe media on cross-media platforms.</p> <p>PO 23. Create a competent media product on a topic of a certain genre, taking into account the distribution channel or the platform of publication in various fields of reflection.</p> <p>PO 24. Use the necessary physical skills to overcome crisis communication situations. Develop own research competencies to help restore your profession.</p> <p>PO 25. To be able to use different stories about stories and present content in effective combinations of words, sounds</p>
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	and visual images.
8. Resources for Program implementation	
Specific Characteristics of Staff	The involvement of specialist practitioners in the field of journalism is envisaged for the teaching of individual disciplines.
Specific Characteristics of Material and Technical Support	<i>Tools and Equipment:</i> TV and radio equipment, computer equipment, image processing software, video, sound and layout.
Specific Characteristics of Information and Educational and Methodological Support	The teaching uses educational and scientific works in the field of history, theory and practice of journalism, social communications; materials on specialized portals; resources using cloud services; webinars; presentations; multimedia.
9. Academic mobility	
National Credit Mobility	Within the framework of normal national credit mobility.
International credit mobility	On general terms.
Training of foreign higher education applicants	Provided that an applicant has a level of native language not lower than B1.

2. The amount of ECTS credits required to obtain an appropriate higher education degree

The amount of any education program in Journalism under this standard, aimed at providing general and specialized (professional) competences, should have 120 ECTS credits. To provide specialization, the educational program may include from 60 to 120 ECTS credits.

In order to obtain a bachelor's degree based on a junior bachelor's degree, the HEI has the right to reduce the amount of the educational program.

3. LIST OF COMPONENTS OF THE EDUCATIONAL AND PROFESSIONAL / SCIENTIFIC PROGRAM AND THEIR LOGICAL SEQUENCE

3.1. List of components of EP

Code	Components of the educational program (disciplines, course projects (works), practice, qualification work)	Number of credits	Form of final control	
1	2	3	4	
COMPULSORY COMPONENTS				
CC 1.	History and culture of Ukraine	3	exam	essay
CC 2.	Science of law	3	exam	essay
CC 3.	Foreign language	9	exam	test
CC 4.	Philosophy	3	exam	essay
CC 5.	Psychology	3	exam	essay
CC 6.	Educational practice	3	differential test	portfolio
CC 7.	Internship	9	differential test	portfolio
CC 8.	Crossmedia: undergraduate practice	6	differential test	portfolio

CC 9.	Course work	3	differential test	presentation of a media product
CC 10.	Qualification work	6	differential test	presentation of a media product
CC 11.	Media design	5	exam	presentation of a media product
CC 12.	Medialinguistics	8	test/exam	assay
CC 13.	Professional self-analysis and media criticism	4	exam	assay/
CC 14.	Basic training (Mass communication and information (mass communication theory, media theory, communication technologies))	6	exam	assay/test
CC 15.	Media law	4	exam	assay
CC 16.	Fundamentals of media production (introduction to the specialty, technical means of production)	8	test/exam	portfolio
CC 17.	Journalistic ethics	3	test	assay
CC 18.	Professional training: Journalism (theory of journalism, theory of composition and text, theory and methodology of journalistic creativity, media criticism)	6	test/exam	assay/test
CC 19.	History of journalism	4	test	assay
CC 20.	International journalism	3	test	assay
CC 21.	Journalist specialty (photojournalism, agency journalism, newspaper and magazine production, radio production, television)	15	test/exam	portfolio/ presentation of a media product
CC 22.	Media literacy	8	test/exam	assay/test
CC 23.	Factchecking media resources	3	test	portfolio
CC 24.	Crisis management of media activity	4	test	assay
CC 25.	Media Production: content (Journalistic Genres)	12	test/exam	presentation of a media product
CC 26.	Media production: product	5	exam	presentation of a media product
CC 27.	Media Production: promotion (advertising and PR Organization)	5	exam	presentation of a media product
CC 28.	Language training: editing	4	exam	portfolio
CC 29.	Language training: medialinguistics workshop	4	exam	presentation of a media product
CC 30.	Journalistic investigation	3	exam	potrfolio
CC 31.	Thematic specialization (economics, politics, law, culture and art, social issues, international relations, sports)	10	test/exam	presentation of a media product
CC 32.	Newest media	3	exam	portfolio
CC 33.	Social psychology of mass communication	5	test	assay
	TOTAL NUMBER	180		
<i>2. Disciplines of the free choice of student. The student must select one block</i>				

Block 1. Thematic specialization “Journalism”				
CB 01.	Journalism: content (Psychology of journalistic creativity, nonfiction)	12	test	assay/portfolio
CB 02.	Journalism: product (Television Broadcasting, Verbal Communication Culture)	12	exam/test/course work	presentation of a media product
CB 03.	Travel journalism	6	test	assay/portfolio
CB 04.	Professional media broadcasting	6	exam	assay/portfolio
Block 2. Thematic specialization “Advertising and public relations”				
CB 01.	Advertising & Public Relations: Content (Advertising theory and methodology, marketing research in advertising and PR)	12	test	assay/portfolio
CB 02.	Advertising and Public Relations: Product (Organization and conduct of advertising and PR campaigns, Advertising management)	12	exam/test/course work	presentation of a media product
CB 03.	Communicative logic	6	test	assay/portfolio
CB 04.	Professional media broadcasting	6	exam	assay/portfolio
	TOTAL NUMBER	36		
2. Disciplines of the free choice of student. The student must select one discipline of the list				
<i>Discipline to choose from 3rd semester (1 discipline)</i>				
CL 1.1.	Publishing and editing	3	test	essay
CL 1.2.	Political journalism	3	test	essay
<i>Discipline to choose from 4th semester (1 discipline)</i>				
CL 2.1.	Press services and PR	3	test	essay
CL 2.2.	Seminar on political journalism	3	test	essay
<i>Discipline to choose from 5th semester (1 discipline)</i>				
CL 3.1.	International relations and world politics	3	test	essay
CL 3.2.	Workshop on political journalism	3	test	essay
CL 3.3.	Workshop on international journalism	3	test	essay
<i>Discipline to choose from 6th semester (1 discipline)</i>				
CL 4.1.	Practicum on copyright editing	3	test	essay
CL 4.2.	Ukraine in world politics	3	test	essay
	TOTAL NUMBER	12		
Selection of disciplines from the list of university				
	Discipline to choose from 5 th semester (1 discipline)	3	test	essay
	Discipline to choose from 6 th semester (1 discipline)	3	test	essay
	Discipline to choose from 7 th semester (1 discipline)	3	test	essay
	Discipline to choose from 8 th semester (1 discipline)	3	test	essay
	TOTAL NUMBER	12		
	TOTAL OF THE CURRICULUM	240		

	Noramtive part	180	
	Free choice of student	60	

2.2. Structural and logical scheme of EPP

I-II years of studying

CC 1. History and culture of Ukraine
 CC 2. Science of law
 CC 3. Foreign language
 CC 6. Educational practice
 CC 11. Media design
 CC 12. Medialinguistics
 CC 14. Basic training (Mass communication and information (mass communication theory, media theory, communication technologies))
 CC 16. Fundamentals of media production (introduction to the specialty, technical means of production)
 CC 18. Professional training: Journalism (theory of journalism, theory of composition and text, theory and methodology of journalistic creativity, media criticism)
 CC 19. History of journalism
 CC 20. International journalism
 OK 21. Journalist specialty (photojournalism, agency journalism, newspaper and magazine production, radio production, television)
 CC 22. Media literacy
 CC 23. Factchecking media resources
 CC 28. Language training: editing
 CC 29. Language training: medialinguistics workshop
 CC 32. Newest media

III year of studying

CC 4. Philosophy
 CC 7. Internship
 CC 9. Course work
 CC 13. Professional self-analysis and media criticism
 CC 24. Crisis management of media activity
 CC 25. Media Production: content (Journalistic Genres)
 CC 26. Media production: product
 CC 31. Thematic specialization (economics, politics, law, culture and art, social issues, international relations, sports)

Disciplines of the student's choice
 CB 1. Thematic specialization

Disciplines of free choice of student in professional training

IV year of studying

CC 5. Psychology
 CC 15. Media law
 CC 17. Journalistic ethics
 CC 27. Media Production: promotion (advertising and PR Organization)
 CC 30. Journalistic investigation
 CC 33. Social psychology of mass communication

Disciplines of the free choice of student. The student must select one discipline of the list

CC 8. Crossmedia: undergraduate practice
 CC 10. Qualification work

4. The normative content of training for higher education applicants, formulated in terms of the learning outcomes

Learning outcomes correlate with general and specific competencies. In this EPP, each competency requires one compulsory learning outcome. However, it does not mean that other learning outcomes cannot be distinguished, in particular by dividing the main result recorded here into smaller ones. Teachers can do this in their training programs.

Learning outcomes are distributed according to B. Bloom's Classification, modified by A. Shevtsov and V. O. Klymchuk for results in the cognitive sphere, results in the value-motivational sphere and results in the psychomotor (activity) sphere. These results are correlated with integral competence: in the cognitive sphere, they relate to the possession of the positions and methods of social communication and other sciences; in the value-motivational sphere characterize the ability to act in uncertain conditions to ensure the effectiveness of communication activities; in the psychomotor (activity) field demonstrate the ability to perform complex specialized tasks.

Learning outcomes in the cognitive field

1. Foresee the reaction of the audience to an information product or information action based on provisions and methods of non-social sciences.
2. Use the state language in professional activity.
3. Use a foreign language in a professional activity.
4. Apply knowledge in the field of subject specialization to create an information product or conduct an information campaign.
5. Estimate own or copyrighted information product, or own or colleagues' organized and conducted information campaign.
6. Develop a new plan of action, taking into account the changing situation.
7. Foresee the reaction of the audience to an information product or information action based on provisions and methods of social sciences.
8. Estimate the acquired knowledge in terms of the possibility of applying them in professional activity.
9. Generate information content.
10. Create an information product.
11. Offer a customized media product.
12. Plan your research to effectively promote your media product.

Learning outcomes in the value-motivational field

1. Follow to the principles and rules of safe activity.
2. Organize communication on a specific topic by yourself.
3. Follow to the interests, views of the other party and the audience.
4. Demonstrate respect for diversity and multiculturalism.
5. Use standards of professional activity.
6. Demonstrate the best examples of professional activity.

Learning outcomes in the psychomotor (activity) field

1. Search, process and analyze information from various sources.
2. Reproduce information and communication technologies.

3. Perform a prompt search for the necessary sources of information outside Ukraine.
4. Practice communication with representatives of other professional groups of different levels (with experts from other fields of knowledge / types of economic activity).
5. Coordinate task performances with colleagues' tasks.
6. Practice conversation by demonstrating attentive and accurate response to the other party.
7. Separate facts, events, data, processes in the production situations during the implementation of tasks that lack of knowledge and cannot be reproduced, which implies the need for self-education and professional improvement.
8. Coordinate the work of colleagues.

4. Forms of attestation of applicants for higher education

Attestation of graduates of the specialty 061 “Journalism” program is conducted in the form of defense of creative qualification work.

Creative qualification work is a project of an information product or the product itself, made by a student individually or as part of a group (2 - 3 persons).

Information products are: newspaper, magazine, book, brochure, booklet, digest, almanac, of a particular genre (investigative journalism, problematic/polemical article, journalistic portrait, interview, review, press review, problematic / travel essay, etc.), film, television or radio broadcast, television or radio story, website, databases, electronic publication, electronic journalistic material, photo series of publications and more.

The project is the concept of an information product and its embodiment (product layout, script, etc.).

Each creative qualification work should have an explanatory note, specifying the features of the proposed project or product, technical specifications, audience specifications. The defense of qualification work is confirmed by the student's acquisition of integral competence, which covers, in particular, the following program learning outcomes: PO 02, PO 03, PO 04, PO 11, PO 12, PO 13, PO 14, PO 15, PO 19, PO 20, PO 21.

During the study, the student also does a bachelor's degree (course work), which is a module of media production in accordance with professional qualifications.

5. Requirements for having an internal quality assurance system for higher education

The higher education institution must have a system of quality assurance in the quality of education and quality of higher education (internal quality assurance system), which provides for the implementation of the following procedures and measures:

- 1) defining the principles and procedures for quality assurance in higher education;
- 2) monitoring and periodic review of educational programs;
- 3) annual assessments of higher education applicants, scientific and pedagogical staff of higher education institutions and regular publication of the results of such assessments on the official website of the higher education institution, on information stands and in any other way;
- 4) providing advanced training for pedagogical, scientific and scientific-pedagogical staff;
- 5) ensuring the availability of the necessary resources for the organization of the educational process, including the independent work of students, for each educational program;
- 6) ensuring the availability of information systems for effective management of the educational process;
- 7) ensuring publicity of information on educational programs, degrees of higher education and qualification;

8) ensuring an effective system for preventing and detecting academic plagiarism in the scientific works of higher education workers and higher education applicants;

9) other procedures and measures.

The quality assurance system of higher education and the quality of higher education (internal quality assurance system), on the submission of a higher education institution, is estimated by the National Agency for the Quality of Higher Education or by accredited independent institutions for the estimation and quality assurance of higher education for its compliance with the requirements of the quality assurance system of higher education, that is approved by the National Agency for Higher Education Quality Assurance and international standards and recommendations for the quality assurance of higher education.

6. Requirements of professional standards (if available)

Professional Training Standards are officially approved.

7. List of normative documents on which the higher education standard is based

1. Law on Higher Education: <http://zakon4.rada.gov.ua/laws/show/1556-18>.
2. National Classifier of Ukraine: "Classifier of professions" DK 003: 2010. - K.: Publishing House "Sotsinform", 2010.
3. National Qualifications Framework: <http://zakon4.rada.gov.ua/laws/show/1341-2011-п>.
4. List of fields of knowledge and specialties: <http://zakon4.rada.gov.ua/laws/show/266-2015-п>.
5. Project of professional standard from multimedia journalism: <http://mon.gov.ua/content/%D0%9E%D1%81%D0%B2%D1%96%D1%82%D0%B0/%D0%92%D0%B8%D1%89%D0%B0/passport-journalist.pdf>
6. Project of professional standard for editing mass multimedia: <http://mon.gov.ua/content/%D0%9E%D1%81%D0%B2%D1%96%D1%82%D0%B0/%D0%92%D0%B8%D1%89%D0%B0/redactor-multimedia-vydan.pdf>
7. Guidelines for the development of Higher Education Standards approved by the Higher Education Sector of the Scientific and Methodological Council of the Ministry of Education and Science of Ukraine, protocol from 29.03.2016 № 3.

Accordingly, the following general competencies are identified

Knowledge	Skills	Communication	Autonomy and responsibility
Conceptual knowledge acquired through learning and professional activity, including some knowledge of current achievements.	Solving complex unpredictable tasks and problems in specialized areas of professional activity and / or training, which involves the	Communicate information, ideas, problems, solutions and professional experience to professional and non-specialist	Management of complex actions or projects, responsibility for decision making in unpredictable conditions.

	collection and interpretation of information (data), the choice of methods and tools, the use of innovative approaches.	professionals.	
Ability to apply knowledge in practical situations. Ability to communicate in the state language both verbally and in writing. Ability to communicate in a foreign language. Ability to acquire knowledge and understanding of the subject area and to understand professional activity.	Ability to search, process and analyze information from various sources. Ability to use communication technologies. Ability to work in an international context. The ability to adapt and act in a new situation. Ability to carry out safe activities.	Ability to communicate with representatives of other professional groups of different levels (with experts in other fields of knowledge / types of economic activity). Ability for interpersonal interaction.	Ability to work autonomously. The ability to act socially responsible and consciously. Ability to value and respect diversity and multiculturalism.
Critical understanding of the basic theories, principles, methods and concepts in training and professional activity.		Ability to formulate a communication strategy effectively.	Responsibility for the professional development of individuals and / or groups. The ability to further study with a high level of autonomy.
The ability to be critical and self-critical.		The ability to work as a team.	Ability to learn and master modern knowledge.

Special competencies. Taken from the professional standards referenced above. Selection criteria among the professional competencies offered by the professional standards are the NQF qualification level 6 descriptors, which are referred to in the Guidelines...

In forming the body of special competencies, the working group proceeded from the fact that the professional standards offered by specialists reflect the current trends in the development of the professions of journalist and editor working on multimedia platforms using cross-media technologies. Although experts consider the journalist and editor of purely multimedia media, multimedia is not today a separate type of journalism or editorial business, but an obvious trend of modern journalism, as well as the sphere of communication as a whole. Therefore, the requirements for a journalist and editor provided for by these draft professional standards relating to all journalism

and publishing, as well as other types of social communication. Cross-media and multimedia is the technological basis of the latest communications, which has changed the very nature of mass media in the direction of integration of previously specialized communication processes.

Accordingly, the following special competencies are identified:

Knowledge	Skills	Communication	Autonomy and responsibility
Conceptual knowledge acquired through learning and professional activity, including some knowledge of current achievements.	Solving complex unpredictable tasks and problems in specialized fields of professional activity and / or training, which involves the collection and interpretation of information (data), the choice of methods and tools, the use of innovative approaches.	Reporting to specialists and non-specialists on information, ideas, problems, solutions and personal experience in the field of professional activity.	Management of complex actions or projects, responsibility for decision making in unpredictable conditions.
Ability to apply social communications knowledge to their professional activities.	The ability to organize and conduct professional activities in the field of social communications. The ability to generate informational content. The ability to create an information product.	The ability to organize and control team professional activities.	The ability to conduct research with a purpose to effectively promote a media product.
Critical understanding of the basic theories, principles, methods and concepts in training and professional activity.		The ability to formulate a communication strategy effectively.	The responsibility for the professional development of individuals and / or groups. The ability to further study with a high level of autonomy.
Ability to evaluate acquired knowledge in terms of the ability to apply them in professional activities.		The ability to effectively promote a created media product.	The ability to develop and maintain a quality level of professional activity.