

EXTRACT

from the protocol № 11
of November 15, 2019

Meeting of the Department of Social Communications of the Academician Stepan Demianchuk International University of Economics and Humanities

"PRESENT":

1) Staff representatives of the Department of Social Communications: Doctor of Social Communications, Associate Professor, Professor **Mitchuk O. A.**, Candidate of Sciences in Social Communications, Associate Professor **Zoliak V. V.**, Honored Journalist of Ukraine, Associate Professor **Midrigan P. P.**, Candidate of Sciences in social communications, associate professor of the department **Smus A. G.**, teacher **Zubarets A. V.**

2) Invited representatives of the academic community: Doctor of Historical Sciences, Professor, Dean of the Faculty of Journalism of Ivan Franko National University of Lviv - **Krupsky I.V.**, Doctor of Philology, Professor, Director of the Institute of Journalism of Taras Shevchenko National University of Kyiv - **Rizun V. V.**

3) Invited employers: **Khitrov O. V.** - General Director of TRK "RYTM", **Chubai M. G.** - producer in UA: Rivne; **Tabakov S. V.** - CCO in System Capital Media; **Kursyk O. V.** - head of the Rivne media center; **Slonets B. O.** - journalist and editor of the site in Rivne Vechirnie; **Polishchuk O. P.** - Head of the Information Activity Department of the Rivne Regional State Administration; **Berestok R. I.** - art director, **Arsentieva T. P.** - a leading specialist in public relations and the press of the State Scientific and Technical Center for Nuclear and Radiation Safety.

4) Invited representatives of the focus group of the Faculty of Journalism: ZhBM-16: **Malimon Dmytro, Parfeniuk Ivanna, Vlasyk Oleksandr, Shepetiuk Anastasia;**

ZhBM-17: **Bodnarska Anastasia, Peryazev Vladislav, Morozko Andriy.**

LISTENED:

1. On making changes to the educational and professional program of the second (master's) level of higher education in the field of knowledge 06 Journalism for 2019-2020 academic year.

Khitrov Oleksandr Viktorovych (General Director of RYTM TV and Radio Company), who focused on the need to introduce into the educational program disciplines of applied nature "Media Literacy", "Fact-checking information" in order to skillfully possess skills of forming quality information content in various areas of journalism: TV, multimedia; to act effectively at all stages of design and coordination of the process of preparation of journalistic materials.

Polishchuk Oleksandr Petrovych - Head of the Information Activity Department at the Rivne Regional State Administration; **Arsentieva Tetyana Petrovna** - a leading public relations and press specialist of the State Scientific and Technical Center for Nuclear and Radiation Safety, who drew attention to the journalist's ability to act socially responsibly and be guided by the principles of information security in the modern media industry. field of media industry, within ethical and professional standards, caring for the safety of the media environment and to introduce into the educational program disciplines "Media Regulation", "Media Policy", to review the content components of the discipline "Modern Information Technology".

Tabakov Sergey Vladimirov - CCO in System Capital Media, noted that the student must be able to promote the media product, information activities of the media business in the context of effective advertising and PR-campaign. Plan the scope and strategy of information activities of the media company, determine its effectiveness, so it is necessary to introduce disciplines of promotional content in the educational program, namely: "Advertising and PR in business", "Advertising and PR in the political sphere", "Branding".

Rizun Volodymyr Volodymyrovych (Doctor of Philology, Professor, Director of the Institute of Journalism of the Taras Shevchenko National University of Kyiv), who proposed to replace the discipline "Introduction to Master's Studies" with the discipline "Methodology and Organization of Research and Academic Integrity", which is a requirement of today's scientific work and complies with the Code of Academic Integrity of the National Agency for Quality Assurance in Higher Education.

Parfeniuk Ivanna, a representative of the focus group, noted that the expected results from the updated educational program should reflect: qualitative changes in the

development of journalism education in Ukraine through audit, evaluation, review of existing and revised new or revised curricula.

Malimon Dmytro, a representative of the focus group, stressed the right approaches to the conclusion of the educational program in the formats of creating a network of interaction and cooperation between universities, national employers and student government in the field of journalism education in Ukraine. Creating a network of interaction and cooperation between Ukrainian and EU universities and professional organizations in the field of journalism education. Development of Internet media literacy courses for target groups of non-professionals in the field of journalism, mass media and communications.

1. On making changes to the educational and professional program of the first (bachelor's) level of higher education in the field of knowledge 06 Journalism for 2019-2020 academic year. based on the requirements and conditions of the international grant project JOURNALISM EDUCATION FOR DEMOCRACY IN UKRAINE: DEVELOPING STANDARDS, INTEGRITY AND PROFESSIONALISM 598964-EPP-1-2018-1-UK-EPPKA2-CBHE-JP

HAVE APPROVED:

1. Replace the content of the cycle of professional training in EPP 2020 level of higher education of the second (master's) in the field of knowledge 06 Journalism: to introduce disciplines "Media literacy", "Fact-checking information" to skillfully possess skills of forming quality information content, radio, press, multimedia; to act effectively at all stages of design and coordination of the process of preparation of journalistic materials.

2. Introduce the disciplines "Media Regulation", "Media Policy" in the educational program, review the content components of the discipline "Modern Information Technologies" for the ability of a journalist to act socially responsible and guided by the principles of information security in the modern media industry, within ethical and professional standards, caring for the safety of the media environment.

3. Introduce the disciplines of promotional content in the educational program, namely: "Advertising and PR in business", "Advertising and PR in the political sphere", "Branding" to be able to plan the scope and strategy of information activities of the media company, to determine its effectiveness.

4. Replace the discipline "Introduction to master's studies" with the discipline "Methodology and organization of scientific research and academic integrity" and send its topics on academic integrity.

5. Continue working in the established network of interaction and cooperation between the universities of Ukraine and the EU and professional organizations in the field of journalism education.

6. Update the content of lectures and practical courses of disciplines of the training cycle based on the experience gained by teachers of the Department of Social Communications in the international project JOURNALISM EDUCATION FOR DEMOCRACY IN UKRAINE: DEVELOPING STANDARDS, INTEGRITY AND PROFESSIONAL-EP-596 -EPPKA2-CBHE-JP in universities of England, Sweden, Poland, Ukraine, Ireland.

7. Submit for consideration to the educational-methodical commission of the university the educational-professional program of the level of higher education of the second (master's) in the field of knowledge 06 Journalism of specialty 061 Journalism and curricula for 2020-2021 academic year. with changes.

8. Submit for consideration to the educational and methodical commission of the university a proposal to appoint a guarantor of OPP: the second (master's) in the field of knowledge 06 Journalism Dean of the Faculty of Journalism, Doctor of Social Communications, Professor Mitchuk O. A.

9. Make changes in the educational and professional program of the first (bachelor's) level of higher education in the field of knowledge 06 Journalism for 2020-2021 academic year. based on the requirements and conditions of the international grant project JOURNALISM EDUCATION FOR DEMOCRACY IN UKRAINE: DEVELOPING STANDARDS, INTEGRITY AND PROFESSIONALISM 598964-EPP-1-2018-1-UK-EPPKA2-CBHE-JP and approved by the Academic Council of the University.

**Head of the Department
of Social Communications**



Assoc.prof. Zoliak V. V.

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I hereby certify that the above English translation is a true and accurate rendering of the original text.

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