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**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: Master

Specialty: 061 Journalism

Field of Knowledge: 06 Journalism

Educational Programme: 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 programme
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 programme:

Mitchuk Olha Andriivna – Dean of the Faculty of Journalism, Doctor of Science in Social Communications, Associate Professor, Professor of the Department of Social Communications

_____ « ____ » ____ 2020.

(signature)



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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 “Rhythm” (“*Rytm*”),

Khytrov Oleksandr Viktorovych;

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

Honored Journalist of Ukraine

Babinets Andrii Ivanovych



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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			



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**I. Profile of the Educational Programme
“Journalism»
in specialty 061 “Journalism”
branch of knowledge - 06 - journalism**

1. General characteristics	
Higher Education Degree and Qualification	Higher Education Degree: Master Specialty: 061 Journalism Educational Programme: Journalism
Language(s) of Training and Assessment	Ukrainian
The volume of the Educational Programme	90 credits ECTS, 1.5 years of study
Type of Programme	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 Establishment “Academician Stephan Demianchuk International University of Economics and Humanities”, Faculty of Journalism
The name of the Higher Education Institution involved in providing the programme	
The official name of the Educational Programme, Higher Education Degree and Title of the HEI-Partner in the original language (to be completed for dual and joint degree programmes)	
Accreditation availability	
Programme cycle / level	NQF of Ukraine - Level 8, FQ-EHEA – the Second Cycle, EQF-LLL – Level 7.
Prerequisites	Bachelor's Degree or Specialist Education
Form of training	Full-time
Duration of the Educational Programme	5 years



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Internet address for the permanent description of the Educational Programme	http://www.megu.edu.ua/uk/
2. The purpose of the Educational Programme	
Purpose of the Programme (including qualification level)	To form the ability to perform complex specialized tasks and solve complex problems in the field of social communications, which involves conducting research and / or innovations in professional activity and is characterized by uncertain conditions and requirements. Provide education in journalism with wide access to employment, train specialists with a particular interest in certain areas of media policy.
3. Characteristics of the Educational Programme	
Subject field (Field of Knowledge / Specialty / Programme Specialization)	Journalism / Journalism / Journalism
Orientation of the Educational Programme	Educational and professional, applied
The main focus of the Educational Programme and Specialization	The focus of the training is on the ability to perform professional and innovative activities related to information analytics, media management of media resources. Keywords: information support, media industry, journalism.
Features of the Programme	Compulsory training for professional qualification is required.
4. Suitability of graduates for employment and further education	
Suitability for employment	Jobs in companies, associations, and media in the positions of editor-in-chief, editor-in-chief, television host, and media journalist.
Further study	The Master can continue his education at the third (educational-scientific) level, improve his qualification, get additional postgraduate education.
5. Teaching and assessment	
Teaching and learning	Teaching is carried out using lectures, practical forms of teaching and specific methods: problematic, interactive, project, computer and more. During the last year of study, part of the time is spent on writing a master's innovation project that is presented and defended.
Assessment	Written exams, differentiated credits, reports, presentations, projects, tests, comprehensive qualification exam, defense of master's innovation project.
6. Programme competencies	



<p>Integrated Competence (IC)</p>	<p>IC. The ability to solve complex specialized problems and practical problems in the field of journalism, related to searching, processing (analyzing), analyzing, preparing and presenting information through mass media channels.</p>
<p>General Competencies (GC)</p>	<p>GC 1. Ability to think abstractly, analyze and synthesize. GC 2. Ability to design and manage projects. GC 3. Ability to make informed decisions. GC 4. Ability to generate new ideas (creativity). GC 5. Ability to show initiative and enterprise. GC 6. Ability to evaluate and ensure the quality of work performed. GC 7. Ability to identify and solve problems. GC 8. The ability to plan and manage time. GC 9. The ability to preserve and enhance the moral, cultural, scientific values and achievements of society based on an understanding of the history and patterns of development of the subject area, its place in the general system of knowledge about nature and society and in the development of society, technology and technology, using different types and forms motor activity for active rest and leading a healthy lifestyle.</p>
<p>Special (specialized, subject) competences (SC)</p>	<p>SC 1. Ability to use specialized conceptual knowledge of social communications acquired through training and / or professional activity at the level of the latest developments in innovation and / or research. SC 2. Ability to think critically about problems in professional activity or research at the frontier of subject areas. SC 3. Ability to perform complex tasks and solve complex problems that require updating and integration of knowledge, often in the face of incomplete or insufficient information and conflicting requirements. SC 4. Ability to carry out research and / or innovation activities in the field of social communications, information support. SC 5. Ability to make decisions in complex and unpredictable research and / or innovative work that requires new approaches and forecasting. SC 6. Ability to demonstrate responsibility for the development of professional knowledge and practices and to evaluate the strategic development of the team. SC 7. Ability to evaluate acquired knowledge in terms of the ability to apply them in professional activities. SC 8. Ability to organize and conduct professional activities in the field of social communications.</p>



	<p>SC 9. The ability to generate informational content.</p> <p>SC 10. The ability to form an information product.</p> <p>SC 11. Ability to organize and control team professional activities.</p> <p>SC 12. Ability to effectively promote a created display product.</p> <p>SC 13. Ability to develop and maintain a professional level of quality.</p>
<p>7. Programme learning outcomes</p>	
<p>Programme learning outcomes (PO)</p>	<p>PO 1. Quickly adapt to the influence of external objective factors, as well as logically evaluate the situation and optimize its activities in accordance with the requirements of today.</p> <p>PO 2. Speak a foreign language at a level that ensures effective professional activity; work with sources of professional information in a foreign language.</p> <p>PO 3. Identify goals and formulate tasks related to the implementation of professional functions.</p> <p>PO 4. Have the skills of a holistic approach to problem analysis, make non-standard decisions, solve problem situations.</p> <p>PO 5. To evaluate the acquired knowledge in terms of the possibility of applying them in professional activities.</p> <p>PO 6. Create an information product.</p> <p>PO 7. Promote your created display product effectively.</p> <p>PO 8. Conduct research to promote the display product effectively.</p> <p>PO 9. Organize and supervise team professional activities.</p> <p>PO 10. To plan the volume and strategy of information activity of the display enterprise, to determine its effectiveness.</p> <p>PO 11. To know current tendencies and prospects of development of sphere of information and advertising activity.</p> <p>PO 12. To be able to work independently with literature sources in the field of information activity, to carry out the analysis using modern principles and methods of research.</p> <p>PO 13. Present the results of your own research / search.</p> <p>PO 14. Discuss and reasonably defend your own opinion.</p> <p>PO 15. To work out material independently, to manage the time.</p> <p>PO 16. To preserve and enhance the moral, cultural, scientific values and achievements of society on the basis of understanding the history and patterns of development of the</p>



	subject area, its place in the general system of knowledge about nature and society and in the development of society, technology and technology; use different types and forms of motor activity for active rest and healthy lifestyle.
8. Resources for Programme implementation	
Specific Characteristics of Staff	The involvement of practitioners working in the field of medical industry is envisaged.
Specific Characteristics of Material and Technical Support	For quality training, it is possible to use a multimedia laboratory. Remote interaction with teachers of professional disciplines (formulation of tasks, submission of work, evaluation) is carried out through the resources of the Internet.
Specific Characteristics of Information and Educational and Methodological Support	The specifics of the master's program are related to the modern requirements of the media industry for the preparation of convergent journalist modern and media trends, the problems of which are presented in educational, professional periodicals and electronic resources of the faculty. The teaching uses the scientific works of teachers, webinars, presentations, articles in professional journals, specialized web portals, methodically formalized results of student participation in specialized exhibitions, presentations and other events.
9. Academic mobility	
National Credit Mobility	
International credit mobility	
Training of foreign higher education applicants	Provided that an applicant has a level of native language not lower than B1.

2. LIST OF COMPONENTS OF THE EDUCATIONAL AND PROFESSIONAL / SCIENTIFIC PROGRAMME AND THEIR LOGICAL SEQUENCE

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.	Business communication in a foreign language	3	test	essay
CC 2.	Pedagogy and Psychology of Higher Education	3	exam	essay
CC 3.	Assistant Practice / Research	9		portfolio



CC 4.	Pre-diploma practice	9		presentation of a media product
CC 5.	Qualification work / state exams	9		presentation of a media product
CC 6.	Communicative Linguistics	2	test	creative project
CC 7.	Introduction to Master's degree programs	3	test	creative project
CC 8.	Conflicts in media activities	3	test	creative project
CC 9.	New digital media	3	test	creative project
CC 10.	Sociology MK	3	exam	creative project
CC 11.	Theory and history of social communications	4	exam	essay
CC 12.	Factchecking information	4	exam	creative project
CC 13.	Media Criticism and Social Studies	3	test	essay
CC 14.	Problems of the modern media industry	3	exam	essay
CC 15.	Methods of empirical communication research	3	exam	essay
CC 16.	Professional and corporate ethics	3	test	creative project
	TOTAL NUMBER	67		
2. Disciplines of the free choice of student. The student must select one block				
Block 1. Thematic specialization "Advertising and public relations"				
CB 1.1	Organization of work of advertising agency	3	exam	essay
CB 1.2	Advertising theory and methodology	3	test	essay
CB 1.3	Organization of a PR campaign	2	exam	presentation of a media product
CB 1.4	Political PR	2	test	portfolio
CB 1.5	Organization of work of PR-agency	2	test	essay
CB 1.6	Organization of work of advertising campaign	2	test	essay
Block 2. Thematic specialization "Journalism"				
CB 2.1	Cross-media	3	exam	presentation of a media product
CB 2.2	Mediapsychology	3	test	presentation of a media product
CB 2.3	Cross-media journalism	2	exam	portfolio
CB 2.4	Mediatext and communication	2	test	essay
CB 2.5	Criticism of new media	2	test	creative project
CB 2.6	Practicum on media literacy	2	test	essay
	TOTAL NUMBER	14		
2. Disciplines of the free choice of student. The student must select one discipline of the list				
Discipline to choose from 1st semester (1 discipline)				
CL 1.1.	Journalism and practical policy issues	3	test	presentation of a media product
CL 1.2.	Scientific communication in a foreign language	3	test	presentation of a media product



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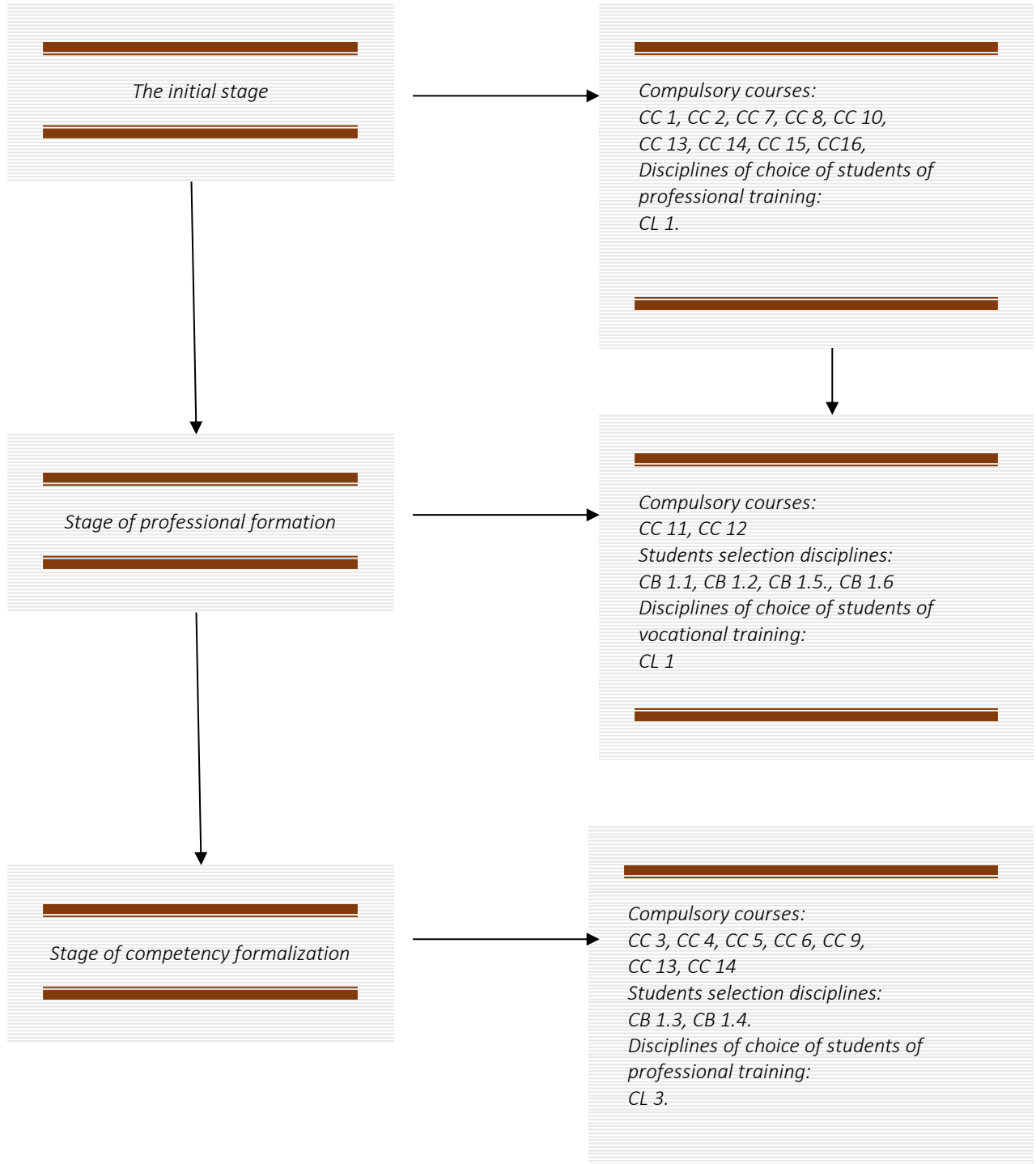


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CL 1.3	Media culture	3	test	presentation of a media product
<i>Discipline to choose from 2nd semester (1 discipline)</i>				
CL 2.1.	Applied social and communication technologies	3	test	essay
CL 2.2.	Psychology of mass communication	3	test	essay
CL 2.3	Cross-media journalism	3	test	portfolio
<i>Discipline to choose from 3rd semester (1 discipline)</i>				
CL 3.1.	Social issues in the media	3	test	presentation of a media product
CL 3.2.	Color and visual aesthetics	3	test	presentation of a media product
CL 3.3.	Social psychology of mass communication	3	test	essay
TOTAL NUMBER		9		
TOTAL OF THE CURRICULUM		90		
Normative part		67		
Free choice of student		23		



2.2. Structural and logical scheme of EPP





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3. FORM OF CERTIFICATION OF HIGHER EDUCATION APPLICANTS

Certification of graduates of the educational program of specialty 061 "Journalism" in the form of defense of a qualification master's innovative project and a comprehensive exam in social communications.

A practical innovative project with a journalistic project or a start-up carried out by an undergraduate individually or as part of a small group (no more than three people) is accompanied by an explanatory note, which shows the relevance of the project, its scientific rationale and implementation technology, provides innovative results and possible implementation. The project should be based on the latest scientific and technological achievements in the field of journalism in general and tourism journalism in particular, comply with legal, ethical, institutional, environmental and social requirements, be viable in a competitive environment, and contribute to solving a specific fundamental problem in the field of social communications. On the protection of the innovation project, the student's assimilation of the results of PLO 1, PLO 2, PLO 4, PLO 5, PLO 6, PLO 8, PLO 9, PLO 10, PLO 13, PLO 15, PLO 17, PLO 18, PLO 19, PLO 20, PLO 21 is confirmed

The second part of the final certification is the passing of a comprehensive examination in journalism, during which the student's degree of theoretical knowledge and practical skills is tested. The examination confirms the student's mastery of the results of PLO 1, PLO 6, PLO 11, PLO 13, PLO 16, PLO 18, PLO 20.

Graduates who have successfully defended their qualifying innovation project and passed the comprehensive examination are issued a document of the established sample on the award of the master's degree with the qualification: "Master of Journalism" in the specialty "Journalism".



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4. MATRIX OF ACCORDANCE OF PROGRAM COMPETENCE TO COMPONENTS OF EDUCATIONAL PROGRAM

	CC1	CC2	CC3	CC4	CC5	CC6	CC7	CC8	CC9	CC10	CC11	CC12	CC13	CC14	CC15	CC16	CB1.1	CB1.2	CB1.3	CB1.4	CB1.5	CB1.6	CB2.1	CB2.2	CB2.3	CB2.4	CB2.5	CB2.6	CL 1	CL 2	CL 3			
GC 1			+		+	+							+		+									+										
GC 2				+	+												+					+												
GC 3			+					+																										
GC 4															+						+											+		
GC 5																			+	+														
GC 6									+																+			+						
GC 7															+												+					+		
GC 8																										+								
GC 9		+				+	+									+								+					+	+				
SC 1	+	+	+			+	+				+																							
SC 2								+						+																	+			
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SC 6	+																													+				
SC 7											+																							
SC 8							+			+		+						+				+							+					
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SC 12																	+			+		+												
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