

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

Ternopil Volodymyr Hnatiuk
National Pedagogical University

**EDUCATIONAL AND PROFESSIONAL PROGRAM
"JOURNALISM"**

The first (Bachelor) level of higher education

in specialty 061 Journalism

the field of knowledge 06 Journalism

Qualification: Bachelor of Journalism

Ternopil 2017

LETTER OF AGREEMENT OF
educational and professional program

THE FIELD OF KNOWLEDGE	06 Journalism
SPECIALTY	061 Journalism
SUBJECT AREA(SPECIALIZATION)	-
SECOND SPECIALTY (SUBJECT AREA)	-
SPECIALIZATION	-
LEVEL OF HIGHER EDUCATION	The first (Bachelor) degree
DEGREE	Bachelor
QUALIFICATION	Bachelor of Journalism

AGREED

A head of scientific-methodical council
of Ternopil Volodymyr Hnatiuk National Pedagogical University
H.V.Tereshchuk

27th June 2017

Created and recommended
by the team
of the Philology and Journalism faculty
of Ternopil Volodymyr Hnatiuk
National Pedagogical University
Guarantor of the educational program
(a head of project group)

O.V.Kushnir

26th June 2017

INTRODUCTION

Educational and professional program in specialty 061 "Journalism" was developed by the project group of the Department of Journalism, which consist of:

Poplavska Nataliia Mykolaivna, Ph.D. of Philology, Professor, Head of the Department of Journalism of Ternopil Volodymyr Hnatyuk National Pedagogical University;

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1.

2. Profile of the educational and professional program in specialty 061 "Journalism"

1. General information

Full name of higher educational institution and structural unit	Ternopil Volodymyr Hnatiuk National Pedagogical University, Philology and Journalism and faculty
The degree of higher education and the name of the qualification in the language of the original	First (Bachelor's) degree in Journalism
The official name of the educational program	The educational and professional program in specialty 061 "Journalism" of Ternopil Volodymyr Hnatiuk National Pedagogical University
Type of diploma and the volume of the educational program	The bachelor's degree, unitary, 240 credits ECTS, the term of study - 4 years
Availability of	The order of the Ministry of Education and Science of Ukraine from 07.07.2008 №

accreditation	2180-JI
Cycle/Level	(NQF - national qualifications framework) Ukraine - level 6, FQ-EHEA - first cycle, EQF-LLL - level 6
Prerequisites	full secondary education, junior specialist (junior bachelor)
Teaching languages	Ukrainian
The duration of the educational program	Until 1.07.2019 p.
Internet address of the permanent description of the educational program	
2. The purpose of the educational program	
	The educational program includes an individual-personal model of training specialists in the specialty "Journalism", focused on mastering the system of professional qualities and value orientations, the development of academic knowledge, professional and creative abilities of students and training them as graduate professionals in the field of journalism, which guarantees them wide access to employment .

3. Characteristics of the educational program	
Subject area (branch of knowledge, specialty, specialization)	<p>The educational program has got academic (educational) and practical components.</p> <p>Subject area: competences, skills and abilities that will prepare them for performing journalistic tasks.</p> <p>Object of activity: theoretical guidelines of modern journalism, methodological bases of approach to the analysis of phenomena of mass media; traditional and new directions of journalistic activity, comprehension of contemporary forms and methods of demonstration of the realities in journalistic works.</p> <p>Objectives of the studying: formation of a complex of student's knowledge, skills and abilities in the field of journalism, the development of communication theories, which involve researches and/or innovations in professional activities.</p> <p>Theoretical content of the subject area: notions, concepts, ethical and professional principles of journalism; general knowledge about methods and means of research organization, technology of development of innovative approaches in the professional field.</p> <p>Methods, techniques and technologies: general scientific methods of perception, statistical and qualitative methods of sociological, economic analysis, information and communication technologies, research methods and presentation of the results used in the field of journalism and narrow-professional research (TV, radio, newspapers, multimedia journalism) and in the field of development and introduction of innovations in the professional field.</p> <p>Tools and equipment: modern computer equipment, information systems and</p>

	software for the preparation of text and multimedia products, television hardware and studio complex operating on the basis of media studios and crossmedia editions.
The main focus of the educational program and specialization	The program in specialty Journalism aims at combining a value-based world-view, creative thinking, intellectual search, theoretical and methodological foundations of journalistic practice within applied communication. A broad, integrated combination of studying courses in journalistic disciplines with modern IT technologies.
Orientation of the educational program	educational and professional
Peculiarities of the program	The educational program provides with training and production practices in print and online publications, television and radio stations, press centers of state administrations and public organizations. There is an opportunity to participate in programs of international mobility (duration 1 semester) for students of this program, which is implemented in the Polish language and includes the acquisition of the required level of language competence.
4. Eligibility of graduates for employment and further training	
Eligibility for employment	Employment in information centers, mass media, press centers of organizations of different kinds of activities. The graduate is able to perform the following professional work: 2451.2 A television host

	2451.2 A host 2451.2 A responsible host 2451.2 Journalist 2451.2 Journalist of multimedia editions of mass media 2451.2 Foreign language correspondent 2451.2 Commentator 2451.2 Correspondent 2451.2 Staff correspondent 2451.2 Special correspondent 2451.2 Literary fellow 2451.2 Reviewer 2451.2 The political observer 2451.2 Writer 2451.2 Member of the editorial board 2451.2 Member of the Board (editorial board)
Further training	Possibility to study at a further degree (Master`s degree)
5. Teaching and evaluation	
Teaching and learning	Individualized learning is characterized by innovative teaching methods, aimed at improving learning in the process of interaction between teachers and students.

approaches	There are lectures, multimedia lectures, interactive lectures, seminars, practical classes, laboratory work, independent work with textbooks and notes, on the Intranet network, participation in interdisciplinary projects and trainings, consultations with teachers, preparation of course projects (bachelor's works), passing of educational and manufacturing practices
Assessment	Score-rating system, which provides assessment of students for all types of classroom and extracurricular activities: current and modular evaluation, oral and written examinations, essays, presentations, tests, laboratory reports, test papers, defense of the results of the practice, defense of course papers, qualification exam, defense of bachelor's work, etc.
6. Program competencies	
Integral competency	Ability to solve complex specialized tasks and practical problems in the field of journalism or in the process of learning that involves the application of journalistic theories and methods, research, innovation and characterized by complexity and uncertainty of conditions and requirements.
General competencies	<p>GC1 Ability to solve complex problems. Ability to distinguish the problem, study it, outline the stages for future work, ability to find an idea, choose and evaluate it, plan a solution, involve people in its decision and act; the ability to apply knowledge in practical situations, master the knowledge and understand the subject area and professional activity.</p> <p>GC2 The ability to think critically. The ability to critically evaluate the information received, the use of logic and rational considerations, the completeness of the argument to assess the situation and the correctness of the chosen solution for a problem taking into account a context; the ability to be critical and self-critical.</p> <p>GC3 The ability to creativity. Openness to new knowledge, ideas and technologies; the ability to produce non-standard ideas, creative solve problems or</p>

tasks; the skills of using information and communication technologies.

GC4 Management ability. Be able to find compelling arguments, verbal and nonverbal means of influence in discussions with colleagues, partners to achieve communicative goals, creating a supportive social environment, forming their own image and recognizing the results of their work; to be able to manage work in different organizations. Ability to conduct safe operation. The desire to save the environment.

GC5 Ability to coordinate with others. Readiness to build communication, based on the principles of social and psychological specificity of communication; to show high adaptability to changes in the professional environment, taking into account the rights and responsibilities of everyone in the team during the performance of professional activities. Ability to work in a team; have the skills of interpersonal interaction; ability to act on the basis of ethical considerations (motives); ability to value and respect diversity and multiculturalism; the ability to work in an international context.

GC6 Emotional intelligence skills. Ability to perceive, appreciate and understand your own emotions and emotions of others, the ability to manage emotions; self-knowledge and the ability to effectively interact with others, as well as the ability to control the emotions of other people in order to solve practical problems.

GC7 Ability to make judgments and decisios. The ability to navigate in different perspectives on the problem and ways of its solution, the ability to search, process and analyze information from different sources; to form one's own opinion; be able to formulate the task, choose the best ways to solve it reasonably, analyze and comprehend the result, represent it convincingly.

GC8 Ability to meet the needs of consumers. Ability to help others meet their needs, focusing on identifying these needs and finding out the best way to meet them; providing consumers with all necessary information that meets consumer expectations; the ability to act socially and consciously.

GC9 Ability to communicate. Ability to communicate in the state language both verbally and in writing, to speak a foreign language; be able to communicate

	<p>with representatives of other professional groups of different levels (with experts from other fields of knowledge / types of economic activity); be able to evaluate the interlocutor (to determine the types of psyche and models of possible behavior) to achieve a communicative goal; be able to build intercultural communication. Ability to express clearly, be persuasive.</p> <p>GC10 Ability of cognitive flexibility. The ability of the mind to quickly switch from one thought to another, and also think of several things at the same time; the ability to acquire new knowledge, skills and integrate them with existing ones; the ability to analyze the phenomenon, situation, problem, taking into account different parameters, factors, causes; the ability to adapt thinking to solve problems when changing conditions or non-standard situations, operate in a new situation.</p>
<p>Special: Subject / Professional / Innovative competencies</p>	<p>PC1 Understand the role of journalism in society. Ability to understand the features of social processes; to know about the legal and ethical principles of journalism; to manage the processes of journalistic activity.</p> <p>PC2 Find relevant topics and perspectives, taking into account current events and context. Ability to be in the context of events; ability to carry out monitoring activities; to know the characteristics of various media; the ability to create materials based on analysis of the needs of the media market.</p> <p>PC3 Organize and plan journalistic work. Ability to plan media process; to observe time requirements for submission of material (deadline); work in non-standard conditions, unpredictable situations; be able to establish communication in different social groups; to stick to the budget.</p> <p>PC4 Quickly collect data. Have a solid basic knowledge of various fields; specialized knowledge in a particular field; balance the mind; be able to work with sources; interact with the audience.</p> <p>PC5 Identify the basic / required information. Ability to distinguish news (fact); know how to verify information; the ability to select information based on</p>

relevancy; be able to create material for various media platforms; be able to interpret the content.

PC6 Submit information in the appropriate journalistic form. Have communicative skills (high linguistic competence); have visual communication skills; skills to create texts in different genres; to be able to combine visual and textual content; use of modern information technologies.

PC7 Be responsible for the results of journalistic work (critical evaluation of activities). Have a clear idea of the quality of journalistic material; the ability to critically evaluate their own work; the ability to perceive constructive criticism of their own work; the ability to be responsible for decisions taken during journalistic activities; the ability to be responsible for the result of journalistic activities (media influences).

PC8 Be able to work in a team. Have social skills; be responsible and reliable; be able to convincingly submit one's own opinion; be able to find a solution; understand the rights and responsibilities of the editorial team; perform a professional function in a team.

PC9 To act as a journalist-entrepreneur (to understand the economic basis of the profession, market opportunities, etc.). Understand the economic conditions, the profession is based on; take the initiative (to create own competitive product); the ability to analyze and forecast the media market; know the practical aspects of the journalist's economic activity (work as a freelancer).

PC10 Facilitate the upgrading of the profession. Ability to predict the future of journalism; ability to distinguish problem in professional activity; ability to know scientific methods of data collection; the ability to apply methods of analysis and data processing; ability to introduce the latest information

	<p>technologies; ability to assess the situation and make effective decisions.</p> <p>PC11 Security competence (due to the current situation in Ukraine and in the world). Know the basics of psychological safety, digital security technologies; to have the skills journalists need to work in extreme conditions; the ability to apply critical thinking and media analysis in the context of information warfares.</p>
7. Program outcomes of studying	
	<p>POS1 Be able to evaluate the interlocutor (to determine the types of psyche and patterns of possible behavior) to achieve a communicative goal in conditions of production activity on the basis of knowledge.</p> <p>POS2 Apply modern innovative technologies in the communicative sphere in the conditions of professional activity.</p> <p>POS3 On the basis of knowledge of the disciplines of fundamental training and vocational training, as well as professional and practical training, features of the work environment:</p> <ul style="list-style-type: none"> • convincingly defend one's own professional position, listen to and take into account the arguments of partners in communication, find optimal solutions in accordance with professional requirements, business situations and the interests of participants; • Avoid situations, conflicts that may affect the professional reputation and interests of the case; • Efficiently operate in conflict situations, seeking compromises based on professional principles and mutual business benefits. <p>POS4 Be able to find convincing arguments, verbal and nonverbal means of influence in discussions with colleagues, partners, clients to achieve communication goals, create a supportive social environment, form one's own image and recognize the results of one's work on the basis of knowledge in</p>

conditions of production activity .

POS5 See and analyze a text and a media product in a variety of ways, evaluate them using socio-cultural, ethnological and ethnic psychological criteria in the conditions of production activity.

POS6 Apply scientific methods of data collection, processing and interpretation (work with documents) on the basis of information technology in the conditions of production activity.

POS7 Be able to find convincing arguments based on knowledge for each type of social environment in the conditions of production activity.

POS8 Carry out professional activity within the limits of the existing media law.

POS9 Be able to find optimal solutions in the process of media production based on understanding of social reality and management, knowledge of forms and mechanisms of management of various phenomena and processes in conditions of production activity.

POS10 Act effectively at all stages of projection, organization and creation of journalistic materials and scientific developments, using knowledge of social and art, professionally oriented disciplines.

POS11 Predict the trends of the media market and to master innovative methods of work on the basis of the collected information and its analysis in the conditions of professional activity.

POS12 Predict the reaction of the society to the media products, create models of activity in accordance with the needs of different social groups in the conditions of production activity.

POS13 Ability to think systematically during professional journalistic activity.

POS14 Create one`s own materials based on knowledge and in accordance with the needs of different media, use journalistic methods of information provision effectively in the context of professional activities.

POS15 Show high adaptability to changes in the professional environment, to

	<p>mobilize intellectual and spiritual opportunities for the self-assimilation of new knowledge, advanced technologies and innovations, update one`s own professional competences, taking into account the information needs of the audience that will dominate in the long run in the conditions of production activity.</p> <p>POS16 Be able to analyze various types of media products on the basis of the acquired knowledge, appear in advisory, expert and other roles.</p> <p>POS17 Be able to take into account the historical aspect and the specifics of the research activities of various types of media on the basis of knowledge.</p> <p>POS18 Be able to organize the work of the editor in different types of media on the basis of the acquired knowledge.</p>
8. Resource support for the implementation of the program	
Personnel support	Teaching is provided by the department of journalism, which consists of 1 Ph.D, 11 candidates of sciences (6 in Journalism), 2 honored journalists of Ukraine, 1 honored worker of education in Ukraine, 1 Honor roll student.
Material and technical support	The implementation of the educational program is provided with educational facilities and social infrastructure, laboratories and specialized classes with necessary equipment (media studio, crossmedia edition, press center of the newspaper " Vilne zhyttia ", studio of TV company TV-4).
Information and studying and methodological support	Textbooks at the library, manuals, reference books and other literature; professional and other periodicals; electronic library resources; interactive educational-methodical complexes of educational disciplines with the possibility of distance learning and independent work; methodical recommendations for the creation of course projects and passing different types of practices.
9. Academic mobility	
National Credit	Recorded in the Concept and Strategy of the Ternopil Volodymyr Hnatiuk National Pedagogical University Development.

Mobility	
International Credit Mobility	<p>There are agreements on student mobility with the Federation "Exchange France-Ukraine", Academic Society of Michal Baludansky (Poland), Lublin Catholic University of John Paul II (Poland); University of Banja Luka (Serbia); Batumi Shota Rustaveli State University (Georgia); about the exchange of students (practice, student scientific conferences, etc.) with St. Jerome's University (united with University of Waterloo) (Canada); University of Rzeszów (Poland); with The State School of Higher Education (Helm, Poland); with the University of South Bohemia (České Budějovice, Czech Republic).</p> <p>There are agreements on parallel study programs for students and obtaining a second diploma with Jan Dlugosz Academy (Czestochowa, Poland); a joint study program for students and a second or double diploma with the Humanitas University (Sosnowiec, Poland), Kujawy and Pomorze University (Bydgoszcz, Poland); about the exchange of groups of students up to 4 people and a tutor for up to two weeks, academic exchange - studying during the first semester with the Pomorska Academy (Slupsk, Poland); a parallel study program for students and a parallel (second) diploma, a joint organization of summer (language) schools with the Higher School of International Relations and American Studies (Warsaw, Poland); about the parallel study program for students and a parallel diploma with the Higher Linguistic School (Czestochowa, Poland).</p>

2. List of components of the educational and professional program and their logical consistency

2.1. List of components of educational and professional program

Code of the educational	Components of the educational program (educational disciplines, course projects (work), practice, qualification work)	Number	Assessment
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program		Credit	
OBJECTIVE COMPONENTS OF EDUCATIONAL PROGRAM			
I. Cycle of general training			
OC1	History of Ukrainian statehood and national culture	5	Exam
OC2	Philosophy	3	Exam
OC3	Foreign language (English, German)	7	Credit, Exam
OC4	Sociology mass communication	5	Exam
OC5	Basics of the scientific research	3	Credit
II. Cycle of professional training			
OC6	Ukrainian language in mass media	8	Credit, Exam
OC7	Ukrainian language in mass media: practical stylistics	4	Credit
OC8	Mass communication and information	5	Exam
OC9	Media law	5	Exam
OC10	Basics of journalism: introduction to specialty	3	Exam
OC11	Basics of journalism: technical means of production	3	Credit
OC12	Basics of journalism: theory and methodology of journalistic creativity	3	Credit
OC13	Journalistic Ethics	3	Exam

OC14	Journalism: Theory of Journalism	4	Exam
OC15	Journalism: Media Criticism	3	Credit
OC16	History of Ukrainian journalism	4	Exam
OC17	History of foreign journalism	4	Exam
OC18	Media Security	3	Credit
OC19	International Journalism	4	Exam
OC20	Journalistic profession: news journalism and reporter activity	5	Exam
OC21	Journalistic profession: analytical journalism and correspondence activity	7	Exam
OC22	Journalistic profession: photojournalism	4	Exam
OC23	Journalistic profession: Internet journalism	4	Exam
OC24	Journalistic profession: Journalism as Artistic Practice	4	Exam
OC25	Journalistic profession: newspaper and magazine production	7	Exam
OC26	Journalistic profession: radio production and radio directing	4	Exam
OC27	Journalistic profession: television production and television directing	5	Exam
OC28	Journalistic profession: journalistic skills	9	Credit (2, 4, 6), Exam
OC29	The theory of publishing	3	Credit
OC30	Contemporary Ukrainian publicism	4	Exam

OC31	Editing in mass media	5	Exam
OC32	Spelling of media text	4	Exam
OC33	Coursework	4	Credit (4, 6)
Total		148	Exam – 25; Assessment –14.
SELECTIVE COMPONENTS OF THE EDUCATIONAL PROGRAM			
I. General training cycle			
SC1	Mass media economics	3	Credit
SC2	Politology and Religious studies	3	Credit
SC3	Modern information technologies and computer practice	3	Credit
SC4	Slavic languages: Russian / Polish	3	Credit
SC5	Ethics and aesthetics and mediaetics	3	Credit
SC6	Fundamentals of psychology: general and social	3	Credit (5, 6)
SC7	Gender in mass media	3	Credit
II. Cycle of professional training			
SC8	Mass media Issues	3	Exam
SC9	Voice training	3	Credit
SC10	Literary style	10	Credit (1, 2, 3, 4)

SC11	Foreign literature and publicism	5	Credit (1, 2, 3, 4)
SC12	Organization of virtual editorial work	3	Credit
SC13	Web design and HTML programming	3	Credit
SC14	Advertising and public relations	3	Credit
SC15	Specialization: press, radio, television, internet	3	Credit (7, 8)
SC16	Optional courses	3	Credit (7, 8)
SC17	Special seminars	3	Credit (7, 8)
Practical training			
Educational practice		12	Credit (2, 4, 6)
Industrial practice		12	Credit
Total		84	Exam – 1; Credit – 30.
State certification			
Complex qualifying state exam		1	State exam
Defense of bachelor's work		7	Defense in front of examination board

<i>Total</i>	8	State exam – 1; Defense in front of examination board – <i>1</i>
General	240	<i>Exams – 27;</i> <i>Credits – 44;</i> State exam – <i>1</i> ; Defense in front of examination board – <i>1</i>

3. Form of certification of higher education applicants

Certification of graduates of the first (Bachelor) degree of higher education in the specialty 061 Journalism is carried out in accordance with the curriculum developed and approved by the higher educational institution, where the training is carried out.

State certification's purpose of the awarding of the degree "Bachelor of Journalism" is to determine the level of students' acquisition of knowledge and practical skills in the disciplines of professional training and specialization (press, radio, television) acquired during the four years of studying and their readiness for work in modern media.

The certification of graduates is carried out in two stages:

1. Integrated qualification exam in journalism.
2. Public defense of the bachelor's qualification work.

The state qualification exam in journalism specialty consists of a presentation of a portfolio - a student's creative media work for four years and written work, which provides clear, concise answers to three problematic and reproductive questions.

The final qualification work has to demonstrate the level of graduate's mastery of methods for conducting journalistic research and skills in solving tasks and problems of journalism. A qualification work is a classical journalistic research or an information product (or project) produced individually (or by a group), to which an explanatory note is attached. The final qualifying work should be checked for plagiarism.

The certification is carried out openly and publicly and ends with the issuance of the document of the established sample and the awarding a graduate with the bachelor's degree with a journalist qualification.