

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE**

**Ternopil Volodymyr Hnatiuk National Pedagogical University**

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**EDUCATIONAL AND PROFESSIONAL PROGRAM  
"JOURNALISM"**

**The second (Master) level of higher education**

**in specialty 061 Journalism**

**the field of knowledge 06 Journalism**

**Qualification: Master of Journalism**

Ternopil 2017

## 1. 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 Hnatyuk National Pedagogical University, Philology and Journalism Faculty
The degree of higher education and the name of the qualification in the language of the original	Master of Journalism
The official name of the educational program	<b>Educational and professional program in specialty 061 «Journalism»,</b> Ternopil Volodymyr Hnatyuk National Pedagogical University
Type of diploma and the volume of the educational program	The master's degree, unitary, 90 ECTS credits, the term of study – 1 year and 4 months
Availability of accreditation	Implementation in 2017
Cycle/Level	NRC (NQF – National Qualification Framework) of Ukraine – level 7, FQ-EHEA – second cycle, EQF-LLL – level 7
Prerequisites	Availability of the bachelor's degree and the qualification level of a specialist
Teaching languages	Ukrainian
The duration of the educational program	Until 01.07.2023
Internet address of the permanent description of the educational program	–
2 - The purpose of the educational program	
Training a social communications specialist with the necessary knowledge and practical skills to create his own media product, as well as a methodology for scientific research in this field.	
3 - Characteristics of the educational program	
Subject area	<p><i>Objects of study and / or activity:</i> the science of communication in its various manifestations and forms, depending on the forms, technologies and areas of use, goals and tasks; innovation in professional activity.</p> <p><i>Objectives of the training:</i> the formation of a complex of knowledge, skills and abilities for applicants in professional</p>

	<p>activity in the field of social communications, which involves research and / or innovation in professional activities.</p> <p><i>The theoretical content of the subject field of study:</i> covers general knowledge of problems in the field of professional journalism and their solution through research and innovation; on methods and means of organizing research, technology development of innovative approaches in the professional field.</p> <p><i>Methods, techniques and technologies:</i> the possession of basic methods, techniques and technologies, tools and instruments used in the field of communications research and the narrow professional field (television, radio, newspapers, multimedia journalism) and in the field of development and implementation of innovations in the professional field.</p> <p><i>Tools and Hardware:</i> computer systems for the preparation of text and multimedia products, media studio, cross-media editorial office with their equipment.</p>
<b>Orientation of the educational program</b>	Educational and professional
<b>The main focus of the educational program and specialization</b>	The educational and professional program with applied orientation in the media field, contains a scientific component
<b>Peculiarities of the program</b>	The educational program provides educational and production (journalistic) and scientific practices, practical classes on the basis of university laboratories, namely at media studios, cross-media editorial offices, trainings, etc. Training is constructed on a project basis
<b>4 - Eligibility of graduates for employment and further training</b>	
<b>Eligibility for employment</b>	<p><b>A specialist is able to perform the specified professional work:</b></p> <p>2451.2 TV host</p> <p>2451.2 Releaser</p> <p>2451.2 Issuer</p> <p>2451.2 Journalist</p> <p>2451.2 Journalist of multimedia editions of mass media</p> <p>2451.2 Author-correspondent</p> <p>2451.2 Commentator</p> <p>2451.2 Correspondent</p> <p>2451.2 Home correspondent</p> <p>2451.2 Correspondent sSpecial</p> <p>2451.2 Literary fellow</p> <p>2451.2 Columnist</p> <p>2451.2 Political columnist</p> <p>2451.2 Writer</p>

	2451.2 Member of the editorial board 2451.2 Member of the Board (editorial board)	
<b>Further training</b>	Ability to study on the program: NQF –level8, FQEHEA – third cycle and EQF-LLL – level 8. Ability to study at the third (educational and scientific) level in the field of communication and related fields.	
<b>5 - Teaching and assessment</b>		
<b>Teaching and studying</b>	Based on the principle of an individual and personality approach. Realized through training on the basis of research, practical orientation and creative orientation in the form of combining lectures, practical classes, independent study and research work using the elements of distance learning, implementation of projects, passing the practice, writing master's thesis.	
<b>Assessment</b>	Cumulative module and rating system, which includes assessment for all types of classroom and non-classroom educational activities (current, module, final control); module tests, tests, credits, practice reports, written and oral examinations, creation of own practical project, final certification as a complex exam and defence of master's work.	
<b>6 - Program competencies</b>		
<b>Integral competency</b>	The ability to predict the dynamics of social development, information needs of different social strata and ways to meet them on the basis of basic knowledge of fundamental sciences; understanding of the nature of social communications, social information, places of journalism in the system of social communications; possession of modern information technologies for carrying out scientific research and practical activity; the ability to work on the media market, to design and implement effective strategies, to see the journalistic product as a complex socio-psychological phenomenon of the modern information society.	
<b>General competencies</b>	<b>GC1</b>	<i>The ability to solve problems complexly.</i> The ability to identify the problem, study it, outline the stages for future work, the ability to find an idea, select and evaluate it, plan a solution, involve people in its decision and act.
	<b>GC2</b>	<i>The ability to think critically.</i> 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 to the problem-based context. The ability to be critical and self-critical.

	<b>GC3</b>	<i>The ability to creativity.</i> Openness to new knowledge, ideas and technologies; the ability to produce non-standard ideas, creatively approach a problem or task.
	<b>GC4</b>	<i>Ability to management.</i> The ability to find compelling arguments, verbal and non-verbal means of influence in discussions with colleagues, partners, clients to achieve communication goals, creating a comfortable social environment, forming their own image and recognizing the results of their work. The ability to organize work in different organizations and institutions.
	<b>GC5</b>	<i>Ability to coordinate with others.</i> 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 duties of members of the team during the performance of professional activities. The ability to work in a team.
	<b>GC6</b>	<i>Emotional intelligence skills.</i> Ability to perceive, appreciate and understand own and others' emotions, the ability to manage emotions; self-knowledge and ability to effectively interact with others; the ability to control the emotions of other people in order to solve practical problems.
	<b>GC7</b>	<i>Ability to formulate judgments and decision making.</i> The ability to orientate in different perspectives on the problem and ways of its solution, to form their own opinion; be able to formulate the task, reasonably choose the best ways to solve it, analyze and comprehend the result, convincingly represent it.
	<b>GC8</b>	<i>Ability to communicate.</i> The ability to communicate in the state language both orally and in writing, to speak a foreign language; be able to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge / activities: economic, political, etc.); 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.
	<b>GC9</b>	<i>Ability of cognitive flexibility.</i> The ability to quickly switch from one thought to another, to contemplate

		several topics simultaneously; 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.
<b>Professional competencies of the specialty</b>	<b>PC1</b>	<i>To understand the role of journalism in society.</i> The ability to understand the features of social processes; to have knowledge of the legal and ethical principles of journalism; to possess processes of journalistic activity.
	<b>PC2</b>	<i>To find relevant topics and perspectives, taking into account current events and context.</i> The ability to be in the context of events; the ability to carry out monitoring activities; know the characteristics of various media; the ability to create materials based on analysis of the needs of the media market.
	<b>PC3</b>	<i>To organize and plan journalism.</i> The 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; stick to the budget.
	<b>PC4</b>	<i>To quickly collect information.</i> Have a deep basic knowledge in various fields; specialized knowledge in a particular field; keep balance of mind; to be able to work with sources; interact with the audience.
	<b>PC5</b>	<i>To identify the basic / required information.</i> The ability to distinguish news (fact); possession of information verification tools; the ability to select information based on relevancy; the ability to create material for various media platforms; the ability to interpret the content.
	<b>PC6</b>	<i>To submit information in an appropriate journalistic form.</i> Possession of communicative skills (high linguistic competence); possession of visual communication skills; skills to create texts in different genres; ability to combine visual and textual content; the use of modern information technologies.
	<b>PC7</b>	<i>To be responsible for the results of journalistic work (critical evaluation of activities).</i> Have a clear idea of the quality of journalistic material; the ability to

		critically evaluate their own work; the ability to perceive constructive criticism; the ability to be responsible for decisions taken during journalistic activities; the ability to be responsible for the result of journalistic activities (media influences).
	<b>PC8</b>	<i>The ability to work in a team.</i> Possessing social skills; be responsible and reliable; the ability to convincingly submit your own opinion; the ability to find a solution; understand the rights and responsibilities of the editorial team; to perform a professional function in a team.
	<b>PC9</b>	<i>To act as a journalist-entrepreneur.</i> To understand the economic foundations of the profession, market opportunities, etc. To understand the economic conditions underlying the profession; to identify the initiative (to create own competitive product); the ability to analyze and forecast the media market; To know the practical aspects of the journalist's economic activity (work freelance).
	<b>PC10</b>	<i>To facilitate the upgrading of the profession.</i> The ability to predict future journalism; the ability to distinguish problem in professional activity; the ability to own scientific methods of data collection; the ability to apply methods of analysis and data processing; the ability to introduce the latest information technologies; the ability to assess the situation and make effective decisions.
	<b>PC11</b>	<i>Security competence (due to the current situation in Ukraine and in the world).</i> Possession of the basics of psychological safety; possession of digital security technologies; knowledge of journalist work skills in extreme conditions; the ability to apply critical thinking and technology of media analysis in the context of information wars.
<b>7 - Program outcomes of studying</b>		
<b>Knowledge and skills</b>	<b>POS1</b>	To be able to evaluate the interlocutor (to determine the types of psyche and models of possible behavior) under conditions of production activity to achieve a communicative goal.
	<b>POS2</b>	To apply modern innovative technologies under conditions of professional activity in the communicative sphere.
	<b>POS3</b>	On the basis of the basic training disciplines

	knowledge and professional and practical training, to be able to: persuasively defend their own professional position, to take into account the arguments of partners, to find optimal solutions in accordance with professional requirements, business situations and interests of participants; to avoid situations, conflicts that could damage the professional reputation and interests of a case; to rationally act in conflict situations, seeking compromises on the basis of professional principles and mutual business benefits.
<b>POS4</b>	To be able to find convincing arguments, means of influence to achieve the communication goal on the basis of knowledge under conditions of production activity, creating comfortable social environment, forming their own image and recognition of the results of their work.
<b>POS5</b>	To analyze the media product, evaluate it using socio-cultural and ethnosociological criteria under conditions of production activity.
<b>POS6</b>	To apply scientific methods of data collection, processing and interpretation (work with sources) on the basis of information technology under conditions of production activity.
<b>POS7</b>	To carry out professional activity within the limits of the existing media law.
<b>POS8</b>	To be able to find optimal solutions in the process of production of a media product under conditions of production activity, based on understanding of social reality and management, knowledge of forms and mechanisms of management of various phenomena and processes,
<b>POS9</b>	In production situations, it is effective at all stages of design, organization and creation of journalistic materials and scientific developments.
<b>POS10</b>	To predict the trends of the media market and to master the innovative methods of work in terms of professional activity, on the basis of the collected information and its analysis.
<b>POS11</b>	To predict the reaction of the society to the media products, to create models of activity in accordance with the needs of different social groups under conditions of production activity.
<b>POS12</b>	To create their own materials in accordance with the



		needs of different media, to effectively use journalistic methods of information presenting based on knowledge in the context of professional activities,
	POS13	To show high adaptability to changes in the professional environment, to mobilize intellectual and spiritual opportunities for the self-assimilation of new knowledge, advanced technologies and innovations, to update their own professional competences, taking into account the information needs of the audience that will dominate in the long run under conditions of production activity.
	POS14	On the basis of the acquired knowledge, to be able to analyze various types of media products, to appear in advisory, expert and other roles.
	POS15	On the basis of knowledge, be able to take into account the historical aspect and the specifics of the research activities of various types of media.
	POS16	On the basis of the acquired knowledge, be able to organize the work of the editorial staff in various types of media, in particular on the basis of a crossmedia principle.
<b>8 - Resource support for the implementation of the program</b>		
<b>Personnel support</b>	Teaching is provided by the department of journalism, which consists of 1 doctor of sciences, professor, 9 candidates of sciences, in particular 5 associate professors (including 1 doctor of philological sciences, 4 candidates of sciences in social communications, 3 candidates of philological sciences, 1 candidate of historical sciences, 1 candidate of technical sciences, 2 Honored Journalists of Ukraine).	
<b>Material and technical support</b>	Specially equipped hardware and software, visual and methodological materials: media studio, cross-media editorial office, educational rooms of the Faculty of Philology and Journalism; as well as university sports halls, sports grounds, stadium, assembly hall, cultural and art center "Svitlytsya".	
<b>Information and studying and methodological support</b>	Library and electronic resources, electronic scientific editions, electronic training courses with the possibility of distance learning and independent work.	
<b>9 – Academic mobility</b>		
<b>National Credit Mobility</b>	Recorded in the concept and strategy of the development of Ternopil Volodymyr Hnatiuk National Pedagogical University	
<b>International Credit Mobility</b>	Agreements on student mobility with the Federation " France-Ukraine Exchange ", Academic Society of Michał Baludansky	

	<p>(Poland), the John Paul II Catholic University of Lublin (Poland); University of Banja Luka (Serbia); Batumi Shota Rustaveli State University (Georgia); on the exchange of students (practice, student scientific conferences, etc.) with St. Jerome's University (united with the University of Waterloo) (Canada); University of Rzeszow (Poland); with the State School of Higher Education in Chełm (Helm, Poland); with the University of South Bohemia (Czech Republic, Czech Republic).</p> <p>Agreements on parallel study programs for students and obtaining a second diploma with the Jan Długosz University (Czestochowa, Poland); a joint study program for students and a second or double diploma with the Wyższa Szkoła Humanitas University (Sosnowiec, Poland); with Kujawsko-Pomorska Szkoła Wyższa (Bydgoszcz, Poland); on the exchange of groups of students – up to 4 people and the head up to two weeks, academic exchange – training during the first semester with the Pomeranian Academy (Slupsk, Poland); a parallel study program for students and a parallel (second) diploma, a joint organization of summer (language) schools with the Academy of International Relations and American Studies (Warsaw, Poland); on the parallel training of students and the receipt of a parallel diploma with the Higher Linguistic School (Czestochowa, Poland).</p>
<b>Studying of foreign applicants for higher education</b>	<p>According to the concept and strategy of the development of Ternopil Volodymyr Hnatiuk National Pedagogical University</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 / №	Components of the educational program (educational disciplines, course projects (work), practice, qualification work)	Number of credits	Assessment form
<b>1. OBJECTIVE COMPONENTS OF EDUCATIONAL PROGRAM</b>			
<b>I. General training cycle</b>			
OC1	Sociology of public opinion	3	Exam
OC2	Philosophy of science	3	Exam
OC3	Political systems of the world	3	Exam
OC4	Foreign language (in professional orientation)	3	Exam
<b>II. Cycle of professional training</b>			
OC5	Theory and history of social communications	3	Exam
OC6	Theory and history of journalism	3	Credit
OC7	Applied social and communication technologies	3	Credit
OC8	Social informatics	3	Credit
OC9	Methodology and organization of scientific research	3	Credit
OC10	Theory and history of journalism	3	Exam
OC11	Trends in the media industry in Ukraine and Europe	3	Credit
OC12	Communicative rhetoric	3	Credit
OC13	Cross-media	3	Credit
OC14	Media culture	3	Exam
<b>Total amount of objective components:</b>		<b>42</b>	
<b>III. State certification</b>			
SC1	Comprehensive qualifying state exam	1	SE
SC2	Master's thesis defence	1	Defence at EB
<b>Total amount of the state attestation:</b>		<b>2</b>	
<b>2. SELECTIVE COMPONENTS OF THE EDUCATIONAL PROGRAM</b>			
<b>I. General training cycle</b>			
SC1	Psychology of the masses	3	Credit
SC2	Copyright	3	Credit
<b>II. Cycle of professional training</b>			
SC3	Media Management / Editorial Management	3	Credit
SC4	Western European: communication systems / media	3	Credit
SC5	North American: communication systems / media	3	Credit
SC6	Archival studies / Media text	3	Credit
SC7	Technology and practice of digital editing: sound editing / image editing	3	Credit
SC8	Network technologies: site support / information platforms	3	Credit
SC9	Graphic Interpretation: Photoshop / Indesign / Infographics	3	Credit
<b>III. Practical training</b>			
SC10	Educational and applied practice	6	Credit
SC11	Scientific practice	9	Credit
SC12	Master's thesis	4	–

<i>Total amount of selective components:</i>	<b>46</b>	
<b>GENERAL AMOUNT OF EDUCATIONAL PROGRAM</b>	<b>90</b>	

### **3. Form of certification of higher education applicants**

Certification of graduates of the educational program in specialty 061 «Journalism» is conducted in the form of a comprehensive qualification examination in the second foreign language and the defence (demonstration) of the master's thesis,. A qualification work is an individual information product, accompanied by an explanatory note, or a scientific study that has been tested for plagiarism.

The certification is carried out openly and publicly and ends with the issuance of the diploma of the established sample on awarding a master's degree with the qualification of a journalist.