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Uzhhorod National University



Department of Journalism



BA Programme Descriptor 2020

Journalism

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Bachelor's programme *Journalism* is developed in accordance with the standard of higher education in the specialty 061 *Journalism*, approved by the order of the Ministry of Education and Science of Ukraine № 864 of 20.06.2019.

Programme Title	Journalism
Level	7 (bachelor)
Number of credits	240
Duration	4 years

1. Brief Description of the Programme

This version of the Bachelor's Programme is based on a 1997 framework that has been systematically improved in response to changes in Ukrainian higher education legislation and media market needs. During the implementation of the bachelor's programme, the Department of Journalism constantly cooperated with the local media, where students regularly practice. Workers (journalists, editors) of Transcarpathian newspapers, radio, television and online resources share experience at the university: hold workshops, take part in meetings of the Young Journalist's Club, discuss important problems of media specialist training.

An important milestone in the history of teaching journalism at UzhNU was the creation of the student newspaper "Pohliad" (1999), which is now a platform for consolidating and testing the knowledge of future newspapers. It issues of various aspects of university life, and therefore the publication is popular throughout the university. A significant role in the training of journalists was played by the establishment, with the assistance of the BBC Broadcasting Studio, which was modernized. And with the development of online media, teachers of the department at different times created 2 news resources *Site of Journalism Department of UzhNU* and *Media Vista* (last - with the support of the US Embassy Media Development Fund in Ukraine).

Confirmation of programme effectiveness and changes that are made regularly are, for example, the victories of our students at national competitions, participation in student national and international conferences. During the whole period of existence, the teachers carried out not only educational but also scientific activity: they defended their candidate and doctoral dissertations, published monographs, dictionaries, manuals, methodological materials for modules, etc.

For all time the department has prepared a large number of professionals. Among them are journalists who successfully work in local media (Oleksandr Kurta, Andriana Kofel – TV *UA: Transcarpathia*, Oleksii Umansky - radio *Yeden*, Yana Kozak - *Unicum* magazine and others) and all-Ukrainian media (Ani Nikogosyan, Nataliia Ignatsi - TRK *Ukraina*, Mariana Ulyganets - *STB*, Tetiana Leshko - *112 TV channel*), and some - abroad (*Ruslan Skoblei*, *Olesia Tymar* - in Poland); scientists (Olesia Barchan, Nataliia Tolochko, Vitalii Zavadiak). In general, Uzhhorod National University has been training journalists for 23 years, constantly updating educational programmes, responding promptly to contemporary challenges.

So, we have certain educational and scientific traditions and achievements that are time-tested. This is the basis of journalist training and branch development. Our strategy for training a highly professional specialist is flexible, responsive to the needs of local and national media markets. We also take into account global trends in the practice of mass media, modern understanding of the content of mass media and the latest forms, methods of training journalists.

The training of journalists is carried out at the Faculty of Philology, which is part of the structure of a classical university, which has the status of national. Journalistic students mainly study in the main educational and laboratory building, where there are specialized classrooms, laboratories, studios with the necessary software and open access to the Internet. The Faculty offers several undergraduate programmes in which students can realize their creative potential, scientific abilities, collaborate creatively, make joint cross-sectoral humanitarian projects. Students of various programmes interact in extracurricular time, regularly organize interesting meetings, take part in the preparation of celebrations, holidays and more. We have a friendly academic atmosphere that promotes productive learning. Teaching is carried out by 17 professionals, including 1 doctor of sciences, professor, 9 doctors of philosophy, associate professors, 5 teacher-practitioners and 2 assistants.

The programme has 2 forms: stationary and correspondence. In total, 83 students from Ukraine, mostly from Transcarpathian region, study at it. Therefore, the BA in Journalism at Uzhhorod National University has all the necessary intellectual and material resources.

2. Aims / goals of the Programme

The Bachelor's degree programme in Journalism has a complex multidimensional nature due to the specificity of contemporary journalistic practice. It maximally takes into account all components of journalistic activity: from critical reflection on reality, selection of socially significant problems and topics to the form of their submission in mass media of various types (print, audiovisual, online). This approach is embodied in module programmes that reflect the theoretical and applied levels of journalism.

The *purpose* of the programme is to give a complex of social and communication professional knowledge; to form the ability of their creative application, to develop the skills of solving complex specialized tasks, practical problems in the field of social communications.

Programme goals (PG):

PG1: elaboration of mass communication in its various forms and types;

PG2: developing professional communication skills, creating a quality journalistic product based on communicative conditions;

PG3: knowledge of sources of information, ability to process facts (check, systematize, type);

PG4: mastery of the terminology, basic concepts of modern media science, application of acquired theoretical knowledge to understand the phenomena of journalism of various complexity;

PG5: mastering modern journalistic standards, developing consistent adherence skills;

PG6: mastering the legal foundations of Ukrainian media;

PG7: the ability to use modern technical means of the media profession (television and radio equipment, computer equipment, image processing software, video, sound and layout);

PG8: formation of critical thinking, self-analysis, self-improvement;

PG9: developing skills independently in different communicative conditions to plan individual and team activities;

PG10: The ability to evaluate one's own professional work and the work of colleagues in terms of humanism and public good.

The goals of the bachelor's programme are consistent with the expected *results* (PLO – Programme learning outcomes) recorded in the standard of higher education in specialty 061 "Journalism", approved by the order of the Ministry of Education and Science of Ukraine No. 864 of 20.06.2019.

PLO1: explain their production activities and operations based on their knowledge;

PLO2: apply knowledge in the subject area of specialization to create an information product or to conduct an information campaign;

PLO3: evaluate your own or someone else's information product, an information campaign organized and conducted independently or with colleagues;

PLO4: search, process and analyze information from various sources;

PLO5: use modern information and communication technologies and specialized software to solve professional problems;

PLO6: plan your activities and the activities of the team, taking into account the goals, limitations and foreseeable risks;

PLO7: coordinate personal tasks with those of colleagues;

PLO8: separate facts, events, information, processes about which knowledge is lacking in production situations, and discover ways and sources of acquiring that knowledge;

PLO9: evaluate the activities of colleagues as the holders of the rights and responsibilities of members of society, representatives of civil society;

PLO10: evaluate the activities of colleagues in terms of preserving and enhancing social and cultural values and achievements;

PLO11: fluent in professional language, including verbal, written and electronic communication, in Ukrainian;

PLO12: free to communicate in professional matters, including oral, written and electronic communication, in a foreign language;

PLO13: anticipate the reaction of the audience to the information product or to the information actions, taking into account the provisions and methods of the social sciences;

PLO14: generate content content on a given topic using available as well as mandatory sources of information;

PLO15: create a competent media product for a specific topic of a specific genre, based on the distribution channel or the platform of publication;

PLO16: plan your work and the work of colleagues, aimed at both the generation of information content and the creation of a media product, as well as its promotion;

PLO17: post live information about your media product on accessible online platforms;

PLO18: use the necessary knowledge and technology to overcome crisis communication situations on the basis of tolerance, dialogue and cooperation.

Therefore, the *value* of the programme lies in the acquisition of professional journalistic knowledge and skills that enable: to understand the purpose of journalism in society, to understand their own role in journalistic activity, to know the legal, ethical and other regulatory norms in the field of media; develop the ability to cover current topics; obtain and apply humanities and other scientific knowledge; learn how to organize and plan their professional activities; collect and analyze information from different sources; be able to create quality media text for different types of media, use different staging techniques and present content in an effective combination of word, sound and visual content; to accept criticism, to be self-critical and responsible; to develop communication skills, teamwork, solving complex problems; develop managerial and organizational skills; make decisions, act in non-standard situations; to develop research competences in order to gain a deeper understanding of the media field, to supplement theoretical knowledge about it and to improve the profession.

UzhNU's Bachelor of Journalism Training Programme provides students with the opportunity to take into account the needs and aspirations of students, as evidenced by the variational part of the programme, a flexible approach to the content of modules (their subject can be adjusted, adapted to a specific audience), the ability to choose the type of final creative project (within a module creative project) creation of magazines, newspapers, radio and television programmes, online resources), freedom to choose topics of scientific course research, participation in various scientific events, places of practice (in places them and the national media - print, audiovisual, online).

Upon completion of the programme, graduates have every chance of employment and career development. As the programme provides and proven by experience, a bachelor can work as a journalist, reporter, correspondent, announcer, broadcaster, literary editor in the media, editor, media resource administrator, text editor, photojournalist, public relations specialist; Bachelor of Journalism may continue to study at the Master's programme in Media Communication and related master's programmes.

The wide possibilities of applying the acquired knowledge in the Bachelor's programme prove the professional success and career of our graduates. For example, Jana Kozak-Labunets (*Unikum* magazine, Uzhhorod), Evelina Gurnytska (*Unikum* magazine, *Varosh Online*, *Facts. ICTV*), Oleksii Umanskyi (*Eden Online*), Myroslava Garazdii (newspaper "Pohliad", 21 TV channel (Uzhhorod), Mariana Ulyganets-Havryk (STB TV channel), Olesia Barchan (*associate professor of UzhNU journalism department*), Nataliia Tolochko (*lecturer of UzhNU journalism department, online resource Media Vista*) and many others.

3. Structure of the Programme

The Bachelor's programme in Journalism is designed for 4 years of study and is implemented in 2 forms - full-time / inpatient and correspondence. It includes compulsory and optional (selective) modules (disciplines). The total number of credits is 240.

Compulsory modules (24) cover 3 cycles:

1. The cycle of disciplines of humanitarian and socio-economic training: *History and Culture of Ukraine, Ukrainian Business Language, Philosophy, Foreign Language.*

2. The cycle of fundamental training courses: *Basics of Mass Communication, Theory and Practice of Print Journalism, Theory and Practice of Radio Journalism, Theory and Practice of Television Journalism, Theory and Practice of Online Journalism, History of Ukrainian Journalism, Basics of Literary Creativity, Fundamentals of Scientific Research in Mass Communication, Fundamentals of Media Law, History of Foreign Journalism, Mediatext Studies, Literary Editing in Mass Communication, Basics of Rhetoric, Media Professionals` Speech Culture.*

3. Disciplines of professional and practical training: *Web Technologies in Mass Communication, Spelling Practice, Practicum on Pronunciation, Mediastylistics.*

Selective modules (45) provide the following cycles:

1. The cycle of disciplines in humanities and socio-economic training: *Politology / Law, Sociology / Logic.*

2. Disciplines of professional and practical training: *Modern theories of Mass Communication / Debating in Journalism, Problems of Emphasis in Media Speaking / Norms of Accentuation in Journalistic Practice, History of Transcarpathian Journalism / Media of National Minority, International Journalism / World media / News Agencies, Advertising in the Media / Current Issues in Ukrainian Journalism, Basics of Public Relations / PR-technologies in Media, Stylistic Practice / Stylistic Skills of a Media Specialist, Mediaethics / Self-Regulation of Journalism.*

3. Disciplines of specialization with research work:

- Online Journalism: *Propaganda and Counter-Propaganda in the Modern Media Space / New media and blogosphere in MC system, Communicative Linguistics / SMM in Journalist`s Practice / Design of Print and Online Media, Creating Multimedia Platform / Search Engine Optimization of Sites, Photojournalism and Computer Graphics / Basics of Web Design, Sports Journalism / Environmental Journalism;*

- Television and Radio Journalism: *Production of an Information Product on TV / Mastery of Television Shooting, Directed by Documentary / Principles of Creation of Popular Science Film, Video Design and Computer Graphics / Sound Engineering in Audiovisual Media, Political Talk Show / Entertainment TV, Virtual TV Studio / Internet Radio.*

In addition, the programme provides for the *research work* of students, implementation and protection of annual scientific studies (course projects) of various aspects of mass communication.

According to the bachelor's programme, students take *practice* in different types of media, which is consistent with the material already worked out. For example, in the 1st year students master the peculiarities of print journalism, so they practice in print media (4.5 credits), in the second course scheduled radio practice (4.5 credits), in the third course - telepractic (6 credits). .), on IV - in online media (12 credits). In total, 27 credits were taken into practice. Students of all courses work under the guidance of a journalism teacher and a media worker during practice. The results are evaluated by the commission during the defense.

STRUCTURE OF THE PROGRAMME (by its content)			
Compulsory modules	The cycle of disciplines in humanities and	<i>History and Culture of Ukraine Ukrainian Business Language Philosophy Foreign Language</i>	15

	socio-economic training		
	Disciplines of professional and practical training	<i>Basics of Mass Communication</i> <i>Theory and Practice of Print Journalism</i> <i>Theory and Practice of Radio Journalism</i> <i>Theory and Practice of Television Journalism</i> <i>Theory and Practice of Online Journalism</i> <i>History of Ukrainian Journalism</i> <i>Basics of Literary Creativity</i> <i>Fundamentals of Scientific Research in Mass Communication</i> <i>Media Law (including copyright)</i> <i>History of Foreign Journalism</i> <i>Mediatext Studies</i> <i>Literary Editing in Mass Communication</i> <i>Basics of Rhetoric</i> <i>Media Professionals` Speech Culture</i>	120,5
	Disciplines of professional and practical training	<i>Web Technologies in Mass Communication</i> <i>Spelling Practice</i> <i>Practicum on Pronunciation</i> <i>Mediastylistics</i> <i>Newspaper and magazine practice</i> <i>Practice on the radio</i> <i>TV practice</i> <i>Practice in online media</i> <i>Specialization practice</i>	44,5
Selective modules	The cycle of disciplines in humanities and socio-economic training	<i>Politology / Law</i> <i>Sociology / Logic</i>	6
	Disciplines of professional and practical training	<i>Modern theories of Mass Communication / Debating in Journalism</i> <i>Problems of Emphasis in Media Speaking / Norms of Accentuation in Journalistic Practice</i> <i>History of Transcarpathian Journalism / Media of National Minority</i> <i>International Journalism / World media / News Agencies</i> <i>Advertising in the Media / Current Issues in Ukrainian Journalism</i> <i>Basics of Public Relations / PR-technologies in Media</i>	32

		<i>Stylistic Practice / Stylistic Skills of a Media Specialist</i> <i>Mediaethics / Self-Regulation of Journalism</i>	
	Disciplines of specialization with research work	<u>Online Journalism:</u> <i>Propaganda and Counter-Propaganda in the Modern Media Space / New media and blogosphere in MC system</i> <i>Communicative Linguistics / SMM in Journalist`s Practice / Design of Print and Online Media</i> <i>Creating Multimedia Platform / Search Engine Optimization of Sites</i> <i>Photojournalism and Computer Graphics / Basics of Web Design</i> <i>Sports Journalism / Environmental Journalism</i> <u>Television and Radio Journalism:</u> <i>Production of an Information Product on TV / Mastery of Television Shooting</i> <i>Directed by Documentary / Principles of Creation of Popular Science Film</i> <i>Video Design and Computer Graphics / Sound Engineering in Audiovisual Media</i> <i>Political Talk Show / Entertainment TV</i> <i>Virtual TV Studio / Internet Radio</i>	22

The total number of credits is 240.

The programme is structured in such a way that the content of the training is deepened every year, supplemented, students acquire more and more knowledge in various fields of journalism, acquire skills first in print media, then in radio and television, and in the last year - in online media. In parallel, future journalists learn how to write scientific intelligence, prepare annual course projects, and in the final year (4th), complete a bachelor's dissertation, which is publicly defended before the exam board.

1 year

Students learn the basics of journalism, mass communication, the basics of literary creativity, media law, research in mass communication; elaborate in detail lexical-phraseological, phonetic,

orthoepic, word-forming media resources; begin to study the history of Ukrainian journalism. Throughout the year (for 2 semesters) they learn the theory and practice of print journalism, learn to write media texts of different genres. At the end of this academic year, they are practicing in newspapers and magazines to consolidate their knowledge and develop skills in print media.

2 year

Students study fundamental disciplines that broaden their world outlook, form a system of values for the future journalist, deepen their knowledge of the world - the history and culture of Ukraine, philosophy. At the same time, they continue to acquire professional modules - history of Ukrainian and foreign foreign journalism, development of Transcarpathian journalism, media of national minorities, grammatical resources of media text. Throughout this year, future media professionals will elaborate on radio journalism, learn how to create and voice audio texts. Accordingly, selective subjects are related to audio journalism, aimed at improving the skills of students of audio, the preparation of quality radio material. At the end of the year, students practice on the radio, where they consolidate knowledge.

3 year

Students study TV journalism (during 2 semesters), mediaastylitics, mediatext studies, syntactic resources of mediatext. This year, they choose to specialize in print and online media or radio and television. Accordingly, they are determined by the choice of elective modules that complement their knowledge of broadcast journalism, the basics of web design, photojournalism and computer graphics, environmental journalism, information television and more. At the end of the year, the third year students practice on television.

4 year

In the final year of study students acquire modules that are interdisciplinary, synthetic and based on the knowledge gained during 3 years of study. They thoroughly work on online journalism, listen to related modules, learn how to create information media platforms, write journalistic texts for online media. They master literary editing in mass communication, culture of media specialist, rhetoric, develop critical thinking. Improve stylistic skill in creating texts of different journalistic genres, analytical skills, ability to pick and interpret facts, to reason judgments, to speak convincingly in different communicative conditions. In addition, they deepen their knowledge of political science, sociology, media ethics. During the year, students have internships in online media, and systematically publish material on university media platforms. At the end of the year, students take a comprehensive state exam in journalism and defend a bachelor's dissertation for the qualification of "bachelor of journalism".

STRUCTURE OF THE PROGRAMME (by years)			
Module	Module type	Credits	Final Control
1 year			
Foreign Language	Compulsory	5	Credit, exam
Web Technologies in Mass Communication	Compulsory	6	Credit
Basics of Mass Communication	Compulsory	3	Credit
Theory and Practice of Print Journalism	Compulsory	8,5	Credit, exam
History of Ukrainian Journalism	Compulsory	3,5	Credit
Spelling Practice	Compulsory	3	Credit

Basics of Literary Creativity	Compulsory	3	Exam
Fundamentals of Scientific Research in Mass Communication	Compulsory	3,5	Credit
Basics of Journalism	Compulsory	4,5	Exam
Medialinguistics	Compulsory	9	Exam, exam
Fundamentals of Media Law	Compulsory	3,5	Exam
Ukrainian Business Language	Compulsory	3	Exam
Newspaper and magazine practice	Compulsory	4,5	Credit
2 year			
History and Culture of Ukraine	Compulsory	4	Exam
Philosophy	Compulsory	3	Exam
Modern Theories of Mass Communication / Debating in Journalism	Selective	3	Credit
History of Ukrainian Journalism	Compulsory	5	Exam
History of Foreign Journalism	Compulsory	6,5	Exam, credit
Theory and Practice of Radio Journalism	Compulsory	10	Credit, exam
Medialinguistics	Compulsory	9	Exam, exam
Norms of Accentuation in Journalistic Practice / Problems of Emphasis in Media Speaking	Selective	3,5	Credit
History of Transcarpathian Journalism / Media of National Minority	Selective	5,5	Credit
International Journalism / World Media	Selective	3	Credit
Practicum on Pronunciation	Compulsory	3	Credit
Practice on the Radio	Compulsory	4,5	Credit
3 year			
History of Ukrainian Journalism	Compulsory	3	Exam
Medialinguistics	Compulsory	4	Exam
Theory and Practice of TV Journalism	Compulsory	7,5	Credit, exam
History of Foreign Journalism	Compulsory	4	Exam
Mediastylistics	Compulsory	5,5	Exam
Mediatext Studies	Compulsory	4	Exam
Staging the Voice of a TV Presenter / Journalist's Broadcast on Air	Selective	3,5	Exam
Production of an Information Product on TV / Mastery of Television Shooting	Selective	6	Credit, credit
Propaganda and Counter-Propaganda in the Modern Media Space / New Media and Blogosphere in MC System			
Directed by documentary / Principles of Creation of Popular Science Film	Selective	6,5	Credit, credit
Communicative Linguistics / SMM in the Journalist's Practice / Design of Print and Online Media			
Convergent Newsroom / News Agencies	Selective	3,5	Credit
Advertising in the Media / Current issues of Ukrainian journalism	Selective	3,5	Credit
Basics of Public Relations / PR-Technologies and Media	Selective	3	Credit

TV Practice	Compulsory	6	Credit
4 year			
Theory and Practice of Online Journalism	Compulsory	7	Credit, exam
Literary Editing in Mass Communication	Compulsory	4	Exam
Basics of Rhetoric	Compulsory	4	Exam
Media Professionals` Speech Culture	Compulsory	3	Exam
Mediaethics / Self-Regulation of Journalism	Selective	3	Credit
Stylistic Ptactice/ Stylistic Skills of a Media Specialist	Selective	3	Credit
Politology / Science of Law	Selective	3	Credit
Sociology / Logic	Selective	3	Credit
Creating a Multimedia Platform / Search Engine Optimization of Sites	Selective	3	Credit
Video Design and Computer Graphics / Sound Engineering in Audiovisual Media	Selective	3	Credit
Photojournalism and Computer Graphics / Basics of Web Design	Selective	3	Credit
Political Talk Show / Entertainment TV	Selective	3	Credit
Sports journalism / Environmental Journalism	Selective	3	Credit
Virtual TV Studio / Internet Radio	Selective	3	Credit
Specialization Practice	Compulsory	6	Credit
Practice in Online Media	Compulsory	6	Credit
Comprehensive State Exam	Compulsory	9	Exam
Defend a Bachelor's Dissertation			

4. Alignment of Learning Outcomes with Programme Goals / Aims

* For programme goals and outcomes - see Section 2.

	PG1	PG2	PG3	PG4	PG5	PG6	PG7	PG8	PG9	PG10
PLO1	+							+		+
PLO2	+	+		+	+	+				
PLO3						+		+		
PLO4		+	+					+		
PLO5		+					+			
PLO6	+								+	
PLO7	+								+	
PLO8			+					+		
PLO9					+			+		+
PLO10								+		+
PLO11		+		+						

PLO12		+		+						
PLO13	+							+		
PLO14				+	+	+				
PLO15				+	+	+				
PLO16	+								+	
PLO17							+			
PLO18							+			+

5. Module Descriptors

1 year

Your faculty or university: Department of Journalism, Uzhhorod National University					
Study Programme: Journalism					
Module Code	CC13	Level	7 (Bachelor)	Module Title	Basics of Journalism
Credits ECTS	4,5	Year	1	Weeks	1 semester (17 weeks)
Main campus location (голівне місце проведення)				UzhNU Educational and Laboratory Building	

Commence	September 2020	Briefing	September 2020
Module leader /s	Yuriy Bidzilya	Lecturers	Yuriy Bidzilya
Pre-requisite or co-requisite.		Fundamentals of Mass Communication Theory and Practice of Journalism Basics of Literary Creativity Medialinguistics Technical Equipment in Journalism	

Total hours	135
Class Contact Time	66
Independent study time	69

Description of the module
The module "Basics of Journalism" is designed for 1 semester of 1 year of study and includes the study of the main essential aspects of journalistic activity. The module introduces freshmen to the main stages of the emergence of journalism in society. Provides an understanding of the

features of the main types of media (newspapers and periodicals, radio, television, online journalism) through a functional, genre-stylistic and organizational plane. Students learn to work with sources of information, create accurate and balanced news material, prepare information product for print (newspapers, magazines, news agencies) in electronic form (radio, television), the latest (Internet media). The module has a propedeutic (warning) character. It means to help the student to acquire the features of studying at the university more quickly, to give him a certain amount of knowledge about his future profession, about the skill of a journalist, to reveal in the general features the specifics of editorial and organizational and literary literature of work in journalism. It should also give the student not only an idea of his / her future work, but also show the importance of the journalist's deep knowledge in socio-economic, general, professional and applied disciplines. The course covers the following major topics: media in the political system of society; the media and the democratization of society; the new information order and characteristics of the media in the modern world; teaching methods and organization of student's independent work; editorial, organizational and literary work of a journalist; legal and moral responsibility of the journalist. The module is intended to provide up-to-date and quite diverse in nature basic practical skills that will later be studied in depth and comprehensively in other special modules

Module Aims

What You Will LEARN?	What You DO? Teaching and learning activities?
<p>Students study: 1. The main stages of the emergence of mass communication in society, the specifics of the functioning of various types of media (print, radio, television, online); 2. Features of the genre system of journalism, media terminology; legislative and legal plane of media activity; 3. Fundamentals of finding sources of information, creating balanced news for print media, radio, television, Internet media; 4. Fundamentals of searching for up-to-date information and independent text preparation for different types of media; 5. Specificity of teamwork</p>	<p>1. Studying of the recommended literature (textbooks, manuals, scientific works, directories), its critical comprehension and supplementing of information with the results of own scientific search; 2. Discussion and analysis of the studied material in practical classes, analysis of contemporary journalistic practice in the context of the studied concepts and phenomena; 3. Preparation and execution of the Word exercise; 4. Public review of the press. 5. Preparation and presentation of the layout of your own newspaper; 6. Journalism Knowledge Colloquium; 7. Preparation and presentation of your own portfolio. 8. Work in television and radio studios and preparation of command radio package.</p>

<p>Learning Outcomes Intended Learning Outcomes upon successful completion of Module 1. The main stages of the development of journalism as a mass information activity; 2. Definition and understanding of the most important journalistic terms and rules; 3. Basics of work with sources of information; 4. Rules for creating accurate and balanced news; 5. Have basic knowledge to prepare materials for print, electronic (radio and television) media, news agencies and online</p>	<p>Indicative Deliverables: 1. Select and use different sources of information (interviews, observations, basics of working with documents on different media); 2. Select and prepare materials for the appropriate type of media and different audiences of information consumers; 3. Be able to write journalistic materials of a given volume in a well-defined time; 4. Ability to independently prepare a layout of the newspaper on topical topics and present it to</p>
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resources; 6. Fundamentals of legislative activity of the media and professional ethics;	the audience. 5. Production and communication skills, teamwork.
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Assessment and feedback
Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.
To deepen the knowledge of various aspects of Basics of Journalism students perform the following formative exercises:
F1. Preparation for laboratory and practical classes and participation in public discussion in the audience (from September to December for 4 hours a week) - maximum 5 points (%).
F2. Preparation and public speaking with the "Word" exercise (September - November) – 10 points (%);
F3. Review and Critical Analysis of the Public Speech of Another Student with Exercise Exercise on the Word, Alternative View (September - November) - maximum 10 points (%);
F4 Public review and analysis of the news in the fresh press (October - November) - maximum 10 points (%)
F5. Critical analysis of press review by other students, offering other alternative topical news (October - November) - maximum 10 points (%)
F6. Current (intermediate) modular control work on acquired theoretical and practical knowledge, colloquium of knowledge of terminology, ability to pronounce typed words clearly, etc. (last week of November) - maximum 5 points (%).
Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.
The final evaluation of the module is formed by adding the current assessment, as well as:
S1. Presentation of a portfolio of own materials (at least 3), published in the district, regional and national press (1 publication - on the site of the journalism department of the or Media center of UzhNU); December - 15 points (%)
S2. Presentation of a self-created newspaper, 1 or 2 pages (Format A × 3) with the concept, justification of the newspaper title, prices, target audience, etc. (December) - 15 points (%)
S3. Presentation, listening to recordings and analysis of individual and team work of each group member (imitation radio station) in the form of a radio package as a result of each individual work for the benefit of the whole team. (December) – 20 points (%)

Learning resources
<i>Key texts:</i>
1. Mikhailyn I. Basics of Journalism: A Textbook. Issue 3. K.: CUL, 2007. 284 p.
2 Zdoroveha V. The theory and methods of journalistic creativity. - Lviv: PAIS, 2008. - 276 p.
3. Journalist's dictionary: terms, media, figures / Ed. Yu. Bidilya Uzhhorod, 2007. 224 p.
4. Walter von La Roche. Introduction to Practical Journalism: A Textbook / In General. ed. V. Ivanov and A. Kol. - K.: Academy of Ukrainian Press, 2005. - 229 p.
5. Mitchell Stephen. Production of news: television, radio, Internet / Per eng. N. Yegorovets. K.: House of Kyiv Mohyla Academy, 2008. 407 p.
<i>Key web-based and electronic resources:</i>
http://www.lib.uzhnu.edu.ua/ – Uzhhorod University Scientific Library
library.ukma.kiev.ua – Scientific Library of the National University "Kyiv-Mohyl. Academy".
lsl.lviv.ua – Lviv National Scientific Library named after V. Stefanyk.

Your faculty or university : Department of Journalism, Uzhhorod National University					
Study Programme : Journalism					
Module Code	CC15	Level	7 (Bachelor)	Module Title	Fundamentals of Media Law
Credits ECTS	3,5	Year	1	Weeks	17
Main campus location				UzhNU Educational and Laboratory Building	

Commence	September 2020	Briefing	September 2020
Lead / s modules	Vasyl Sharkan	Lecturers	Vasyl Sharkan
Pre-requisite or co-requisite		Fundamentals of Journalism Theory and Practice of Print Journalism	

Class contact time	52 hours: 3 years for a week
Independent study time	53 hours

Description of the module	
The module "Fundamentals of Media Law" is designed for 1 semester of study and provides for the study of international standards of freedom of expression; legal conditions of activity of Ukrainian mass media; information legislation of Ukraine; the main decisions of the European Court of Human Rights on freedom of expression; access to information; defamation; minimizing legal risks before disseminating information; election media: legal and ethical background; legal risks of journalistic activity; procedures for the protection of individual rights; copyright in journalism. The main topics of the module are covered in lectures and practical forms.	
Module Aims	
What You Will LEARN ?	What You DO ? Teaching and learning activities ?
Students learn the basic concepts and terms of information legislation Ukraine, constitutional - legal norms of journalism Ukraine, the main decisions of the	Elaboration of laws regulating the activities of journalists; development of

<p>European Court of Human Rights concerning freedom of expression of opinion , the legal norms of journalistic activity in different types of media , rules of law concerning liability for infringement of rights of journalists , rules on copyright right .</p>	<p>specialized literature; familiarization with the main precedents for the violation of the rights of journalists in Ukraine and Europe in general; information on typical misconduct of journalists in terms of media law, etc.</p>
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<p>Learning Outcomes. Intended Learning Outcomes upon successful completion of Module : Orientation in the main legal documents of Ukraine on issues of protection of citizens' rights to information and regulation of media freedom; analysis of the legislative framework of Ukraine in the context of journalistic activity; description of the main infringement b media in the field of information law; the use of knowledge of the law in the daily activities of the journalist.</p>	<p>Indicative Deliverables : Ability to apply the norms of Ukrainian legislation in practical journalistic activity; the ability to differentiate between legal and legal actions; knowledge of legal conditions of activity of Ukrainian mass media; knowledge of their rights in accessing and disseminating various types of information.</p>
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Assessment and feedback
<p>Formative Assessments . Please refer to the detailed project schedule for key dates and deliverables.</p>
<p>Students perform the following types of work :</p> <p>F1. They study key international documents relating to media law.</p> <p>F 2 . Basic media laws are being worked out on the website of the Verkhovna Rada of Ukraine .</p> <p>F3. Analyze key judgments of the European Court of Human Rights concerning the activities of journalists .</p> <p>F4. They study the most famous precedents for violating the rights of journalists in Ukraine .</p> <p>F5. Examines the most common mistakes in the actions / works of journalists in terms of media law.</p>
<p>Summative Assessments . Please refer to the detailed project schedule for key dates and deliverables.</p>
<p>Final evaluation of the module is formed from:</p> <p>S1. Student knowledge tests (5 0%) .</p> <p>S2. Preparation of analytical materials on the most common problematic issues in the activities of journalists in terms of media law (30%) .</p> <p>S3. Presentation with an overview of typical violations against journalists in Ukraine (2 0%) .</p>

Learning resources
<p><i>Key texts :</i></p>

Petrova N., Yakubenko V. Media rights. - K. 2007 - 276s .;
 Tsymbalyuk VS Information Law (Fundamentals of Theory and Practice). Monograph. - K .: Education of Ukraine, 2010. - 388p.

Key web-based and electronic resources:

- <https://dyskurs.info> is a specially designed lecturer platform for training students of the journalism department of UzhNU.
- <https://law.work.gov.ua/> - Site of Verkhovna th R Ada Ukraine
- <https://cedem.org.ua/> - site of the Center for Democracy and Rule of Law.

Your faculty or university:

Department of Journalism, Uzhhorod National University

Study Programme: Journalism

Module Code	CC4	Level	7 (Bachelor)	Module Title	Foreign language (English)
Credits ECTS	5	Year	1	Weeks	35
Main campus location				Educational and laboratory building of Uzhhorod National University	

Commence	September 2020	Briefing	September 2020
Module Lead/s	Silviia Shpenyk	Lecturers	Silviia Shpenyk
Pre-requisite or co-requisite		Theory and Practice of Journalism Medialinguistics Important things	

Загальна кількість годин	150
Class Contact Time	74
Independent study time	76

Description of the module

The aims of the English as a foreign language module is to form communicative competence in English as a foreign language involving speaking and writing skills of the students for their everyday life as well as for professional purposes.

The objective of this course is to enable the students to understand the nature of language which comprises the integration of linguistic, cultural and social components; to develop functional proficiency in listening, speaking, reading, and writing.

Module Aims

What You Will LEARN?	What You DO? Teaching and learning activities?
<p>To develop knowledge and understanding of Grammar.</p> <p>To develop abilities to make use of the grammar in speaking and writing in English.</p> <p>To be able to communicate on the following topics:</p> <ul style="list-style-type: none"> - I am a Student at Uzhhorod National University - English in my Life. The Modern Society. - Leisure Time Activities. My Hobbies. - Daily routine. Jobs. Studying. - Dates and Special Occasions. Holidays - Countries and Cultures. Traveling - Health and Accidents. Healthy Way of Life. - Doesn't Money required Bring Happiness - Ambitions and Dreams. - Discoveries and Inventions. 	<p>Teaching activities will include individual work (work on a given task like skimming, identifying the key points and in-depth reading of original scientific literature, press and fiction), work in pairs (pair-share-repeat; teacher and student; forced debate; presentation); group work (interactive brainstorming and discussion); interactive activities (crossword puzzles, "Who/what am I?") etc.</p> <p>The aim of listening activities is: to provide listening practice; to teach listening skills; to present useful language in context; to serve as a model for speaking activities (for real-life situations).</p> <p>Students will develop dictionary skills.</p>

<p>Learning Outcomes. Intended Learning Outcomes upon successful completion of Module</p> <p>Students will be able to:</p> <ul style="list-style-type: none"> - use phonetical, lexical and grammar material of the course in their everyday life and for further improvement of the English language; - to read freely and phonetically correctly the texts selected on the basis of the learned lexical and grammatical material; - to understand and analyze the content of the written and audio material; - to speak on the topics within the studied subject area, following grammatical and phonetic norms; - to understand the content of the written and audio material; - to retell the content the written and audio material; - to translate texts on general topics from their native language English and vice versa; - to search for information on the Internet. - to use their speaking skills in different life situations; • read and annotate literary texts. 	<p>Indicative Deliverables</p> <ol style="list-style-type: none"> 1. Presentation "English in our Life". 2. Presentation "Travelling".
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Assessment and feedback

Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.

№	Modules and topics	Hours	Points
Module 1. Life events.			
1.	Topic 1. I am a Student at Uzhhorod National University.	4	7
2.	Topic 2. Grammatical structure of the English sentence.	2	7
3.	Topic 3. Countable/ uncountable nouns. The plural of nouns.	4	7
4.	Topic 4. English in my Life. Possessive case of nouns. Quantifiers.	2	7
5.	Topic 5. The Modern Society.	2	7
6.	Topic 6. Subject and Object pronouns.	4	7
7.	Topic 7. Possessive and Reflective pronouns.	2	8
	Module test	2	50
Module 2. Leisure Time			
8.	Topic 1. Leisure Time Activities.	2	5
9.	Topic 2. Adjectives. Degrees of Comparison, "as...as".	2	6
10.	Topic 3. My Hobbies.	2	5
11.	Topic 4. Adverbs. Degrees of Comparison	2	6
12.	Topic 5. Daily routine. Jobs. Studying. Prepositions.	4	5
13.	Topic 6. Past Simple and Past Continuous. Construction "used to"	2	5
14.	Topic 7. Travelling. Articles with geographical names.	2	6
15.	Topic 8. Countries and Cultures.	2	6
16.	Topic 9. Types of questions.	2	6
	Module test	2	50
Module 3. Important things			
17.	Topic 1. Health and Accidents.	2	3
18.	Topic 2. Modals (can, should, have to, don't have to, may, might, will).	2	4
19.	Topic 3. Healthy Way of Life.	2	3
20.	Topic 4. Infinitive.	2	4
21.	Topic 5. Money doesn't Bring Happiness	2	4
22.	Topic 6. Perfect tenses. Past Simple vs Present Perfect.	2	4
23.	Topic 7. Participle I & II.	2	3
24.	Topic 8. Ambitions and Dreams.	2	4
25.	Topic 9. Sequence of tenses.	2	3
26.	Topic 10. If I were the President... Conditional sentences.	2	4
27.	Topic 11. Gerund.	2	3
28.	Topic 12. Discoveries and Inventions.	2	4
29.	Topic 13. The best and the worst discoveries and inventions of humanity. Passive Voice.	2	3
30.	Topic 14. Phrasal verbs.	2	4
	Module test	2	50
Total		74	

Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.

Types of classes and tasks	Module 1		Module 2		Module 3	
	Quantit	Maximum points	Quantit	Maximum points	Quantit	Maximum points
Laboratory (practical) classes	7	28	9	27	14	28
Written testing	5	10	5	10	7	14
Presentation	1	5	1	4		
Individual work	7	7	9	9	8	8
Module test	1	50	1	50	1	50
Total	21	100	25	100	30	100

Learning resources

Key texts:

1. Barker H. New Cutting Edge. Pre-intermediate. Teachers' Resource Book / H.Barker, S.Cunningham, P.Moor. – Longman, 2005. – 184 p.
2. Cunningham S. New Cutting Edge. Pre-intermediate. Students' Book / S.Cunningham, P.Moor, J.Comyns Carr. – Longman, 2005. – 174 p.
3. Cunningham S. New Cutting Edge. Pre-intermediate. Work Book / S.Cunningham, P.Moor, J.Comyns Carr. – Longman, 2005. – 111 p.

Key web-based and electronic resources:

1. Bell English Online <http://www.bellenglish.com/>
2. English with the BBC Service <http://www.bbc.co.uk/worldservice/learningenglish/index.shtml>
3. Oxford University Press <http://www.oup.co.uk/>
4. OUP online <http://www.oup.com/online/Oxford> DNB, online references, etc.
5. Longman Dictionary <http://www.ldoceonline.com/>
6. Internet Grammar of English (very academic) <http://www.ucl.ac.uk/internet-grammar/home.htm>
7. English Grammar and Writing online <http://www.edufind.com/english/grammar/>
8. Good tests and exercises in English Grammar <http://www.usingenglish.com/> online-tests.html
9. Vocabulary and Grammar Exercises online <http://www.roseofyork.co.uk/> learning.html
10. English for learners <http://www.churchillhouse.com/english/learners.htm>

Your Faculty or University:

Department of Journalism, Uzhhorod National University

Study Programme: Journalism

Module Code	CC22	Level	7 (Bachelor)	Module Title	Web Technologies in Mass Communication
Credits ECTS	6	Year	1	Weeks	35
Main campus location				UzhNU Educational and Laboratory Building	

Commence	September 2020	Briefing	September 2020
Module Lead / s	Vitalii Zavadiak	Lecturers	Vitalii Zavadiak
Pre - requisite or co - requisite		Fundamentals of scientific research in mass media Basics of Journalism Theory and Practice of Journalism Medialinguistics	

Class Contact Time	88
Independent study time	92

Description of the module	
<p>The programme of study of the discipline "Web Technologies in Mass Communication" is made in accordance with the educational and professional programme of training of bachelors of "Journalism" .</p> <p>The purpose of studying the discipline "Web Technologies in Mass Communication" - to provide the formation of systematic ideas about the essence of the information society, its structure, content and current problems of development.</p>	
Module Aims	
What You Will LEARN?	What You DO ? Teaching and learning activities?
Knowledge of methodological foundations, historical genesis of information society theories and concepts, their content; understanding of the value of information in the development of modern information society, the potential of ICT information and communication technologies); features of the technical base and new ones digital technologies used in video production ; stages of creative production	Create radio programmes; videos ; pages of social networks ; learn fundamentals site building ; master editors for photo, radio, video editing; master the basics of layout and layout.

products; methods and technologies of preparation of media products ; frame composition rules; main genre traits; genre structure of modern radio production , fundamentals of journalism; basics of site building ; basics of SMM.	
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<p>Learning Outcomes.</p> <p>Intended Learning Outcomes:</p> <p>features of the technical base and new ones digital technologies used in video production; stages of creative production products; general principles of organization of work on television and film studios; methods and technologies of preparation of media products; frame composition rules; conceptual bases of activity and varieties of Internet media; specifics of the journalist's work on the Internet media; forms of submission of information in the Internet media; features for creating text content, photos, audiovisual, multimedia content for Internet media.</p>	<p>Indicative Deliverables:</p> <p>apply the principles of artistic and technical design of video materials; apply in professional work digital technology; use the software, necessary for creating, processing text, visual, audio, audio-visual information; use digital devices for text transmission and exchange, graphic, audio and audiovisual information; create radio programmes; sling- business cards; edit content online media.</p>
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Assessment and feedback (ratings and reviews)
Formative Assessments. Please refer to the detailed project schedule for key dates and deliverables.
<p>F1. Presentation of content (text, radio , television) for future web pages.</p> <p>F2. Presentation of business card website design.</p> <p>F3. Presentation of a business card website.</p> <p>F4. Presentation of the features of filling the website business card.</p>
Summative Assessments
<p>Final evaluation of the module is formed from:</p> <p>S1. in student-tested tests: 20% ;</p> <p>S2. preparation and presentation of their interns so -storinok 30%</p> <p>S3. creation and presentation of content (text, radio , television) to the audience 50%.</p>

Learning resources
<i>Key texts :</i>

1. Sashuk GM Introduction to the specialty : Television journalism. K .: Certificate, 2010. 184 p.
2. Orebenskaya OA, Babenko VV Fundamentals of television creation : a workshop. Lviv : PAIS, 2007. 112 p.
3. Vaisenberg Z. News Journalism : A Study . tool . K.: AUP: Free Press Center , 2004. 262 p.
4. Dmitrov S. E. TELEVISION journal junction : teach . tool . / Z. E. Dmitrovsky . - Lions in : View. the center of Lviv . nat. to them. I. Franko, 2006. 208 p.
5. Gol J. Online Journalism. K.: KI.S., 2005. 344 p.
6. Craig , Richard Internet journalism : the work of a journalist and editor at news media K., 2007. 324 p.
7. Chabanenko MV Internet Media as an integral part of the mass media system Information Ukraine : monograph. Zaporizhza : ZNU, 2011.183 p.

Key web-based and electronic resources:

lib.uzhnu.edu.ua - Uzhhorod University Scientific Library

scholar.google.com - Google Academy

Your faculty or university:

Department of Journalism, Uzhhorod National University

Study Programme: Journalism

Module Code	CC5	Level	7 (bachelor)	Module Title	Basics of Mass Communication
Credits ECTS	3	Year	1	Weeks	17
Main campus location				Educational and laboratory building of Uzhhorod National University	

Commence	February 2021	Briefing	February 2021
Module Lead/s	Olesia Barchan	Lecturers	Olesia Barchan
Pre-requisite or co-requisite.		Basics of Journalism Theory and Practice of Print Journalism Medialinguistics	

Class Contact Time	44 hours
Independent study time	46 hours

Description of the module:

The module "Basics of Mass Communication" is one of the main disciplines for acquiring the communication skills and skills of the future journalist in the professional field. Students get an idea of communication, its varieties, stages of its development and means, components of the communication process, learn basic concepts of communication theory, models of mass communication and so on. The module generates knowledge about common communication features in a group, social institute, and in the general public. Information is provided about the typology of means of communication, the types of communication technologies, signs and symbols component of the communication process.

Module Aims

What You Will LEARN?	What You DO? Teaching and learning activities?
Studying the basic concepts of communication, its varieties, historical development, characteristics of group, organizational and mass communication, classical models of communication, typology of means of mass communication, communicative technologies of influence, specifics of sign and symbolic communication; developing skills of building effective communication in the process of professional activity.	Developing recommended literature, own search for scientific sources. Discussion of mass communication phenomena, analysis of mass communication messages by different criteria, critical understanding of own and other communicative product. Preparation of creative and collective creative projects that allow you to test the acquisition of theoretical knowledge (creating journalistic texts for different types of audiences, holding thematic roundtables, discussions on given topics, simulating communicative situations with the introduction of professional communicators, etc.).

<p>Learning Outcomes Intended Learning Outcomes upon successful completion of Module: To master the basic concepts of communication, its tasks, functions, components of the communication process, stages of development of communication, types of communication. Distinguish between mass communication and communication technologies. Understand and learn communication models. Be able to effectively use the knowledge gained in the process of organizing the communication process.</p>	<p>Indicative Deliverables: Ability to plan and carry out effective communication at different levels, in any field of society; to choose tools, strategies and tactics adequate for the purposes and tasks of communication. Ability to prepare media texts for different audiences, depending on purpose and communication tools. Ability to analyze the process of communication, communicative phenomena in particular, the presence of manipulation. Skills in preparing communication campaigns and campaigns in a team, presentation in front of an audience.</p>
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Assessment and feedback

Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.

<p>F1. Demonstrate the peculiarities of the communication process in the presence of different types of barriers, explain the possibilities of their removal (by examples from journalistic practice).</p> <p>F2. Prepare examples of effective and ineffective communication with different audiences. Identify reasons for success and failure, and suggest ways to improve performance.</p> <p>F3. To analyze various communication processes (acts, messages) according to the proposed schemes of analysis.</p> <p>F4. Create different types of information messages (for different communication situations) with one information drive.</p> <p>F5. Participate in discussions about the role of symbolic communication in socio-political processes.</p>
<p>Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.</p>
<p>Final evaluation of the module:</p> <p>S1. Answer test questions to test basic concepts of communication theory: 20%.</p> <p>S2. Prepare a free speech for different types of audiences: 30%</p> <p>S3. Prepare a creative project on the topic proposed by the teacher and present it: 50%.</p>

Learning resources
<p><i>Key texts:</i></p> <ol style="list-style-type: none"> 1. Zrazhevskaya N. (2010) <i>Komunikatsiini tekhnolohii: lektsii</i> [Communication technologies]. Cherkasy: Brama-Ukraina. 224 s. [in Ukrainian]. 2. Ivanov V. F. (2010) <i>Osnovni teorii masovoi komunikatsii i zhurnalistyky: navch. posibnyk</i> [Basic theories of mass communication and journalism: a textbook]. K.: Tsentri vilnoi presy. 258 s. [in Ukrainian]. 3. Kashkyn V. B. (2007) <i>Osnovi teoryi kommunykatsyy</i> [Basic theories of mass communication]. M.: AST Vostok-Zapad. 2007. 256 s. [in Russian]. 4. Kvit S. M. (2008) <i>Masovi komunikatsii: pidruchnyk</i> [Mass Communication: A Textbook]. K.: Kyievo-Mohylianska akademiia. 2008. 203 s. [in Ukrainian]. 5. Mak-Kveil D. (2010) <i>Teoriia masovoi komunikatsii</i> [Theory of mass communication]. Lviv: Litopys. 2010. 538 s. [in Ukrainian]. 6. Pocheptsov H. H. (2003) <i>Teoriia kommunykatsyy</i> [Theory of communication]. M.: Refl-buk, 2003. 651 s. [in Russian]. 7. Rizun V. V. <i>Teoriia masovoi komunikatsii: pidruch. [[Theory of mass communication: A Textbook]</i> K.: Vydavnychi tsestr «Prosvita», 2008. 260 s. [in Ukrainian].
<p><i>Key web-based and electronic resources:</i></p> <p>lib.uzhnu.edu.ua – Uzhgorod University Scientific Library</p> <p>scholar.google.com.ua – Google Academy</p>

Your faculty or university :					
Department of Journalism, Uzhhorod National University					
Study Programme: Journalism					
Module Code	CC6	Level	7 (Bachelor)	Module Title	Theory and Practice of Print Journalism

Credits ECTS	8,5	Year	1	Weeks	35
Main campus location				Educational and laboratory building of Uzhgorod National University	

Commence	September 2020	Briefing	September 2020
Module Lead/s	Volodymyr Tarasiuk Olesia Barchan	Lecturers	Volodymyr Tarasiuk Olesia Barchan
Pre-requisite or co-requisite		Basics of journalism Medialinguistics Advertising in the media	

Class Contact Time	126 hours
Independent study time	129 hours
Description of the module	
The module "Theory and Practice of Print Journalism" includes a set of topics devoted to theoretical and practical aspects of journalistic creativity, methods of preparation, writing of journalistic material for various types of print press, mastery of informational, analytical and artistic and journalistic reproduction of reality in journalistic texts. Students study peculiarities of information gathering and processing, basic structural elements of media text at the level of form and content, technology of creating publications in different genres for practical application of the acquired knowledge in journalism.	
Module Aims	
What You Will LEARN?	What and How will You DO? Teaching and learning activities
Students need to understand the main concepts, terms used in journalism. Journalists must acquire the methodology, technology and psychology of literary work of journalists in the general system of journalistic activity, apply theoretical knowledge in practice, taking into account the specifics of information gathering, analysis of specific life phenomena, events and facts, patterns of artistic and publicistic anatrics submission of materials, existing genre potential.	Examination of examples, writing of texts, practical tasks, reports, discussions on a topic, scientific researches (projects), work in an editorial team on creation of the next issue of the university newspaper «Poglyad». Recommended literature (textbooks, manuals, monographs, directories, dictionaries) and the results of their own scientific research are offered.

Learning Outcomes Intended Learning Outcomes upon successful completion of Module :	Indicative Deliverables : Students should be able to track, analyze and evaluate facts, events and phenomena that
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The module aims are to give students the knowledge of the basics of journalism, to find out the essence, tasks and nature of journalistic activity, to develop practical skills of creative work in the media.	are the subject of journalistic attention, write quality media texts using the acquired theoretical knowledge and practical skills in accordance with the genre features and thematic direction of the material.
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Assessment and feedback	
Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.	
In order to acquire knowledge and skills, students perform the following tasks: F 1. Analysis of the proposed issue of periodicals, nonfiction works by subject-genre and linguistic features and taking into account the historical period. F 2. Comparative analysis of the proposed publications, publications in terms of their thematic-genre design. F3. Creating a genre-themed portfolio. F4. Work in the editorial team on the creation of the next issue of the university newspaper «Poglyad». F 5. Prepare and analyze your own text and that of your fellow students.	
Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.	
Final evaluation of the module is formed from: S1. Participation in practical classes with the presentation of specific tasks: 50%. S2. Tests to test students' knowledge of basic phenomena, processes, figures, media, documents, media products: 30%. S3. Research project: 20%.	
Learning resources	
<p><i>Key texts:</i></p> <p>Theory and practice of journalistic creativity: Methodological materials and a short dictionary of the most commonly used terms for students of the Department of Journalism of the Faculty of Philology / Compiled by Candidate of Philological Sciences V.Yu.Tarasyuk. - Uzhgorod: Hoverla Publishing House, 2009.</p> <p>Vaisenberg Z. News Journalism: A Textbook / Edited. VF Ivanov. - K.: Academy of Ukrainian Press, 2004.</p> <p>Goal D. Online Journalism / Translated from English. K.: KIS, 2005.</p> <p>Gurevich S. M. Newspaper: Yesterday, Today, Tomorrow: Textbook for High Schools. M.: Aspect Press, 2004.</p> <p>Ethical principles of the journalist's work: Western experience / Compiled by A. Lazarev. K., 2004.</p> <p>Journalism Specialty: Newspaper and Magazine Production: Textbook / TO Prustupenko, RV Radchyk, MK Vasilenko, and others edited by VV Rizun. - 2nd edition, revised and supplemented by K.: Publishing and Printing Center «Kyiv University», 2012.</p> <p>Healthy V. The Theory and Methods of Journalistic Creativity: A Textbook. Lviv: PAIS, 2000.</p> <p>Ivanov V., Serdyuk V. Journalistic Ethics: Textbook / Foreword by VP Mostovoy. - 2nd edition, revised by K.: Higher School, 2007.</p> <p>Tertychny A. A. Genres of periodicals: Textbook. - 2nd ed., Rev. and add. - M.: Aspect Press, 2002.</p> <p>Tertychny A. A. Genres of periodicals: Textbook. - 2nd edition, revised and supplemented. M.: Aspect Press, 2002.</p>	
<i>Key web-based and electronic resources:</i>	

biblioteka.uz.ua – Transcarpathian Regional Universal Scientific Library named after F. Potushnyak
 lib.uzhnu.edu.ua – Uzhgorod University Scientific Library
 Isl.lviv.ua – Lviv National Scientific Library named after V. Stefanyk
 nbuv.gov.ua – V. I. Vernadsky National Library of Ukraine

Your faculty or university: Department of Journalism, Uzhhorod National University					
Study Programme: Journalism					
Module Code	CC10	Level	7 (Bachelor)	Module Title	History of Ukrainian Journalism
Credits ECTS	11,5	Year	1, 2, 3	Weeks	52
Main campus location				Educational and laboratory building of Uzhgorod National University	

Commence	September 2020	Briefing	September 2020
Module Lead/s	Volodymyr Tarasiuk	Lecturers	Volodymyr Tarasiuk
Pre-requisite or co-requisite		Theory and Practice of Print Journalism Basics of the scientific research Textual science Advertising in the media	

Class Contact Time	150 hours: II semesters – 34 hours III semesters – 36 hours IV semesters – 36 hours V semesters - 44 hours
Independent study time	177 hours II semesters – 53 hours III semesters – 39 hours IV semesters – 39 hours V semesters – 46 hours

Description of the module

The module «History of Ukrainian Journalism» is designed for 3 years of study and is devoted to the study of media in historical perspective. In the first year students study journalism of the nineteenth century, in the second – the first half of the twentieth century. and in the third – the second half of the twentieth century to this day. The history of Ukrainian journalism is one of the most important media disciplines. It gives us an understanding of why we have such

media and society and how to effectively use the experience of the journalistic past for contemporary media.

Module Aims

What You Will LEARN?	What You DO? Teaching and learning activities?
Students study the emergence and development of various types of media in the context of historical time, leading journalists, publicists, editors, patrons of the media, the best media materials.	Examining examples, writing texts, practical tasks, reports, discussions on a topic, research (projects), work in archives, museums, libraries. Recommended literature (textbooks, manuals, monographs, directories, dictionaries) and the results of their own scientific research are offered.

<p>Learning Outcomes. Intended Learning Outcomes upon successful completion of Module:</p> <p>The module is designed to provide students with a comprehensive understanding of the general trends in the development of the Ukrainian press, taking into account the historical past and present, and a critical understanding of the processes and phenomena associated with the media outlet. The module aims to form a holistic view of students on the role of the media in disseminating national ideas and principles of state independence. Students should have critical thinking, objectively evaluate spiritual and historical phenomena and their impact on journalism and apply their knowledge in practical creative activities.</p>	<p>Indicative Deliverables:</p> <p>analyze and evaluate the facts and events of the past and present; using the best achievements of journalistic activity in the media practice, acquired skills, taking into account the genre and style features of text-making, to write objectively, argumentatively, historically specifically.</p>
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Assessment and feedback

Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.
<p>In order to acquire knowledge and skills, students perform the following tasks:</p> <p>F1. Analysis of the proposed issue of periodicals, nonfiction works by subject-genre and linguistic features and taking into account the historical period.</p> <p>F2. Comparative analysis of proposed publications.</p> <p>F3. Creation of a portfolio according to the scheme offered by the teacher.</p> <p>F4. Visual representation of the topic in teams.</p> <p>F 5. Prepare and analyze your own text and ones of your fellow students.</p>
Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.

Final evaluation of the module is formed from:

S1. Participation in practical classes with the presentation of specific tasks: 50%.

S2. Tests to check students' knowledge of basic phenomena, processes, figures, media, documents, media products: 30%.

S3. Research project / scientific essay on the history of journalism on the proposed topic: 20%.

Learning resources

Key texts:

Vladimirov V. M. History of Ukrainian Journalism (1917 – 1991): Tutorial. K.: MAUP, 2007.

Zhyvotko A. P. History of the Ukrainian press. K.: Our culture and science, 1999.

Los' Y. D. Publicism and the Trends in the Development of the World: A Tutorial for Higher Education Institutions of III - IV Accreditation Levels: In 2 parts. P. 1. Lviv: PAIS, 2008.

Political History of Ukraine: A Handbook for Students of Higher Education. K.: Academy Publishing Center, 2002.

Journalist's Dictionary: Terms, Mass Media, Figures. Uzhgorod: Transcarpathia, 2007.

Tarasiuk V. Y. History of Ukrainian journalism: Methodical materials and a short dictionary for students of the journalism department of the Philological Faculty of full-time and correspondence forms of study. Uzhhorod: «Hoverla», 2008.

Key web-based and electronic resources:

lib.uzhnu.edu.ua – Uzhgorod University Scientific Library

isl.lviv.ua – Lviv National Scientific Library named after V. Stefanyk

nbuv.gov.ua – V. I. Vernadsky National Library of Ukraine

Your faculty or university:

Department of Journalism, Uzhhorod National University

Study Programme: Journalism

Module Code	CC23	Level	7 (Bachelor)	Module Title	Spelling Practice
Credits ECTS	3	Year	1	Weeks	1st semester (17 weeks)
Main campus location				UzhNU Educational and Laboratory Building	

Commence	September 2020	Briefing	September 2020
Module Lead/s	Vasyl Putrashyk	Lecturers	Vasyl Putrashyk
Pre-requisite or co-requisite		Culture of broadcast media Literary editing in MC Mediatext studies Medialinguistics Mediastylistics Orthoepic Workshop Theory and Practice of Journalism	

Class Contact Time	44 hours: 3 hours for a week
Independent study time	46 hours

Description of the module	
<p>The module "Spelling Practice" is designed for one semester (17 weeks) of study and provides for strengthening the skills of a literate journalist - an important factor in the creation and perception of media texts. The course involves the practical study of the levels of spelling and punctuation of modern literary language in close connection with the phonetic, graphic, morphemic, derivational, lexical-semantic, morphological and syntactic features of the elements of the language system. In the process of performing individual tasks, training exercises, creation and analysis of media texts, a system algorithm for analyzing linguistic units for compliance with their spelling standards is developed, forming (strengthening) the skills of literate writing. The main topics of the module are covered in a practical and laboratory form.</p>	
Module Aims	
What You Will LEARN?	What You DO? Teaching and learning activities?
<p>Students acquire knowledge of the principles of Ukrainian spelling, spelling and punctuation of the literary language in relation to other levels of language; learn the essentials for ensuring a high level of literacy of spelling and punctuation; learn to consistently adhere to spelling rules, correcting others and creating their own media texts of different genres, types of writing, etc.</p>	<p>Development of textbook, scientific, reference literature and its critical understanding. Discussion of the processed information in the laboratory-practical form, analysis of the products of the media practice in the aspect of the correct application of the spelling norms of modern Ukrainian literary language.</p> <p>Students perform individual tasks (analyze individual tokens and media text according to the proposed algorithm; create texts for various mediatexts of different genres) and implement collective creative projects (for example, prepare a competent holistic newspaper-magazine or online).</p>

Learning Outcomes	Indicative Deliverables
<p>Intended Learning Outcomes upon successful completion of Module</p> <p>A clear distinction between oral and written language levels.</p> <p>Identification of spelling and punctograms in written language, explaining their predisposition to the principles of Ukrainian spelling.</p> <p>Ability to write texts in accordance with spelling and punctuation.</p> <p>The ability to find information from the scientific and reference literature on spelling standards for everyday professional activity.</p>	<p>Ability to write competent text for different types of media.</p> <p>Critical skills in assessing and evaluating the spelling and punctuation literacy of one's own and other's media and the ability to correct it.</p> <p>Language parsing skills for recognizing spelling and punctuation in words and explaining them with the relevant rules of current Ukrainian spelling.</p> <p>Understanding the importance of systematic mastery of spelling requirements and the ability to constantly improve spelling and</p>

Ability to independently and collectively create a competent journalistic product.	punctuation skills as one of the factors for a journalist's professional success and effectiveness. Ability to independently elevate the culture of professional, creative, everyday speech at the spelling and punctuation levels, the conscious need to adhere to the modern spelling rules in the communication process. Communication skills, teamwork.
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Assessment and feedback
Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.
<p>F1. Identify spelling and punctograms in journalistic text, determine the spelling principle that governs their spelling.</p> <p>F2. Perform a linguistic analysis of a word, sentence, or whole medium using the suggested algorithm, and correct any spelling errors.</p> <p>F3. Evaluate your own or someone else's text for spelling and punctuation.</p> <p>F4. To write competent media text for publication in the university media (in the newspaper "Pohliad", on the sites of the journalism department of UzhNU or the UzhNU Media Center).</p>
Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.
<p>Final evaluation of the module is formed from:</p> <p>S1. Tests for checking students' knowledge of Ukrainian spelling (spelling and punctuation and correct spelling): 25%.</p> <p>S2. Competent spelling of media texts with compliance with spelling and punctuation: 35%.</p> <p>S3. Prepare individual / collective media product, present it to the audience: 40%.</p> <p>In order to improve the quality of the module, a final discussion with students of the main aspects (content, form, tasks, assessment) of the course, written feedback is provided.</p>

Learning resources
<p><i>Key texts:</i></p> <ol style="list-style-type: none"> 1. Totska N.I. Ukrainian punctuation: a workshop. Kyiv: High School, 1990. 160 p. 2. Sheveleva L.A., Dudka O.O. Ukrainian spelling. Workshop. Kharkiv: Sail Print, 2009. 296 p. 3. Yushchuk I.P. Workshop on spelling of the Ukrainian language. Kyiv: Education, 2016. - 288 p. 4. Ukrainian language: Workshop. Kyiv: Lybid, 2000. 384 p. 6. Ukrainian spelling. Kyiv: Scientific Opinion. 2019. 392 p.
<p><i>Key web-based and electronic resources:</i></p> <ol style="list-style-type: none"> 1. https://lib.uzhnu.edu.ua – Uzhgorod University Scientific Library 2. http://lcorp.ulif.org.ua/dictua - Integrated lexicographic system "Dictionaries of Ukraine online" of the Ukrainian Language and Information Foundation of the National Academy of Sciences of Ukraine. 3. http://velyka-chy-mala-litera.wikidot.com 4. http://rodovyi-vidminok.wikidot.com

Your faculty or university:

Department of Journalism, Uzhhorod National University					
Study Programme: Journalism					
Module Code	CC11	Level	7 (Bachelor)	Module Title	Basics of Literary Creativity
Credits ECTS	3	Year	1	Weeks	1 semester (17 weeks)
Main campus location				UzhNU Educational and Laboratory Building	

Commence	September 2020	Briefing	September 2020
Module Leader/s	Yuriy Bidzilya	Lecturers	Yuriy Bidzilya
Pre-requisite or co-requisite		Basics of Journalism Theory and Practice of Journalism Basics of the scientific research Medialinguistics	

Total hours	90
Class Contact Time	44
Independent study time	46

Description of the module	
<p>The module «Basics of Literary Creativity" is designed for 1 semester for students of 1 year of study and includes the study of one of the most important aspects of journalistic activity, namely, the connection of journalism with fiction and journalism. The information is taught on the basis of knowledge gained at school and deepened for the practical work of a journalist in the future profession. The module is also based on the students acquired historical-literary, philosophical, media-linguistic knowledge, students theoretically comprehend the most urgent problems of modern literary science and, above all, the issues of specifics of artistic knowledge of reality and the development of national literatures, in particular with the Ukrainian tradition. and artistic skill. The module will teach students to identify common and distinctive features of journalism and literary creativity, to use literary tools in journalistic work.</p>	
Module Aims	
What You Will LEARN?	What You DO? Teaching and learning activities?
Students study: 1. Basic functions and specifics of literature as a type of art; 2 The main stages of the development of the science of literature, literary trends, schools,	1. Processing of the recommended literature (textbooks, manuals, own scientific works, directories), its critical comprehension and supplementing of information with the

<p>families, types, genres, the function of literature in public life as a kind of art of the word, which influences the formation of the spirituality of the human personality, its beliefs and national peculiarities; 3. Relation between literature and literary studies with journalism and media production; 4. Use of literary means for writing journalistic text.</p>	<p>results of own scientific search (September - first half of December; 3 hours a week) . 2. Discussion of the worked material at practical classes, analysis of contemporary journalistic practice in the context of the studied literary concepts and phenomena (September - first half of December; 3 hours a week) . 3. Verification, comprehension and assimilation of theoretical information when performing separate tasks (creation of texts of different journalistic genres for print and audiovisual media taking into account new knowledge (eg preparation of student newspaper, magazine, radio and television programme, content for Internet media), (September - first half of December; 3 hours a week) 4. Writing journalistic materials in literary and journalistic genres. (September - first half of December; 3 hours a week)</p>
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<p>Learning Outcomes. Intended Learning Outcomes upon successful completion of Module:</p> <p>1. Mastering basic concepts, understanding the manifestation of pivotal literary phenomena, including in journalistic text; 2. To evaluate and analyze literary phenomena of the past and present; 3. To apply modern approaches to the analysis of artistic and journalistic work in their own scientific works and in journalistic practice; 4. To be able to improve their professional level through systematic, in-depth acquaintance and creative comprehension of the latest literary works, published in separate monographs and printed in the form of intelligence and scientific articles in professional journals, in particular in literary journals; 5. The ability to apply knowledge of literary studies to write their own journalistic materials.</p>	<p>Indicative Deliverables:</p> <p>1. The ability to independently prepare current media texts for different types of media; 2. Demonstrate the skills of selection and critical analysis of facts and the use of literary means of their presentation in a journalistic work; 3. Understanding the close relationship between the literary components of journalistic work; 4. The ability to critically evaluate and literary improve media text, present it to audiences; 5. Basic skills of writing nonfiction materials in the genres of essays, , portraits, feuilletons, pamphlets and more.</p>
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<p>Assessment and feedback</p>
<p>Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.</p>
<p>To deepen the knowledge of various aspects of the module «Basics of literary creativity" students perform the following formative exercises:</p>

- F1. Identify literary units and phenomena of different types (metaphors, metonymy, epithets, phraseologisms, etc.) in the journalistic text, to find out their qualitative and functional peculiarities (September - first half of December; 3 hours a week) - 10 points (%)
- F2. Perform a comprehensive analysis of media text according to the proposed scheme (September - first half of December; 3 hours a week) - 10 points (%)
- F3. Create journalistic text using key literary concepts (September - first half of December; 3 hours a week) - 10 points (%)
- F4. To suggest the idea of a journalistic work, to formulate a topical topic, to prepare a text (September - first half of December; 3 hours a week) - 10 points (%)
- F5. A literary analysis of your own text and media products created by other journalist (September - first half of December; 3 hours a week) - 10 points (%)

Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.

The final evaluation of the module is formed by adding the current assessment, as well as:

- S1. The final colloquium and testing to test students' knowledge of basic concepts of literary studies, understanding the manifestation of pivotal literary phenomena in journalistic speech (the second half of December - 15 points (%)).
- S2. Scientific essay on peculiarities of use and function of multilevel literary means in media text (the second half of December - 15 points (%)).
- S3. Prepare an individual / collective media product, present it to the audience (Student essay contest "Essay on everything"); the second half of December - 20 points (%).

Learning resources

Key texts:

1. Barry P. Introduction to Theory: Literary Studies and Cultural Studies / P Barry / Translation from English. O. Poginaiko. K.: Smoloskyp, 2008. - 360 p.
2. Halich O, Nazarets V, Vasilyev J. Theory of literature; Textbook / For the sciences. ed. K Lybid, 2006. 488 p.
3. Word. Sign. Discourse. Anthology of world literary-critical thought of the twentieth century/ Edited by M. Zubrytska. - Lviv: Chronicle, 2002. 832 p.
4. Ferenc N. Basics of Literary Studies: Textbook K.: Znannya, 2011. 431 p

Key web-based and electronic resources:

- <http://www.lib.uzhnu.edu.ua/> – Uzhgorod University Scientific Library
- library.ukma.kiev.ua – Scientific Library of the National University "Kyiv-Mohyla Academy".
- lsl.lviv.ua – Lviv National Scientific Library named after V. Stefanyk.
- nbuv.gov.ua – Volodymyr Vernadsky National Library of Ukraine.
- <http://www.ae-lib.org.ua/> - Electronic Library of World Literature: originals and translations.
- <https://libruk.com.ua/> - Libruk Ukrainian Electronic Library
- <http://lib.shiftcms.net/> - Ukrainian and foreign literature in Ukrainian "Shift Library CMS"

Your faculty or university:

Department of Journalism, Uzhhorod National University

Study Programme: Journalism

Module Code	CC12	Level	7 (Bachelor)	Module Title	Fundamentals of Scientific Research in Mass Communication
Credits ECTS	3,5	Year	1	Weeks	1 st semester, 17 weeks
Main campus location				UzhNU Educational and Laboratory Building	

Commence	September 2020	Briefing	September 2020
Module Lead/s	Yaroslava Shebeshtian	Lecturers	Yaroslava Shebeshtian
Pre-requisite or co-requisite		Theory and Practice of Journalism Mediastylistics Medialinguistics Mediatext studies Media Professionals` Speech Culture Literary Editing in Mass Communication Basics of Rhetoric	

Class contact time	52 hours: 3 hours a week
Independent study time	53 hours

Description of the module	
<p>The module "Fundamentals of Scientific Research in Mass Communication" is designed for 1 semester (17 weeks) of study and provides a comprehensive study of the foundations of scientific work. The course includes an overview of the core concepts of modern science of cognition, detailed information about the components of scientific work, scientific process, features of student research, the possibility of applying the principles and methods of epistemology in journalistic activity. The main topics of the module are covered in lectures and laboratory-practical forms.</p>	
Module Aims	
What You Will LEARN?	What You DO? Teaching and learning activities?
Students study the specifics of scientific work, its components, features of research in the field of journalism; master the basic levels, forms and means of cognition; learn to think journalistically problems and	Development of the recommended literature (textbooks, manuals, proper scientific works, directories), critical comprehension of it and supplementation of information with the results of one's own scientific search.

<p>phenomena, carry out full-fledged scientific work, prepare text for publication.</p>	<p>Discussion of the worked material in the laboratory-practical form, analysis of the modern scientific journalistic paradigm, independent performance of scientific researches.</p> <p>Methods of empirical verification, comprehension and assimilation of theoretical information are students' work on the fulfillment of individual tasks (search for a scientific idea, problem statement, concept development) and collective creative projects (for example, collective seminars on current scientific issues, participation in an annual student scientific conference, etc.).</p>
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<p>Learning Outcomes. Intended Learning Outcomes upon successful completion of Module:</p> <p>Mastering the core concepts of the foundations of scientific research, understanding the manifestation of various components of scientific work in the processing of problems and phenomena of journalism.</p> <p>Distinguishing principles, methods of scientific activity, taking into account the specificity of the object of knowledge. Ability to think critically, identify problems, effectively use scientific tools. Ability to perform scientific work independently and in groups, to prepare results for publication.</p>	<p>Indicative Deliverables:</p> <p>Ability to independently carry out scientific research and to prepare the perfect scientific text of actual problems.</p> <p>Skills of selection and critical analysis of empirical and theoretical material, formulation of hypotheses, their testing, application of adequate scientific methods. Understand cause and effect relationships, space-time factors, prospects for certain phenomena, and more.</p> <p>Ability to generalize results, present them to the audience.</p> <p>Communication skills, teamwork.</p>
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Assessment and feedback	
<p>Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.</p>	
<p>To deepen the knowledge of different aspects of the basics of scientific research students do the following formative exercises:</p> <p>F1. Establish the object, subject, purpose, and objectives of a particular research and study.</p> <p>F2. Form an empirical and theoretical base of scientific work, select methods, develop a plan.</p> <p>F3. To propose and substantiate the concept of own scientific work.</p> <p>F4. Prepare text in a scientific style.</p>	
<p>Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.</p>	
<p>Final evaluation of the module is formed from:</p>	

S1. Tests on students' knowledge of the basic concepts of the doctrine of scientific knowledge, understanding of the manifestation of pivotal phenomena in journalistic studies: 20%.

S2. Scientific essay on peculiarities of actualization of the principles of scientific work in the study of journalistic problems: 30%.

S3. Prepare individual scientific research, present it to the audience: 50%.

In order to improve the quality of the module, a final discussion with students of the main aspects (content, form, tasks, assessment) of the course, written feedback is provided.

Learning resources

Key texts:

Filosofiiia [Philosophy] / L. V. Huberskyi, I. F. Nadolnyi ta in.; za red. I. F. Nadolnoho (2006), Vikar, Kyiv [in Ukrainian].

Rizun, V. V., Skotnykova, T. V. (2008), *Metody naukovykh doslidzhen u zhurnalistykoznavstvi* [Methods of scientific research in journalism], Presa Ukrainy, Kyiv [in Ukrainian].

Semenoh, O. M. (2010), *Kultura naukovoï ukrainskoï movy* [Culture of Scientific Ukrainian], Akademiia, Kyiv [in Ukrainian].

Shapovalova, H. V., Shebeshtian, Ya. M. (2012), *Hostry mo pero. Osnovy zhurnalistykoznavchyykh rozvidok* [A sharp pen. Fundamentals of Journalistic Intelligence], Karpaty, Uzhhorod [in Ukrainian].

Key web-based and electronic resources:

lib.uzhnu.edu.ua – Uzhgorod University Scientific Library.

library.ukma.kiev.ua – Scientific Library of the National University "Kyievo-Mohylianska akademiia".

isl.lviv.ua – Lviv National Scientific Library named after V. Stefanyk.

nbuv.gov.ua – Vernadskyi National Library of Ukraine.

Your faculty or university:

Department of Journalism, Uzhhorod National University

Study Programme: Journalism

Module Code	CC14	Level	7 (Bachelor)	Module Title	Medialinguistics
Credits ECTS	22	Year	1, 2, 3	Weeks	5 semesters (87 weeks): I sem. – Medialinguistics: <i>lexicology, phraseology, lexicography</i> – 17 weeks. II sem. – Medialinguistics:

					<i>phonetics, spelling, graphics, morphemics, word formation – 18 weeks.</i> III sem. – Medialinguistics: <i>morphology – 17 weeks.</i> IV sem. – Medialinguistics: <i>a small syntax – 18 weeks.</i> V sem. – Medialinguistics: <i>great syntax – 17 weeks.</i>
Main campus location				UzhNU Educational and Laboratory Building	

Commence	September 2020	Briefing	September 2020
Module Lead/s	Yaroslava Shebeshtian Galyna Shapovalova	Lecturers	Yaroslava Shebeshtian Galyna Shapovalova Hanna Hetsko Vasyl Sharkan
Pre-requisite or co-requisite		Theory and Practice of Journalism Fundamentals of Scientific Research in Mass Communication Mediatext Studies Mediastylistics Media Professionals` Speech Culture Literary Editing in Mass Communication Basics of Rhetoric	

Class Contact Time	308 hours: I sem. – 56 hours: 3 hours a week II sem. – 60 hours: 4 hours a week III sem. – 66 hours: 4 hours a week IV sem. – 66 hours: 4 hours a week V sem. - 60 hours: 4 hours a week
Independent study time	322 hours I sem. – 64 hours II sem. – 60 hours III sem. – 69 hours IV sem. – 69 hours V sem. - 60 hours

Description of the module	
<p>The module "Medialinguistics" is designed for 3 years of study and includes the study of one of the most important aspects of journalistic activity, by its nature - language. The information is presented in the main areas of linguistics and the levels of modern Ukrainian literary language, and relates to the oral and written language practice of media professionals. I year of study is an in-depth study of phonetic, morphemic, word-forming, graphic, spelling, vocabulary tools of professional journalistic practice, application of lexicographic knowledge in the journalistic profession. II - III year of study - mastering the morphological and syntactic resources of constructing journalistic text. Comprehensive study of the language of journalistic creativity has practical meaning because it is the basis of the journalist's activity.</p>	
Module Aims	
What You Will LEARN?	What You DO? Teaching and learning activities?
<p>Students study the specifics of the functioning of modern literary language in the media, learn about the principles, rules and basic tendencies of effective use of lingual resources at all levels in oral and written journalistic activity; develop skills to create quality in terms of language used journalistic text.</p>	<p>Development of the recommended literature (textbooks, manuals, proper scientific works, directories), its critical comprehension and supplementation of information with the results of one's own scientific search. Discussion of the worked material on practical classes, analysis of modern journalistic practice in the context of the learned linguistic concepts and phenomena. The method of empirical verification, comprehension and assimilation of theoretical information is the work of students on the fulfillment of individual tasks (creation for the print and audiovisual media of texts of different journalistic genres taking into account new knowledge of phonetic, lexical, phrasemic, etc.) and collective creative projects (for example, preparing a student newspaper, magazine, radio and television programme, content for online media).</p>

<p>Learning Outcomes. Intended Learning Outcomes upon successful completion of Module:</p> <p>Mastering basic concepts, understanding the manifestation of core language phenomena in journalistic speech.</p> <p>Distinguishing tools at all levels and understanding their role in media text.</p> <p>Ability to effectively use phonetic, morphemic, word-forming, vocabulary,</p>	<p>Indicative Deliverables:</p> <p>Ability to prepare independently media relevant topics for various types of media.</p> <p>The skills of selection and critical analysis of facts and linguistic features of their presentation in a journalistic work.</p> <p>Understanding the close relationship between the linguistic and linguistic components of a journalistic work.</p> <p>The ability to critically evaluate and refine media text, present it to audiences.</p>
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grammatical resources of literary language in their own professional activity. Ability to create a quality journalistic product on their own and in groups.	Communication skills, teamwork.
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Assessment and feedback	
Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.	
In order to deepen their knowledge of various aspects of media linguistics, students do the following formative exercises: F1. Identify units and phenomena of different types (phonetic, lexical, phrasal, grammatical, etc.) in journalistic text, to find out their qualitative and functional features. F2. Make phonetic / word-forming / vocabulary / syntactic analysis of media text according to the proposed scheme. F3. Create journalistic text on key concepts. F4. To suggest the idea of a journalistic work, to formulate a topical topic, to prepare a text. F5. Analysis of your own text and media products created by other students.	
Summative Assessments. Please refer to detailed project schedule for key dates and deliverables. (Підсумкові оцінки).	
Final evaluation of the module is formed from: S1. Tests on students' knowledge of the basic concepts of media linguistics, understanding of the manifestation of core linguistic phenomena in journalistic speech: 20%. S2. Scientific essay on peculiarities of use and function of multilevel (phonetic, lexico-phrasemic, morphological, etc.) means of language in media text: 30%. S3. Prepare individual / collective media product, present it to the audience: 50%.	
In order to improve the quality of the module, a final discussion with students of the main aspects (content, form, tasks, assessment) of the course, written feedback is provided.	

Learning resources	
<p><i>Key texts:</i> Shapovalova, H. V., Shebeshtian, Ya. V. (2016), <i>Teoretyko-praktychni pytannia tekstoznavstva</i> [Theoretical and practical issues of textual studies], Grazhda, Uzhhorod [in Ukrainian]. Shulzhuk, K. F. (2014), <i>Syntaksys ukrainskoi movy</i> [Syntax of the Ukrainian language], Akademiia, Kyiv [in Ukrainian]. Suchasna ukrainska literaturna mova [Modern Ukrainian literary language] / za red. A. P. Hryshchenka (1997), <i>Vyshcha shkola</i>, Kyiv [in Ukrainian]. Suchasna ukrainska literaturna mova [Modern Ukrainian literary language] / za red. O. D. Ponomareva (2001), <i>Lybid</i>, Kyiv [in Ukrainian]. Suchasna ukrainska mova [Modern Ukrainian] (2006), Akademiia, Kyiv [in Ukrainian]. Ukrainska mova: Entsyklopediia [Ukrainian language: Encyclopedia], (2004), <i>Ukrainska entsyklopediia</i>, Kyiv [in Ukrainian].</p>	
<p><i>Key web-based and electronic resources:</i> lib.uzhnu.edu.ua – Uzhgorod University Scientific Library. library.ukma.kiev.ua – Scientific Library of the National University "Kyievo-Mohylianska akademiia". lsl.lviv.ua – Lviv National Scientific Library named after V. Stefanyk.</p>	

Your faculty or university:

Department of Journalism, Uzhhorod National University

Study Programme: Journalism

Module Code	CC2	Level	7 (Bachelor)	Module Title	Ukrainian Business Language
Credits ECTS	3	Year	1	Weeks	17 weeks
Main campus location				Educational and laboratory building Uzhhorod National University	

Commence	September 2020	Briefing	September 2020
Module Lead/s	Anna Hetsko	Lecturers	Anna Hetsko Vasily Putrashik
Pre-requisite or co-requisite		We draw on knowledge from the following disciplines: Medialinguistics Fundamentals of Scientific Researches in Mass Communication	

Class Contact Time	44 hours
Independent study time	46 hours

Description of the module:

The module «Ukrainian Business Language» is designed for 1 semester of 1 year of study. Total 90 hours (3 credits). Including 44 — class contact time, 46 — independent study time. Students get an idea of the historical stages of the formation and development of a official-business style, its use and purpose; master the basic norms of modern Ukrainian business language, rules of oral and written business communication in Ukrainian; forming practical skills for preparation and execution of business papers; get acquainted with the specifics of mastering the business language in the field of media.

Module Aims

What You Will LEARN?	What You DO? Teaching and learning activities?
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<p>Studying the basic theoretical concepts of Ukrainian business language, historical stages of formation and development of official-business style, its scope and purpose; signs, properties, functions, types of documents and means and methods of their creation, basics of business etiquette and business communication models; develop business documents and business communication skills to achieve professional goals in the language communication process.</p>	<p>Processing of recommended books, personal search of scientific sources. Discussing the features of business etiquette and business communication patterns. Drawing, design, editing various types of business documents in accordance with state standards of Ukraine. Full and detailed characterization of documents, according to their types. Preparation of author's and collective creative projects, allowing to check the mastering of theoretical knowledge (holding thematic roundtables, business discussions on specific topics, simulation of communicative situations with the introduction of the roles of professional communicators, etc.).</p>
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<p style="text-align: center;">Learning Outcomes</p> <p style="text-align: center;">Intended Learning Outcomes upon successful completion of Module</p> <p>To master the basic concepts of Ukrainian business language, its scope and purpose. Apply professional terminology in different situations of professional business communication. Be able to carry out effective business communication with all subjects of the information market, users, partners, authorities and management, mass media. Be able to work with different types of documents as sources of information.</p>	<p style="text-align: center;">Indicative Deliverables:</p> <p>Ability to use business communication methods and tools to achieve professional goals in the language communication process. The ability to adapt and act in a new business situation, including the ability to communicate with business representatives from other professional groups of different levels (with experts in other fields of knowledge / journalism). Able to form their own style of business communication and freely operate by means of nonverbal communication (appearance, facial expressions, gestures, demeanor, etc.). Skills of preparation and editing of business documents depending on the means and methods of their creation.</p>
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<p>Assessment and feedback</p>
<p>Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.</p>
<p>F1. To demonstrate the features of the communicative process, depending on the model of business communication and speech situation. F2. Run the practical problems creatively reproductive character. F3. Prepare and present individual linguistic research on a given topic. F4. To create business documents of professional orientation, in accordance with the rules of business documentation.</p>

F5. Participate in a business discussion, demonstrating the ability to adapt and take action in a new business situation, including the ability to communicate with other professional groups in business.

Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.

Final evaluation of the module:

S1. To give answers to tests to verify the basic concepts Ukrainian business language: 30%.

S2. Prepare a public speech using novelty, problematic situations and adhering to the etiquette of communication: 30 %

S3. Creation of texts of business documents: 40 %.

Learning resources

Key texts:

1. Didenko A.N. (2010) Suchasne dilovodstvo : posibnyk. [Modern paperwork: a guide.]. 6-te vyd., pererob. i dopov. Kyiv : Lybid', 480 p. [in Ukrainian].
2. Zahnitko A.P., Danylyuk I.H. (2007) Ukrayins'ke dilove movlennya : profesiynе i neprofesiynе spilkuvannya. [Ukrainian Business Broadcasting: Professional and Non-Professional Communication] DP Donets'k: TOV VKF "BAO", 480 p. [in Ukrainian].
3. Kosenko N.Ya., Vakulenko T.M. (2010) Suchasne ukrayins'ke dilove movlennya : navchal'nyy posibnyk dlya VNZ. [Modern Ukrainian Business Broadcasting: A Textbook for Universities]. Kharkiv : Shkola, 416 p. [in Ukrainian].
4. Pentylyuk M.I., Marunych I.I., Haydayenko I.V. (2011). Dilove spilkuvannya ta kul'tura movlennya : navch. posib. [Business Communication and Speech Culture: A Tutorial]. Kyiv : Tsentr uchbovoyi literatury, 224 p. [in Ukrainian].
5. Suchasne dilovodstvo : zrazky dokumentiv, dilovyy etyket, informatsiya dlya dilovoyi lyudyny. [Modern paperwork: sample documents, business etiquette, information for the business person]. [ukl. N.H. Horholyuk, I.A. Kazimirova ; za red. V.M. Britsyna]. Kyiv : Dovira, 2010. 687 p. [in Ukrainian].
6. Shevchuk S.V. (2010) Dilove movlennya : modul'nyy kurs : pidruchnyk. [Business Speaking: Modular Course: Textbook]. Kyiv : Ariy, 2010. 270 p. [in Ukrainian].

Key web-based and electronic resources:

www.nbuv.gov.ua – National Library of Ukraine Vernadsky

www.lib.uzhnu.edu.ua – Uzhgorod University Scientific Library

www.scholar.google.com.ua – Google Academy

www.journlib.univ.kiev.ua – The Electronic Library of the Institute of Journalism

2 year

Your faculty or university:

Department of Journalism, Uzhhorod National University

Study Programme: Journalism

Module Code	CC1	Level	7 (bachelor)	Module Title	History and Culture of Ukraine

Credits ECTS	4	Year	2	Weeks	2 nd semester (18 weeks)
Main campus location				UzhNU Educational and Laboratory Building	

Commence	February 2021	Briefing	February 2021
Module leader /s	Nelia Svitlyk	Lecturers	Nelia Svitlyk
Pre-requisite or co-requisite		Theory and Practice of Journalism History of Ukrainian Journalism History of Foreign Journalism Basics of Mass Communication	

Total hours	120
Class Contact Time	50
Independent study time	70

Description of the module	
<p>The module is "History and Culture of Ukraine" counted on 2 semesters of 2 of studies and includes the study of base major aspects of Ukrainian history. The module acquaints students with the basic stages of Ukrainian history and Ukrainian culture. Gives understanding of features of historical events and connections of those or other historical phenomena, for the sake of forming of complex idea about the past of the Ukrainian people. The primary educational and educator purpose of discipline consists in conditioning for the conscious orientation of young man in the modern world, society, forming for her corresponding active social and public positions, increase of level of spiritual culture, culture of communication and activity for an assistance to their socialization, active plugging in sociopolitical and economic life of society, preparation to future professional activity. Students study to operate historical data, to estimate historical weight of separate events, characterize the role of personalities in history.</p> <ol style="list-style-type: none"> 1. Civilizations are on territory of Ukraine. 2. Origin and bloom of Kyiv Rus. Galychyna-Volyn principality. 3. Ukrainian earth in the end XVII - XVIII of century 4. New and newest history and culture of Ukraine. 5. Ukrainian earth is in the conditions of national revival. 6. A fire war and revolution : the Ukrainian national liberation competitions. 9. Ukraine the day before and in the years of Second world war. 10. Contradictory life in soviet Ukraine (1945-1985). 11. Ukraine is in time of independence. 	
Module Aims	
What You Will LEARN?	What You DO? Teaching and learning activities?

<p>Students study :</p> <ol style="list-style-type: none"> 1 Appearance of the first man on territory of Ukraine and distribution here of the oldest civilizations. 2. Basic stages of origin and bloom of Kyiv Rus and Galychina-Volyn principality. 4. Appearance of the cossacks, cossack-peasant revolutions. 5. Position of Ukrainian earth in the end XVII - XVIII of century 6. Basic stages of new and newest history and culture of Ukraine. 7. Ukrainian earth is in the conditions of national revival 8. The Ukrainian national liberation competitions are in time of wars and revolutions. 9. Ukraine the day before and in the years of Second world war. 10. Basic events are in soviet Ukraine (1945-1985). 11. Ukraine is in twenty-four hours. 	<ol style="list-style-type: none"> 1. Studying of the recommended literature (textbooks, manuals, scientific works, directories), its critical comprehension and supplementing of information with the results of own scientific search; 2. Discussion and analysis of the studied material in practical classes, analysis of discussion and analysis of the worked out material are on practical employments, analysis of modern historical tendencies and discussions in the context of the mastered concepts and phenomena; Preparation and implementation of independent work are and colloquiums on the read historical literature; Preparation and presentation of work for to bases of the Ukrainian spiritual culture; Writing of module.
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<p>Learning Outcomes. Intended Learning Outcomes upon successful completion of Module:</p> <ol style="list-style-type: none"> 1. Forming of historical knowledge, development of the historical thinking that envisages common understanding of historical process in his variety and contradiction 2. Application of historical knowledge and acquired abilities; 3. Understanding of basic historical periods of becoming of the phenomenon of the Ukrainian culture, by conformities to law of her functioning and development; 4. The students of the deep understanding of fundamental concepts and categories of the Ukrainian culture have forming; 5. Capture of culturological analysis modern methods; 6. understanding of tendencies of modern sociocultural transformations is in the Ukrainian culture; 7. Reparation to conscious active voice in public life of the Ukrainian state, realization of her role and place in Europe and world of forming of відповідності for the fate of Ukraine, Europe and. 	<p>Indicative Deliverables:</p> <p>to Give the compressed description to the historical figures, sights of culture, to expose their value and place in a historical process.</p> <p>to Analyse and summarize the historical phenomena and events, determine their essence, reasons, values.</p> <p>to Set copulas at an analysis and estimated historical facts and events, to determine main and secondary, objective and subjective, to give determination to the historical concepts.</p> <p>Independently to work over historical documents, scientific, popular scientific and certificate literature.</p> <p>to Expose on the basis of historical facts the features of history of different regions of Ukraine, their specific and most personal touches.</p> <p>to Estimate events and activity of people in a historical process from position of common to all mankind values.</p> <p>-to Use scientific terminology.</p> <p>to Analyse the main stages of development, conformity to law of functioning and becoming of Ukrainian</p>
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<p>Assessment and feedback</p> <p>Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.</p>

To deepen the knowledge of various aspects of Basics of Journalism students perform the following formative exercises:
 For deepening of knowledge of different aspects "History and culture of Ukraine" students execute such forming exercises:

F1. Preparation to practical employments and participating in a public discussion in an audience (from February to May for 4 hours for a week) - at most 30 %.

F2. Preparation and live performance with independent work of (February is March) are 20 % ;

F3. Current (intermediate) module control work from the obtained knowledge - at most 50 %;

F4. Preparation and live performance with independent work colloquium on the read historical literature (April is May) - 20 %;

F5. Current (intermediate) module control work from the obtained knowledge, colloquium on knowledge of terminology and DATS - at most 50 %.

Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.

The final evaluation of the module is formed by adding the current assessment, as well as:

S1. Handing over and public defence of independent work – 20%.

S1. Writing of module control works – 30%.

S3. To handing over of final verbal exam from all material of course – 50%.

Learning resources

Key texts:

1. Boiko O. D. Istoriiia Ukrainy : navchalnyi posibnyk. K., 2007.
2. Bokan V., Polovyi L. Istoriiia kultury Ukrainy. Kyiv, 2002.
3. Vysotskyi O. Yu. Istoriiia ukrainskoi kultury: Navchalnyi posibnyk. Dnipropetrovsk, 2009.
4. Vytkalov V.H., Mytrovka M.M. Ukrainska kultura: Navchalno-metodychnyi posibnyk. Rivne, 2001.
5. Hrechenko V.A., Chornyi I.V., Kushneruk V.A., Ryzhko V.A. Istoriiia svitovoi ta ukrainskoi kultury: Pidruch. dlia vyshch. zakl. osvity. K.: Litera, 2000. 464s.
6. Hrytsak Ya. Narysy istorii Ukrainy. Formuvannia modernoi uk-ra-inskoi natsii. K.
7. Istoriiia svitovoi ta ukrainskoi kultury: Pidruchnyk dlia vyshch. zakl. svity / V.A. Hrechenko ta in. K., 2005.
8. Istoriiia Ukrainy (dlia studentiv vsikh bakalavrskykh napriamiv) : navchalnyi posibnyk. Vinnytsia , 2008.
9. Istoriiia Ukrainy . Lviv, 2002.
10. Istoriiia Ukrainy : navchalno-metodychnyi posibnyk dlia seminar skykh zaniat.K. , 2006.

Key web-based and electronic resources:

- <http://www.lib.uzhnu.edu.ua/>– Uzhgorod University Scientific Library
- library.ukma.kiev.ua– Scientific Library of the National University "Kyiv-Mohyl. Academy".
- lsl.lviv.ua – Lviv National Scientific Library named after V. Stefanyk.
- nbuv.gov.ua – Volodymyr Vernadsky National Library of Ukraine.

Your faculty or university

Department of Philosophy, Uzhhorod National University

Study Programme : Journalism

Module Code	CC3	Level	7 (Bachelor)	Module Title	Philosophy
Credits ECTS	3	Year	2	Weeks	17
Main campus location				UzhNU Educational and Laboratory Building	

Commence	March	Briefing	March
Module Lead/s	Angelica Derbak	Lecturers	Angelica Derbak
Pre-requisite or co-requisite		History of Ukraine Medialinguistics Politology Theory and Practice of Journalism	

Total hours	90
Class Contact Time	44
Independent study time	46

Description of the module
<p>The Philosophy module is taught to journalist students in the first semester of the second year of study. "Philosophy" is a necessary component of educational and professional training Programmes for specialists in Bachelor of Science Degree 06 Journalism. develops skills to think more "competently", develops critical thinking to their own and others' thoughts. The study of philosophy shapes students' ideological and methodological training, intellectual skills that will allow them to comprehensively approach analysis and solving problems of future professional activity. Based on the accumulated historical experience of mankind, developed methodological principles and focus on of the unconditional value of the human personality, the discipline "Philosophy" promotes the formation of an educated specialist in the university, able to work in the conditions of professional mobility, able to move away from stereotypes and offer new ideas and solutions. The course is designed for learning, development and awareness fundamental philosophical questions of scientific knowledge and their practical application in the field of information activity, social and behavioral sciences and contemporary work in society. The training module gives the future specialist the ability to think abstractly; the ability to think independently and to preserve the process of thinking in situations of uncertainty; the ability to think critically and form their own point of view; ability to apply knowledge in practical situations; the ability to learn and master modern knowledge (the ability to learn throughout life); the ability to act socially responsible and consciously; ability to adapt and act in a new situation; ability to generate new social and scientific and technical ideas (creativity); ability to search intelligently; ability to create and perceive innovations; social responsiveness and communicative competence.</p>
Module Aims

What You Will LEARN?	What You DO? Teaching and learning activities?
<p>Students will study the following major blocks of Philosophy: the subject and functions of philosophy; worldview and its historical types; the genesis of philosophy and its relation to other types of worldview; specificity and structure of philosophical knowledge; the main range of philosophical problems; categorical definitions of being; the development of ideas about matter in the history of philosophy; philosophical aspects of the problem of movement; modern concepts of space and time; historical forms of dialectic; alternatives to dialectics; the basic principles of dialectics and the content of the basic laws of dialectics; the content of the paired categories of dialectics; specifics of philosophical approach to cognition; peculiarities of the object and object of knowledge; basic principles of cognition, levels and forms of cognition; interpretation of the problem of practice in philosophy; existing in the philosophy of the concept of truth; essence of global problems, causes of their occurrence, consequences.</p>	<p>Integrated methods will be used during the training: organization and implementation of educational and cognitive activities and methods of motivation and stimulation of learning activities. Students will perform self-directed work in order to deepen their understanding of the specifics of the training module. Before the practical classes, students should study the recommended literature (textbooks, manuals, scientific papers, reference books), and critically comprehend it. Discussion of the learned material in practical classes, analysis of situations in the context of the acquired knowledge.</p>

Learning Outcomes (Intended Learning Outcomes upon successful completion of Module)	Indicative Deliverables
<p>As a result of studying the discipline "Philosophy" the student should be able to:</p> <p>a) at the practical level:</p> <ul style="list-style-type: none"> - to express their worldview; - apply the acquired knowledge in the process of scientific and practical (professional) activity; - to be well-guided in the primary sources and basic modern philosophical literature; <p>b) at the subject-mental level:</p> <ul style="list-style-type: none"> - logically formulate and substantiate their outlook; - analyze problems and processes. related to public life; 	<p>After mastering the module of Philosophy, the student must acquire the following competencies: to distinguish and identify the specifics of different types of outlook; to connect common philosophical problems in solving problems in various fields of modern science; to make comparative analysis of philosophical and concrete scientific interpretation of being; to analyze the structure, signs and basic functions of consciousness; give specific examples of real-world findings of dialectics in complex analysis problems of the human psyche; distinguish between metaphysical and dialectical concepts of world development; give</p>

<ul style="list-style-type: none"> - have the techniques of conducting discussions, polemics, dialogue; c) at the productive-synthetic level: - to form their own position on current problems of the present; - to summarize the necessary literature, primary sources; - make predictions about the further development of legal, political, economic and other processes; - a priori to synthesize acquired knowledge from professional and humanitarian disciplines into a holistic worldview and worldview. 	<p>concrete examples of real-world manifestations of metaphysics in the analysis of society's problems; outline the conditions, opportunities and levels of knowledge, its varieties and forms; explain the difference between sensory and rational levels of cognition; identify the difference between truth and truth, and the complex connection between truth and knowledge and knowledge; to give classification and philosophical analysis of the global problems of the present, distinguish between socio-political and economic means of solving them; to give classification and philosophical analysis of global problems of the present, to distinguish between socio-political and economic means of solving them.</p>
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Assessment and feedback
<p>Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.</p>
<p>In order to deepen their knowledge of various aspects of Philosophy, students perform the following formative exercises:</p> <p>F1. Preparation of a scientific essay and participation in discussions on practical classes on the thematic plan (September-November) - maximum 10 points (%) for each lesson;</p> <p>F2. Get ready and take part in the discussion (October - December) - 10 points (%).</p> <p>F3. Write your own essay on the basic concepts for the application of the laws of philosophy in society (September, October) - 10 points (%)</p> <p>F4. Philosophy Primary Source Analysis and Practical Public Speaking (October) - 10 points (%)</p> <p>F5. Analysis of contemporary philosophical texts in print media, radio, television and online journalism (November) - 10 points (%)</p>
<p>Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.</p>
<p>The final evaluation of the module is formed by adding an ongoing assessment and performing the following practical tasks:</p> <p>S1. The total modular colloquium with elements of tests for knowledge of basic concepts and phenomena of the training course (December) - 10 points (%).</p> <p>S2. Prepare and present publicly your own philosophical essay using Modern Philosophy (December) - 20 points (%).</p> <p>S3. Preparation, presentation and logical presentation of the collective discussion material on the problems of social philosophy; December - 20 points (%).</p>

Learning resources
<p><i>Key texts:</i></p>

1. Philosophy: Tutorial (for 2 year students). Ed. Radionova L. A . Kharkiv, 2006. - 142 p.
<http://eprints.kname.edu.ua/15089/1/%D0%A4%D0%9B%D0%9E%D0%A1%D0%9E%D0%A4%D0%AF.pdf>
2. Kyruchok OI. B. Philosophy: A textbook for university students. Poltava, 2010. 381 p.
https://www.umsa.edu.ua/storage/kf_filosof/files/6oT7nwlclKZyC3ZHNzJiiY3pCdIpyB6hP2Yij8SN.pdf
3. Philosophy: textbooks for students / Plachtiy M, Sulatitska V. Kamianets-Podilskyi: Kamianets-Podilskyi Ivan Ogiyenko National University, 2019. 58 p. <http://history.kpnu.edu.ua/wp-content/uploads/sites/2/2019/07/filosofii-navchalno-metodychnyi-posibnyk-014-peretvoreno.pdf>

Key web-based and electronic resources:

<http://www.lib.uzhnu.edu.ua/> – Uzhgorod University Scientific Library
library.ukma.kiev.ua – Наукова бібліотека Національного університету «Кієво-Могилянська академія».
isl.lviv.ua – Scientific Library of the National University "Kyiv-Mohyl. Academy".
isl.lviv.ua – Lviv National Scientific Library named after V. Stefanyk.
<https://mediavista.com.ua/about-us> - Media Vista multimedia platform

Your faculty or university: Department of Journalism, Uzhhorod National University					
Study Programme: Journalism					
Module Code	CC7	Level	7 (Bachelor)	Module Title	Theory and Practice of Radio Journalism
Credits ECTS	10	Year	2	Weeks	35
Main campus location				UzhNU Educational and Laboratory Building	

Commence	September 2020	Briefing	September 2020
Module Lead/s	Valerii Kovach	Lecturers	Valerii Kovach
Pre-requisite or co-requisite		Basics of Journalism Medialinguistic Practicum on Pronunciation Norms of Accentuation in Journalistic Practice Theory and Practice of Print Journalism	

Class Contact Time	134 hours: 4 hours a week
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Independent study time	136 hours
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Description of the module	
<p>The module "Theory and Practice of Radio Journalism" is designed for 2 semesters of study and is intended to reveal the basic principles of radio industry functioning, to give information on both the theory of radio journalism and the practice of journalistic activity. Within the course the basic terms of radio journalism, history of radio formation, genre system of radio broadcasting, specifics of expressive means of radio, features of work and editing of radio programmes are studied. Students are introduced to the basic principles and principles of modern radio journalism, the specifics of the operation of radio in the media system, in particular in the current conditions of active development of electronic communication, convergent editions.</p>	
Module Aims	
What You Will LEARN?	What You DO? Teaching and learning activities?
<p>Students learn the basic principles of radio functioning as a media and communication, the principles of production activity and the specifics of journalistic creativity; modern requirements for the production and distribution of content by various communication means within the existing information space; optimally apply the theoretical knowledge acquired in practice.</p>	<p>Development of the recommended literature (textbooks, manuals, proper scientific works, directories), its critical comprehension and supplementation of information with the results of one's own scientific search. Search for topics, their development within the limits of the student edition of radio broadcasting, organization of production process, writing of materials, their reading, editing and broadcasting. Mastering the process of producing multi-genre programmes on the radio.</p>

<p>Learning Outcomes. Intended Learning Outcomes upon successful completion of Module: Mastering the basic concepts and specific terms of radio production, structure, basic facts and processes of functioning of information radio space; understanding the specifics of the functioning of creative teams on the radio; main stages in the organization of creative and production process for the production of audio products</p>	<p>Indicative Deliverables: Ability to work in a team in different roles. Formation skills of the previous and final layout of the programme; organization of the creative and production process of creating programmes, and their distribution. Content search and processing skills for content creation. To have the structure of journalistic material. Create and edit your own materials.</p>
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Assessment and feedback
<p>Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.</p>
<p>To deepen the knowledge of various aspects of radio journalism within the student television and radio center students: F1. Organized into the student edition of television broadcasting.</p>

F2. They are engaged in the search and development of topics for filling their own production. F3. They create journalistic texts for radio. F4. Mount material. F5. Aired.
Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.
Final evaluation of the module is formed from: S1. Tests to test students' knowledge of the basic concepts of the module: 20%. S2. Production of collective media product, presentation of its audience: 80%.

Learning resources	
1.	<i>Lyzanchuk V. V. Osnovy radiozhurnalistyky: Pidruchnyk. K. , 2006. 628 s.</i>
2.	<i>Nahorniak M. Informatsiine movlennia Natsionalnoi radiokompanii Ukrainy : monohrafiia. K. : Vydavnytstvo LVK, 2008. 132 s.</i>
3.	<i>Penchuk I.L. Radiozhurnalistyka: osnovni zasady funktsionuvannia. Zaporizhzhia, 2004. 238 s.</i>
4.	<i>Smyrnova, E. A. Zarubezhnye audyovyzualnye SMY : ucheb.-metod. kompleks. Mynsk : BHU, 2017. 163 s.</i>
5.	<i>Fykhtelyus Эрык. Desiat zapovedei zhurnalistyky / Perevod so shvedskoho Veronyky Menzhun. – M., 1999.</i>
Key web-based and electronic resources: lib.uzhnu.edu.ua – Naukova biblioteka Uzhhorodskoho universytetu ibrary.ukma.kiev.ua – Naukova biblioteka Natsionalnoho universytetu «Kyievo-Mohylianska akademiia». Isl.lviv.ua – Lvivska natsionalna naukova biblioteka imeni V. Stefanyka. nbuv.gov.ua – Natsionalna biblioteka Ukrainy imeni V. I. Vernadskoho.	

Your faculty or university: Department of Journalism, Uzhhorod National University					
Study Programme: Journalism					
Module Code	SC 2.1	Level	7 (Bachelor)	Module Title	Modern Theories of Mass Communication
Credits ECTS	3	Year	2	Weeks	17 (III semester)
Main campus location				UzhNU Educational and Laboratory Building	

Commence	September 2020	Briefing	September 2020
Module Lead/s	Nataliia Tolochko	Lecturers	Nataliia Tolochko

Pre-requisite or co-requisite		Basics of mass communication Basics of journalism Theory and practice of journalism Medialinguistics	

Class Contact Time	44
Independent study time	46

Description of the module:	
<p>The module «Modern Theories of Mass Communication» is one of the main for future journalists to acquire communication skills. Within the module students deepen their knowledge about the nature of mass communication, study theories, models, hypotheses of mass communication, scientific schools and areas of research, methods of analysis of processes of mass communication, acquire knowledge about modern trends in mass communication, specificity of mass communication in PR, politics , propaganda and more. The study of the module is of practical importance, since the journalist belongs to professional communicators working in the mass communication environment.</p>	
Module Aims	
What You Will LEARN? (Що ви вивчаєте/ дізнаєтесь?)	What You DO? Teaching and learning activities?
<p>Students study basic theories, models, hypotheses of mass communication in the historical aspect and at the present stage; methods and technologies of influence on mass; current trends in mass communication; develop skills of analysis of mass communication phenomena in the context of known theories, models, hypotheses; skills for building effective mass communication at different levels.</p>	<p>Development of the recommended literature, independent search of scientific sources.</p> <p>Comparison of theories, models, hypotheses of mass communication. Discussion, analysis of messages, phenomena of mass communication according to the proposed criteria. Critical comprehension of own and other communicative product.</p> <p>Preparation of creative and collective creative projects that allow you to test the acquisition of theoretical knowledge (for example, creating journalistic texts for different types of audiences, holding thematic roundtables, discussions on given topics, simulating communicative situations with the introduction of roles of professional communicators, etc.).</p>

Learning Outcomes Intended Learning Outcomes upon successful completion of Module	Indicative Deliverables
	<p>Skills of comparative analysis of theories, models, hypotheses, phenomena of mass communication.</p>

<p>The study of basic theories, models, hypotheses of mass communication, awareness of the peculiarities of their development.</p> <p>Distinguishing and analyzing the phenomena of mass communication, communication technologies in different spheres (journalism, politics, advertising, PR, etc.).</p> <p>Ability to use the acquired knowledge of modern theories of mass communication in the construction of effective communications.</p> <p>Ability to create a quality media product independently and in groups.</p>	<p>The skills of planning and implementation of communication strategies and tactics adequate to the goals, objectives of mass communication.</p> <p>Ability to prepare media texts for mass audiences, depending on the purpose and communication tools, skills in predicting the audience response to an information product or promotion.</p> <p>Ability to apply theoretical knowledge to professional activity.</p>
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Assessment and feedback
<p>Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.</p>
<p>F1. Prepare and present examples of effective and ineffective mass communication to the audience. Identify reasons for success and failure, and suggest ways to improve performance.</p> <p>F2. Create different types of information messages (for different communication situations) with one information drive.</p> <p>F3. To carry out the analysis of mass communication acts according to the proposed scheme of analysis.</p> <p>F4. Participate in a discussion of theories that explain the positive and negative impact of media on consumers. Prepare examples of such impact.</p>
<p>Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.</p>
<p>S1. Answer test questions to test basic mass communication theories: 20%.</p> <p>S2. Prepare and deliver a free speech to the audience: 30%</p> <p>S3. Prepare (on your own or in a group) a media project on modern mass communication theories and present it to the audience: 50%.</p>

Learning resources
<p><i>Key texts:</i></p> <p>Brayant Dzh, Tompson S. (2004) <i>Osnovy vozdeystviya SMI [Fundamentals of media effects]</i>. M.: Izdatel'skiy dom «Vil'yams». 432 s.</p> <p>Zrazhevskaya N. I. (2010) <i>Komunikatsiini tekhnolohii: lektsii [Communication technologies: lectures]</i>. Cherkasy: Brama-Ukraina. 224 s.</p> <p>Kvit S. (2018) <i>Masovi komunikatsii [Mass communication]</i>. Druhe vydannia, vypravlene i dopovnene. Kyiv: Vydavnychiy dim «Kyievo-Mohylianska akademiia». 352 s.</p> <p>Mak-Kveil D. (2010) <i>Teoriia masovoi komunikatsii [Theory of mass communication]</i>. Lviv: Litopys. 538 s.</p> <p>Rizun V. V. <i>Teoriia masovoi komunikatsii: pidruchik [Mass communication theory: a textbook]</i>. K.: Vydavnychiy tsentr «Prosvita». 260 s.</p>

Key web-based and electronic resources:
 Uzhgorod University Scientific Library. URL: lib.uzhnu.edu.ua
 Google Scholar. URL: scholar.google.com.ua
 Media literacy. URL: osvita.mediasapiens.ua
 Media criticism. URL: www.mediakrytyka.info
 Telecritic. URL: www.telekritika.ua.

Your faculty or university:
 Department of Journalism, Uzhhorod National University

Study Programme: Journalism

Module Code	SC2.1	Level	7 (Bachelor)	Module Title	Debating in Journalism
Credits ECTS	3	Year	2	Weeks	3rd semester, 17 weeks
Main campus location				UzhNU Educational and Laboratory Building	

Commence	September 2020	Briefing	September 2020
Module Lead/s	Yaroslava Shebeshtian	Lecturers	Yaroslava Shebeshtian
Pre-requisite or co-requisite		Theory and practice of Journalism Fundamentals of Scientific Research in Mass Communication Mediastylistics Medialinguistics Mediatext studies Media Professionals' Speech Culture Literary Editing in Mass Communication Basics of Rhetoric	

Class Contact Time	44 hours: 3 hours for a week
Independent study time	46 hours

Description of the module

The module "Debating in Journalism" is designed for 1 semester (17 weeks) of study and provides a comprehensive study of the specifics of controversy in media practice. The course includes an overview of the core concepts of modern debate theory, detailed information on tools, techniques, forms, results of discussion activities in the field of journalism. The peculiarities of the lingual-paralinguous features of polemical communication are explored and

their manifestation in various media. The main topics of the module are covered in lectures and laboratory-practical forms.

Module Aims

What You Will LEARN?	What You DO? Teaching and learning activities?
<p>Students study the specifics of debating in contemporary journalistic practice, identifying the basic tools and techniques of controversy in different types of media. Learn about classic and up-to-date discussion resources; learn to debate professionally.</p>	<p>Development of the recommended literature (textbooks, manuals, proper scientific works, directories), critical comprehension of it and supplementation of information with the results of one's own scientific search. Discussion of the processed material in the laboratory-practical form, analysis of modern polemical journalistic practice in the media. Methods of empirical verification, comprehension, and assimilation of theoretical information are students' work on individual tasks (preparation for participation in the debate, selection of factual material for discussion, etc.) and collective creative projects (eg, preparation of student debates on a topical topic).</p>

<p>Learning Outcomes. Intended Learning Outcomes upon successful completion of Module: Mastering the core concepts of modern debate theory, understanding their expression in the media. Knowledge of ways to achieve the effectiveness of the controversy. Ability to effectively use a variety of lingual-paralingual resources during the discussion. Ability to engage in debate, persuade, demonstrate thinking flexibility, empathy, etc.</p>	<p>Indicative Deliverables: Ability to prepare for debate independently, to properly select lingual-paralingual tools of polemics. Skills for critical analysis of information and its peculiarities in the polemical process. Understanding the close relationship between effective implementation of journalistic objectives and the effectiveness of media debate. The ability to professionally evaluate media polemics, to be a debater. Communication skills, teamwork.</p>
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Assessment and feedback

Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.

To deepen the knowledge of various aspects of debating in journalism, students do the following formative exercises:

F1. Identify examples of debates in the modern information space, establish tools and techniques involved, evaluate performance.

F2. Perform a comprehensive lingual analysis of media discussion according to the proposed scheme.

F3. To suggest the idea of student debate, to formulate a problem and topic, to prepare an argument.

F4. Discuss proposed ideas, prioritize.

Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.

Final evaluation of the module is formed from:

S1. Tests on students' knowledge of the basic concepts of debate theory, understanding the implementation of the tools and techniques of polemics in journalistic practice: 20%.

S2. Scientific essay on lingual-paralingual features of debates in contemporary Ukrainian media: 30%.

S3. Participate in student debate: 50%.

In order to improve the quality of the module, a final discussion with students of the main aspects (content, form, tasks, assessment) of the course, written feedback is provided.

Learning resources

Key texts:

Matsko, L. I., Kravets, L. V. (2007), *Kultura ukrainskoi fakhovoi movy* [Culture of the Ukrainian professional language], Akademiia, Kyiv [in Ukrainian].

Matsko, L. I., Matsko, O. M. (2003) *Rytoryka* [Rhetoric], Vyshcha shkola, Kyiv [in Ukrainian].

Ponomariv, O. (2008), *Kultura slova* [The word culture], Lybid, Kyiv [in Ukrainian].

Radevych-Vynnytskyi, Ya. (2006), *Etyket i kultura spilkuvannia* [Etiquette and culture of communication], Znannia, Kyiv [in Ukrainian].

Shapovalova, H. V., Shebeshtian, Ya. V. (2016), *Teoretyko-praktychni pytannia tekstoznavstva* [Theoretical and practical issues of textual studies], Grazhda, Uzhhorod [in Ukrainian].

Suchasna ukrainska literaturna mova [Modern Ukrainian literary language] / za red. A. P. Hryshchenka (1997), Vyshcha shkola, Kyiv [in Ukrainian].

Ukrainska mova: Entsyklopediia [Ukrainian language: Encyclopedia], (2004), *Ukrainska entsyklopediia*, Kyiv [in Ukrainian].

Key web-based and electronic resources:

lib.uzhnu.edu.ua – Uzhhorod University Scientific Library.

library.ukma.kiev.ua – Scientific Library of the National University "Kyievo-Mohylianska akademiia".

isl.lviv.ua – Lviv National Scientific Library named after V. Stefanyk.

nbuv.gov.ua – Vernadskyi National Library of Ukraine.

Your faculty or university :

Department of Journalism, Uzhhorod National University

Study Programme : Journalism

Module Code	CC16	Level	7 (bachelor)	Module Title	History of Foreign Journalism
Credits ECTS	10,5	Year	2,3	Weeks	52

Main campus location				Educational and laboratory building of Uzhhorod National University	

Commence	September 2020	Briefing	September 2020
Module Lead/s	Olesia Barchan	Lecturers	Olesia Barchan
Pre-requisite or co-requisite		Theory and Practice of Print Journalism Theory and Practice of Radio Journalism Theory and Practice of television journalism International journalism History of Ukrainian Journalism Foreign Language	

Class Contact Time	154 hours III semester - 44 hours IV semester - 50 hours V semester - 60 hours
Independent study time	161 hours III semester - 50 hours IV semester - 51 hours V semester - 60 hours

Description of the module	
<p>The module "History of Foreign Journalism" forms the knowledge of students about the most important phenomena and processes in the history of mass communication from ancient times to the seventeenth century, the prerequisites for the development of means of communication before the advent of journalism and the emergence of the first media. The module also includes a set of topics on the historical features of the journalist's development from the 17th to the present period in different regions of the world. Information is provided on the socio-political, cultural, technical prerequisites for the emergence and functioning of the print press, radio and television journalism, the role of prominent journalists, publicists, public figures in the fight for freedom of expression and press, the impact of journalism on the development of social progress. The module "History of Foreign Journalism" is divided into three parts: from birth to the XVII century; XVII - beginning. Twentieth century .; Twentieth century - to the present.</p>	
Module Aims	
What You Will LEARN?	What You DO? Teaching and learning activities?
The study of the historical features of the emergence and development of means of communication before the advent of	Developing recommended literature, own search for scientific sources. Preparation and presentation of processed results on the

journalism and mass media of the ancient period, the Middle Ages, the Renaissance, the Reformation, the Enlightenment and Modern times, and to this day in Europe. Students learn the prerequisites for the emergence of journalism and the specifics of its development in America, Asia and Africa. The newest processes in journalism, development of new media, legal, socio-cultural and economic problems of functioning of journalism in the modern world are studied.	topics studied. Development of original journalistic texts of authors of different historical periods and their analysis. Investigation of journalistic works different historical periods, analysis of precedent texts. Discussion of the specific impact of historical processes on the development of media in different regions of the world at different times. Preparation and publication of creative projects on the topics studied.
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<p>Learning Outcomes Intended Learning Outcomes upon successful completion of Module</p> <p>The mastery of the most important events and phenomena in the history of foreign journalism from the birth of Paleolithic mass media to the newest media of the 21st century. Knowledge of the most prominent publicists in the history of a foreign journalist and their journalistic works. Understanding the features of the emergence and spread of book printing in different countries of the world. Knowledge of the development of the media of the Middle Ages, the Renaissance and the Reformation in Europe and other regions of the world, the Enlightenment and Modern times, until the end of the Second World War in Europe, Asia, America and Africa; Orientation in the processes of development of mass media of different countries of the world from the middle of the twentieth century to the present. Understand the impact of historical events on journalism and vice versa. Knowledge of the history of the fight for free speech in different regions of the world.</p>	<p>Indicative Deliverables:</p> <p>Know and distinguish the main trends in the development of foreign journalism. Scientifically correct to interpret the main events and phenomena of the history of a foreign journalist. Independently analyze historical facts and processes that have influenced the development of journalism. Expertly study journalistic texts of authors of different historical eras. Apply successful experience in the history of the establishment and development of the media in their own professional activities. Use knowledge of foreign journalism history to create media publications.</p>
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Assessment and feedback	
Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.	
<p>F1. Prepare a summary study on the specifics of the studied historical period</p> <p>F2. To analyze the journalistic text of one of the authors of the studied historical period</p> <p>F3. Prepare a presentation on one or more media of the historical period under study</p>	

F4. Search and present the results of the use of world history knowledge in the creation of publications and television programmes.

F5. Participate in discussions about the impact of journalism on historical processes in different periods.

Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.

Final evaluation of the module is formed from:

S1. Tests for checking basic knowledge of foreign journalism history - 20%

S2. Analysis of journalistic works of different historical periods - 30%

S3. Creative project on a proposed topic in the history of foreign journalism - 50%

Learning resources

Key texts:

1. Bespalova A., Kornilov E., Korochenskyi A., Luchinskyi J., Stanko A. (2003) *Istoriia mirovoi zhurnalistiki* [History of foreign journalism]. M.: IKTS «Mart», Rostov n/D.: Izdatelskii tsentr «Mart». 432 s. [in Russian].
2. Huz A. (2007) *Istoriia zakhistu informacii v Ukraini ta providnikh krainakh svitu: Navchalnyi posibnik*. [History of information protection in Ukraine and the leading countries of the world: Tutorial]. K.: KNT. 260 s. [in Ukrainian].
3. Zhilenko I. (2010) *Istoriia zarubizhnoi zhurnalistyky (vid antichnosti do II pol. XVIII st.): Navchalnyi posibnik*. [History of foreign journalism (from antiquity to the second half of the eighteenth century). Tutorial]. Sumy: Vid-vo SumDU. 285 s. [in Ukrainian].
4. *Istoriia zasobiv masovoi informatsii. Vid kremenia do kremniu (1984)*. [Media history. From flint to silicon]. Turin: Gutenberg 2000. 208 s. [in Ukrainian].
5. Mikhajlov S. (2006) *Istoriia zarubezhnikh SMI: Uchebnoje posobie*. [History of foreign media: Tutorial] SPb.: Izd-vo Mikhajlova V.A. 256 s. [in Russian].
6. Sribniak I. (2013) *Istoriia zhurnalistiki (XVII – XX st.)*. Pidruchnik dlia studentiv vishchikh navchalnikh zakladiv. [History of Journalism (XVII - XX centuries). The textbook for university students]. K.: VPTS NaUKMA, Vid. dim «Kijevo-Mogilanska akademiia». 304 s. [in Ukrainian].
7. Fedchenko P. (1969) *Presa ta yii poperedniki. Istoriia zarodzhennia ta osnovni zakonomirnosti rozvitku*. [The press and its predecessors. History of origin and basic patterns of development]. K.: Naukova dumka. 211s. [in Ukrainian].

Key web-based and electronic resources:

lib.uzhnu.edu.ua – Uzhgorod University Scientific Library

scholar.google.com.ua – Google Academy

Your faculty or university:

Department of Journalism, Uzhhorod National University

Study Programme: Journalism

Module Code	SC2.2	Level	7 (Bachelor)	Module Title	Norms of Accentuation in Journalistic Practice
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Credits ECTS	3,5	Year	2	Weeks	4 th semester, 18 weeks
Main campus location				UzhNU Educational and Laboratory Building	

Commence	February 2021	Briefing	February 2021
Module Lead/s	Galyna Shapovalova	Lecturers	Galyna Shapovalova Vasyl Putrashyk
Pre-requisite or co-requisite		Theory and practice of Journalism Orthoepic Practice Mediastylistics Medialinguistics Media Professionals` Speech Culture Literary Editing in Mass Communication Basics of Rhetoric	

Class contact time	52 hours: 3 hours a week
Independent study time	53 hours

Description of the module	
<p>The module “Norms of Accentuation in Journalistic Practice” is designed for 1 semester (18 weeks) of study and provides for a comprehensive study of journalistic speech in the aspect of accentuation norms of Ukrainian literary language. The course draws on the core concepts of orthoepia and includes details on principles and rules of emphasis. The peculiarities of the journalist's oral speech, the role of orthoepic norms, typical accentuation violations and ways of their elimination are revealed. The main topics of the module are covered in lectures and laboratory-practical forms.</p>	
Module Aims	
What You Will LEARN?	What You DO? Teaching and learning activities?
<p>Students elaborate on the specifics of contemporary Ukrainian accentuation, comprehend its importance in journalistic activity, study the types of violations and ways of their elimination. They learn to publish perfect, in terms of accentuating norms, media text.</p>	<p>Development of the recommended literature (textbooks, manuals, proper scientific works, directories), critical comprehension of it and supplementation of information with the results of one's own scientific search. Discussion of the worked material in a laboratory-practical form, analysis of modern journalistic practice from the point of view of norms of emphasis. Methods of empirical verification, comprehension and assimilation of theoretical information are students' work on</p>

	the performance of individual tasks (analysis of audiovisual mass media in order to identify accentuation violations; creation and oral disclosure of their own texts of different journalistic genres) and collective creative projects (for example, preparing quality accentuation for a complete media product - radio and television programmes, etc.).
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<p>Learning Outcomes. Intended Learning Outcomes upon successful completion of Module:</p> <p>Mastering and deep understanding of patterns of modern Ukrainian accentuation, steady assimilation of existing norms. Awareness of their role in journalistic speech as a reference.</p> <p>Distinguishing different types of model violations, understanding ways to correct them. Ability to effectively use knowledge of accentuation norms in one's professional activity.</p> <p>Ability to create a quality journalistic product by yourself and in groups.</p>	<p>Indicative Deliverables:</p> <p>Ability to apply the rules of modern accentuation in their own journalistic practice. Independently prepare perfect, in terms of emphasizing, the media text of current topics for different types of media.</p> <p>Skills for critical analysis of journalistic speech in order to detect accentuation deviations. Understanding the close interrelation of all constituents of spoken language.</p> <p>Produced controlled professional broadcasting.</p> <p>Communication skills, teamwork.</p>
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Assessment and feedback	
Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.	
<p>In order to deepen their knowledge of different aspects of Ukrainian accentuation, students do the following formative exercises:</p> <p>F1. Identify accusatory violations of various types in the journalistic text, and propose options for their elimination.</p> <p>F2. Perform oral media analysis taking into account the partial differentiation of the accent rates.</p> <p>F3. Select several examples of live broadcasting by local and Ukrainian radio stations, compare them, and conclude on the level of compliance with the standards.</p> <p>F4. Create, qualitatively voice and record journalistic text, analyze it, discuss the results of work in a group.</p>	
Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.	
<p>Final evaluation of the module is formed from:</p> <p>S1. Tests for checking students' knowledge of basic norms of Ukrainian accentuation, understanding of their expression in journalistic practice: 20%.</p> <p>S2. Scientific essay on typical violations of the norms of accentuation in journalistic speech: 30%.</p>	

S3. Prepare an individual / collective media product in compliance with accentuation norms, present it to the audience: 50%.

In order to improve the quality of the module, a final discussion with students of the main aspects (content, form, tasks, assessment) of the course, written feedback is provided.

Learning resources

Key texts:

Bahmut, A. Y. (1980), *Intonatsiia yak zasib movnoi komunikatsii* [Intonation as a means of language communication], Naukova dumka, Kyiv [in Ukrainian].

Holovashchuk, S. I. (2003), *Slovnyk naholosiv* [Dictionary of stresses], Naukova dumka, Kyiv [in Ukrainian].

Orfoepichnyi slovnyk ukrainskoi movy: u 2 t. [Orthoepic Dictionary of Ukrainian: in 2 volumes] (2001-2003), Dovira, Kyiv [in Ukrainian].

Suchasna ukrainska literaturna mova [Modern Ukrainian literary language] / za red. A. P. Hryshchenka (1997), Vyshcha shkola, Kyiv [in Ukrainian].

Suchasna ukrainska literaturna mova [Modern Ukrainian literary language] / za red. O. D. Ponomareva (2001), Lybid, Kyiv [in Ukrainian].

Suchasna ukrainska mova: Fonetyka. Fonolohiia. Orfoepiia. Hrafika. Orfohrafiiia.

Leksykolojiia. Leksykohrafiiia [Modern Ukrainian: Phonetics. Phonology. Orthoepy. Graphics. Orthography. Lexicology. Lexicography] / O. I. Bondar, Yu. O. Karpenko ta in. (2006), Akademiia, Kyiv [in Ukrainian].

Vynnytskyi, V. (2002), *Ukrainska aktsentna systema: stanovlennia, rozvytok* [Ukrainian accent system: formation, development], Lviv [in Ukrainian].

Vynnytskyi, V. M. (1984), *Naholos u suchasnii ukrainskii movi* [Emphasis in modern Ukrainian], Kyiv [in Ukrainian].

Key web-based and electronic resources:

lib.uzhnu.edu.ua – Uzhgorod University Scientific Library.

library.ukma.kiev.ua – Scientific Library of the National University "Kyievo-Mohylianska akademiia".

sl.lviv.ua – Lviv National Scientific Library named after V. Stefanyk.

nbuv.gov.ua – Vernadskyi National Library of Ukraine.

Your faculty or university:

Department of Journalism, Uzhhorod National University

Study Programme: Journalism

Module Code	SC2.2	Level	7 (Bachelor)	Module Title	Problems of Emphasis in Media Speaking
Credits ECTS	3,5	Year	2	Weeks	4 th semester, 18 weeks
Main campus location				UzhNU Educational and Laboratory Building	

Commence	February 2021	Briefing	February 2021
Module Lead/s	Galyna Shapovalova	Lecturers	Galyna Shapovalova Vasyl Putrashyk
Pre-requisite or co-requisite		Theory and practice of Journalism Orthoepic Practice Mediastylistics Medialinguistics Media Professionals` Speech Culture Literary Editing in Mass Communication Basics of Rhetoric	

Class contact time	52 hours: 3 hours a week
Independent study time	53 hours

Description of the module	
<p>The module "Problems of Emphasis in Media Speaking" is designed for 1 semester of study and provides comprehensive consideration of typical and atypical deviations from the current standards, clarifying the causes and ways of elimination. The course deepens students' knowledge of the specifics of oral journalistic broadcasting, ways to increase its effectiveness. The actual factual material is analyzed, the types of normatives, their frequency and relationship with the type of audiovisual media (in terms of audience, number of participants, problems, territorial coverage, etc.) are found out. The main topics of the module are covered in lectures and laboratory-practical forms.</p>	
Module Aims	
What You Will LEARN?	What You DO? Teaching and learning activities?
<p>Students elaborate on the specifics of Ukrainian media speaking through the prism of observance and violation of spoken norms, reflect on the main types of violations, the possibilities of their correction and avoidance. They are learning how to create the perfect journalistic text in terms of accent.</p>	<p>Development of the recommended literature (textbooks, manuals, proper scientific works, directories), critical comprehension of it and supplementation of information with the results of one's own scientific search. Discussion of the worked material in the laboratory-practical form, analysis of modern journalistic practice through the prism of pronunciation norms. A way of practical verification, comprehension and assimilation of theoretical information is the work of students on individual tasks (selection of examples of violations, their analysis, taking into account the results in the creation and own text; preparation of media texts relevant issues for publication on radio or television) and collective creative (for example,</p>

	preparing quality media for promoting a holistic media product - radio programmes, etc.).
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<p>Learning Outcomes. Intended Learning Outcomes upon successful completion of Module:</p> <p>Deepening and supplementing the knowledge of the modern standard, the specifics of oral journalistic broadcasting. Awareness of the types of violations and their causes, understanding of ways to improve their own language and the role of the norm in professional media practice. Ability to identify and solve problems of accent in real journalistic activity. Ability to create a quality journalistic product by yourself and in groups.</p>	<p>Indicative Deliverables:</p> <p>Ability to effectively apply the modern standards in their own journalistic practice. Independently prepare perfect, in terms of emphasizing, the media text of current topics for different types of media. Critical analysis skills of journalistic speaking in order to detect anomalies. Understanding the close interrelation of all components of spoken language. Developing controlled professional speaking. Communication skills, teamwork.</p>
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Assessment and feedback	
Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.	
<p>In order to deepen their knowledge of the main issues of emphasis in contemporary journalistic practice, students do the following formative exercises:</p> <p>F1. Identify exacting standards in journalistic text, set their type.</p> <p>F2. Offer self-improvement options based on self-selected material.</p> <p>F3. Analyze oral media text in the light of current pronunciation standards.</p> <p>F4. To study samples of the journalistic broadcasting of local and Ukrainian mass media, to compare them, to conclude about the main problems of accent.</p> <p>F5. Create, qualitatively voice and record journalistic text, analyze it, discuss results of work in a group.</p>	
Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.	
<p>Final evaluation of the module is formed from:</p> <p>S1. Student proficiency tests of the modern spoken standard: 20%.</p> <p>S2. Scientific essay on the main problems of accentuation in the Ukrainian media: 30%.</p> <p>S3. Prepare an individual / collective media product in compliance with spoken norms, present it to the audience: 50%.</p> <p>In order to improve the quality of the module, a final discussion with the students about the main aspects (content, forms, tasks, assessment) of the course, written feedback is provided.</p>	

Learning resources	
<i>Key texts:</i>	

Bahmut, A. Y. (1980), *Intonatsiia yak zasib movnoi komunikatsii* [Intonation as a means of language communication], Naukova dumka, Kyiv [in Ukrainian].

Holovashchuk, S. I. (2003), *Slovnyk naholosiv* [Dictionary of stresses], Naukova dumka, Kyiv [in Ukrainian].

Orfoepichni slovnyk ukrainsskoi movy: u 2 t. [Orthoepic Dictionary of Ukrainian: in 2 volumes] (2001-2003), Dovira, Kyiv [in Ukrainian].

Suchasna ukrainska literaturna mova [Modern Ukrainian literary language] / za red. A. P. Hryshchenka (1997), Vyshcha shkola, Kyiv [in Ukrainian].

Suchasna ukrainska literaturna mova [Modern Ukrainian literary language] / za red. O. D. Ponomareva (2001), Lybid, Kyiv [in Ukrainian].

Suchasna ukrainska mova: Fonetyka. Fonolohiia. Orfoepiia. Hrafika. Orfohrafiiia. Leksykologhiia. Leksykohrafiiia [Modern Ukrainian: Phonetics. Phonology. Orthoepy. Graphics. Orthography. Lexicology. Lexicography] / O. I. Bondar, Yu. O. Karpenko ta in. (2006), Akademiia, Kyiv [in Ukrainian].

Vynnytskyi, V. (2002), *Ukrainska aktsentna systema: stanovlennia, rozvytok* [Ukrainian accent system: formation, development], Lviv [in Ukrainian].

Vynnytskyi, V. M. (1984), *Naholos u suchasni ukrainskii movi* [Emphasis in modern Ukrainian], Kyiv [in Ukrainian].

Key web-based and electronic resources:

lib.uzhnu.edu.ua – Uzhgorod University Scientific Library.
library.ukma.kiev.ua – Scientific Library of the National University "Kyievo-Mohylianska akademiia".
isl.lviv.ua – Lviv National Scientific Library named after V. Stefanyk.
nbuv.gov.ua – Vernadskyi National Library of Ukraine.

Your faculty or university:

Department of Journalism, Uzhhorod National University

Study Programme: Journalism

Module Code	SC2.3	Level	7 (Bachelor)	Module Title	History of Transcarpathian Journalism
Credits ECTS	5,5	Year	2	Weeks	3, 4 semesters (35 (17+18) weeks)
Main campus location				UzhNU Educational and Laboratory Building	

Commence	September 2020	Briefing	September 2020
Module Lead/s	Yuriy Bidzilya	Lecturers	Yuriy Bidzilya
Pre-requisite or co-requisite		Basics of Journalism Theory and Practice of Journalism	

	History of Ukraine Medialinguistics Basics of literary creativity
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Total hours	165
Class Contact Time	80
Independent study time	85

Description of the module	
<p>The module "History of Transcarpathian Journalism" is taught to students for two semesters in the second year and includes the study of media development in the westernmost region of Ukraine. The peculiarity of functioning of Transcarpathian journalism is that over the last 70 years the region has been part of seven different states and state entities. The main stages of the history of journalism in Transcarpathia are given. Students are introduced to the birth of the press ("Church Newspaper" edited by Ivan Rakovsky) in the Austro-Hungarian Empire. The struggle of the print media against the policy of the Hungarian assimilation of the Ukrainian population of Transcarpathia (the newspapers "Svit", "Owl"), the development of Transcarpathian media in different languages and for different ethnic groups (Ukrainians, Hungarians, Czechs, Slovaks, Russians, Jews and others). ; we investigate the causes of the rise of local journalism during the Czechoslovak Republic, analyze the development of the media during the Carpathian Ukraine, the media in the occupation of Transcarpathia by Hungary in 1939. We notice the main problems of the Soviet period of functioning of the Transcarpathian mass media, the disappearance of the multiparty press, the repression against journalists, the persecution of scientists and priests. We study the conditions of creation and development of radio and television in Transcarpathia. Let us analyze the process of transformation of Transcarpathian journalism after the declaration of independence of Ukraine, the emergence of independent media and pluralism in the information space.</p>	
Module Aims	
What You Will LEARN?	What You DO? Teaching and learning activities?
<p>Students study the specifics of the history of Transcarpathian journalism in connection with the stages that were characteristic of Central and Eastern Europe, namely the following key points:</p> <ol style="list-style-type: none"> 1. The main stages of formation and development of Transcarpathian journalism, the main works of researchers of this problem; 2. The creative path and journalistic works of leading journalists, writers and socio-political figures of Transcarpathia, their contribution to the development of Transcarpathian journalism; 3. Specificity of origin, development and modern functioning of radio and television in Transcarpathia; 4. 	<p>Integrated methods will be used during the training: organization and implementation of educational and cognitive activities and methods of motivation and stimulation of learning activities. Students will perform focused independent work to deepen their understanding of the specifics of the training module. Practical classes include the following types of lessons: role-playing games, simulation of the editorial, in addition, the method of written control will be used. Before the practical classes, students should study the recommended literature (textbooks, manuals, scientific papers, reference books), and critically comprehend it. Discussion of the worked</p>

<p>Features of Transformation of Journalism in Transcarpathia after Ukraine's Independence.</p>	<p>material on practical classes, analysis of historical and modern journalistic practice in the context of the acquired knowledge. The method of empirical verification, comprehension and assimilation of theoretical information is the work of students on the fulfillment of individual tasks (creation for the print and audiovisual media of texts of different journalistic genres), taking into account new knowledge about the history of journalism in Transcarpathia.</p>
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<p>Learning Outcomes. Intended Learning Outcomes upon successful completion of Module:</p> <p>The students are expected to study the following main educational blocks: 1. Mastering the basic historical and journalistic dates and concepts, understanding the manifestation of key historical phenomena in journalism in Transcarpathia. historical preconditions for the birth and development of Transcarpathian journalism; 2. Development of Transcarpathian mass media in the days of different states and state entities (Habsburg Empire, Austria-Hungary, Czechoslovakia, Carpathian Ukraine, Hungary, Soviet Union, Independent Ukraine); 3. Journalistic activities of the most prominent Transcarpathian journalists and their journalistic works. 4. Use of the historical experience of journalism in the modern conditions of functioning of mass media in the multinational information space of Transcarpathia.</p>	<p>Indicative Deliverables:</p> <p>1. To be able to analyze historical facts, chronology of development and transformation in information space of Transcarpathia in the composition of different states and state entities; 2. Be able to analyze the basic processes of origin and development of print, radio, television and the Internet in Transcarpathia; : 3. Possibility of a qualitative overview of the history of media development in different ethnic communities of Transcarpathia; 4. Ability to prepare journalistic materials (both individually and in teams) and on current topics, for different types of media, using historical facts, archival documents, publications in old newspapers, magazines and almanacs.</p>
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<p>Assessment and feedback</p>	
<p>Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.</p>	
<p>In order to deepen their knowledge of various aspects of media linguistics, students perform the following formative exercises:</p> <p>F1. Preparation of a scientific essay and participation in discussions on practical classes according to the thematic plan (September - December) - maximum 10 points (%) for each lesson;</p> <p>F2. Prepare and participate in a press conference at the press club of the young journalist Media Perspectives with the participation of a specialist in Transcarpathian history (April) - 10 points (%).</p>	

- F3. Write a journalistic text about key concepts in the history of journalism in Transcarpathia (December, February, March, April) - 10 points (%)
- F4. Analysis of your own text and media product created by other students, using facts from the history of journalism in Transcarpathia (May) - 10 points (%)
- F5. Analysis of the current state of print media, radio, television and online journalism in Transcarpathia (May) - 10 points (%)

Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.

The final evaluation of the module is formed by adding the current assessment, as well as performing the following practical tasks:

- S1. The final module colloquium with the elements of tests for knowledge of basic concepts and phenomena of the training course (June) - 10 points (%).
- S2. Prepare and present your own journalism material about Transcarpathian journalism history for publication in a newspaper or magazine - 20 points (%).
- S3. Preparation, presentation of radio or television programme (individually / collectively) about interesting historical and contemporary facts, publication of materials on the multimedia platform Media Vista (<https://mediavista.com.ua/about-us>); May - June - 20 points (%).

Learning resources

Key texts:

Bidzilya Yu. Print Media of the Transcarpathian 19th and 20th Centuries: A Handbook for Journalists. Uzhgorod .: Lyra, 2007. 80 p.

Bidzilya Yu. Print media in the context of cross-border and interethnic communication: monogr. / Yuriy Bidzilya. Uzhgorod: Outdoor-Shark, 2016. 469 p.

Bidzilya Yu., Solomin Je., Tolochko N., Shapovaloga G., Shebestyan Y. Transcarpathian Media through the Prism of Ethno-Tolerance. Uzhgorod: Grazhda, 2019. 372 p.

History of Ukrainian statehood / Borisova Olga, Klimov Anatoliy: a textbook for higher education institutions: in 2 volumes. K.: CONDOR Publishing House, 2018. 464 p.

Key web-based and electronic resources:

<http://www.lib.uzhnu.edu.ua/> – Uzhgorod University Scientific Library

library.ukma.kiev.ua – Наукова бібліотека Національного університету «Кієво-Могилянська академія».

lsl.lviv.ua – Scientific Library of the National University "Kyiv-Mohyla Academy".

lsl.lviv.ua – Lviv National Scientific Library named after V. Stefanyk.

Your faculty or university:

Вузфкеўте of Journalism, Uzhhorod National University

Study Programme: Journalism

Module Code	SC2.3	Level	7 (Bachelor)	Module Title	Media of National Minority
Credits ECTS	5,5	Year	2	Weeks	3, 4 semesters (35 (17+18) weeks)

Main campus location	UzhNU Educational and Laboratory Building
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Commence	September 2020	Briefing	September 2020
Module Lead/s	Yuriy Bidzilya	Lecturers	Yuriy Bidzilya
Pre-requisite or co-requisite		Basics of Journalism Theory and Practice of Journalism History of Ukraine Medialinguistics Basics of literary creativity	

Total hours	165
Class Contact Time	80
Independent study time	85

Description of the module	
<p>The module "Media of National Minority" is designed for 2 semesters of study in 2 courses and includes the study of national diversity of information space in the world, in Ukraine and Transcarpathia, the evolution of the rights of national and ethnic minorities. The information is based on acquaintance of students with the international and national legal framework to ensure the rights of national minorities, analyze compliance with these laws in the Ukrainian media. The American experience and the experience of the countries of Western Europe in securing the rights of national minorities, different types of media of national minorities (print media, radio, television) are studied. The module teaches future journalists to prepare tolerably balanced, balanced material on national minorities, taking into account the correlation of facts, speculation and fiction in the media, adhering to the principles of separation of facts from commentary, guided by general and professional ethical requirements of journalist's work, and prohibited methods of obtaining information. work. National minorities.</p>	
Module Aims	
What You Will LEARN?	What You DO? Teaching and learning activities?
<p>Students study the specifics of the functioning of contemporary media of national minorities in the world, in Ukraine and Transcarpathia, get acquainted with the experience of functioning of ethnic media in the USA and the countries of Western Europe. The information consists of four main blocks, namely: 1. Familiarity with the international and national legislative</p>	<p>For practical implementation of the module "Media of National minority" students perform the following types of work: 1. Study of the recommended literature (international and Ukrainian legal framework on the rights of national and ethnic minorities, manuals, scientific papers, reference books); 2. Analysis, critical targeting and supplementing of the processed information on the results</p>

<p>framework on the protection of the rights of national minorities, analysis of compliance with these laws in the Ukrainian media; 2. Study of problems and topics of different types of media of national minorities (print media, radio, television); 3. Studying ways to prepare tolerably balanced, balanced material on minority representatives, taking into account the balance of facts, intentions and fabrications in media material; 4. Adherence to the standards of journalism and the principles of separation of facts from commenting, guided by the general and professional and ethical requirements in the work of the journalist in the preparation of materials on national minorities, knowledge of permissible and prohibited methods of obtaining information.</p>	<p>of their own scientific search in practical classes. 3. Analysis of contemporary journalistic practice and adherence to professional ethics in the topic of national minorities in the form of a discussion club; 4. Preparation and analysis of journalistic materials and media projects on representatives of national minorities, problems of national minorities, traditions and culture of national minorities of Transcarpathia (Romanian, Hungarian, Slovak, German, Gypsy, Jewish, Armenian festivals)</p>
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<p>Learning Outcomes. Intended Learning Outcomes upon successful completion of Module:</p> <ol style="list-style-type: none"> 1. Mastering the basic concepts of the module, orientation in international and Ukrainian legislation on national minorities. 2. Understanding the manifestations of problematic phenomena in the lives of national minorities and in the media for national minorities. 3. Ability to find information and create quality media product about ethnic and national minorities independently and in groups. 4. Teach students to present balanced information material in different genres and for different media on issues of national minorities, based on the journalist's professional ethics and ethnic tolerance. 	<p>Indicative Deliverables:</p> <ol style="list-style-type: none"> 1. Ability to independently find, navigate and rely on international and Ukrainian legislation on national minorities. 2. Skills in the selection and critical analysis of problematic phenomena in the lives of national minorities and in their media. 3. Ability to prepare, independently and in a team, a media text of relevant topics on national minorities for different types of media. 4. The ability to critically evaluate and present a balanced fact sheet on the problems of national minorities, their cultural traditions, based on the journalist's professional ethics and ethnic tolerance.
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<p>Assessment and feedback</p>
<p>Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.</p>
<p>In order to deepen their knowledge of various aspects of the media of national minorities, students perform the following formative exercises:</p> <p>F1. Practical work with scientific essays: "Comparative analysis of international and Ukrainian legislation on the rights of national minorities and their media" (September - October) - 10 points (%)</p>

<p>F2. To hold (discuss in work) a discussion media club on stereotypes of a person in society regarding representatives of different national minorities, their culture and traditions (November) - 10 points (%)</p> <p>F3. Preparation and participation in the press club of the young journalist Media Perspectives with representatives of national-cultural organizations and editors (journalists) working in the media of national minorities (December, March) - 10 points (%)</p> <p>F4. Analysis of the Media Segment for National Minorities in the Information Space of Ukraine and Transcarpathia: Achievements and Challenges (February - April) - 10 points (%)</p> <p>F5. Identifying biased, inaccurate information and hate speech against national minorities in media (May) - 10 points (%)</p>
<p>Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.</p>
<p>The final evaluation of the module is formed by adding an ongoing assessment and performing the following practical tasks:</p> <p>S1. The final module colloquium with the elements of tests for knowledge of basic concepts and phenomena of the training course (May) - 10 points (%).</p> <p>S2. Preparation of own journalistic material on national minorities (representative of national minority) for publication in a newspaper or magazine (May) and - 10 points (%).</p> <p>S3. Preparation, presentation and publication of individual / collective media projects (print, radio, television) on national minorities on Media Vista (https://mediavista.com.ua/about-us); May - June - 30 points (%).</p>

Learning resources

Key texts:

1. Bidzilya Yu. Print media in the context of cross-border and interethnic communication: monogr. / Yuriy Bidzilya. Uzhgorod: Outdoor-Shark, 2016. 469 p.
2. Sydorenko N Modern press of national minorities in Ukraine / Natalia Sidorenko // Current issues of journalism: a collection. of sciences. wash. Uzhgorod: MP Lira, 2001. P. 215 - 220.
3. Tyvodar M. Ethnology: a textbook. / Mychaylol Tyvodar.. Uzhgorod: Grazhda, 2010. 504 p.
4. Yablonovskaya N. Crimean Journalism: Ethnic Aspects: Tutorials for students / Natalia Yablonovskaya. Simferopol, 2008. 290 p.

Key web-based and electronic resources:

<http://radiolemberg.com/ua-articles/ua-allarticles/etnichnyy-sklad-naselennya-ukrayiny-korotkyy-ohlyad> – Ethnic composition of the population of Ukraine

<http://www.lib.uzhnu.edu.ua/>– Uzhgorod University Scientific Library

library.ukma.kiev.ua – Scientific Library of the National University "Kyiv-Mohyla Academy".

lsl.lviv.ua – Lviv National Scientific Library named after V. Stefanyk.

nbuv.gov.ua – Vjlodymyr Vernadsky National Library of Ukraine..

<https://www.ohchr.org/EN/ProfessionalInterest/Pages/Minorities.aspx> - Declaration on the Rights of Persons Belonging to National or Ethnic, Religious and Linguistic Minorities.

<https://www.osce.org/uk/hcnm/32194?download=true> The Hague Recommendations on the Rights of National Minorities for Education and the Explanatory Note

Your faculty or university:

Department of Journalism, Uzhhorod National University

Study Programme: Journalism					
Module Code	SC 2.4	Level	7 (Bachelor)	Module Title	International Journalism
Credits ECTS	3	Year	2	Weeks	18
Main campus location				Educational and laboratory building of Uzhhorod National University	

Commence	September 2020	Briefing	September 2020
Module Lead/s	Olesia Barchan	Lecturers	Olesia Barchan
Pre-requisite or co-requisite		History of Foreign Journalism Theory and Practice of Print Journalism Theory and Practice of Radio Journalism Theory and Practice of Television Journalism Foreign Language	

Class Contact Time	44 hours
Independent study time	46 hours

Description of the module	
<p>The module "International Journalism" gives students an idea of the place and role of journalism in the system of international relations, the processes of international information exchange, trends in the development of contemporary journalism, the role and place of international journalistic organizations, news agencies, media holdings in the international information space, specific work and professional requirements to an international journalist etc.</p>	
Module Aims	
What You Will LEARN?	What You DO? Teaching and learning activities?
Students study the world trends in the development of journalism, the role of journalism in international relations, the activities of the largest media companies of global importance in various fields of journalism, international journalistic organizations, world news agencies. International legal and ethical standards of	Processing of scientific, non-fiction and non-fiction sources, recommended literature. Research of the world media, sites of international journalistic organizations and news agencies and analysis of their content. Processing of precedent non-fiction media works on international topics. Gathering information on a specific international topic,

journalists' activity, basic professional requirements for international journalists, special requirements for journalist's activity in the area of international military conflict.	preparing a publication. Discussion of topical issues regarding the specifics of international journalist work.
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<p>Learning Outcomes.</p> <p>Intended Learning Outcomes upon successful completion of Module</p> <p>After successful completion of the module students should know: features of globalization of modern information processes, role of world news agencies, international journalistic organizations and media holdings in the work of a journalist, specifics and peculiarities of media functioning in foreign countries at the beginning of XXI century., Legal and ethical standards of journalist-journalist , main stages and conditions of preparation of media outlets on an international topic, principles of preparation of information about events in a country intended for external (world) audiences, place and role of international topics in Ukrainian mass media.</p>	<p>Indicative Deliverables:</p> <p>Students acquire the skills of analyzing the activities of contemporary foreign media, publications on international topics in domestic media; monitoring of problems in the system of international relations, in the sphere of foreign policy of the states, individual processes and precedents in the world; international information exchange through the prism of problems such as internationalization, the impact of the latest technologies, international diplomacy, nationalism, xenophobia, totalitarianism. Students at the professional level gather information about events in the world, professionally process and prepare media-courses on international topics,</p>
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Assessment and feedback
Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.
<p>F1. Analyzing media formation on current international topics and preparing a report.</p> <p>F2. Monitoring news about Ukraine on news sites of one or more world media.</p> <p>F3. Research on the activities of one or more international journalistic organizations.</p> <p>F4. Creation of 2-3 actual messages on Ukraine for international news agencies.</p> <p>F5. Participation in the discussion of precedents regarding the activities of international journalists.</p>
Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.
<p>Final evaluation of the module is formed from:</p> <p>S1. Tests to test basic knowledge in the module International Journalism - 20%</p> <p>S2. Creation of an analytical medium for a topical topic of international politics, economy or culture and its presentation - 30%</p> <p>S3. Individual or collective preparation of a creative project in various forms on the topic "Practical advice for an international journalist" - 50%</p>

Learning resources

Key texts:

1. Hresko O. (2009) Mizhnarodna zhurnalistyka. Navchalno-metodychnyi posibnyk [International journalism. Tutorial]. K.: «Hramota». 112 s. [in Ukrainian].
2. Mykhailov S. (2002) Sovremennaia zarubezhnaia zhurnalistyka: pravyla y paradoksy [Contemporary Foreign Journalism: Rules and Paradoxes].SPb.: Izdatielstvo Mikhailova V.A. 446s. [in Russian].
3. Tanheit M. (2006) Medyahyanty: kak krupneishye medyakompaniy vyzhyvaiut na rynke y boriutsia za lyderstvo [Media Giants: As the largest media companies survive in the market and fight for leadership].M.: Alpina Bisness Books. 252 s. [in Russian].
4. Entsyklopedyia myrovoi yndustriyy SMY: Ucheb. Posobye dlia studentov vuzov. [Encyclopedia of the world media industry: Textbook. Aid for university students] / E.L.Vartanova, M.Y.Hutova, V.L. Yvanytskyi. M.: Aspekt Press, 2006.376 s. [in Russian].
5. Sapunov V. (2006) Zarubezhnyie ynformatsyonnyie ahentstva. SPb.: Izdatielstvo Mikhailova V.A. 384s. [in Russian].
6. Melnyk H., Vynohradova S.(2010) Delovaia zhurnalistyka: Uchebn. posobye. [Business Journalism: A Study Guide].SPb.: Pyter. S. 9-96. [in Russian].
7. Romaniuk O.M. (2007) Zaruchnyky informatsii. Posibnyk z bezpeky dlia ukrainskykh zhurnalistiv [Hostages of information. A guide for security for Ukrainian journalists]. K.: Taki spravy. 168 s. [in Ukrainian].
8. Mizhnarodni standarty zabezpechennia svobody vyrzhennia pohliadiv. Zbirnyk publikatsii Artykliu 19 [International standards for the freedom of expression. Collection of Publications Article 19] / Za red. Tarasa Shevchenka, Tetiany Oleksiuk. K.: Feniks, 2008. 224 s. [in Ukrainian].

Key web-based and electronic resources:

lib.uzhnu.edu.ua – Uzhgorod University Scientific Library
 scholar.google.com.ua – Google Academy
[http:// www.ifj.org](http://www.ifj.org) — International Federation of Journalists
<http://www.pressdisplay.com/pressdisplay/ru/viewer.aspx> —online newspaper kiosk
<http://en.rsf.org/> — organization "Reporters without borders"
<http://wjec.ou.edu/> — World Organization for Journalistic Education
<http://www.aej.org.ua/> — Association of European Journalists (Ukrainian section)
<http://www.bbc.co.uk/schoolreport/> — School BBC reporter

Your faculty or university:

Department of Journalism, Uzhhorod National University

Study Programme: Journalism

Module Code	SC 2.4	Level	7 (Bachelor)	Module Title	World Media
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Credits ECTS	3	Year	2	Weeks	18
Main campus location				Educational and laboratory building of Uzhhorod National University	

Commence	September 2020	Briefing	September 2020
Module Lead/s	Olesia Barchan	Lecturers	Olesia Barchan
Pre-requisite or co-requisite		History of foreign journalism Theory and Practice of Print Journalism Theory and Practice of Radio Journalism Theory and Practice of television journalism Foreign Language	

Class Contact Time	44 hours
Independent study time	46 hours

Description of the module	
<p>The module "World Media" forms students' understanding of the place and role of journalism in the system of international relations, processes of international information exchange, trends of development of contemporary journalism, role and place of world media in the international information space, specific work and professional requirements for the journalist in print, online , television and radio journalism and more.</p>	
Module Aims	
What You Will LEARN?	What You DO? Teaching and learning activities?
<p>Students study the world trends in the development of journalism, the role of journalism in international relations, the activities of the largest media companies of global importance in various fields of journalism, international journalistic organizations, world news agencies. International legal and ethical standards of journalists' activity, basic professional requirements for international journalists, special requirements for journalist's activity in the area of international military conflict are studied.</p>	<p>Development of scientific, non-fiction and non-fiction sources, recommended literature. Research of the world media, sites of international journalistic organizations and news agencies and analysis of their content. Development of precedent non-fiction media works on international topics. Gathering information on a specific international topic, preparing a publication. Discussion of topical issues regarding the specifics of international journalist work.</p>

<p>Learning Outcomes Intended Learning Outcomes upon successful completion of Module : After successful completion of the module students should know: features of globalization of modern information processes, role of world news agencies, international journalistic organizations and media holdings in the work of a journalist, specifics and peculiarities of media functioning in foreign countries at the beginning of XXI century., Legal and ethical standards of journalist-journalist , main stages and conditions of preparation of media outlets on an international topic, principles of preparation of information about events in a country intended for external (world) audiences, place and role of international topics in Ukrainian mass media.</p>	<p>Indicative Deliverables: Students acquire the skills of analyzing the activities of contemporary foreign media, publications on international topics in domestic media; monitoring of problems in the system of international relations, in the sphere of foreign policy of the states, individual processes and precedents in the world; international information exchange through the prism of problems such as internationalization, the impact of the latest technologies, international diplomacy, nationalism, xenophobia, totalitarianism. Students at the professional level gather information about events in the world, professionally process and prepare media-courses on international topics.</p>
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Assessment and feedback
<p>Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.</p>
<p>F1. Analyzing media formation on current international topics and preparing a report. F2. Monitoring news about Ukraine on news sites of one or more world media. F3. Research on the activities of one or more international media. F4. Creation of 2-3 actual messages on Ukraine for international news agencies. F5. Participation in the discussion of precedents regarding the activities of international journalists.</p>
<p>Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.</p>
<p>Final evaluation of the module is formed from: S1. Tests to test basic knowledge of the World Media module - 20% S2. Creation of an analytical medium for a topical topic of international politics, economy or culture and its presentation - 30% S3. Individual or collective preparation of a creative project in various forms about one of the largest media in the world - 50%</p>

Learning resources
<p><i>Key texts:</i> 1. Hresko O. (2009) Mizhnarodna zhurnalistyka. Navchalno-metodychnyi posibnyk [International journalism. Tutorial]. K.: «Hramota». 112 s. [in Ukrainian]. 2. Mykhailov S. (2002) Sovremennaia zarubezhnaia zhurnalistyka: pravyla y paradoksy [Contemporary Foreign Journalism: Rules and Paradoxes].SPb.: Izdatielstvo Mikhailova V.A. 446s. [in Russian].</p>

3. Tanheit M. (2006) Medyahyanty: kak krupneishye medyakompaniy vyzhyvaiut na rynke y boriutsia za lyderstvo [Media Giants: As the largest media companies survive in the market and fight for leadership].M.: Alpina Bisness Books. 252 s. [in Russian].
4. Entsyklopedyia myrovoi yndustriyy SMY: Ucheb. Posobye dlia studentov vuzov. [Encyclopedia of the world media industry: Textbook. Aid for university students] / E.L.Vartanova, M.Y.Hutova, V.L. Yvanytskyi. M.: Aspekt Press, 2006.376 s. [in Russian].
5. Sapunov V. (2006) Zarubezhnyie ynformatsyonnyie ahentstva. SPb.: Izdatielstvo Mikhailova V.A. 384s. [in Russian].
6. Melnyk H., Vynohradova S.(2010) Delovaia zhurnalystyka: Uchebn. posobye. [Business Journalism: A Study Guide].SPb.: Pyter. S. 9-96. [in Russian].
7. Romaniuk O.M. (2007) Zaruchnyky informatsii. Posibnyk z bezpeky dlia ukrainskykh zhurnalistiv [Hostages of information. A guide for security for Ukrainian journalists]. K.: Taki spravy. 168 s. [in Ukrainian].
8. Mizhnarodni standarty zabezpechennia svobody vyrazhennia pohliadiv. Zbirnyk publikatsii Artykliu 19 [International standards for the freedom of expression. Collection of Publications Article 19] / Za red. Tarasa Shevchenka, Tetiany Oleksiuk. K.: Feniks, 2008. 224 s. [in Ukrainian].

Key web-based and electronic resources:

lib.uzhnu.edu.ua – Uzhgorod University Scientific Library

scholar.google.com.ua – Google Academy

http:// www.ifj.org – International Federation of Journalists

http://www.pressdisplay.com/ pressdisplay/ru/viewer.aspx —online newspaper kiosk

http://en.rsf.org/ — organization "Reporters without borders"

http://wjec.ou.edu/ — World Organization for Journalistic Education

http://www.aej.org.ua/ — Association of European Journalists (Ukrainian section)

http://www.bbc.co.uk/schoolreport/ — School BBC reporter

Your faculty or university: Department of Journalism, Uzhhorod National University

Study Programme: Journalism

Module Code	CC24	Level (Рівень)	7 (Bachelor)	Module Title	Practicum on Pronunciation
Credits ECTS	3	Year	2	Weeks	17 weeks
Main campus location				Educational and laboratory building Uzhhorod National University	

Commence	September 2020	Briefing	September 2020
Module Lead/s	Anna Hetsko	Lecturers	Anna Hetsko

Pre-requisite or co-requisite		We draw on knowledge from the following disciplines: Medialinguistics Spelling Practice Theory and Practice of Radio Journalism	

Class Contact Time	44 hours
Independent study time	46 hours

Description of the module
The module «Practicum on Pronunciation» is taught in the 3rd semester (2 year study). Total 90 hours (3 credits). Including 44 — class contact time, 46 — independent study time. Students master the basic theoretical concepts and categories of Ukrainian orthoepia as a section of linguistics; study the norms of pronunciation in the system of Ukrainian vocalism and consonantism; acquainted with the laws and phonetic means of euphony Ukrainian language; practically produce the technique of correct pronunciation, work out speech (intonation) breathing and correct diction using normative, intonational expressive speech.

Module Aims	
What You Will LEARN?	What You DO? Teaching and learning activities?
Learning basic theoretical concepts and categories pronunciation, norms of Ukrainian pronunciation, peculiarities of the phonetic nature of the Ukrainian accent and its functions, concepts of different speaking styles and their peculiarities, develop skills distinguish the specific rules of pronunciation in the media, analysis of their own speech actions when creating a radio and television product.	Processing of recommended books, personal search of scientific sources. Discussion of the phenomena of Ukrainian orthoepia, analysis of oral journalism messages by various criteria, critical understanding of your own and others' media products. Development of normative, intonationally expressive broadcasting, proper pronunciation techniques, practicing speech (intonation) breathing and correct diction. Performing training exercises to observe accentuation and pronunciation standards in student speech. Preparation copyright and collective creative projects (creation of journalistic texts and their implementation in radio format, conducting discussions on given topics, simulation of communicative situations with the introduction of the roles of professional communicators etc).

<p style="text-align: center;">Learning Outcomes</p> <p style="text-align: center;">Intended Learning Outcomes upon successful completion of Module</p> <p>To master the basic concepts and categories of Ukrainian orthoepia, its tasks and functions.</p> <p>To master the orthoepic norms of the Ukrainian literary language; be able to avoid unjustified coincidence of vowels and consonants using special phonetic means.</p> <p>Be able to effectively use the voice and voice capabilities for the perfect act of communication media.</p> <p>Ability to analyze your own speech actions, aware of the involvement in the creation of modern radio and television broadcasting.</p>	<p style="text-align: center;">Indicative Deliverables:</p> <p>Ability to use the ways and means of proper pronunciation to achieve professional goals in the language communication process.</p> <p>The ability to conduct live broadcasts, radio and television.</p> <p>To form a conscious high-cultural national-linguistic personality of a journalist by developing the basis for linguistic self-improvement; ability to possess phonetic means of influence on people.</p> <p>Skills training communication actions and campaigns in the team, presentations in front of an audience.</p>
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Assessment and feedback
Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.
<p>F1. Run task to eliminate violations of euphony in journalistic texts, associated with unreasonable repetition of the same or similar pronunciation sounds, sound combinations and words.</p> <p>F2. Practice practical sound pronunciation skills, sound combination and emphasis of words.</p> <p>F3. Analyze multi-genre radio and television programmes for compliance with pronunciation standards in the proposed analysis schemes.</p> <p>F4. Create their own media messages for radio and television.</p> <p>F5. Participate in a discussion on the importance of adhering to the norms of pronunciation in order to achieve professional goals in the language communication process of journalists.</p>
<p>Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.</p>
<p>Final evaluation of the module:</p> <p>S1. To give answers to tests to verify the basic concepts and categories of Ukrainian pronunciation: 20%.</p> <p>S2. Prepare a public speech «Speech portrait of a classmate or famous journalist»: 30%.</p> <p>S3. To create a radio programmes on a socially important topic in compliance with orthoepic and accentuation norms: 50%.</p>

Learning resources
<p><i>Key texts:</i></p> <ol style="list-style-type: none"> 1. Vynnyts'kyi V. (2002) Ukrayins'ka aktsentna systema : stanovlennya, rozvytok. [Ukrainian accent system: formation, development]. L'viv : Bib'os, 578 p. [in Ukrainian].

2. Hlyvins'ka L. (2010) Suchasna ukrayins'ka mova. Fonetyka. Orfoepiya : navch. posib. [The modern Ukrainian language. Phonetics. Orthoepia: a textbook]. Kyiv : Lohos. 416 p. [in Ukrainian].
3. Plyushch N.P., Bondarenko V.V. (2007) Suchasna ukrayins'ka mova. Orfoepiya : navch. posib. [The modern Ukrainian language. Orthoepia: a textboo]. Kyiv : Vydavnycho-polihrafichnyy tsentr "Kyyivs'kyi universytet", 207 p. [in Ukrainian].
4. Serbens'ka O. (2004) Kul'tura usnoho movlennya : praktykum. [Culture of Oral Speech: Workshop]. Kyiv: Tsentr navchal'noyi literatury, 216 p. [in Ukrainian].
5. Ukrayins'ka mova : Orfohrafiiya. Orfoepiya : Testovi zavdannya : navch. posib. [Ukrainian Language: Spelling. Orthoepia: Test Tasks: Tutorial]. / Za red. M.L. Mykytyn-Druzhynets'. Kyiv : VTs "Akademiya", 2009. 336 p. [in Ukrainian].

Key web-based and electronic resources:

www.nbuv.gov.ua – National Library of Ukraine Vernadsky

www.lib.uzhnu.edu.ua – Uzhgorod University Scientific Library

www.scholar.google.com.ua – Google Academy

3 year

Your faculty or university:

Department of Journalism, Uzhhorod National University

Study Programme: Journalism

Module Code	CC8	Level	7 (Bachelor)	Module Title	Theory and Practice of Television Journalism
Credits ECTS	7,5	Year	3	Weeks	35
Main campus location				UzhNU Educational and Laboratory Building	

Commence	September 2020	Briefing	September 2020
Module Lead/s	Yevhen Solomin	Lecturers	Yevhen Solomin
Pre-requisite or co-requisite		Basics of Journalism Theory and practice of Radio Journalism Medialinguistics Practicum on Pronunciation Norms of Accentuation in Journalistic Practice	

Class Contact Time	112 hours: 4 hours a week
Independent study time	113 hours

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Description of the module:

The module "Theory and Practice of Television Journalism" is designed for 2 semesters of study and is intended to reveal the basic principles of television industry functioning, to give information on both the theory of television journalism and the practice of journalistic activity. Within the course the basic terms of television journalism, history of television formation, genre system of television broadcasting, specifics of expressive means of television, features of cameraman's work and editing of television programmes are studied. Students get acquainted with the basic principles and principles of modern television journalism, the specifics of the functioning of television in the media system, in particular in the modern conditions of active development of electronic communication, convergent editions.

Module Aims	
What You Will LEARN?	What You DO? Teaching and learning activities?
Students learn the basic principles of television functioning as a media and communication, the principles of production activity and the specifics of journalistic creativity; current requirements for production and distribution of content by telecommunication means within the existing information space; optimally apply the theoretical knowledge acquired in practice.	Development of the recommended literature (textbooks, manuals, proper scientific works, directories), its critical comprehension and supplementation of information with the results of one's own scientific search. Searching for topics, their development within the limits of the student editorial office of television broadcasting, organization of filming, writing of materials, their reading, editing and broadcasting. Mastering the process of producing multi-genre programmes on TV.

<p>Learning Outcomes. Intended Learning Outcomes upon successful completion of Module: Mastering the basic concepts and specific terms of television production, structure, basic facts and processes of functioning of information television space; understanding the specifics of the functioning of creative teams on television; main stages in the organization of the creative and production process for the production of audiovisual product</p>	<p>Indicative Deliverables: Ability to work in a team in different roles. Formation skills of the preliminary and final layout of the information programme; organization of creative and production process of programme creation, and its distribution. Content search and processing skills for content creation. To have the structure of journalistic material. Create and edit your own materials.</p>
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Assessment and feedback
Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.
For the absorption of knowledge from different aspects of television journalism between student's television and student center: F1. Organize at the student editorial board.

F2. Engage in a joke that rozrobka themes for the product of the viral virobnitz. F3. I am installing journalistic texts for TB. F4. Montuyut material. F5. Go to efir.
Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.
Final evaluation of the module is formed from: S1. Tests to test students' knowledge of the basic concepts of the module: 20%. S2. Production of collective media product, presentation of its audience: 80%.

Learning resources	
<i>Dmytrovskiy Z. Ye. Televiziina zhurnalistyka: Navch. posib. Vyd. 3-tie, dopovn. Lviv: PAIS, 2009. 224 s.</i>	
<i>Fykhtelyus Э. Novosti. Slozhnoe yskusstvo raboty s ynformatsyei. M.: MedyaMyr, 2008. 200 s.</i>	
<i>Solomin Ye. O. Televiziini novyny. Luhanskyi dosvid : monohrafiia. Uzhhorod: FOP Bereza A. E., 2015. 209 s.</i>	
<i>Yakovets A. V. Televiziina zhurnalistyka: Teoriia i praktyka: pidruchnyk. K. : Vyd. dim "Kyievo-Mohylianska akademiia", 2007. 240 s.</i>	
Key web-based and electronic resources: lib.uzhnu.edu.ua – Naukova biblioteka Uzhhorodskoho universytetu ibrary.ukma.kiev.ua – Naukova biblioteka Natsionalnoho universytetu «Kyievo-Mohylianska akademiia». Isl.lviv.ua – Lvivska natsionalna naukova biblioteka imeni V. Stefanyka. nbuv.gov.ua – Natsionalna biblioteka Ukrainy imeni V. I. Vernadskoho.	

Your faculty or university: Department of Journalism, Uzhhorod National University					
Study Programme: Journalism					
Module Code	CC25	Level	7 (Bachelor)	Module Title	Mediastylistics
Credits ECTS	5,5	Year	3	Weeks	5th semester, 17 weeks
Main campus location				UzhNU Educational and Laboratory Building	

Commence	September 2020	Briefing	September 2020
Module Lead/s	Galyna Shapovalova	Lecturers	Galyna Shapovalova
Pre-requisite or co-requisite		Mediatext studies Medialinguistics Theory and practice of Journalism	

	Practicum on Pronunciation Media Professionals` Speech Culture Literary Editing in Mass Communication Basics of Rhetoric
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Class Contact Time	80 hours: 5 hours a week
Independent study time	85 hours

Description of the module	
<p>The module "Mediastylistics" is designed for 1 semester (17 weeks) of study and provides for the study of one aspect of language journalistic practice. The course includes an overview of the functional styles of contemporary Ukrainian literary language and details of the journalistic style as dominant in the media. The peculiarities of the use of style tools in texts of different genre (information, analytical, etc. groups) and species (print, audiovisual, convergent) are revealed; contamination and potential use of official business, scientific, artistic, colloquial and confessional resources in the texts of mass media is traced. The main topics of the module are covered in lecture and laboratory forms.</p>	
Module Aims	
What You Will LEARN?	What You DO? Teaching and learning activities?
<p>Students study the specifics of modern functional styles, learn their differential characteristics, learn to effectively use the resources of journalistic style in journalistic creativity, adequately use official business, scientific, colloquial and other resources.</p>	<p>Development of the recommended literature (textbooks, manuals, proper scientific works, directories), its critical comprehension and supplementation of information with the results of one's own scientific search. Discussion of the worked material in a laboratory-practical form, analysis of modern journalistic practice in the context of mastered stylistic concepts and phenomena. For the practical verification, comprehension and assimilation of theoretical information students do individual tasks (creation for texts of print and audiovisual media texts of different journalistic genres with involvement of various stylistic means and techniques) and collective creative projects (for example, preparing stylistically high-quality, complete media products - newspapers, magazines, radio and television programmes, etc.).</p>

Learning Outcomes. Intended Learning Outcomes upon successful completion of Module:	Indicative Deliverables: Ability to prepare independently stylistically perfect media text of current topics for different types of mass media.
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<p>Mastering basic concepts, understanding the manifestation of pivotal stylistic phenomena in journalistic speech.</p> <p>Distinguish the means of all styles and understand their role in media text.</p> <p>Ability to effectively use non-fiction, scientific, official-business, artistic and other resources of literary language in their professional activities.</p> <p>Ability to create a quality journalistic product for yourself and in groups.</p>	<p>The skills of selection and critical analysis of facts and stylistic features of their presentation in a journalistic work.</p> <p>Understanding the close relationship of stylistically marked and neutral components of a journalistic work.</p> <p>The ability to critically evaluate and stylistically improve media text, present it to audiences.</p> <p>Communication skills, teamwork.</p>
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Assessment and feedback
<p>Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.</p>
<p>In order to deepen their knowledge of various aspects of mediastylistics, students do the following formative exercises:</p> <p>F1. Identify stylistic phenomena of different types in journalistic text by levels (phonetic, lexical, phrasemic, grammatical, etc.) and sphere of functioning (journalistic, official-business, colloquial, confessional, etc.), to clarify their qualitative and quantitative characteristics.</p> <p>F2. To make a stylistic analysis of media text according to the proposed scheme.</p> <p>F3. To create a stylistically proficient journalistic text by macrotheme.</p> <p>F4. To suggest the idea of a journalistic work, to formulate a topical topic, to prepare a stylistically qualitative text.</p> <p>F5. Analyze your own text and media product created by other students in terms of stylistic excellence.</p>
<p>Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.</p>
<p>Final evaluation of the module is formed from:</p> <p>S1. Tests on students' knowledge of the basic concepts of mediastilistics, understanding of the manifestation of pivotal phenomena in journalistic speech: 20%.</p> <p>S2. Scientific essay on the peculiarities of the use and function of various stylistic means and techniques in media text: 30%.</p> <p>S3. Individual / collective media product, presentation of its audience: 50%.</p> <p>In order to improve the quality of the module, a final discussion with the students about the main aspects (content, forms, tasks, assessment) of the course, written feedback is provided.</p>

Learning resources
<p><i>Key texts:</i></p> <p>Dudyk, P. S. (2005), <i>Stylistyka ukrainskoi movy</i> [Stylistics of the Ukrainian language], Akademiia, Kyiv [in Ukrainian].</p> <p>Ponomariv, O. D. (2000), <i>Stylistyka suchasnoi ukrainskoi movy</i> [Stylistics of modern Ukrainian language], Bohdan, Ternopil [in Ukrainian].</p>

Shapovalova, H. V., Shebeshtian, Ya. V. (2016), *Teoretyko-praktychni pytannia tekstoznavstva* [Theoretical and practical issues of textual studies], Grazhda, Uzhhorod [in Ukrainian].
Suchasna ukrainska literaturna mova [Modern Ukrainian literary language] / za red. A. P. Hryshchenka (1997), Vyshcha shkola, Kyiv [in Ukrainian].
Suchasna ukrainska mova [Modern Ukrainian] (2006), Akademiia, Kyiv [in Ukrainian].
Ukrainska mova: Entsyklopediia [Ukrainian language: Encyclopedia], (2004), *Ukrainska entsyklopediia*, Kyiv [in Ukrainian].

Key web-based and electronic resources:

lib.uzhnu.edu.ua – Uzhgorod University Scientific Library.
library.ukma.kiev.ua – Scientific Library of the National University "Kyievo-Mohylianska akademiia".
sl.lviv.ua – Lviv National Scientific Library named after V. Stefanyk.
nbuv.gov.ua – Vernadskyi National Library of Ukraine.

Your faculty or university :

Department of Journalism, Uzhhorod National University

Study Programme : Journalism

Module Code	SC2.5	Level	7 (Bachelor)	Module Title	Staging the Voice of a TV Presenter
Credits ECTS	3 , 5	Year	3	Weeks	6th semester, 18 weeks
Main campus location				UzhNU Educational and Laboratory Building	

Commence	September 2020	Briefing	September 2020
Lead / s modules	Halyna Shumytska	Lecturers	Halyna Shumytska
Pre-requisite or co-requisite		Practicum on Pronunciation Norms of Accentuation in Journalism Medialinguistics	

Class contact time	52 hours: 3 years for a week
Independent study time	52 hours

Description of the module

Module " Staging the Voice of a TV Presenter " is designed for 1 semester of study and provides systematic work on developing the skills of correct and natural voice formation - one that meets the capabilities of the person and allows you to perform the necessary voice load with minimal loss of muscle energy, thus contributing to successful communication languages, in particular in the professional field - radio and television . The main topics of the module are covered in lecture and laboratory forms.

Module Aims

What You Will LEARN ?

Students learn the basic components of broadcasting techniques; features of the structure of radio and teletext and their genre specificity; make a habit of independently controlling their speech: pronunciation, diction, intonational expressiveness, spelling, logic; nurture a sense of responsibility for their speech actions, for the broadcast culture of the channel, radio stations in general.

What You DO ? Teaching and learning activities ?

Students under the guidance of the teacher carry out work on the development of phonal breathing; discuss the properties and read natural and (strength, pitch, timbre, range) and acquired and (pace and volume), as well as the means and improving voice and path and its preservation; perform exercises and with the articulation of vowels and consonants; work out pauses and rates of speech as a technical indicator and expressive speech; working on preparing the journalist for work on the air: psychological, emotional setting, technological aspects; Analysis of nonverbal and Means and Communications, perform exercises to overcome their own spelling errors and more.

Learning Outcomes . Intended Learning Outcomes upon successful completion of Module :

As a result of the study of the discipline, students should know about the basic stages of voice formation : normalization of muscle tone using exercises to relieve the tension of the entire body, to relax the articulation muscles of the mouth, tongue, cheek , jaw, face; for plowing physiological and fonation breathing and using static and dynamic exercises; Improve speech acoustic features - setting speech to its range to enlarge speech capacity tonal and dynamic range and so on. Fulfill the task of the regulatory, tonally expressive, imaginative and logical professional broadcast and more.

Indicative Deliverables :

In the end independently prepare a quality radio and teletext , ready at the appropriate professional level; to analyze radio and television programmes in terms of linguistic, psycho - and sociolinguistic; *to know the standard of modern radio and television broadcasting; to be aware of their own involvement in its*

	creation, to <i>cultivate</i> a sense of responsibility for their own speech actions.
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Assessment and feedback
Formative Assessments . Please refer to the detailed project schedule for key dates and deliverables.
To deepen their knowledge, students perform the following formative exercises: F1. To study Yu. Yelisoenko's article "The Culture of Broadcasting" (http://old.journ.lnu.edu.ua/vypusk7/visnyk07-16.pdf) and give your own response to the audience . F2. Students are placed individual portfolio with a set of exercises etc. To improve diction , articulation exercises in perfection way articulation of each sound separately, and against the background of the composition, words, sentences, text patters etc . F3. Listen to your favorite TV channel or radio station to identify orthoepic and accentuation errors. By fixing mistakes on paper or electronic media, students offer ways to overcome them. F4. Prepare analysis of verbal portrait favorite TV - and radio . F5. Prepare an individual media product , present it to the audience .
Summative Assessments . Please refer to the detailed project schedule for key dates and deliverables.
Final evaluation of the module is formed from: S1. Independent preparation and reading of radio and teletext : 20%. S2. Tests to test students knowledge of the basics of orthoepia and accentuation : 30% . S3. Prepare a collective media product , present it to the audience : 50%. In order to improve the quality of the module, a final discussion with students about the main aspects (content, form, tasks, assessment) of the course, written feedback is provided.

Learning resources
<i>Key texts :</i> Y. Yelisoenko . Broadcasting culture and technology in broadcast journalism .- Online resource: http://journlib.univ.kiev.ua/index.php?act=article&article=306 Antonenko-Davidovich B. As we speak. - 4 types . , Rec . and ext . - K., 1997. Babich ND Fundamentals of Speech Culture. - Lviv, 1990. Mushroom VP Speak to a linguistic voice. - Lutsk, 2001. Serbenskaya O. The Culture of Oral Speech. Workshop: A tutorial. - K., 2004.
<i>Key web-based and electronic resources:</i> lib.uzhnu.edu.ua - Uzhhorod University Scientific Library library . ukma . kiev . ua - Scientific Library of the National University of Kyiv-Mohyla Academy. Isl . lviv . ua - V. Stefanyk National Scientific Library of Lviv . nbuv . gov . ua - VI Vernadsky National Library of Ukraine .

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Your faculty or university : Department of Journalism, Uzhhorod National University					
Study Programme me : Journalism					
Module Code	SC2.5	Level	7 (Bachelor)	Module Title	Journalist's Broadcast on Air
Credits ECTS	3 , 5	Year	3	Weeks	6th semester, 18 weeks
Main campus location				UzhNU Educational and Laboratory Building	

Commence	September 2020	Briefing	September 2020
Lead / s modules	Halyna Shumytska	Lecturers	Halyna Shumytska
Pre-requisite or co-requisite		Practicum on Pronunciation Norms of Accentuation in Journalism Medialinguistics	

Class c ontact t ime	52 hours: 3 years for a week
Independent study time	52 hours

Description of the module	
Module "Journalist's Broadcast on Air" is designed for one semester of study and involves the study of the main aspects of speech journalistic practice : mastering the culture of spoken word based on the theoretical achievements neorytoryky, the best examples of eloquence, experience national radio and television. The main topics of the module are covered in lecture and laboratory forms.	
Module Aims	
What You Will LEARN ?	What You DO ? Teaching and learning activities ?

<p>Students learn the basic components of broadcasting techniques; features of the structure of radio and teletext and their genre specificity; make a habit of independently controlling their speech: pronunciation, diction, intonational expressiveness, spelling, logic; nurture a sense of responsibility for their speech actions, for the broadcast culture of the channel, radio stations in general.</p>	<p>Students under the guidance of the teacher will learn the technique of mastering phonial breathing; find out the basic properties of a well-placed voice: full sound, sweetness, melody, flexibility, height, range, strength, duration, etc .; learn to score the text, noting verbal, logical stresses, the ups and downs of the melody, pauses, make observations about the pace of speech, carefully defining the overall and nontational picture; read the texts of radio messages ; perform exercises to overcome their own spelling errors and more.</p>
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<p>Learning Outcomes . Intended Learning Outcomes upon successful completion of Module :</p> <p>A study of discipline a student and need and , with <i>asvoyity</i> basics of broadcasting equipment; <i>learn to work</i> on developing normative, intonationally expressive, imaginative and logical speech; <i>be able to determine</i> the features of the structure of radio and teletext , their genre specificity, etc.</p>	<p>Indicative Deliverables :</p> <p>In menie independently prepare a quality radio and teletext , nachytaty at the appropriate professional level; to analyze radio and television programmes in terms of linguistic, psycho - and sociolinguistic; <i>to know the</i> standard of modern radio and television broadcasting; <i>to be aware of</i> their own involvement in its creation, to <i>cultivate</i> a sense of responsibility for their own speech actions.</p>
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<p>Assessment and feedback</p>
<p>Formative Assessments . Please refer to the detailed project schedule for key dates and deliverables.</p>
<p>To deepen their knowledge, students perform the following formative exercises:</p>

F1. Oh WORKER ovuyut article O.Serbenskoyi "Phenomenon audio broadcasting" (Culture of speech. Workshop. - K., 2004. - S.8-15) prepare and characterize different types of interlocutors highlighted by researchers: 1) stupid person; 2) a positive person; 3) knowingly; 4) a talker; 5) a coward; 6) inaccessible; 7) uninterested; 8) "great tsar" , etc.

F2. Oh WORKER ovuyut work (Bagmut AI, Brovchenko TO, Borysyk IV, Oleinik GP Intonation expressive sound broadcasting media (K., 1994. - S.7-47) of aim to find out what 30 qualitative signs of speech were identified by the researchers .

F3. The selected TV channel or radio station is scanned at their own will in order to detect orthoepic and accentuation errors. Fixing errors on paper or electronic media, students Suggest tion possible solutions.

F4. Prepare analysis of verbal portrait favorite TV - and radio .

F5. A fragment of K. Balmont's lecture " Poetry as Witchcraft " is being prepared for reading , having previously made a score of the proposed text.

Summative Assessments . Please refer to the detailed project schedule for key dates and deliverables.

Final evaluation of the module is formed from:

S1. Independent preparation and reading of radio and teletext : 20%.

S2. Tests to test students' knowledge of the basics of broadcast media culture , understanding of the manifestation of core phenomena in journalistic broadcasting : 30% .

S3. Prepare individual / collective media product , present it to the audience : 50%.

In order to improve the quality of the module, a final discussion with students of the main aspects (content, form, tasks, assessment) of the course, written feedback is provided.

Learning resources

Key texts :

Antonenko-Davidovich B. As we speak. - 4 types . , Rec . and ext . - K., 1997.

Babich ND Fundamentals of Speech Culture. - Lviv, 1990.

Mushroom VP Resolution of the linguistic voice. - Lutsk, 2001.

Serbenskaya O. The Culture of Oral Speech. Workshop: A tutorial. - K., 2004.

Key web-based and electronic resources:

lib.uzhnu.edu.ua - Uzhhorod University Scientific Library

library.ukma.kiev.ua - Scientific Library of the National University of Kyiv-Mohyla Academy.

isl.lviv.ua - V. Stefanyk National Scientific Library of Lviv .

nbuv.gov.ua - VI Vernadsky National Library of Ukraine .

Your faculty or university:

Department of Journalism, Uzhhorod National University

Study Programme: Journalism

Module Code	SC3.6	Level	7 (Bachelor)	Module Title	Production of an Information Product on TV
Credits ECTS	3	Year	3	Weeks	17
Main campus location				UzhNU Educational and Laboratory Building	

Commence	September 2020	Briefing	September 2020
Module Lead/s	Yevhen Solomin	Lecturers	Yevhen Solomin
Pre-requisite or co-requisite		Fundamentals of Journalism Theory and Practice of Journalism Medialinguistics	

Class Contact Time	88 hours: V term - 44 hours VI term – 44 hours
Independent study time	92 hours: V term - 46 hours VI term – 46 hours

Description of the module	
<p>The module " Production of an Information Product on TV " is designed for 2 semesters of study and is designed to form an understanding of the basics of television production. It is aimed at mastering the students' main terminological and conceptual apparatus of informational television journalism, formation of a deep understanding of the processes of development of global and national systems of information broadcasting, formation of knowledge, stable skills and ability to work with information on television; formation of skills of a step-by-step creation of a television product. The main tasks of studying the discipline "Information Television" are to gain students systematic knowledge in the phenomenology of television, orientation of future journalists to the practical use of theoretical bases and techniques in the creation of information programmes.</p>	
Module Aims	
What You Will LEARN?	What You DO? Teaching and learning activities?
Students will learn the basic principles of working with editorial information programmes, methods and techniques for introducing news, reporting, special features, special features of the programme for processing video, information, and methods for developing news programmes.	Development of the recommended literature (textbooks, manuals, proper scientific works, directories), its critical comprehension and supplementation of information with the results of one's own scientific search. Search for topics, their development within the student edition of the information broadcast, organization of filming, writing of materials,

	their reading, editing and airing. Mastering the process of producing information programmes on TV.
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<p>Learning Outcomes. Intended Learning Outcomes upon successful completion of Module:</p> <p>The understanding of the main ones to understand that specific terms of the television information technology, the structure, the main facts and processes of the information television space; rozuminnya specificity funktsionuvannya creative teams on television; The main steps in organizing a creative and virological process with a viral educational and audiovisual product</p>	<p>Indicative Deliverables:</p> <p>Uminnya pratsyuvati in the team at the low roles. Skills for formulating the front and residual typesetting of information programmes; Organizations of the creative and virological process of programme development, which are more extensive. Skills for learning and information processing for content creation. Volodity structured journalistic material. Stvoryuvati and redaguvati vlasni materiali.</p>
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Assessment and feedback	
Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.	
To deepen their knowledge of various aspects of television production, students are:	
F1. Students create a film crew for video production.	
F2. Seek out and develop topics for video product shooting.	
F3. Video clips are shot on the camera.	
F4. Mount material.	
F5. Aired.	
Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.	
Final evaluation of the module is formed from:	
S1. Tests to test students' knowledge of the basic concepts of the module: 20%.	
S2. Production of collective media product, presentation of its audience: 80%.	

Learning resources
<p><i>Key texts:</i></p> <p>Dmytrovskiy Z. Ye. Televiziina zhurnalistyka: Navch. posib. Vyd. 3-tie, dopovn. Lviv: PAIS, 2009. 224 s.</p> <p>Fykhtelyus Э. Novosti. Slozhnoe yskusstvo raboty s ynformatsyei. M.: MedyaMyr, 2008. 200 s.</p> <p>Solomin Ye. O. Televiziini novyny. Luhanskyi dosvid : monohrafiia. Uzhhorod: FOP Bereza A. E., 2015. 209 s.</p> <p>Yakovets A. V. Televiziina zhurnalistyka: Teoriia i praktyka: pidruchnyk. K. : Vyd. dim "Kyievo-Mohylianska akademiia", 2007. 240 s.</p>
<p>Key web-based and electronic resources:</p> <p>lib.uzhnu.edu.ua – Naukova biblioteka Uzhhorodskoho universytetu</p> <p>ibrary.ukma.kiev.ua – Naukova biblioteka Natsionalnoho universytetu «Kyievo-Mohylianska akademiia»</p> <p>lsl.lviv.ua – Lvivska natsionalna naukova biblioteka imeni V. Stefanyka</p>

Your faculty or university:

Department of Journalism, Uzhhorod National University

Study Programme: Journalism

Module Code	SC3.6	Level	7 (Bachelor)	Module Title	Mastery of Television Shooting
Credits ECTS	3	Year	3	Weeks	17
Main campus location				UzhNU Educational and Laboratory Building	

Commence	September 2020	Briefing	September 2020
Module Lead/s	Yevhen Solomin	Lecturers	Yevhen Solomin
Pre-requisite or co-requisite		Fundamentals of Journalism Theory and Practice of Journalism Medialinguistics	

Class Contact Time	88 hours: V term - 44 hours VI term – 44 hours
Independent study time	92 hours: V term - 46 hours VI term – 46 hours

Description of the module

The module "Mastery of Television Shooting " is designed for 2 semesters of study and is designed to form an understanding of the basics of television shooting. It is aimed at mastering students the main terminological and conceptual apparatus of work of operators, editors, directors, formation of a deep understanding of the processes of development of global and domestic broadcasting systems and requirements for the filmed video series, the formation of knowledge, stable skills and abilities in working with the camera; formation of skills of a step-by-step creation of a television product. The main tasks of studying the discipline "The skill of television shooting" is to gain students system knowledge from the module, to form a complex and diverse system of skills associated with the organization of television production.

Module Aims

What You Will LEARN?	What You DO? Teaching and learning activities?
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Students learn the basic principles of the work of operators in various projects, methods and techniques of creating quality television content, features of the video series, technical and creative requirements for working with television equipment.	Development of the recommended literature (textbooks, manuals, proper scientific works, directories), its critical comprehension and supplementation of information with the results of one's own scientific search. Search for topics, their development within student editorial offices, organization of filming, pre-editing and final editing of the footage, airing. Capture the process of filming for various format TV projects.
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<p>Learning Outcomes. Intended Learning Outcomes upon successful completion of Module:</p> <p>Mastering the basic concepts and specific terms of television production, structure, basic facts and processes of functioning of television space; understanding the specifics of the functioning of creative teams on television; main stages in the organization of the creative and production process for the production of audiovisual product.</p>	<p>Indicative Deliverables:</p> <p>Mastering the basic concepts and specific terms of television production, structure, basic facts and processes of functioning of television space; understanding the specifics of the functioning of creative teams on television; main stages in the organization of the creative and production process for the production of audiovisual product.</p>
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Assessment and feedback
Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.
To deepen their knowledge of various aspects of television production, students are:
F1. Students create a film crew for video production.
F2. Seek out and develop topics for video product shooting.
F3. Video clips are shot on the camera.
F4. Mount material.
F5. Aired.
Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.
Final evaluation of the module is formed from:
S1. Tests to test students' knowledge of the basic concepts of the module: 20%.
S2. Production of collective media product, presentation of its audience: 80%.

Learning resources
<p><i>Key texts:</i></p> <p>Dmytrovskiy Z. Ye. Televiziina zhurnalistyka: Navch. posib. Vyd. 3-tie, dopovn. Lviv: PAIS, 2009. 224 p.</p> <p>Kulias I., O.Makarenko. Efektyvne vyrobnytstvo telenovyn: standarty informatsiinoho movlennia; profesiina etyka zhurnalista-ifnormatsiinyka. Praktychnyi posibnyk dlia zhurnalistiv. K. : Vydavnytstvo KhBB, 2006. 120 p.</p>

Nedopytanskyi M. Zhurnalistska maisternist: reporterskyi dosvid: prakt. posib. K.: Instytut zhurnalistyky KNU imeni Tarasa Shevchenka, 2009. 76 p.

Solomin Ye. O. Televiziini novyny. Luhanskyi dosvid : monohrafiia. Uzhhorod: FOP Bereza A. E., 2015. 209 p.

Yakovets A. V. Televiziina zhurnalistyka: Teoriia i praktyka: pidruchnyk. K. : Vyd. dim "Kyievo-Mohylianska akademiia", 2007. 240 p.

Key web-based and electronic resources:
 lib.uzhnu.edu.ua – Naukova biblioteka Uzhhorodskoho universytetu
 ibrary.ukma.kiev.ua – Naukova biblioteka Natsionalnoho universytetu «Kyievo-Mohylianska akademiia»
 Isl.lviv.ua – Lvivska natsionalna naukova biblioteka imeni V. Stefanyka
 nbuv.gov.ua – Natsionalna biblioteka Ukrainy imeni V. I. Vernadskoho

Your faculty or university: Department of Journalism, Uzhhorod National University					
Study Programme: Journalism					
Module Code	SC3.1	Level	7 (Bachelor)	Module Title	Propaganda and Counter-Propaganda in the Modern Media Space
Credits ECTS	3	Year	3	Weeks	17 (V semester)
Main campus location				UzhNU Educational and Laboratory Building	

Commence	September 2020	Briefing	September 2020
Module Lead/s	Nataliia Tolochko	Lecturers	Nataliia Tolochko
Pre-requisite or co-requisite		Modern theories of mass communication Theory and practice of journalism Medialinguistics PR-technology and media	

Class Contact Time	44
Independent study time	46

Description of the module:

The module «Propaganda and Counter-Propaganda in the Modern Media Space» is studied by students throughout the semester and is aimed at acquaintance with the features of modern propaganda, its types, functions, manifestations in the modern media space, as well as the prevention of information threats and threats. The module is relevant for students of Ukrainian universities in the context of Russia's military aggression against Ukraine and the socio-political situation as a whole. The following thematic blocks have been proposed for the study: communicative propaganda technologies; methodology for the study of propaganda influence audience; manipulative techniques in the context of propaganda; channels and forms of propaganda influence; specifics of the spread of Russian propaganda in Ukraine and peculiarities of protection of the national information space, etc.

Module Aims

What You Will LEARN?	What You DO? Teaching and learning activities?
<p>Students learn the concepts of propaganda and counter-propaganda, their goals, functions, tasks, means of dissemination; master theories, models of propaganda; propaganda communication technologies; get acquainted with the main stages of propaganda development in the world; develop the skills of distinguishing propaganda and counter-propaganda; analysis of propaganda and counter-propaganda campaigns; skills in promoting socially relevant ideas; ways to counter-propaganda in the modern world.</p>	<p>Development of the recommended literature, independent search of scientific sources.</p> <p>Discussion, analysis of propaganda messages, methods of counter-propaganda. Critical understanding of media texts disseminated by media channels.</p> <p>Preparation of creative and collective creative projects that allow to check the assimilation of theoretical knowledge (for example, monitoring of regional media for the presence of materials with signs of manipulation, discussing varieties of propaganda and ways of its dissemination, development of a plan of counter-propaganda actions at the regional level for different levels of information).</p>

<p>Learning Outcomes Intended Learning Outcomes upon successful completion of Module Learning the basic concepts of the course; stages of propaganda development in the world; theories, models of propaganda communication; the basic principles of counter-propaganda. Distinguish and analyze advocacy campaigns against Ukraine. Ability to promote socially relevant facts, as well as to distinguish manipulative techniques and techniques, to organize information measures of counteraction. Ability to work independently and in groups to analyze propaganda communications.</p>	<p>Indicative Deliverables:</p> <p>The skills of distinguishing methods and technologies of purposeful influence. Ability to prepare media texts for mass audiences, depending on the purpose and communication means. Skills for effective use of advocacy strategies to disseminate socially relevant ideas. Understanding the purpose and objectives of counter-propaganda activities. Ability to analyze advocacy campaigns. The ability to critically evaluate media reports.</p>
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Assessment and feedback	
Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.	
<p>F1. Prepare and present to the audience a presentation on the most popular advocacy campaigns in the world.</p> <p>F2. Participate in discussions about common and distinctive features of propaganda, journalism, advertising, PR.</p> <p>F3. Remembering a fact from your own life / university life / journalistic practice. To present it in the form of news: 1) in a positive light; 2) in a negative light.</p> <p>F4. Analyze the media coverage of regional media for manipulation of the proposed analysis scheme.</p>	
Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.	
<p>S1. Answer test questions to test knowledge of propaganda and counter-propaganda: 20%.</p> <p>S2. Analysis of pre-election advertising videos for manipulation and propaganda according to the proposed scheme: 30%</p> <p>S3. Prepare (either individually or in a group) an analytical review of propaganda campaigns undertaken by Russia against Ukraine in the aftermath of the Dignity Revolution, characterize counter-propaganda measures: 50%.</p>	

Learning resources	
<p><i>Key texts:</i></p> <p>Brayant Dzh, Tompson S. (2004) Osnovy vozdeystviya SMI [Fundamentals of media effects]. M.: Izdatel'skiy dom «Vil'yams». 432 s.</p> <p>Zrazhevskaya N. I. (2010) Komunikatsiini tekhnologii: lektsii [Communication technologies: lectures]. Cherkasy: Brama-Ukraina. 224 s.</p> <p>Kiselev M. V. Psikhologicheskie aspekty propagandy [Psychological aspects of propaganda]. URL: https://psyfactor.org/propaganda7.htm</p> <p>Pochepstov G. G. (2000) Psikhologicheskie voyny [Psychological wars]. Moskva: «Refl-buk», Kyiv: «Vakler». 258 s.</p>	
<p><i>Key web-based and electronic resources:</i></p> <p>Uzhgorod University Scientific Library. URL: lib.uzhnu.edu.ua</p> <p>Google Scholar. URL: scholar.google.com.ua</p> <p>Media literacy. URL: osvita.mediasapiens.ua</p> <p>Media criticism. URL: www.mediakrytyka.info</p> <p>Telecritic. URL: www.telekritika.ua.</p>	

Your faculty or University:					
Department of Journalism, Uzhhorod National University					
Study Programme : Journalism					
Module Code	SC3.1	Level	7 (Bachelor)	Module Title	New Media and Blogosphere in

					MC System
Credits ECTS	3	Year	3	Weeks	17
Main campus location				UzhNU Educational and Laboratory Building	

Commence	September 2020	Briefing	September 2020
Module Lead	Vitaliy Zavadyak	Lecturers	Vitaliy Zavadyak
Pre - requisite or co - requisite		"Journalistic skills", "Methods and techniques of journalistic work", "Theory of Journalism", "Theory and Practice of Journalistic Activity", "Professional Responsibilities of the Gazetteer", " Internet Journalism ", " Communication Technologies ", " Media Issues ", " Television Journalism ", " Journalistic Ethics ", " Press Journalism ", " New Communications ", " Optimization of Online Publications ", " Web Design and HTML Programmement "; Web technologies in ZMK	

Class Contact Time	44
Independent study time	46

Module description	
<p>"New Media and Blogosphere in the MC System" is a discipline that discusses the principles of journalist work in online media, blogs; reveals the peculiarities of the emergence and functioning of the latest media, communication and the search for information on the most widespread social networks in the world. Features of self-creation and promotion of a media blog.</p>	
Module Aims	
What You Will LEARN ?	What You DO ?
<p>formation of knowledge about the concept "Newest media", their features, interaction with traditional media; receiving knowledge of the concept of "convergent journalism"; gaining knowledge about global and local trends in media development, consequences and prospects the digital revolution and its impact on the daily activities of the journalist; new ones</p>	<p>work with databases; use multimedia tools for creating audio, video and infographics ; find themes for multimedia texts; create multimedia news; create multimedia reports; make effective use of online data services for large data sets ; create and edit their own texts Multimedia 's materials.</p>

the roles of contemporary journalists; developing multimedia skills texts for different media platforms.	
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<p>Learning Outcomes Mastering the main differences between the latest media from traditional ; basic principles of convergent operation media ; the importance of methods and techniques for creating multimedia news, content and interviews , their features ; Methods and methods of improving quality texts ; methods of using open source information - online databases data; features of the programme on leaf oreennyu video and audio ; methods use of programmes for creating infographics ; search information for creating the journal text for online media.</p>	<p>Indicative Deliverables: the main differences between the latest media and traditional media; basic principles of work of convergent media; the importance of the concepts of "interactivity" and "hypertextuality " methods and techniques for creating multimedia news, reports and interviews, their features, methods and techniques for improving the quality of texts; methods of using open sources of information - online databases; features of video and audio creation programmes; methods of using programmes to create infographics ; methods for using large scale maps and mapping applications; ethical principles of journalistic work for the preparation of multimedia material.</p>
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Assessment and feedback	
Formative Assessments . Please refer to the detailed project schedule for key dates and deliverables.	
F1. Prepare and present your own media blog to your audience. F2. Create different types of information messages with one information drive. F3. Analyze popular media blogs according to the proposed analysis scheme. F4. Participate in the discussion of current trends in popular media promotion.	
Summative Assessments . Please refer to the detailed project schedule for key dates and deliverables.	
Final evaluation of the module is formed from: S1. Answer test questions : 20%.	

- S2. Create and present your own media blog: 30%.
 S3. Create and submit content (text, radio , television) to your audience for your own blog: 50%.

Learning resources

Key texts :

1. Artamonov I. Trends of formation and prospects of development of Internet journalism in Ukraine : monograph. Donetsk : Swan , 2009. 416 p.
2. Goal by D. Online Journalism K.: KI.S., 2005. 344 p.
3. Zernetskaya OV Global development of mass communication systems and international relations. - K.: Education , 1999. - 351 p.
4. Craig R. Internet journalism . The work of a journalist and editor in the new media / R. Craig . - K, 2007. - 324 p.
5. Matvienko VY Social technologies . K.: Ukrainian Propies , 2001. 446 p.
6. Onischenkl OS Social networks as a tool of interaction between government and civil society : monograph. Kyiv , 2014. - 258 p.
7. Onischenkl OS Social networks as a factor of civil society development. K.: NBUV, 2013. 248 p.
8. Potyatynik B. Internet journalism. L.: PAIS, 2010. 243 p.
9. Potyatynik B. Media : keys to understanding. Lviv : PAIS, 2004. 312 p. (Series " Mediakrytyka ").
10. OV Chekmishev , LA Yaroshenko Basics of qualitative blogging : training manual // Association " Shared Space " Committee " Equal Opportunities ".K.: 2014, FOP A. Rudnitskaya .48

Key web-based and electronic resources:

lib.uzhnu.edu.ua - Uzhhorod University Scientific Library
 scholar.google.com - Google Academy

Your faculty or university:

Department of Journalism, Uzhhorod National University

Study Programme: Journalism

Module Code	SC3.7	Level	7 (Bachelor)	Module Title	Directed by Documentary
Credits ECTS	3	Year	3	Weeks	35
Main campus location				UzhNU Educational and Laboratory Building	

Commence	September 2020	Briefing	September 2020
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Module Lead/s	Yevhen Solomin	Lecturers	Yevhen Solomin
Pre-requisite or co-requisite		Fundamentals of Journalism Theory and Practice of Journalism Medialinguistics	

Class Contact Time	96 hours: V term - 44 hours VI term – 52 hours
Independent study time	99 hours: V term - 46 hours VI term – 53 hours

Description of the module	
<p>The «Directed by Documentary» module is designed for 2 semesters of study and is designed to form an understanding of the basics of documentary television directing. It is aimed at mastering students' knowledge in modeling and implementing television projects in the field of documentary, based on the disclosure of the laws of directing. The course introduces the theoretical and practical aspects of screen directing, the profession of filmmaker and television, documentary filmmaker, but mainly focuses on the practice of documentary video production.</p>	
Module Aims	
What You Will LEARN?	What You DO? Teaching and learning activities
<p>Students acquire video creation technologies and specific aspects of documentary filmmaking technology; structural features and nature of the screen action of television programmes of the specified genre; composition laws and specific features of documentary project dramaturgy; screen language elements and features of their use.</p>	<p>Development of the recommended literature (textbooks, manuals, proper scientific works, directories), its critical comprehension and supplementation of information with the results of one's own scientific search. Search for topics, their development within the students' editorial board of thematic programmes, organization of filming, writing of materials, their reading, editing and broadcasting. Mastering the process of producing documentary projects.</p>

<p>Learning Outcomes. Intended Learning Outcomes upon successful completion of Module: Mastering the basic concepts and specific terms of documentary television production, structure, basic facts and processes of screen documentary functioning; understanding the specifics of the functioning of creative teams on television; main stages in the organization</p>	<p>Indicative Deliverables: Practical use of the acquired knowledge in technologies of creation of documentary programmes; to embody an author's design in a visual way; master the laws of dramatic composition, screen language, work with special effects and sound; to put into practice the basic methods of installation; use your own style in creating a visual and audio image;</p>
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of the creative and production process for the production of audiovisual product.	competently draw up the director's script and editing plan.
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Assessment and feedback
Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.
To deepen their knowledge of various aspects of television production, students are: F1. Students create a film crew for video production. F2. Seek out and develop topics for video product shooting. F3. Video clips are shot on the camera. F4. Mount material. F5. Aired.
Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.
Final evaluation of the module is formed from: S1. Tests to test students' knowledge of the basic concepts of the module: 20%. S2. Production of collective media product, presentation of its audience: 80%.

Learning resources
<i>Key texts:</i> Dmytrovskiy Z. Ye. Televiziina zhurnalistyka: Navch. posib. Vyd. 3-tie, dopovn. Lviv: PAIS, 2009. 224 s. Novitni tekhnolohii teleradiomovlennia: svitovy dosvid Materialy naukovooho kolokviumu Kyiv, 16 lystopada 2011 r. Uporiadnyk V. Hoian. – Elektronnyi resurs : http://journalib.univ.kiev.ua/index.php?act=rozdily&rozdil=6 Shyrman R.N. Alkhymyia rezhysury. Master-klass. K. : ZAO «Teleradyokurer», 2008. 448 s. Yakovets A. V. Televiziina zhurnalistyka: Teoriia i praktyka: pidruchnyk. K. : Vyd. dim “Kyievo-Mohylianska akademiia”, 2007. 240 s.
<i>Key web-based and electronic resources:</i> lib.uzhnu.edu.ua – Naukova biblioteka Uzhhorodskoho universytetu library.ukma.kiev.ua – Naukova biblioteka Natsionalnoho universytetu «Kyievo-Mohylianska akademiia» isl.lviv.ua – Lvivska natsionalna naukova biblioteka imeni V. Stefanyka nbuv.gov.ua – Natsionalna biblioteka Ukrainy imeni V. I. Vernadskoho
<i>Key web-based and electronic resources:</i> lib.uzhnu.edu.ua library.ukma.kiev.ua isl.lviv.ua nbuv.gov.ua

Your faculty or university: Department of Journalism, Uzhhorod National University
Study Programme: Journalism

Module Code	SC3.7	Level	7 (Bachelor)	Module Title	Principles of Creation of Popular Science Film
Credits ECTS	3	Year	3	Weeks	35
Main campus location (голівне місце проведення)				UzhNU Educational and Laboratory Building	

Commence	September 2020	Briefing	September 2020
Module Lead/s	Yevhen Solomin	Lecturers	Yevhen Solomin
Pre-requisite or co-requisite		Fundamentals of Journalism Theory and Practice of Journalism Medialinguistics	

Class Contact Time	96 hours: V term - 44 hours VI term – 52 hours
Independent study time	99 hours: V term - 46 hours VI term – 53 hours

Description of the module	
<p>The module "Principles of Creation of Popular Science Film" is designed for 2 semesters of study and is designed to form an understanding of the basics of creating a popular science film. It is aimed at mastering students' knowledge in the field of modeling and implementation of television projects based on the disclosure of the laws of directing in the creation of popular science products. The course introduces the theoretical and practical aspects of screen directing, the profession of filmmaker and television, the director and screenwriter of popular science film, but is mainly focused on the practice of producing relevant video production.</p>	
Module Aims	
What You Will LEARN?	What You DO? Teaching and learning activities?
<p>Students master video creation technologies and specific aspects of technology for creating popular television projects; structural features and nature of the screen action of television programmes of the specified genre; composition laws and specific features of dramaturgy of popular science projects; screen language elements and features of their use.</p>	<p>Development of the recommended literature (textbooks, manuals, proper scientific works, directories), its critical comprehension and supplementation of information with the results of one's own scientific search. Search for topics, their development within the students' editorial board of thematic programmes, organization of filming, writing of materials, their reading, editing and</p>

	broadcasting. Mastering the process of production of popular science projects.
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<p>Learning Outcomes. Intended Learning Outcomes upon successful completion of Module:</p> <p>Mastering the basic concepts and specific terms of documentary television production, structure, basic facts and processes of functioning of onscreen popular science products; understanding the specifics of the functioning of creative teams on television; main stages in the organization of the creative and production process for the production of audiovisual product.</p>	<p>Indicative Deliverables:</p> <p>Practically use the acquired knowledge on technologies of creation of popular science programmes; to embody an author's design in a visual way; master the laws of dramatic composition, screen language, work with special effects and sound; to put into practice the basic methods of installation; use your own style in creating a visual and audio image; competently draw up the director's script and editing plan.</p>
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Assessment and feedback
Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.
To deepen their knowledge of various aspects of television production, students are:
F1. Students create a film crew for video production.
F2. Seek out and develop topics for video product shooting.
F3. Video clips are shot on the camera.
F4. Mount material.
F5. Aired.
Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.
Final evaluation of the module is formed from:
S1. Tests to test students' knowledge of the basic concepts of the module: 20%.
S2. Production of collective media product, presentation of its audience: 80%.

Learning resources
<p><i>Key texts:</i></p> <p>Dmytrovskiy Z. Ye. <i>Televiziina zhurnalistyka: Navch. posib. Vyd. 3-tie, dopovn.</i> Lviv: PAIS, 2009. 224 s.</p> <p>Novitni tekhnolohii teleradiomovlennia: svitovy dosvid Materialy naukovooho kolokviumu Kyiv, 16 lystopada 2011 r. Uporiadnyk V. Hoian. – Elektronnyi resurs : http://journalib.univ.kiev.ua/index.php?act=rozdily&rozdil=6</p> <p>Shyrman R.N. <i>Alkhymyia rezhysuryi. Master-klass. K.</i> : ZAO «Teleradyokurer», 2008. 448 s.</p> <p>Yakovets A. V. <i>Televiziina zhurnalistyka: Teoriia i praktyka: pidruchnyk. K.</i> : Vyd. dim “Kyievo-Mohylianska akademiia”, 2007. 240 s.</p>
<p><i>Key web-based and electronic resources:</i></p> <p>lib.uzhnu.edu.ua – Naukova biblioteka Uzhhorodskoho universytetu</p> <p>library.ukma.kiev.ua – Naukova biblioteka Natsionalnoho universytetu «Kyievo-Mohylianska akademiia»</p> <p>isl.lviv.ua – Lvivska natsionalna naukova biblioteka imeni V. Stefanyka</p>

Your faculty or university: Department of Journalism, Uzhhorod National University					
Study Programme: Journalism					
Module Code	SC3.2	Level	7 (Bachelor)	Module Title	Communicative Linguistics
Credits ECTS	3,5	Year	3	Weeks	5th semester, 17 weeks
Main campus location				UzhNU Educational and Laboratory Building	

Commence	February 2021	Briefing	February 2021
Module Lead/s	Yaroslava Shebeshtian	Lecturers	Yaroslava Shebeshtian
Pre-requisite or co-requisite		Theory and Practice of Journalism Medialinguistics Fundamentals of Scientific Research in Mass Communication Mediatext Studies Mediastylistics Media Professionals` Speech Culture Literary Editing in Mass Communication	

Class Contact Time	52 hours: 3 hours a week
Independent study time	53 hours

Description of the module	
The module "Communicative Linguistics" is designed for 1 semester (18 weeks) and includes an in-depth study of one of the most important aspects of professional journalistic speech - communicative. The information is presented on the key problematic components of modern linguistic communication theory and taking into account the peculiarities of media communication. Complex elaboration of language tools of mass communication has practical meaning as it is the basis of journalist's activity.	
Module Aims	
What You Will LEARN?	What You DO? Teaching and learning activities?

<p>Students deepen their knowledge of the peculiarities of language communication in the media; learn about the nature, components, patterns, laws, functions, types of communication; develop skills of linguistic communication analysis, creation of qualitative in terms of applied linguistic means of journalistic text.</p>	<p>Development of the recommended literature (textbooks, manuals, proper scientific works, directories), critical comprehension of it and supplementation of information with the results of one's own scientific search. Discussion of the worked material on practical classes, analysis of modern journalistic practice in the context of the learned linguistic and communicative concepts. Methods of empirical verification, comprehension, and assimilation of theoretical information are students' work on individual tasks (linguistic-communicative text analysis, preparation of works of different journalistic genres taking into account new knowledge) and collective creative projects (for example, preparation of student newspaper, content for online media).</p>
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<p>Learning Outcomes. Intended Learning Outcomes upon successful completion of Module: Mastering basic concepts, understanding the manifestation of patterns and laws of communication in journalistic practice. Distinguishing between components of mass and non-mass communication, understanding of qualitative and functional specificity of means of all levels of language. Ability to effectively use the lingual resources of a literary language in one's own professional activity. Ability to create a quality journalistic product on their own and in groups.</p>	<p>Indicative Deliverables: Ability to prepare media texts of current topics independently, taking into account different communication situations. The skills of selection and critical analysis of lingual means in a journalistic work. Understanding the close relationship between the linguistic and communicative components of a journalistic work. The ability to critically evaluate and refine media text, present it to audiences. Communication skills, teamwork.</p>
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Assessment and feedback	
<p>Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.</p>	
<p>To deepen the knowledge of various aspects of communicative linguistics students do the following formative exercises: F1. Identify different types of media (by role of language, form of language code, content, purpose, etc.) communication; illustrate basic linguistic communication laws with examples from the media.</p>	

- F2. Perform linguistic communication analysis of media text according to the proposed scheme.
- F3. To create a journalistic text by macrotheme.
- F4. To suggest the idea of a journalistic work for a specific audience.
- F5. Analyze your own text and media product created by other students.

Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.

Final evaluation of the module is formed from:

- S1. Tests on students' knowledge of the basic concepts of communicative linguistics: 20%.
- S2. Scientific essay on peculiarities of manifestation of the laws of language communication in the mass media: 30%.
- S3. Prepare individual / collective media product, present it to the audience: 50%.

In order to improve the quality of the module, a final discussion with students of the main aspects (content, form, tasks, assessment) of the course, written feedback is provided.

Learning resources

Key texts:

- Batsevych, F. S. (2004), *Osnovy komunikatyvnoi linhvistyky [Fundamentals of Communicative Linguistics]*, Akademiia, Kyiv [in Ukrainian].
- Shapovalova, H. V., Shebeshtian, Ya. V. (2016), *Teoretyko-praktychni pytannia tekstoznavstva [Theoretical and practical issues of textual studies]*, Grazhda, Uzhhorod [in Ukrainian].
- Suchasna ukrainska literaturna mova [Modern Ukrainian literary language] / za red. A. P. Hryshchenka (1997), *Vyshcha shkola*, Kyiv [in Ukrainian].
- Suchasna ukrainska literaturna mova [Modern Ukrainian literary language] / za red. O. D. Ponomareva (2001), *Lybid*, Kyiv [in Ukrainian].
- Suchasna ukrainska mova [Modern Ukrainian] (2006), Akademiia, Kyiv [in Ukrainian].
- Ukrainska mova: Entsyklopediia [Ukrainian language: Encyclopedia], (2004), *Ukrainska entsyklopediia*, Kyiv [in Ukrainian].

Key web-based and electronic resources:

- lib.uzhnu.edu.ua – Uzhgorod University Scientific Library.
- library.ukma.kiev.ua – Scientific Library of the National University "Kyievo-Mohylianska akademiia".
- sl.lviv.ua – Lviv National Scientific Library named after V. Stefanyk.
- nbuv.gov.ua – Vernadskyi National Library of Ukraine.

Your faculty or university:

Department of Journalism, Uzhhorod National University

Study Programme: Journalism

Module Code	SC3.2	Level	7 (Bachelor)	Module Title	SMM in the Journalist's Practice
Credits ECTS	3	Year	3	Weeks	17

Main campus location	UzhNU Educational and Laboratory Building
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Commence	September 2020	Briefing	September 2020
Module Lead / s	Vitalii Zavadiak	Lecturers	Vitalii Zavadiak
Pre - requisite or co - requisite		"Journalistic skills", "Methods and techniques of journalistic work", " Journalism theory ", "The theory and practice of journalistic activity", "Professional duties of a journalist", "Internet journalism", "Communication technologies", "Media issues", "Television Journalism", "Journalistic Ethics", "Press Journalism", "New Communications", "Optimization of Online Publications", "Web Design and HTML Programmemeing"; Web technologies in ZMK .	

Class Contact Time	44
Independent study time	46

Description of the module	
«SMM in the Journalist's Practice» - a discipline which examines the principles of the journalist in social networks ; reveals features of appearance and functioning social media, communication and implementation of information searching in social media world; features of content creation for social networks; features of media project promotion; targeting and hashtags .	
Module Aims	
What You Will LEARN ?	What You DO ? Teaching and learning activities ?
foundations of the existence and functioning of social media features mechanisms to communicate in social networks, possibility of finding and dissemination of information through social networks , special tools of communication (hashtag, accounts, services , bullets an	analyze social media as an information resource to create, maintain and close accounts in different social networks (Facebook, Twitter , OpenID , Flickr , Instagram , LinkedIn , Qzone, Reddit , and so on) to use the possibilities of social media for promotion of journalistic projects , relying on the knowledge of the psychological characteristics of mass phenomena , adequately perceive the audience of social networks , active audience (flashmob, event, post, repost, comment, trolling,etc.) recognize key information in social networks, able to respond on her

d so on . d .) the principles of disinformation and manipulation of mass consciousness in social network	
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<p>Learning Outcomes.</p> <p>Intended Learning Outcomes upon successful completion of Module:</p> <p>analyze social networks as an information resource;</p> <p>create, maintain and close accounts on various social networks (Facebook, Twitter, Flickr , Instagram, LinkedIn , Qzone , Reddit , etc.);</p> <p>Adequate knowledge of the psychological features of mass phenomena perceive social network audiences, audience activity (flash mob , event, post, repost , comment, trolling , etc.);</p> <p>recognize fake information on social networks, be able to react to it;</p> <p>measure audience in social networks;</p> <p>maintain weblogs.</p>	<p>Indicative Deliverables:</p> <p>create modern social media;</p> <p>use social media opportunities to promote journalistic projects.</p>
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Assessment and feedback
Formative Assessments . Please refer to the detailed project schedule for key dates and deliverables.
<p>F1. Prepare and present your own SMM project to the audience .</p> <p>F2. Create and present a strategy for brand development and promotion on social networks .</p> <p>F3. Demonstrate effective SMM techniques with the example of your own SMM project .</p> <p>F4. Create and demonstrate SMM content .</p>
Summative Assessments . Please refer to the detailed project schedule for key dates and deliverables.
<p>Final evaluation of the module is formed from:</p> <p>S1. completed student tests : 20%;</p> <p>S2. presentation of own project: 30% ,</p> <p>S3. creating and presenting content to the audience (text, radio , television) for your own project 50%.</p>

Learning resources
<p><i>Key texts :</i></p> <ol style="list-style-type: none"> 1. Artamonov I. Trends of formation and prospects of development of Internet journalism in Ukraine : monograph. Donetsk : Swan , 2009. 416 p. 2. Goal by D. Online Journalism K.: KI.S., 2005. 344 p. 3. Zernetskaya OV Global development of mass communication systems and international relations. - K.: Education , 1999. - 351 p. 4. Craig R. Internet journalism . The work of a journalist and editor in the new media / R. Craig . - K, 2007. - 324 p. 5. Matvienko VY Social technologies . K.: Ukrainian Propies , 2001. 446 p. 6. Onischenkl OS Social networks as a tool of interaction between government and civil society : monograph. Kyiv , 2014. - 258 p.

7. Onischenk O.S. Social networks as a factor of civil society development. K.: NBUV, 2013. 248 p.
8. Potyatynik B. Internet journalism. L.: PAIS, 2010. 243 p.
9. Potyatynik B. Media : keys to understanding. Lviv : PAIS, 2004. 312 p. (Series " Mediakrytyka ").
10. OV Chekmishev , LA Yaroshenko Basics of qualitative blogging : training manual // Association " Shared Space " Committee " Equal Opportunities ".K.: 2014, FOP A. Rudnitskaya .48

Key web-based and electronic resources:

lib.uzhnu.edu.ua - Uzhhorod University Scientific Library
 scholar.google.com - Google Academy

Your faculty or university:

Department of Journalism, Uzhhorod National University

Study Programme: Journalism

Module Code	SC3.3.	Level	7 (Bachelor)	Module Title	Design of Print and Online Media
Credits ECTS	3	Year	3	Weeks	17
Main campus location				UzhNU Educational and Laboratory Building	

Commence	September 2020	Briefing	September 2020
Module Lead/s	Lesia Polikha	Lecturers	Lesia Polikha
Pre-requisite or co-requisite		Photojournalism and computer graphics Technical equipment in journalism.	

Class Contact Time	44
Independent study time	46

Description of the module

The programme of discipline provides learning the process of designing print and online publications. The discipline includes consideration of the following issues: characteristics of stylistic trends in contemporary design; concept and design of layout; selection of basic design decisions, creation of sketches, interactions with text, images and headers; role of the illustration, its correspondence with the text, the task of publication, page composition, layout

of the publication, design of magazine cover, first page of newspaper, website land page; announcements, headings, images; logo development. This combines organizational and technical capabilities, the author's idea and its implementation in the project.

Module Aims

What You Will LEARN?	What You DO? Teaching and learning activities?
Aim: to acquaint students with the current state of design of print and online publications, to give students the knowledge and practical skills of graphic design of newspapers, magazines and websites.	to teach future specialists to use the possibilities of artistic and technical design in order to influence the reader even before reading the material, to arouse his desire to become acquainted with the content, to activate the reader's interest.

<p>Learning Outcomes. Intended Learning Outcomes upon successful completion of Module:</p> <p>As a result of studying the discipline, the student must</p> <p>know history of media design;</p> <p>clearly define types of layout;</p> <p>and navigate the current range of problems in design of periodicals;</p>	<p>Indicative Deliverables:</p> <p>able to layout newspapers, magazines and site;</p> <p>work in Adobe Indesign, Adobe Illustrator, Adobe Photoshop graphic applications.</p>
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Assessment and feedback

Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.
<p>F1. layout of the newspaper (September, 2020)</p> <p>F2. layout of the magazine (September, 2020)</p> <p>F3. creating infographics (October, 2020)</p> <p>F4. development of media logo (November)</p> <p>F5. creation of web site design (December, 2020)</p>
Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.
S1. Development of magazine design and webdesign site

Learning resources

Key texts:

https://www.mann-ivanov-ferber.ru/assets/files/bookparts/otzivchivij_web_design/owd_read.pdf

<https://www.twirpx.com/file/1285265/>

<https://books.google.com.ua/books?id=TTmZBQAAQBAJ&pg=PA11&dq=%D0%B4%D0%B8%D0%B7%D0%B0%D0%B9%D0%BD+%D0%B3%D0%B0%D0%B7%D0%B5%D1%82+%D0%B8+%D0%B6%>

https://books.google.com.ua/books?id=IN-eAwAAQBAJ&pg=PR7&dq=%D0%B4%D0%B8%D0%B7%D0%B0%D0%B9%D0%BD%20%D0%B3%D0%B0%D0%B7%D0%B5%D1%82%20%D0%B8%20%D0%B6%D1%83%D1%80%D0%BD%D0%B0%D0%BB%D0%BE%D0%B2&hl=uk&sa=X&ved=0ahUKEwi-trz80aHnAhXwh4sKHXC_AkwQ6AEIgAEwCQ#v=onepage&q=%D0%B4%D0%B8%D0%B7%D0%B0%D0%B9%D0%BD%20%D0%B3%D0%B0%D0%B7%D0%B5%D1%82%20%D0%B8%20%D0%B6%D1%83%D1%80%D0%BD%D0%B0%D0%BB%D0%BE%D0%B2&f=false

<https://books.google.com.ua/books?id=03rfpRVJqhcC&pg=PA194&dq=%D0%B4%D0%B8%D0%B7%D0%B0%D0%B9%D0%BD+%D0%B3%D0%B0%D0%B7%D0%B5%D1%82+%D0%B8+%D0%B6%D1%83%D1%80%D0%BD%D0%B0%D0%BB%D0%BE%D0%B2&hl=uk&sa=X&ved=0ahUKEwiF4f-d0qHnAhUOAxAlHcYeDpg4ChDoAQgxMAE#v=onepage&q=%D0%B4%D0%B8%D0%B7%D0%B0%D0%B9%D0%BD%20%D0%B3%D0%B0%D0%B7%D0%B5%D1%82%20%D0%B8%20%D0%B6%D1%83%D1%80%D0%BD%D0%B0%D0%BB%D0%BE%D0%B2&f=false>

<https://cyberleninka.ru/article/n/sovremennye-tendentsii-razvitiya-graficheskoy-modeli-gazety>
<https://cyberleninka.ru/article/n/dizayn-model-internet-versii-kak-rezultat-transformatsii-modeli-pechatnogo-izdaniya-na-materiale-rossijskikh-smi>

Key web-based and electronic resources:

<https://cyberleninka.ru/article/n/sovremennye-tendentsii-razvitiya-graficheskoy-modeli-gazety>
<https://cyberleninka.ru/article/n/dizayn-model-internet-versii-kak-rezultat-transformatsii-modeli-pechatnogo-izdaniya-na-materiale-rossijskikh-smi>

Your faculty or university: Department of Journalism, Uzhhorod National University					
Study Programme: Journalism					
Module Code	SC3.4.	Level	7 (Bachelor)	Module Title	Basics of Web Design
Credits ECTS	3	Year	3	Weeks	18
Main campus location				UzhNU Educational and Laboratory Building	

Commence	September 2020	Briefing	September 2020
Module Lead/s	Lesia Polikha	Lecturers	Lesia Polikha
Pre-requisite or co-requisite		Technical means of journalism. Photojournalism and computer graphics.	

Class Contact Time	44
Independent study time	46

Description of the module	
<p>The discipline program provides a study of the process of designing online publications. The discipline includes consideration of the following issues: Characteristics of stylistic trends in contemporary design. Concept, design layout of online edition. Selection of basic design decisions, creation of sketches. Interaction of text, images, headers. The role of the illustration, its correspondence with the text, the task of publication, page composition, layout of the publication. Logo development. This combines organizational and technical capabilities, the author's idea and its implementation in the project.</p>	
Module Aims	
What You Will LEARN?	What You DO? Teaching and learning activities?
<p>Objective: To introduce students to the state of the art of web design, to give students the knowledge and practical skills of graphic design sites.</p>	<p>to educate future professionals to use the possibilities of artistic and technical design, for the best navigation and use of the main components of the web space.</p>

<p>Learning Outcomes. Intended Learning Outcomes upon successful completion of Module: As a result of studying the discipline, the student should know the history of media design; clearly define types of layout; navigate the current spectrum of media design issues.</p>	<p>Indicative Deliverables: be able to design information sites; work in Adobe Indesign, Adobe Illustrator, Adobe Photoshop.</p>
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Assessment and feedback
Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.
F1. Development of logo design for online information publication (September, 2020) F2. Website Design Development (November-December, 2020)
Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.
S1. Designing an online publication.

Learning resources
<p><i>Key texts:</i> 1. Alekseev, A.P. Introduction to Web Design (+ CD-ROM) / A.P. Alekseev. - M.: Solon-Press, 2014. -- 192 p.</p>

2. Kirsanov Web Design: a book by Dmitry Kirsanov / Kirsanov, Dmitry. - M.: St. Petersburg: Symbol-Plus, 2017. -- 376 c.
3. Papanek Design for the real world / Papanek, Victor. - M.: D. Aronov, 2017. -- 416 p.
4. Hillman, K. Flash Web Design for Version 5. The experience of professionals / K. Hillman. - M.: Book on Demand, 2016. - 256 c.

Key web-based and electronic resources:

<https://books.google.com.ua/books?id=DcchT62S0FQC&printsec=frontcover&dq=%D0%B2%D0%B5%D0%B1+%D0%B4%D0%B8%D0%B7%D0%B0%D0%B9%D0%BD&hl=uk&sa=X&ved=0ahUKEwj62L7HwvnnAhUptYsKHb5QCAQQ6AEIPTAC#v=onepage&q=%D0%B2%D0%B5%D0%B1%20%D0%B4%D0%B8%D0%B7%D0%B0%D0%B9%D0%BD&f=false>

<https://books.google.com.ua/books?id=qOVTdwAAQBAJ&printsec=frontcover&dq=%D0%B2%D0%B5%D0%B1+%D0%B4%D0%B8%D0%B7%D0%B0%D0%B9%D0%BD&hl=uk&sa=X&ved=0ahUKEwj62L7HwvnnAhUptYsKHb5QCAQQ6AEIKTAA#v=onepage&q=%D0%B2%D0%B5%D0%B1%20%D0%B4%D0%B8%D0%B7%D0%B0%D0%B9%D0%BD&f=false>

<https://books.google.com.ua/books?id=1dlwBgAAQBAJ&printsec=frontcover&dq=%D0%B2%D0%B5%D0%B1+%D0%B4%D0%B8%D0%B7%D0%B0%D0%B9%D0%BD&hl=uk&sa=X&ved=0ahUKEwj62L7HwvnnAhUptYsKHb5QCAQQ6AEIRzAD#v=onepage&q=%D0%B2%D0%B5%D0%B1%20%D0%B4%D0%B8%D0%B7%D0%B0%D0%B9%D0%BD&f=false>

Your faculty or university:

Department of Journalism, Uzhhorod National University

Study Programme: Journalism

Module Code	SC2.6	Level (Рівень)	7 (Bachelor)	Module Title	Convergent Newsroom
Credits ECTS	3,5	Year	3	Weeks	18
Main campus location				UzhNU Educational and Laboratory Building	

Commence	September 2020	Briefing	September 2020
Module Lead/s	Yevhen Solomin	Lecturers	Yevhen Solomin
Pre-requisite or co-requisite		Fundamentals of Journalism Theory and Practice of Journalism	

Class Contact Time	52 hours: V term - 52 год.
Independent study time	53 hours:

Description of the module

Module "Convergent Newsroom" is designed for 1 semester of study and includes mastering the latest information and communication technologies available in the era of digital innovations, which lead to the process of transformation of media from traditional forms inherent in post-industrial society to the convergent, social and societal approach to media production, accelerates the development of journalism, changes content. The new mass communication situation is transforming traditional editions into convergent and multimedia ones with new tools for the production and distribution of television products. The discipline of the course orientates students to a comprehensive approach to convergent editorial information that can simultaneously work with text, photo, audio, video, create graphics, write blogs, work on the Web, and be free to navigate the choice of the optimal media platform content.

Module Aims**What You Will LEARN?**

Students learn the basic principles of convergent editing, methods and techniques for creating multimedia news, reports and interviews, their features, features of video and audio processing programmes, infographics, methods of using maps and large-scale programmes arrays of data; new roles of journalists and their functional features; ethical principles of journalistic work for the preparation of multimedia material.

What You DO? Teaching and learning activities?

Development of the recommended literature (textbooks, manuals, proper scientific works, directories), its critical comprehension and supplementation of information with the results of one's own scientific search. Finding the right information to create journalistic text for convergent media, working with databases. Application of multimedia tools for creating audio, video and infographics. Within convergent student editions, create a multimedia product and place it on different technology platforms.

Learning Outcomes. Intended Learning Outcomes upon successful completion of Module:

Mastering the basic concepts, the main differences between modern and multimedia media from traditional ones; basic principles of work of convergent edition; ways to create multimedia news, reports, and interviews, their features, methods, and techniques for improving the quality of texts. Ability to create a quality display product within Convergence Edition.

Indicative Deliverables:

Uminnya pidgotuvati that broaden the media product on the open platforms.
Skills for learning and information processing for the creation of a journalistic text for convergent 3MI.
Volodity structured journalistic material.
Stvoryuvati ta redaguvati vlasny texts of multimedia materials.
Communication skills, robots in the team.

Assessment and feedback

Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.

<p>To deepen their knowledge of various aspects of television production, students are:</p> <p>F1. Students create a film crew for video production.</p> <p>F2. Seek out and develop topics for video product shooting.</p> <p>F3. Video clips are shot on the camera.</p> <p>F4. Mount material.</p> <p>F5. Aired.</p>
<p>Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.</p>
<p>Final evaluation of the module is formed from:</p> <p>S1. Tests to test students' knowledge of the basic concepts of the module: 20%.</p> <p>S2. Production of collective media product, presentation of its audience: 80%.</p>

Learning resources
<p>Key texts:</p> <p>Dmytrovskiy Z. Ye. <i>Televiziina zhurnalistyka: Navch. posib. Vyd. 3-tie, dopovn.</i> Lviv: PAIS, 2009. 224 p.</p> <p><i>Zhurnalistyka y konverhentsyia: pochemu y kak tradytsyonnye SMY prevrashchaitusia v multymedyyinnye.</i> M., 2010. 200 p.</p> <p>Potiatynyk B. V. <i>Internet-zhurnalistyka : navch. posib.</i> Lviv : PAIS, 2010. 246 p.</p> <p>Potiatynyk B. V. <i>Media: kliuchi do rozuminnia. Serii: Mediakrytyka.</i> Lviv: PAIS, 2004. 312 p.</p> <p>Stivens M. <i>Vyrobnytstvo novyn: telebachennia, radio, Internet.</i> K : Vyd. dim "Kyievo-Mohylianska akademiia", 2008. 407 s.</p> <p><i>Newsroom convergence: A transnational comparison.</i> Abstact. Medienhaus Wien. March 2008. // https://www.rtr.at/de/ppf/Kurzberichte2007/Konvergenz_im_Newsroom_Newsroom_Convergence.pdf.</p>
<p>Key web-based and electronic resources:</p> <p>lib.uzhnu.edu.ua – Naukova biblioteka Uzhhorodskoho universytetu</p> <p>ibrary.ukma.kiev.ua – Naukova biblioteka Natsionalnoho universytetu «Kyievo-Mohylianska akademiia»</p> <p>isl.lviv.ua – Lvivska natsionalna naukova biblioteka imeni V. Stefanyka</p> <p>nbuv.gov.ua – Natsionalna biblioteka Ukrainy imeni V. I. Vernadskoho</p>

Your faculty or university					
Department of Journalism, Uzhhorod National University					
Study Programme: Journalism					
Module Code	SC2.6	Level	7 (Bachelor)	Module Title	News Agencies
Credits ECTS	3,5	Year	3	Weeks	17 (V semester)
Main campus location				UzhNU Educational and Laboratory Building	

Commence	September 2020	Briefing	September 2020
Module Lead/s	Nataliia Tolochko	Lecturers	Nataliia Tolochko
Pre-requisite or co-requisite		Basics of journalism Theory and practice of journalism Medialinguistics Global media	

Class Contact Time	52
Independent study time	53

Description of the module:	
Module «News Agencies» proposed for study in the third year, after students have mastered the basics of writing different genres materials acquainted with the specifics of the media and others. Within the module future journalists are trained to work with the information for news agencies. Much attention is paid to the search and collection of information, the creation of materials according to the established structure; critical analysis of messages; acquaintance with the main stages of development of agency journalism, etc.	
Module Aims	
What You Will LEARN?	What You DO? Teaching and learning activities?
Students learn the basic concepts of news agency journalism; documents regulating the activities of agencies in Ukraine and in the world; learn about the activities of news agencies; generating skills information; writing messages for news agencies; analysis of agencies' materials.	Development of the recommended literature, independent search of scientific sources. Discussion of historical stages of development of news agencies in Ukraine and in the world. Comparison of genres of news agencies, structure of materials. Writing informative, informational-analytical messages according to the proposed structure. Critical reflection on your own and others' media products. Preparation of creative and collective creative projects that allow you to test the learning of theoretical knowledge (for example, creating texts for a news agency modeled in a student group, discussing examples from journalistic practice, preparing presentations about news agencies of Ukraine and the world, etc.).

Learning Outcomes	Indicative Deliverables
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<p>Intended Learning Outcomes upon successful completion of Module</p> <p>Studying the basic concepts of agency journalism; a typical news agency message structure; specifics of genres of news agencies; advanced study of journalism standards.</p> <p>Distinguishing news agencies of Ukraine and the world, studying the features of their work.</p> <p>The ability to adapt messages to the needs of the audience.</p> <p>The ability to independently and in groups to create a quality media product.</p>	<p>Skills of independent search, gathering, processing, editing of information, creation of various genre materials for news agencies according to the established structure, with observance of necessary requirements.</p> <p>Ability to critically evaluate and refine informational, informational-analytical messages.</p> <p>Ability to work in a team to produce a joint media product.</p>
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Assessment and feedback
<p>Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.</p>
<p>F1. Prepare a presentation about news agencies of Ukraine.</p> <p>F2. To create different types of information messages in accordance with the structure of materials of news agencies of the world / Ukraine.</p> <p>F3. To carry out a comparative analysis of information correspondence of Ukrainian news agencies.</p> <p>F4. Participate in discussing examples of violations of journalism standards in news agency activities.</p>
<p>Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.</p>
<p>S1. Answer test tasks for knowledge testing in the module «News agencies»: 20%.</p> <p>S2. Analyze information and analytical correspondence of leading Ukrainian agencies according to the proposed scheme: 30%</p> <p>S3. To prepare a group media project «Student news agency» (modeling of news agency activity within the university): 50%.</p>

Learning resources
<p><i>Key texts:</i></p> <p>Kappon R. Dzh. (2005) <i>Nastanovy zhurnalistam Assoshieited Press: profesiinyi poradnyk [Guidelines for Journalists Associated Press: Professional Advisor]</i>. Kyiv. Kyievo-Mohylianska akademiia. 158 s.</p> <p>Kim M.N. (2005) <i>Novostnaya zhurnalistika. Bazovyy kurs [News Journalism. Basic course]</i>. Sankt-Peterburg: Izdatel'stvo Mizaylova V.A., 352 s.</p> <p>Nedopytanskyi M. I., Karas M. A., Ilchenko V. I. (2010) <i>Uroky z zhurnalistykoi praktyky. Praktychnyi posibnyk [Lessons in journalistic practice. A practical guide]</i>. Kyiv. Ukraina moloda. 120 s.</p> <p>Nesteriak Yu.M. (2009) <i>Ahentsiina zhurnalistyka. Kurs lektsii [Agency journalism. Course of lectures]</i>. Kyiv. Instytut zhurnalistyky. 185 s.</p> <p>Stivens M. <i>Vyrobnytstvo novyn: telebachennia, radio, Internet [Production of news: television, radio, Internet]</i>. Kyiv. Kyievo-Mohylianska akademiia. 407 s.</p>

Suchasna ahentsiina zhurnalistyka: dovidkove vydannia [Modern Agency Journalism: A Reference Edition]/ Edited by V. V. Rizun. Kyiv, 2010. 148 s.

Key web-based and electronic resources:

Uzhgorod University Scientific Library. URL: lib.uzhnu.edu.ua

Google Scholar. URL: scholar.google.com.ua

The Associated Press. URL: <https://www.ap.org/en-gb/>.

Interfax-Ukraine. URL: www.interfax.com.ua.

Reuters. URL: <http://www.reuters.com>.

Ukrainian News. URL: <http://ukranews.com>.

Ukrinform. URL: www.ukrinform.ua.

AFP. URL: <http://www.afp.com>.

UNIAN. URL: www.unian.net.

The European Alliance of News Agencies (EANA). URL: <http://www.newsalliance.org>.

Your faculty or university:

Department of Journalism, Uzhhorod National University

Study Programme: Journalism

Module Code	SC2.7	Level	7 (Bachelor)	Module Title	Advertising in the Media
Credits ECTS	3,5	Year	3	Weeks	17
Main campus location				Educational and laboratory building of Uzhhorod National University	

Commence	February 2021	Briefing	February 2021
Module Lead/s	Volodymyr Tarasiuk	Lecturers	Volodymyr Tarasiuk
Pre-requisite or co-requisite		Theory and Practice of Print Journalism Basics of the scientific research Mediatext Studies	

Class Contact Time	34 hours: VI semester – 34 hours.
Independent study time	71 hours: VI semester – 71 hours.

Description of the module

The module «Advertising in the Media» is designed for 1 semester of study in the 3rd year and it is devoted to the study of the interaction of advertising and media. In addition, students also gain general knowledge of the advertising industry. The discipline enables students to understand how, in the context of the media market, they can take advantage of advertising opportunities for their development and help boost the economy of the state.

Module Aims

What You Will LEARN?	What You DO? Teaching and learning activities?
Students study the origin and development of advertising, its socio-economic and psychological background, varieties, advertising opportunities of different types of media, functionality of advertising agencies, communication with other industries and more.	Examining examples, writing promotional texts, creating advertising for different types of media, analyzing them, discussing topics, research (projects). Recommended literature (textbooks, manuals, monographs, directories, dictionaries) and the results of their own scientific research are offered.

<p>Learning Outcomes. Intended Learning Outcomes upon successful completion of Module:</p> <p>The module aims to give students knowledge of the basics of advertising in the context of media relations and to teach students the creation and analysis of advertising products, understanding of the peculiarities of activities in the advertising field.</p>	<p>Indicative Deliverables:</p> <p>Students should be familiar with the advertising system, the specifics of the types of advertising, its relationship with the media; be able to create an advertising product for the media and analyze and evaluate specific advertising.</p>
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Assessment and feedback

Formative Assessments. Please refer to detailed project schedule for key dates and deliverables. (Формувальні оцінки. Будь ласка, вкажіть докладний графік).
In order to acquire knowledge and skills, students perform the following tasks: F1. Analysis of an advertising product in a specific media. F2. Comparative analysis of advertising products in different media. F3. Creating your own emblem. F4. Create your own promotional product. F5. Preparation and analysis of own advertising text and text of colleagues-students.
Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.
Final evaluation of the module is formed from: S1. Participation in practical classes with the presentation of specific tasks: 50%. S2. Tests to check students' knowledge of basic phenomena, processes, figures, media, documents, media products: 30%. S3. Creating your own promotional product: 20%.

Learning resources

Key texts:
 Bugrym V. V. Creative in Advertising: An Interactive Tutorial. K.2012.
 Vladymyrska A., Vladymyrskyi P. Advertising: Textbook. K.: Kondor, 2009.
 Romat E. V. The basics of advertising. K., 2006.
 Obrytko B. A. Advertising and advertising activities. K.: MAUP, 2002.
 Prymak T. Advertising Creative: A Textbook. K., 2006.
 Romat E., Senderov D. Advertising: theory and practice. 8th edition. Third generation standard. St. Petersburg: Peter, 2013.
 Uchenova V. V., Shomova S.A., Grinberg T. E., Konakhin K. V. Advertising: genre palette. M.: RIP- holding, 2000.
 Wells W., Burnet J., Moriarty S. Advertising: Principles and Practice. St. Petersburg, 1999.

Key web-based and electronic resources:
 biblioteka.uz.ua – Transcarpathian Regional Universal Scientific Library named after F. Potushnyak
 lib.uzhnu.edu.ua – Uzhgorod University Scientific Library
 Isl.lviv.ua – Lviv National Scientific Library named after V. Stefanyk
 nbuv.gov.ua – V. I. Vernadsky National Library of Ukraine

Your faculty or university: Department of Journalism, Uzhhorod National University					
Study Programme: Journalism					
Module Code	SC2.7	Level	7 (Bachelor)	Module Title	Current Issues of Ukrainian Journalism
Credits ECTS	3,5	Year	3	Weeks	17
Main campus location				Educational and laboratory building of Uzhhorod National University	

Commence	February 2021	Briefing	February 2021
Module Lead/s	Volodymyr Tarasiuk	Lecturers	Volodymyr Tarasiuk
Pre-requisite or co-requisite		Theory and Practice of Print Journalism Meditext Studies History of Ukrainian Journalism	

Class Contact Time	34 hours: VI semester – 34 hours.
Independent study time	71 hours: VI semester – 71 hours.

Description of the module

The module «Current Issues of Ukrainian Journalism» is designed for 1 semester of study and is devoted to topical aspects of Ukrainian journalism. The course aims to provide in-depth knowledge of journalism as a type of literary creativity, to highlight current issues of Ukrainian journalism and to develop practical skills in writing materials in the form of major non-fiction genres.

Module Aims

What will you do?	What You DO? Teaching and learning activities?
<p>Students need to master the main concepts used in nonfiction.</p> <p>Journalists have the opportunity to improve their previously acquired practical skills in creative literary work in accordance with the psychology, methodology and technology of journalists in the overall system of functioning of print and electronic media, taking into account the specifics of information gathering, analysis of specific life phenomena, events and facts journalistic reproduction of reality, analytical and informative ways of submitting materials, genre potential used in national media.</p> <p>Students should give an objective assessment of the authors' non-fiction texts.</p>	<p>Examination of examples, text writing, practical tasks, reports, discussions on a topic, scientific researches (projects), work in an editorial team on creation of the next issue of the university newspaper «Pohlyad».</p> <p>Recommended literature (textbooks, manuals, monographs, directories, dictionaries) and the results of their own scientific research are offered.</p>

<p>Learning Outcomes. Intended Learning Outcomes upon successful completion of Module:</p> <p>The module aims to provide students with in-depth knowledge of journalism as a form of literary creativity, to highlight current issues of Ukrainian opinion journalism and to develop practical skills in writing materials in the form of major non-fiction genres.</p>	<p>Indicative Deliverables:</p> <p>Students should be able to evaluate the journalistic legacy of the past, uncover the secrets of journalistic success of the best national journalists, thinkers, and publicists, and be able to write nonfiction in different genres.</p>
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Assessment and feedback

<p>Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.</p>
<p>In order to acquire knowledge and skills, students perform the following tasks:</p> <p>F1. Analysis of the proposed journalistic work on thematic-genre and linguistic-stylistic features and taking into account the historical era.</p> <p>F2. Comparative analysis of non-fiction texts by topic and genre.</p> <p>F3. Research of periodicals in specific media.</p> <p>F4. Work in the editorial team on the creation of the next issue of the university newspaper «Pohlyad».</p> <p>F5. Prepare and analyze your own text and that of your fellow students.</p>

Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.

- S1. Participation in practical classes with the presentation of specific tasks: 50%.
 S2. Tests to check students' knowledge of basic phenomena, processes, figures, media, documents, media products: 30%.
 S3. Writing author material in the non-fiction genre: 20%.

Learning resources

Key texts:

Gevkiv G. Publicism and poetry: studying the bases of interaction. Lviv: Bulletin of the University of Lviv. Series: Journalism. 2009. Issue 32.

Los' Y. D. Publicism and the Trends in the Development of the World: A Tutorial for Higher Education Institutions of III–IV Accreditation Levels: In 2 parts. P. 1. Lviv: PAIS, 2008.

Pogrebny A. Towards an understanding of the phenomenon of writer's opinion journalism. URL: <http://tkachenkoiren.ucoz.com/publitsystika/08-Pogribnyy.pdf>. Word and time. 2007. No. 4 (556). April.

Tertychny A. A. Genres of periodicals: Textbook. 2nd edition, revised and supplemented. M.: Aspect Press, 2002.

Theory and practice of journalistic creativity: Methodological materials and a short dictionary of the most commonly used terms for students of the Department of Journalism of the Faculty of Philology / Compiled by Candidate of Philological Sciences V.Yu.Tarasyuk. Uzhgorod: Hoverla Publishing House, 2009.

Tarasyuk V.Y. Opinion Journalism: Teaching materials for students of the journalism department of part-time and correspondence forms of study. Uzhgorod: View of UzhNU «Goverla», 2015.

Tytarenko M. The phenomenon of opinion journalism: the problem of definitions. Bulletin of the University of Lviv. Series: Journalism. 2007. Issue 30.

Key web-based and electronic resources:

biblioteka.uz.ua – Transcarpathian Regional Universal Scientific Library named after F. Potushnyak

lib.uzhnu.edu.ua – Uzhgorod University Scientific Library

isl.lviv.ua – Lviv National Scientific Library named after V. Stefanyk

nbuv.gov.ua – V. I. Vernadsky National Library of Ukraine

Your faculty or university :

Department of Journalism, Uzhhorod National University

Study Programme: Journalism

Module Code	SC 2.8	Level	7 (Bachelor)	Module Title	Basics of Public Relations
Credits ECTS	3	Year	3	Weeks	18
Main campus location				Educational and laboratory building of Uzhhorod National University	

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Commence	February 2021	Briefing	February 2021
Module Lead/s	Olesia Barchan	Lecturers	Olesia Barchan
Pre-requisite or co-requisite.		Advertising in the media Propaganda and counter propaganda in the modern media space Basics of rhetoric	

Class Contact Time	44 hours
Independent study time	46 hours

Description of the module:	
<p>The module " Basics of Public Relations" develops students' knowledge of the basic provisions of the theory of public relations, the most important categories and concepts of public relations as a sphere of professional activity, tools for the implementation of PR tasks, the specifics of preparation and conduct of the main stages of PR campaigns, features of the use of PR in various areas of public life , ethical standards of work of a PR-specialist. The specificity of the public opinion research and the peculiarities of the target audiences during the preparation and conduct of the PR campaign are studied. Particular attention is paid to the use of PR-technologies in the political sphere, commercial activity, work of the press-services of state authorities.</p>	
Module Aims	
What You Will LEARN?	What You DO? Teaching and learning activities?
<p>Studying the basic terminology of public relations, its varieties and fields of application, history of the formation of public relations as a professional activity and science, principles of activity and tools of PR-activity, social and psychological bases of public opinion management in public relations and its research, basic processes of external and internal PR , the main stages of a PR-campaign, the specifics of its planning and implementation, the peculiarities of the organizational and functional structure of the public relations service in the authorities, political and public organizations, government agencies, business organizations, and PR consulting structures,</p>	<p>Work out of recommended literature, own search for scientific, non-fiction and non-fiction sources. Preparation and presentation of processed results on the topics studied. Analysis of well-known brand brands' PR campaigns, detailed discussion of using PR tools. Research on the use of PR technologies in political campaigns in Ukraine and in other countries of the world. Preparation of abstract research on the formation of the image of one of the famous persons in society. Development of a PR campaign of the own media. Conducting a public opinion poll on a new media product. Presentation of planning and research results.</p>

codes of conduct for public relations. .	
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<p>Learning Outcomes . Intended Learning Outcomes upon successful completion of Module. Importance of Public Relation terminology, extension and placement of PR public as a professional activity and science, scope of PR-activity, specialists of PR-activity and their use in PR-company, methods of research of public opinion, developed periodically by PR campaigns and their stakeholders. , special work of PR-trust in state and commercial organizations, substantially applying different PR-technologies, technologically introducing PR-legal and ethical standards of work of PR-specialist.</p>	<p>Indicative Deliverables : To apply the theoretical knowledge acquired in practice. Be able to conduct public opinion research and identify the target audience. Prepare a PR-campaign plan taking into account the specifics of its scope. Organize and conduct communication events (press conference, briefing, conference, presentation, round table). Compose information materials: press releases, press releases, media cards, media packages, greetings, promotional messages, slogans and more. Plan and implement different types of PR technologies in practice. Be able to independently develop and implement a PR campaign, taking into account all legal principles of PR activity</p>
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Assessment and feedback	
Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.	
F1. Preparation of abstract research of PR-campaign of one of the well-known commercial organizations and publication of results. F2. Analyzing the use of political technology to influence public opinion in the media by the example of one or more political sites F3. Development and application of several public opinion polls on the forthcoming PR campaign F4. Investigation of the components of the image of one of the most famous people in the world and the publication of the results. F5. Participation in the discussion of the problems of the use of dirty PR technologies and manipulative technologies of influence on public opinion.	
Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.	
Final evaluation of the module is formed from: S1. Tests to test basic knowledge from the module "Fundamentals of PR" - 20%. S2. Creating a media package to promote your own PR project - 30% S3. Creating and presenting a PR programme of your own media - 50%	

Learning resources

Key texts:

1. Balabanova L, Savelieva K. (2008) Pablik ryleishnz: Navchalnyi posibnyk [Public Relations: A Textbook]. K.: Vyd. dim «Profesional»,. 528 s. [in Russian].
2. Moiseiev V.A. (2007) Pablik rilesnhz. Navchalnyi posibnyk [Public Relations. Tutorial]. K.: Akademvydav. 224s. [in Ukrainian].
3. Moiseiev V.A. (2002) Pablyk ryleishnz – sredstvo sotsyalnoi kommunykatsyy. (Teoryia y praktyka) [Public relations is a means of social communication. (Theory and Practice)]. K: Dakor. 506s.
4. Korolko V., Nekrasova O. (2009) Zviazky z hromadskistiu. Naukovi osnovy, metodyka, praktyka. Pidruchnyk dlia studentiv vyshchych navchalnykh zakladiv [Public relations. Scientific bases, methodology, practice. The textbook for university students]. K.: Vydavnychiy dim «Kyievo-Mohylianska akademiia».831s. [in Ukrainian].
5. Pocheptsov H. (2004)Pablyk ryleishnz: Navchalnyi posibnyk [Public Relations: A Textbook]. K.: Znannia.373s. [in Ukrainian].
6. Slisarenko I. (2001) Pablik ryleishnz u systemi komunikatsii ta upravlinnia: Navchalnyi posibnyk [Public relations in the system of communication and management: Textbook].K: MAUP.104s. [in Ukrainian].

Key web-based and electronic resources:

lib.uzhnu.edu.ua – Uzhgorod University Scientific Library
scholar.google.com.ua – Google Academy
propr.com.ua – the Ukrainian portal about PR
sostav.ua – site about marketing, advertising and PR
www.globalpr.org – a global resource about PR
reklamaster.com – marketing and advertising portal

Your faculty or university :

Department of Journalism, Uzhhorod National University

Study Programme: Journalism

Module Code	SC 2.8	Level	7 (Bachelor)	Module Title	PR-Technologies and Media
Credits ECTS	3	Year	3	Weeks	18
Main campus location				Educational and laboratory building of Uzhhorod National University	

Commence	February 2021	Briefing	February 2021
Module Lead/s	Olesia Barchan	Lecturers	Olesia Barchan
Pre-requisite or co-requisite.		Advertising in the media Propaganda and counter propaganda in the modern media space Basics of rhetoric	

Class Contact Time	44 hours
Independent study time	46 hours

Description of the module:	
<p>The module "PR-technology and media" forms in students the knowledge about the specific interaction of the sphere of public relations and journalism, about the most important categories and concepts of public relations as a sphere of professional activity, means of realization of PR tasks, in particular in the media, the specifics of PR and the main stages of public relations media campaigns, peculiarities of using PR technologies in crisis communications, lobbying and image purposes, ethical standards of work of a PR specialist. The specificity of the public opinion research and the peculiarities of the target audiences during the preparation and conduct of the PR campaign are studied. Particular attention was paid to the use of PR-technologies in the political sphere, commercial activity, work of the press-services of state authorities, work of the PR-specialist with journalists.</p>	
Module Aims	
What You Will LEARN?	What You DO? Teaching and learning activities?
<p>Studying the basic terminology of public relations, its varieties and fields of application, PR technologies in political, economic, cultural spheres of society, principles of activity and tools of PR activities, social and psychological bases of public opinion management in public relations and its research, work of PR specialists journalists, the specifics of crisis PR technologies, the main stages of a PR-campaign, the specifics of its planning and implementation through the media, the peculiarities of the organizational and functional structure of the public relations service Stu in government, political and public organizations, government agencies, commercial organizations and PR-consulting structure.</p>	<p>Working with recommended literature, own search for scientific, non-fiction and non-fiction sources. Preparation and presentation of processed results on the topics studied. Analysis of PR campaigns by well-known brands, detailed discussion of the use of PR tools in the media. Investigation of the use of PR technologies through mass media in political campaigns in Ukraine and in other countries of the world. Preparation of abstract research on the formation of the image of one of the famous persons in society. Development of a PR campaign own media. Conducting a public opinion poll on a new media product. Presentation of planning and research results.</p>

<p>Learning Outcomes Intended Learning Outcomes upon successful completion of Module : Knowledge of Publik Relation terminology, scope of PR-activities, basic tools of PR-activity and their use in PR-campaigns, work with journalists, methods of public opinion research, main stages of PR-campaign and peculiarities of their implementation through</p>	<p>Indicative Deliverables: To apply the theoretical knowledge acquired in practice. Be able to conduct public opinion research and identify the target audience. Prepare a PR-campaign plan taking into account the specifics of its scope. Organize and conduct communication events (press conference, briefing, conference,</p>
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the media, specifics of work of PR-specialist in state and commercial organizations, the essence of application of different types of PR-technologies, technologies of image PR-legal and ethical standards of work of a PR-specialist.	presentation, round table). Compose information materials: press releases, press releases, media cards, media packages, greetings, promotional messages, slogans and more. Plan and implement different types of PR technologies in practice. Be able to independently develop and implement a PR campaign, taking into account all legal principles of PR activity
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Assessment and feedback
Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.
<p>F1. Preparation of abstract research of PR-campaign of one of the well-known commercial organizations and publication of results.</p> <p>F2. Analyzing the use of political technology to influence public opinion in the media by the example of one or more political sites</p> <p>F3. Development and application of several public opinion polls on the forthcoming PR campaign</p> <p>F4. Investigation of the components of the image of one of the most famous people in the world and the publication of the results.</p> <p>F5. Participation in the discussion of the problems of the use of dirty PR technologies and manipulative technologies of influence on public opinion.</p>
Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.
<p>Final evaluation of the module is formed from:</p> <p>S1. Tests to test basic knowledge of the module "PR-technology and media" - 20%.</p> <p>S2. Creating a media package to promote your own PR project - 30%</p> <p>S3. Creating and presenting a PR programme of your own media - 50%</p>

Learning resources
<p><i>Key texts:</i></p> <ol style="list-style-type: none"> 1. Balabanova L, Savelieva K. (2008) Pablik ryleishnz: Navchalnyi posibnyk [Public Relations: A Textbook]. K.: Vyd. dim «Profesional»,. 528 s. [in Russian]. 2. Moiseiev V.A. (2007) Pablik rilesnzh. Navchalnyi posibnyk [Public Relations. Tutorial]. K.: Akademvydav. 224s. [in Ukrainian]. 3. Moiseiev V.A. (2002) Pablyk ryleishnz – sredstvo sotsyalnoi kommunykatsyy. (Teoryia y praktyka) [Public relations is a means of social communication. (Theory and Practice)]. K: Dakor. 506s. 4. Korolko V., Nekrasova O. (2009) Zviazky z hromadskistiu. Naukovi osnovy, metodyka, praktyka. Pidruchnyk dlia studentiv vyshchyykh navchalnykh zakladiv [Public relations. Scientific bases, methodology, practice. The textbook for university students]. K.: Vydavnychiy dim «Kyievo-Mohylianska akademiia».831s. [in Ukrainian].

5. Pocheptsov H. (2004) Pablyk ryleishnz: Navchalnyi posibnyk [Public Relations: A Textbook]. K.: Znannia.373s. [in Ukrainian].
6. Slisarenko I. (2001) Pablik ryleishnz u systemi komunikatsii ta upravlinnia: Navchalnyi posibnyk [Public relations in the system of communication and management: Textbook]. K: MAUP.104s. [in Ukrainian].

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 sostav.ua – site about marketing, advertising and PR
 www.globalpr.org – a global resource about PR
 reklamaster.com – marketing and advertising portal

4 year

Your faculty or university: Department of Journalism, Uzhhorod National University					
Study Programme: Journalism					
Module Code	CC9	Level	7 (Bachelor)	Module Title	Theory and Practice of Online Journalism
Credits ECTS	7	Year	4	Weeks	7–8 semester (23 weeks)
Main campus location				UzhNU Educational and Laboratory Building	

Commence	September 2020	Briefing	September 2020
Module Lead/s	Vasyl Putrashyk	Lecturers	Vasyl Putrashyk
Pre-requisite or co-requisite		Web technologies in MC Culture of broadcast media Literary editing in MC Mediatext studies Medialinguistics Mediastylistics Orthoepic Workshop Spelling Workshop The theory and practice of television, radio and print journalism	

Class Contact Time	102 (58+44) hours: 5 hours for a week
Independent study time	108 (62+46) hours

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Description of the module:

The content modules of the course "Theory and Practice of Online Journalism" are designed for two semesters (23 weeks) of study and include mastering the basics of work with Internet-media students, studying the specifics of functioning of the network "Internet", familiarization with national network publications as a means of mass communication, acquisition of skills of practical possession of the means of communication available on the network, creation and maintenance of own news online resource, mastering of journalistic genres of online media. The course is also aimed at assimilation of information about the types, main tasks of Internet media, their main features and specialization, mastering the mechanism of finding sources of information, its verification and use on the Internet.

Through the implementation of individual tasks, diverse search activities, analysis and creation of media texts, direct work on websites, students form a stable understanding of the functioning of online media, develop systemic skills of modern media on the Internet. The main topics of the modules are discussed in lecture and practical-laboratory form.

Module Aims	
What You Will LEARN?	What You DO? Teaching and learning activities?
<p>Students deepen their knowledge about the peculiarities of functioning of the electronic network, learn important concepts of the Internet lexicon; study the specifics of online publications, their varieties; learn the features of information retrieval on the Internet and fact-checking; master the method of information dissemination; learn about the advantages and disadvantages of national e-projects and the prospects of network journalism; master techniques and tools for creating news sites and basics of work on web resources; study the typological features of journalistic works of different genres in online media, as well as the specific features of journalistic works in the network that influence the transformation of traditional journalism genres; learn how to create rich media content, host and distribute it on online platforms, search engine optimization, and more.</p>	<p>Lecture presentation of the main topics and elaboration of textbook, scientific and reference literature by students. Critical comprehension of the received information and discussion of the processed information during lectures and in the laboratory-practical form, abstracting of the abstracts. Analysis of web resources and products of display practice on the Internet regarding their specificity, typology, genre diversity of texts.</p> <p>Execution of individual tasks (creation of texts for different ZMK texts of different genres) and realization of collective creative projects (creation and full support of news online publication, etc.).</p>

<p>Learning Outcomes Intended Learning Outcomes upon successful completion of Module</p>	<p>Indicative Deliverables: Ability to create quality multimedia product for media on the Internet.</p>
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<p>Ability to identify and analyze online publications in different dimensions; the application of theoretical knowledge of the basics of the Internet.</p> <p>Free knowledge of the methodology and mechanism for finding, verifying and using electronic information, the ability to recognize and analyze journalistic works of various genres in online media.</p> <p>Skills in using web journalist software and hardware.</p> <p>Ability to create multi-genre information product for an online audience, taking into account the specifics of consumers' perceptions and behavioral factors, as well as self-publishing it online.</p> <p>Ability to take into account and realize when publishing hypertext features of Internet media, to illustrate with pictures the texts of Internet publications, to apply the galleries of reportage images, slideshows; create and place audio podcasts and radio, video and TV products on Internet media sites.</p>	<p>Skills for critical analysis and evaluation of your own and other's journalistic content, taking into account the specifics of the online environment, ability to edit and improve it.</p> <p>The ability to create the concept of an information web resource and translating it with available technical means, designing information content of the site.</p> <p>Awareness of the ongoing digitalisation of the media, the rapid development and improvement of computer and IT technologies and their increasing impact on the media; the willingness and ability to self-improve to meet the new challenges of the profession.</p> <p>Communication skills, teamwork.</p>
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Assessment and feedback
<p>Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.</p>
<p>F1. Identify online publications and published content in different dimensions.</p> <p>F2. Perform multimedia product analysis according to the proposed algorithm, correct any deficiencies at the level of text, images, audio, video, layout and more.</p> <p>F3. To give an assessment of own or other information product for the online media regarding its observance of journalistic standards.</p> <p>F4. To create an online platform and a quality information product for publication on a self-created web-resource or university online media (on the sites of the journalism department of UzhNU or the UzhNU Media Center).</p>
<p>Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.</p>
<p>Final evaluation of content modules is formed from:</p> <p>S1. Testing to test students' knowledge of the features of online media and specifics of work in online media: 20%</p> <p>S2. Creation of multimedia product for network media in compliance with journalistic standards: 30%.</p> <p>S3. Preparation of individual / collective media platform, presentation of its audience: 50%.</p> <p>In order to improve the quality of the content modules, a final discussion with students about the main aspects (content, form, tasks, assessment) of the course, written feedback is provided.</p>

Learning resources

Key texts:

1. Goal J. Online Journalism / trans. from English. K. Bulkin. Kyiv: KI.S., 2005. 344 p.
2. Lukin M. Media in the Internet space. Tutorial. Moscow: Faculty of Journalism, Moscow State University MV Lomonosov, 2005. 87 p.
3. Mashkova SG Internet journalism. Tutorial. Tambov: Publishing house of Tambov state. tech. Univ., 2006. 80 p.
4. Kalmykov AA, Kohanova LA Internet journalism. Moscow: Unity-Dana, 2005. 383 p.
6. Craig R. Internet journalism. - Kyiv: Kyiv-Mohyla Academy Publishing House, 2007. 323 p.
7. Potyatynik B. Internet journalism. Educ. manual. Lviv: PAIS, 2010. 246 p

Key web-based and electronic resources:

1. <https://lib.uzhnu.edu.ua> – Uzhgorod University Scientific Library
2. <https://dyskurs.net> - Online learning platform for students of UzhNU.
3. <http://mediadep.uzhnu.edu.ua> - site of UzhNU journalism department
4. <http://mediacenter.uzhnu.edu.ua> - site of UzhNU Media Center
5. Amzin A. News online journalism. URL: <http://alex-alex.ru/nij/NIJ-2-20131006.pdf>
6. Kotsarev OO Internet Sites: Functional Content Typology. URL: http://www-philology.univer.kharkov.ua/cathedrals/prof_sites/kotsarev/kots_article_3.pdf
7. Potyatynik BV Network journalism: Essays. URL: http://www.lnu.edu.ua/mediaeco/borys/internet_journ.htm

Your faculty or university:

Department of Journalism, Uzhhorod National University

Study Programme: Journalism

Module Code	SC2.9	Level	7 (Bachelor)	Module Title (Назва модуля)	Stylistic Ptactice
Credits ECTS	3	Year	4	Weeks	7 th semester, 17 weeks
Main campus location				UzhNU Educational and Laboratory Building	

Commence	September 2020	Briefing	September 2020
Module Lead/s	Galyna Shapovalova Vasyl Sharkan	Lecturers	Galyna Shapovalova Vasyl Sharkan Vasyl Putrashyk
Pre-requisite or co-requisite		Theory and Practice of Journalism Medialinguistics Fundamentals of Scientific Research in Mass Communication Mediatext Studies Mediastylistics	

	Media Professionals` Speech Culture Literary Editing in Mass Communication
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Class contact time	44 hours: 3 hours a week
Independent study time	46 hours

Description of the module	
<p>The module "Stylistic Practice" is designed for 1 semester and provides for deepening of knowledge of one aspect of language journalistic practice - stylistic. The course involves the practical development of a system of functional styles of contemporary Ukrainian literary language with an emphasis on journalistic style. In the course of working on media texts, the lexical, phrase, grammatical, etc. linguistic potential in journalistic practice is explained in detail, in which it is determined most effective for texts of different genre groups (information, analytical, etc.). The main topics of the module are covered in a practical and laboratory form.</p>	
Module Aims	
What You Will LEARN?	What You DO? Teaching and learning activities?
<p>Students deepen their knowledge of the functional styles system, master the most productive lexico-phraseological, morphological, word-forming and other means of journalistic creativity, learn to use style resources effectively when creating journalistic texts of different genre groups, forms of embodiment, etc.</p>	<p>Development of the recommended literature (textbooks, manuals, proper scientific works, directories), critical comprehension of it and supplementation of information with the results of one's own scientific search. Discussion of the worked material in a laboratory-practical form, analysis of modern journalistic practice from the point of view of the efficiency of using stylistic resources of the modern Ukrainian language. Students work on individual tasks (stylistic analysis of media text according to the proposed scheme; creation of texts for different journalistic genres for print and audiovisual media) and collective creative projects (for example, preparing a stylistically high-quality, complete publication - a newspaper, magazine, radio and television programme, etc.).</p>

<p>Learning Outcomes. Intended Learning Outcomes upon successful completion of Module: In-depth understanding of the basic concepts of functional stylistics, specifics of the manifestation of pivotal stylistic phenomena in journalistic speech.</p>	<p>Indicative Deliverables: Ability to create a stylistically perfect media text for different types of media. Skills of stylistic analysis, selection of the most optimal in certain communicative conditions of style resources.</p>
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<p>Awareness of the applied value of media of all styles and the dominant role of publicist resources in the media.</p> <p>Ability to effectively use nonfiction and other tools in one's professional work.</p> <p>Ability to create stylistically high quality media product independently and in groups.</p>	<p>Understanding the intimate interconnection of different styles of media, the contamination of resources (journalistic and scientific, journalistic and confessional, etc.) to accomplish journalistic tasks.</p> <p>The ability to critically evaluate and stylistically improve media text, present it to audiences.</p> <p>Communication skills, teamwork.</p>
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Assessment and feedback
<p>Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.</p>
<p>To deepen their knowledge, students do the following formative exercises:</p> <p>F1. Identify stylistic tools in journalistic text, establish their varieties and functions, determine the effectiveness of the units and techniques involved.</p> <p>F2. To make stylistic analysis of oral and written journalistic work according to the proposed scheme, to stylistically improve media text.</p> <p>F3. Give a stylistic assessment of your own text and media products created by other students.</p> <p>F4. To prepare high-quality journalistic text for publication in the student mass-media (newspaper "Pohliad", media resource "MediaVista", "Site of the journalism department of UzhNU").</p>
<p>Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.</p>
<p>Final evaluation of the module is formed from:</p> <p>S1. Student proficiency tests of the applied aspect of mediastilistics (identification of stylistically successful and unsuccessful, right and wrong variants): 20%.</p> <p>S2. Scientific essay on the effectiveness of the use of journalistic tools and techniques in the latest media: 30%.</p> <p>S3. Prepare individual / collective media product, present it to the audience: 50%.</p> <p>In order to improve the quality of the module, a final discussion with students of the main aspects (content, form, tasks, assessment) of the course, written feedback is provided.</p>

Learning resources
<p><i>Key texts:</i></p> <p>Dudyk, P. S. (2005), <i>Stylistyka ukrainskoi movy</i> [Stylistics of the Ukrainian language], Akademiia, Kyiv [in Ukrainian].</p> <p>Ponomariv, O. D. (2000), <i>Stylistyka suchasnoi ukrainskoi movy</i> [Stylistics of modern Ukrainian language], Bohdan, Ternopil [in Ukrainian].</p> <p>Shapovalova, H. V., Shebeshtian, Ya. V. (2016), <i>Teoretyko-praktychni pytannia tekstoznavstva</i> [Theoretical and practical issues of textual studies], Grazhda, Uzhhorod [in Ukrainian].</p> <p>Suchasna ukrainska literaturna mova [Modern Ukrainian literary language] / za red. A. P. Hryshchenka (1997), <i>Vyshcha shkola</i>, Kyiv [in Ukrainian].</p>

Suchasna ukrainska mova [Modern Ukrainian] (2006), Akademiia, Kyiv [in Ukrainian].
Ukrainska mova: Entsyklopediia [Ukrainian language: Encyclopedia], (2004), Ukrainska entsyklopediia, Kyiv [in Ukrainian].

Key web-based and electronic resources:

lib.uzhnu.edu.ua – Uzhgorod University Scientific Library.
library.ukma.kiev.ua – Scientific Library of the National University "Kyievo-Mohylianska akademiia".
lsl.lviv.ua – Lviv National Scientific Library named after V. Stefanyk.
nbuv.gov.ua – Vernadskyi National Library of Ukraine.

Your faculty or university:

Department of Journalism, Uzhhorod National University

Study Programme: Journalism

Module Code	SC2.9	Level	7 (Bachelor)	Module Title	Stylistic Skills of a Media Specialist
Credits ECTS	3	Year	4	Weeks	7 th semester, 17 weeks
Main campus location				UzhNU Educational and Laboratory Building	

Commence	September 2020	Briefing	September 2020
Module Lead/s	Galyna Shapovalova Vasyl Sharkan	Lecturers	Galyna Shapovalova Vasyl Sharkan Vasyl Putrashyk
Pre-requisite or co-requisite		Theory and Practice of Journalism Medialinguistics Fundamentals of Scientific Research in Mass Communication Mediatext Studies Mediastylistics Media Professionals` Speech Culture Literary Editing in Mass Communication	

Class contact time	44 hours: 3 hours a week
Independent study time	46 hours

Description of the module

The module "Stylistic Skills of a Media Specialist" is designed for one semester and involves the skillful mastery of the future journalist journalistic resources of modern Ukrainian language.

The course includes a test of students' knowledge of mediastylistics, his work on developing and refining his own style. In the process of developing topics of various problems, the knowledge of the wealth of contemporary style resources is deepened, priorities are defined, the ability to create large-scale journalistic works of analytical and journalistic direction is improved. The main topics of the module are covered in a practical and laboratory form.

Module Aims

What You Will LEARN?	What You DO? Teaching and learning activities?
<p>Students deepen their knowledge of the diversity of style resources of modern Ukrainian language, understanding the specifics of their variability in different communicative situations. They learn how to use style tools when creating analytical and other journalistic texts.</p>	<p>Development of the recommended literature (textbooks, manuals, proper scientific works, directories), critical comprehension of it and supplementation of information with the results of one's own scientific search. Discussion of the worked material in a laboratory-practical form, analysis of modern journalistic practice in terms of style. Work on your own texts (choice of topics, problems, choice of style tools, introspection, improvement). Preparation of collective creative projects (for example, a highly professional comprehensive publication - newspapers, magazines, radio and television programmes, etc.).</p>

<p>Learning Outcomes. Intended Learning Outcomes upon successful completion of Module:</p> <p>In-depth understanding of the stylistic potential of contemporary Ukrainian literary language in journalistic practice, the specifics of the stylistic aspect of preparing large-scale journalistic texts.</p> <p>Awareness of the differentiation of the style tools used in the context of the journalist's goals and objectives.</p> <p>Ability to skillfully (professionally) use journalistic and other resources when writing analytical and other journalistic works.</p> <p>Ability to create stylistically high quality media product independently and in groups.</p>	<p>Indicative Deliverables:</p> <p>The ability to skillfully create an analytical and journalistic-artistic medium.</p> <p>Skills of stylistic introspection, conscious selection of the most relevant resources.</p> <p>Understanding the wealth of style resources, the possibilities of their individual and author's use, ie the embodiment of the author's "I".</p> <p>The ability to critically evaluate and stylistically improve media text, present it to audiences.</p> <p>Communication skills, teamwork.</p>
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Assessment and feedback

Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.

To deepen their knowledge, students do the following formative exercises:
 F1. To analyze media text, identify and comment on signs of individual-author style.

F2. To make a stylistic analysis of the analytical student text according to the proposed scheme, to make recommendations for its stylistic improvement.

F3. To prepare a high-quality journalistic text for publication in the student mass media (newspaper "Pohliad", information resource "MediaVista", "Site of the journalism department of UzhNU").

Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.

Final evaluation of the module is formed from:

S1. Student proficiency tests of the applied aspect of mediastilistics (identification of stylistically successful and unsuccessful, right and wrong variants): 20%.

S2. Scientific essay on the skill of applying style tools and techniques in the work of one of the Ukrainian journalists: 30%.

S3. Prepare individual / collective media product, present it to the audience: 50%.

In order to improve the quality of the module, a final discussion with students of the main aspects (content, form, tasks, assessment) of the course, written feedback is provided.

Learning resources

Key texts:

Dudyk, P. S. (2005), *Stylistyka ukrainskoi movy* [Stylistics of the Ukrainian language], Akademiia, Kyiv [in Ukrainian].

Ponomariv, O. D. (2000), *Stylistyka suchasnoi ukrainskoi movy* [Stylistics of modern Ukrainian language], Bohdan, Ternopil [in Ukrainian].

Shapovalova, H. V., Shebeshtian, Ya. V. (2016), *Teoretyko-praktychni pytannia tekstoznavstva* [Theoretical and practical issues of textual studies], Grazhda, Uzhhorod [in Ukrainian].

Suchasna ukrainska literaturna mova [Modern Ukrainian literary language] / za red. A. P. Hryshchenka (1997), Vyshcha shkola, Kyiv [in Ukrainian].

Suchasna ukrainska mova [Modern Ukrainian] (2006), Akademiia, Kyiv [in Ukrainian].

Ukrainska mova: Entsyklopediia [Ukrainian language: Encyclopedia], (2004), *Ukrainska entsyklopediia*, Kyiv [in Ukrainian].

Key web-based and electronic resources:

lib.uzhnu.edu.ua – Uzhgorod University Scientific Library.

library.ukma.kiev.ua – Scientific Library of the National University "Kyievo-Mohylianska akademiia".

sl.lviv.ua – Lviv National Scientific Library named after V. Stefanyk.

nbuv.gov.ua – Vernadskyi National Library of Ukraine.

Your faculty or university:

Department of Journalism, Uzhhorod National University

Study Programme: Journalism

Module Code	CC18	Level	7 (Bachelor)	Module Title	Literary Editing in Mass Communication
Credits ECTS	4	Year	4	Weeks	7th semester, 13 weeks

Main campus location	UzhNU Educational and Laboratory Building
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Commence	September 2020	Briefing	September 2020
Module Lead/s	Yaroslava Shebeshtian Galyna Shapovalova	Lecturers	Yaroslava Shebeshtian Galyna Shapovalova
Pre-requisite or co-requisite		Theory and Practice of Journalism Medialinguistics Fundamentals of Scientific Research in Mass Communication Mediatext Studies Mediastylistics Media Professionals` Speech Culture Basics of Rhetoric	

Class Contact Time	58 hours: 4 hours a week
Independent study time	62 hours

Description of the module	
<p>The module "Literary Editing in Mass Communication" is designed for 1 semester (13 weeks) of study and provides comprehensive study of journalistic text in terms of its improvement. The course includes an overview of the core concepts of modern literary editing theory, details of typical media text deficiencies, substantive and architectonic deviations from the reference model, ways of their elimination. The peculiarities of the methods of literary editing of different types of media texts by genre (informational, analytical, journalistic and artistic groups), species affiliation (print, audiovisual, convergent) are revealed. The basic components of the professional activity of a literary editor in modern media are determined. The core topics of the module are covered in lecture and laboratory-practical forms.</p>	
Module Aims	
What You Will LEARN?	What You DO? Teaching and learning activities?
<p>Students study the specifics of modern media editorial activity; Consider typical media text shortcomings and ways to address them; master the skills of editorial analysis, formulation of the conclusion; learn to professionally improve a journalistic work, prepare it for publication.</p>	<p>Development of the recommended literature (textbooks, manuals, proper scientific works, directories), critical comprehension of it and supplementation of information with the results of one's own scientific search. Discussion of the worked material in a laboratory-practical form, analysis of modern journalistic practice from the point of view of the theory of literary editing. For practical</p>

	<p>verification, comprehension and assimilation of theoretical information - work of students on separate tasks (editing of media texts for print and audio-visual media; improvement of works of different journalistic genres; preparation for publication) and collective creative projects (for example, creating a quality holistic publication - newspapers, magazines, radio and television programmes, etc.).</p>
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<p>Learning Outcomes. Intended Learning Outcomes upon successful completion of Module:</p> <p>Mastering the core concepts of literary editing, understanding the typical violations in journalistic text, effective methods of their elimination.</p> <p>Distinguishing ways to improve media text, understanding the specifics of the professional work of a literary editor, his functions in different media. Ability to perform editorial analysis, make recommendations to the author, cooperate with him in the process of improving journalistic work.</p> <p>Ability to create and refine, in literary editing, a quality journalistic product on its own and in groups.</p>	<p>Indicative Deliverables:</p> <p>Ability to independently do the editorial analysis, to formulate an opinion, to make recommendations, to effectively cooperate with the author-journalist.</p> <p>Skills for critical analysis of media text, identification of its flaws, search for ways to improve journalistic text.</p> <p>Understanding the specifics and ideal features of media text, current standards of journalistic creativity.</p> <p>Ability to evaluate, create and refine media text, present it to audiences.</p> <p>Communication skills, teamwork.</p>
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Assessment and feedback
<p>Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.</p>
<p>To deepen the knowledge of various aspects of literary editing in the media, students do the following formative exercises:</p> <p>F1. Identify flaws in journalistic text, establish their type, suggest remedies.</p> <p>F2. To make the editorial analysis of media text according to the proposed scheme, to formulate a conclusion.</p> <p>F3. Improve the proposed journalistic work.</p> <p>F4. To suggest the idea of a journalistic work, to formulate a topical topic, to prepare high-quality text, to make a self-editorial introduction.</p> <p>F5. Professionally evaluate media product created by other students in terms of literary editing.</p>
<p>Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.</p>

Final evaluation of the module is formed from:

S1. Tests on students' knowledge of the basic concepts of literary editing in the media: 20%.

S2. Scientific essay on typical violations in contemporary journalistic works and ways of their elimination: 30%.

S3. Prepare an individual / collective media product, make it a editorial analysis, present to the audience: 50%.

In order to improve the quality of the module, a final discussion with students about the main aspects (content, forms, tasks, evaluation) of the course, written feedback is provided.

Learning resources

Key texts:

Kapeliushnyi, A. O. (2009), Redahuvannia v zasobakh masovoi informatsii [Editing in the media], PAIS, Lviv [in Ukrainian].

Kochan, I.M. (2008), Linhvistychnyi analiz tekstu [Linguistic text analysis], Znannia, Kyiv [in Ukrainian].

Rizun, V. V. (1996), Literaturne redahuvannia [Literary editing], Lybid, Kyiv [in Ukrainian].

Rizun, V. V., Mamalyha, A. I., Feller, M. D. (1998), Narysy pro tekst. Teoretychni pytannia komunikatsii i tekstu [Essays on text. Theoretical issues of communication and text], Kyivskiy universytet, Kyiv [in Ukrainian].

Shapovalova, H. V., Shebeshtian, Ya. V. (2016), Teoretyko-praktychni pytannia tekstoznavstva [Theoretical and practical issues of textual studies], Grazhda, Uzhhorod [in Ukrainian].

Ukrainska mova: Entsyklopediia [Ukrainian language: Encyclopedia], (2004), Ukrainska entsyklopediia, Kyiv [in Ukrainian].

Key web-based and electronic resources:

lib.uzhnu.edu.ua – Uzhgorod University Scientific Library.

library.ukma.kiev.ua – Scientific Library of the National University "Kyievo-Mohylianska akademiia".

isl.lviv.ua – Lviv National Scientific Library named after V. Stefanyk.

nbuv.gov.ua – Vernadskyi National Library of Ukraine.

Your faculty or university:

Department of Journalism, Uzhhorod National University

Study Programme: Journalism

Module Code	CC19	Level	7 (Bachelor)	Module Title	Basics of Rhetoric
Credits ECTS	4	Year	4	Weeks	7 th semester, 13 weeks
Main campus location				UzhNU Educational and Laboratory Building	

Commence	September 2020	Briefing	September 2020
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Module Lead/s	Galyna Shapovalova	Lecturers	Galyna Shapovalova
Pre-requisite or co-requisite		Theory and Practice of Journalism Medialinguistics Fundamentals of Scientific Research in Mass Communication Mediatext Studies Mediastylistics Practicum on Pronunciation Media Professionals` Speech Culture Literary Editing in Mass Communication	

Class contact time	58 hours: 4 hours a week
Independent study time	62 hours

Description of the module	
<p>The module "Basics of Rhetoric" is designed for the 1st semester (13 weeks) and provides for the study of one aspect of language journalistic practice as a public activity. The course includes a brief overview of the history of world eloquence, the characteristics of modern understanding of key concepts, methods of techniques of rhetoric; detailed information on the use of rhetorical resources in media practice. The peculiarities of the use of traditional rhetorical means in texts of different genre (information, analytical, journalistic and artistic groups) and species (printed, audiovisual, convergent) are revealed; the current trends in public journalistic speech are observed. The main topics of the module are covered in lecture and laboratory forms.</p>	
Module Aims	
What You Will LEARN?	What You DO? Teaching and learning activities?
<p>Students study the specifics of public speech in relation to traditional and newest techniques of rhetoric, learn effective methods of presenting socially meaningful content, learn to prepare and deliver speeches of various types, effectively use rhetorical resources in professional journalistic activity.</p>	<p>Development of the recommended literature (textbooks, manuals, proper scientific works, directories), critical comprehension of it and supplementation of information with the results of one's own scientific search.</p> <p>Discussion of the worked material in the laboratory-practical form, analysis of modern practice of public broadcasting, mastering of the basic classical and modern techniques of rhetoric.</p> <p>A way of practical verification, comprehension and consolidation of theoretical information is the fulfillment of individual tasks by students (preparation and presentation of speeches of topical issues with the involvement of various rhetorical</p>

	means and techniques) and collective creative projects (for example, preparation of public discussion, student debates, etc.).
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<p>Learning Outcomes. Intended Learning Outcomes upon successful completion of Module:</p> <p>Mastering the basic concepts, understanding the use of classical and modern rhetorical techniques in the modern media space. Differentiation of rhetorical means used in different communication situations. Ability to effectively use rhetorical resources in one's own professional activity. Ability to create a quality journalistic product, both independently and in groups, in terms of contemporary rhetoric.</p>	<p>Indicative Deliverables:</p> <p>Ability to prepare rhetorically perfect media text of actual topics for different types of mass media independently.</p> <p>Skills in preparing and delivering speeches of socially significant issues.</p> <p>Understanding the close relationship of lingual and paralingual means of rhetoric.</p> <p>The ability to critically evaluate one's own and other's text by the parameters of rhetoric, the ability to make it public for different target audiences.</p> <p>Communication skills, teamwork.</p>
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Assessment and feedback
Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.
<p>In order to deepen their knowledge of various aspects of rhetoric, students do the following formative exercises:</p> <p>F1. To identify rhetorical means of various types in public speaking, to clarify their qualitative and quantitative features.</p> <p>F2. Perform an analysis of one of the resonant speeches according to the proposed scheme.</p> <p>F3. Prepare your own speech and deliver it to the target audience.</p> <p>F4. To suggest the idea of public discussion, formulate a topical topic, develop a plan.</p> <p>F5. To make a speech at one of the planned festive events of the faculty</p>
Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.
<p>Final evaluation of the module is formed from:</p> <p>S1. Tests on students' knowledge of the basic concepts of rhetoric, understanding the manifestation of its core aspects in journalistic practice: 20%.</p> <p>S2. Scientific essay on the peculiarities of using rhetorical means and techniques in the media: 30%.</p> <p>S3. Prepare an individual speech as part of a collective event (round table, debate, discussion): 50%.</p> <p>In order to improve the quality of the module, a final discussion with students of the main aspects (content, form, tasks, assessment) of the course, written feedback is provided.</p>

Learning resources
<p><i>Key texts:</i></p> <p>Matsko, L. I., Matsko, O. M. (2003) Rytoryka [Rhetoric], Vyshcha shkola, Kyiv [in Ukrainian].</p>

Ponomariv, O. D. (2000), Stylistyka suchasnoi ukrainskoi movy [Stylistics of modern Ukrainian language], Bohdan, Ternopil [in Ukrainian]7.
 Sahach, H. M. (1998), Zolotosliv: u 2 t. [Goldilocks], Kyiv [in Ukrainian].
 Sahach, H. M. (2000), Rytoryka [Rhetoric], VD «In Yure», Kyiv [in Ukrainian].
 Shapovalova, H. V., Shebeshtian, Ya. V. (2016), Teoretyko-praktychni pytannia tekstoznavstva [Theoretical and practical issues of textual studies], Grazhda, Uzhhorod [in Ukrainian].
 Ukrainska mova: Entsyklopediia [Ukrainian language: Encyclopedia], (2004), Ukrainska entsyklopediia, Kyiv [in Ukrainian].

Key web-based and electronic resources:

lib.uzhnu.edu.ua – Uzhgorod University Scientific Library.
library.ukma.kiev.ua – Scientific Library of the National University "Kyievo-Mohylianska akademiia".
isl.lviv.ua – Lviv National Scientific Library named after V. Stefanyk.
nbuv.gov.ua – Vernadskyi National Library of Ukraine.

Your faculty or university:

Department of Journalism, Uzhhorod National University

Study Programme: Journalism

Module Code	CC20	Level	7 (Bachelor)	Module Title	Media Professionals` Speech Culture
Credits ECTS	3	Year	4	Weeks	8th semester, 10 weeks
Main campus location				UzhNU Educational and Laboratory Building	

Commence	March 2021	Briefing	March 2021
Module Lead/s	Yaroslava Shebeshtian	Lecturers	Yaroslava Shebeshtian
Pre-requisite or co-requisite		Theory and Practice of Journalism Medialinguistics Fundamentals of Scientific Research in Mass Communication Mediatext Studies Mediastylistics Basics of Rhetoric Literary Editing in Mass Communication	

Class Contact Time	44 hours: 5 hours a week
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Independent study time	46 hours
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Description of the module	
<p>The module «Media Professionals` Speech Culture» is designed for 1 semester (10 weeks) of study and provides a comprehensive study of the specificities of journalistic speech. The course includes an overview of the core concepts of modern language culture theory, detailed information on the communicative features of professional broadcasting, the role of content, logic, clarity, accuracy, richness, diversity, expressiveness, etc. in enhancing media effectiveness. The cultural language features of different types of media texts by genre (information, analytical and other groups), species affiliation (print, audiovisual, convergent) are revealed; professional language etiquette. The main topics of the module are covered in lectures and laboratory-practical forms.</p>	
Module Aims	
What You Will LEARN?	What You DO? Teaching and learning activities?
<p>Students study the cultural-specific nature of the modern journalistic process, identify the main cultural-communicative features in Ukrainian media, ways of their implementation, ways of forming the journalist's cultural-speaking skills; learn to create a journalistic text perfect for language culture.</p>	<p>Development of the recommended literature (textbooks, manuals, proper scientific works, directories), its critical comprehension and supplementation of information with the results of one's own scientific search. Discussion of the worked material in a laboratory-practical form, analysis of modern journalistic practice from the point of view of the theory of language culture. The method of empirical verification, comprehension and assimilation of theoretical information is the work of students on the creation of individual tasks (creation for the print and audiovisual media texts of different journalistic genres, taking into account the main cultural-communicative features) and collective projects (for example, preparing a quality holistic publication - newspapers, magazines, radio and television programmes, etc.).</p>

<p>Learning Outcomes. Intended Learning Outcomes upon successful completion of Module: Mastering the core concepts of language culture, understanding their expression in media practice. Knowledge of ways to achieve content, logic, clarity, accuracy, etc. of journalistic broadcasting. Ability to effectively use a</p>	<p>Indicative Deliverables: Ability to prepare media texts of the proper cultural level independently. The skills to select and critically analyze information and how it is presented in relation to various communicative qualities. Understanding the close interconnection of all components that form kulturomovnyy high level of media professionals.</p>
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variety of cultural resources in their own professional activities. Ability to create a journalistic product of quality in terms of language culture, independently and in groups.	The ability to critically evaluate, create and refine media text, present it to audiences. Communication skills, teamwork.
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Assessment and feedback
Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.
In order to deepen their knowledge of various aspects of the journalist's broadcasting culture, students do the following formative exercises: F1. To identify in the journalistic text the basic cultural language features, to establish the means of their realization and the peculiarities of interconnection. F2. To make a multilingual analysis of media text according to the proposed scheme. F3. To generate quality journalistic text by keywords or macrotheme. F4. To suggest the idea of a journalistic work, to formulate a topical topic, to prepare a text of high quality from the point of view of language culture. F5. Analyze your own text and media product created by other students.
Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.
Final evaluation of the module is formed from: S1. Tests on students' knowledge of basic concepts of culture, understanding of the manifestation of pivotal phenomena in journalistic practice: 20%. S2. Scientific essay on features of expression of cultural-speaking qualities in media texts of different genre affiliation: 30%. S3. Prepare individual / collective media product, present it to the audience: 50%. In order to improve the quality of the module, a final discussion with students about the main aspects (content, forms, tasks, evaluation) of the course, written feedback is provided.

Learning resources
<i>Key texts:</i> Matsko, L. I., Kravets, L. V. (2007), <i>Kultura ukrainskoi fakhovoi movy</i> [Culture of the Ukrainian professional language], Akademiia, Kyiv [in Ukrainian]. Ponomariv, O. (2008), <i>Kultura slova</i> [The word culture], Lybid, Kyiv [in Ukrainian]. Radevych-Vynnytskyi, Ya. (2006), <i>Etyket i kultura spilkuvannia</i> [Etiquette and culture of communication], Znannia, Kyiv [in Ukrainian]. Shapovalova, H. V., Shebeshtian, Ya. V. (2016), <i>Teoretyko-praktychni pytannia tekstoznavstva</i> [Theoretical and practical issues of textual studies], Grazhda, Uzhhorod [in Ukrainian]. Suchasna ukrainska literaturna mova [Modern Ukrainian literary language] / za red. A. P. Hryshchenka (1997), <i>Vyshcha shkola</i> , Kyiv [in Ukrainian]. Ukrainska mova: Entsyklopediia [Ukrainian language: Encyclopedia], (2004), <i>Ukrainska entsyklopediia</i> , Kyiv [in Ukrainian].
<i>Key web-based and electronic resources:</i> lib.uzhnu.edu.ua – Uzhgorod University Scientific Library.

library.ukma.kiev.ua – Scientific Library of the National University "Kyievo-Mohylianska akademiia".
isl.lviv.ua – Lviv National Scientific Library named after V. Stefanyk.
nbuv.gov.ua – Vernadskyi National Library of Ukraine.

Your faculty or university :

Department of Journalism, Uzhhorod National University

Study Programme me : Journalism

Module Code	SC2.10	Level	7 (Bachelor)	Module Title	Mediaethics
Credits ECTS	3	Year	4	Weeks	13
Main campus location				UzhNU Educational and Laboratory Building	

Commence	September 2020	Briefing	September 2020
Lead / s modules	Vasyl Sharkan	Lecturers	Vasyl Sharkan
Pre-requisite or co-requisite		Philosophy Theory and Practice of Journalism History of Ukrainian Journalism	

Class contact time	44 years: 3 years for a week
Independent study time	46 years

Description of the module :

The module "Mediaethics" is designed for one semester of study and involves the study of the ethical foundations of business journalists. The course includes the study of basic concepts mediaetyky city nternational s documents and of journalistic ethics , the state of journalistic ethics in Ukraine, Russia, France, UK, Germany, USA; the influence of media ownership on adherence to journalism standards in Ukraine (Chomsky-Herman model). The main topics of the module are covered in lectures and practical forms.

Module Aims

What You Will LEARN ?

What You DO? Teaching and learning activities ?

<p>Students learn basic concepts of media ethics; journalistic ethics as a scientific and practical problem; regulation and self-regulation of journalism; the relation between ethical and legal norms in journalism; the oldest documents on journalistic ethics in the world; international papers on journalistic ethics; types of documents, which regulate the ethics of journalists; ethical aspects of working with information sources; self-regulation of journalism in Ukraine; development of journalistic ethics in the recent history of Ukraine; public organizations and creative unions as sub ' objects of self-regulation of journalism in Ukraine ; the activities of the Journalist Ethics Commission in Ukraine; documents on journalistic ethics in Ukraine; experience in self-regulation of journalism in other countries (Sweden, USA, Germany, France, UK, Russia, etc.); public and private systems of regulation breaches of ethical requirements in the media ; journalistic etiquette .</p>	<p>The required materials are available to students on the Dyskurs online learning platform . info . Reviewing recommended literature, watching videos, analyzing the most common ethics violations in journalism . Discussion of ethical dilemmas in practical classes, finding the best ways to solve ethical dilemmas .</p>
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<p>Learning Outcomes . Intended Learning Outcomes upon successful completion of Module : to know the basic concepts of journalistic ethics; to know the norms of international and national documents on journalistic ethics; be aware of state and non-state systems for regulating ethics violations in the media in Ukraine and other countries</p>	<p>Indicative Deliverables : adhere to professional ethics, standards of journalism; be able to recognize, detect violations of ethical requirements in the media; adhere to ethical standards in dealing with sources of information; be able to make the right moral choices in a problematic situation; adhere to journalistic etiquette in formal situations and informal professional communication</p>
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<p>Assessment and feedback</p> <p>Formative Assessments . Please refer to the detailed project schedule for key dates and deliverables.</p>
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<p>Students perform the following tasks :</p> <p>F1. Studying the codes of ethics of different countries, comparing the ethical standards in them.</p> <p>F2. Research on self-regulation systems of journalism in different countries.</p> <p>F3 . Analysis of the publications of all-Ukrainian media in terms of ethics .</p> <p>F4 . Analysis of regional media publications in terms of ethics .</p> <p>F5 . Analysis of typical violations of journalistic ethics in the media .</p>
<p>Summative Assessments . Please refer to the detailed project schedule for key dates and deliverables.</p>
<p>Final evaluation of the module is formed from:</p> <p>S1. Tests on the key concepts of journalistic ethics : 30%.</p> <p>S2. Presentation of the results of the study of observance of ethical standards in the media : 70% .</p> <p>In order to improve the quality of the module, a final discussion with the students about the main aspects (content, forms, tasks, evaluation) of the course, feedback is provided.</p>

Learning resources
<p><i>Key texts :</i></p> <p>International principles of journalistic ethics</p> <p>Declaration of Principles for the Conduct of Journalists (International Federation of Journalists)</p> <p>Code of Ethics of Ukrainian Journalist and other journalistic ethics papers</p> <p>Ivanov VF, Serdyuk VE Journalistic Ethics: Second Type, Ex. - K .: Higher School, 2007. - 231 p.</p> <p>Ivanov VF, Sturkhetsky SV Workshop on journalistic ethics: Textbook / Ed. VP Mostovoy. - Ed. prof. VF Ivanov. 2nd species, stereotype . , 2012. - 320 p.</p> <p>Journalistic Ethics: A Guide to Preparing for the State Exam / Ed. qty. - For order. VP Mostovoy and VV Rizun. - Kyiv: "ZN UA" LLC, 2014. - 224 p.</p>
<p><i>Key web-based and electronic resources:</i></p> <ul style="list-style-type: none"> • https://dyskurs.info is a specially designed lecturer platform for training students of the journalism department of UzhNU. • http://www.bbc.co.uk/ • http://www.ce.org.ua/ - Komis and I on journalistic ethics • http://nsju.org/ - National Association Journal century along with Ukraine • http://osvita.mediasapiens.ua/ - with the site "Media Literacy" .

<p>Your faculty or university : Department of Journalism, Uzhhorod National University</p>					
<p>Study Programme me : Journalism</p>					
Module Code	SC2.10	Level	7 (Bachelor)	Module Title	Self-Regulation of Journalism
Credits ECTS	3	Year	4	Weeks	7th semester,

					13 weeks
Main campus location				UzhNU Educational and Laboratory Building	

Commence	September 2020	Briefing	September 2020
Lead / s modules	Vasyl Sharkan	Lecturers	Vasyl Sharkan
Pre-requisite or co-requisite		Philosophy Theory and Practice of Journalism History of Ukrainian Journalism	

Class contact time	44 hours: 3 hours for a week
Independent study time	46 hours

Description of the module	
<p>The module "Self-Regulation of Journalism" designed for one semester of study and involves studying the mechanisms self, regardless of state control and aims to maintain the high quality of the media, NGOs journalists, ethical and code and , councils and of the press committee of the complaints, internal Ombudsmen and others . The main topics of the module are covered in lectures and practical forms.</p>	
Module Aims	
What You Will LEARN ?	What You DO ? Teaching and learning activities ?
<p>Students study the essence of self-regulation of journalism, self-regulation of the media in comparison with regulatory regulation. The role of the professional community in meeting the standards of journalism. Creation of codes of ethics, types of codes of ethics in different countries. Activities of self-regulation of journalism as an alternative to the courts. Press Councils , Complaints Commissions , Internal Ombudsmen and other bodies of self-regulation of journalism.</p>	<p>The required materials are available to students on the Dyskurs online learning platform . info . Developing recommended literature, watching videos, analyzing the most common successful self-regulation practices in journalism in Ukraine and other countries.</p>

<p>Learning Outcomes . Intended Learning Outcomes upon successful completion of Module :</p> <p>The study of discipline involves knowledge of the mechanisms and self-regulation in different countries , knowledge of the activities of public organizations of journalists in Ukraine and international journalistic organizations , to know the content of the basic ethical documents of such</p>	<p>Indicative Deliverables :</p> <p>As a result of the study of the discipline, students should have</p>
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<p>organizations , to be aware of possible mechanisms for avoiding violations of ethical standards in journalism.</p>	<p>sufficient training to find solutions to problematic issues in their journalistic activities through awareness of the mechanisms of self-regulation in journalism, to know the peculiarities of the work of self-regulatory organizations, to be aware of the most common precedents.</p>
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Assessment and feedback
<p>Formative Assessments . Please refer to the detailed project schedule for key dates and deliverables.</p>
<p>C tudenty perform the following tasks :</p> <p>F1. Studied the experience of self-regulation in journalism around the ah , the definition The largest sh effective tools .</p> <p>F2. Study of peculiarities of work of Ukrainian non-governmental organizations on self-regulation of journalism .</p> <p>F 3 . Analysis of the content of ethics documents of journalists in different countries .</p> <p>F 4 . Searching for optimal forms and methods of self-regulation of journalism in Ukraine.</p>
<p>Summative Assessments . Please refer to the detailed project schedule for key dates and deliverables.</p>
<p>Final evaluation of the module is formed from:</p> <p>S1. Tests on the key topics of the course : 3 0%.</p> <p>S2. Presentation of the results of the analysis of the most effective methods of self-regulation in the world : 3 0% .</p> <p>S3. Writing and presentation of an essay on perspective methods of self-regulation of journalism in Ukraine: 40%.</p>

Learning resources
<p><i>Key texts :</i></p> <p>Self-regulation guide: all questions and answers. OSCE Representative on Freedom of the Media Miklos Haraszti.</p> <p>Ivanov VF, Serdyuk VE Journalistic Ethics: Second Type, Ex. - K .: Higher School, 2007. - 231 p.</p>
<p><i>Key web-based and electronic resources:</i></p> <ul style="list-style-type: none"> • https://dyskurs.info is a specially designed lecturer platform for training students of the journalism department of UzhNU. • https://www.osce.org/ - OS is

- <http://www.bbc.co.uk/> - BBC
- <http://www.ce.org.ua/> - Journalist Ethics Commission
- <http://nsju.org/> - National Union of Journalists of Ukraine
- <http://osvita.mediasapiens.ua/> - with the site "Media Literacy" .

Your faculty or university :

Department of Journalism, Uzhhorod National University

Study Programme me : Journalism

Module Code	SC3.3	Level	7 (Bachelor)	Module Title	Creating a Multimedia Platform
Credits ECTS	3	Year	4	Weeks	13
Main campus location				UzhNU Educational and Laboratory Building	

Commence	September 2020	Briefing	September 2020
Lead / s modules	Vasyl Sharkan	Lecturers	Vasyl Sharkan
Pre-requisite or co-requisite	Web technologies in ZMK The theory and practice of radio journalism The theory and practice of television journalism Information television Taking skills Web Design Basics		

Class c ontact t ime	44 hours: 3 hours for a week
Independent study time	46 hours

Description of the module :

The module "Creation of a Multimedia Platform" is designed for 7 semester of study and provides the study of online services for creating multimedia and interactive content . As a result of studying the module students have to create their own multimedia web platform. All topics and tasks within the module are considered in laboratory form .

Module Aims

What You Will LEARN ?	What You DO ? Teaching and learning activities ?
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<p>The main services that allow you to create a multimedia platform. Using web technologies to create such a platform. Content visualization features online. Basic concepts of HTML. Key tags are HTML , Mr. cookie domain tags. Elements of linear and block marking website . Site structure (navigation, colors). Dynamic and static pages. Design elements of the page. CSS and its use. Conducted, built-in and connected in style. Selectors and organizations for the structure of the CSS file (id, class). Pseudoclasses and their direct purpose. Connection of linked styles and scripts. Purpose and use of styles. Application of acquired knowledge in practice.</p>	<p>Required for processing materials available to students in online learning platform Dyskurs . info . Students will be introduced to the possibilities of online services for creating multimedia and interactive online content. They will get acquainted with the features of the hosting, types of web domains, types of websites. Getting to know the most popular CMS . Creating a multimedia website using WordPress .</p>
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<p>Learning Outcomes . Intended Learning Outcomes upon successful completion of Module : to know basic concepts of web development, basic tools for creating web content, layout using HTML, CSS , development of multimedia web platform with CMS WordPress.</p>	<p>Indicative Deliverables : ability to use the most popular services to create multimedia web pages; ability to create and maintain a multimedia web platform; ability to work with the most popular CMS , especially WordPress .</p>
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Assessment and feedback
<p>Formative Assessments . Please refer to the detailed project schedule for key dates and deliverables.</p>
<p>Students perform the following tasks :</p> <p>F1. Exploring online services for creating multimedia and interactive content F2. Familiarity with the basics of HTML and CSS . F 3 . Familiarize yourself with the capabilities of the most popular CMS . F 4 . Creating a multimedia web platform based on CMS WordPress .</p>
<p>Summative Assessments . Please refer to the detailed project schedule for key dates and deliverables.</p>
<p>Final evaluation of the module is formed from: S1. Tests on key theoretical questions (1 0%) . S2. Creation and presentation of own developed multimedia web platform (9 0%) .</p>

Learning resources
<p><i>Key texts :</i> Hogan B. HTML5 and CSS3: Web Development by the Next Generation Standards . 2nd ed. - St. Petersburg: Peter, 2014. - 318 p.</p>
<p><i>Key web-based and electronic resources:</i></p>

- <https://dyskurs.info> - a specially created platform for training students of the journalism department of UzhNU.
- <https://atavist.com/>
- <https://medium.com/>
- <https://tilda.cc/>

Your faculty or university :

Department of Journalism, Uzhhorod National University

Study Programme : Journalism

Module Code	SC3.3	Level	7 (Bachelor)	Module Title	Search Engine Optimization of Sites
Credits ECTS	3	Year	4	Weeks	13
Main campus location				UzhNU Educational and Laboratory Building	

Commence	September 2020	Briefing	September 2020
Lead / s modules	Vasyl Sharkan	Lecturers	Vasyl Sharkan
Pre-requisite or co-requisite		The theory and practice of online journalism Web technologies in ZMK Web Design Basics	

Class contact time	44 years: 3 years for a week
Independent study time	46 years

Description of the module

The Search Engine Optimization module is designed for 7 semester of study and provides advanced knowledge of online journalism, including determining the optimal structure of a website for search engines (SEO - Search Engine Optimization) . Within the course, students learn how to conduct an analysis of the news vebresursu, determine a list of the most common accessories ytiv create semantic core (pidb IP keyword), qualitatively optimize the website for successful indexing by search engines , analyze the impact of the actions carried out and using the system Internet - statistics (Google Analytics). The main topics of the module are covered in a laboratory form .

Module Aims

What You Will LEARN ?	What You DO ? Teaching and learning activities ?
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Students study the specifics of search engines, algorithms for ranking websites in search results; semantic core of the site; Keyword selection internal site optimization (Google snippets creation , proper URL development , redirects, html markup optimization , mobile responsive creation), external optimization. Webanalytics.	Site analysis using Google Webmaster Tools ; study Google Trends statistics on topics you are researching finding and correcting indexing errors on the site; fill in the robots file correctly . txt ; data analysis Google Analytics ; correctly define categories and tags on a news site. Formatting the sitemap.xml file
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<p>Learning Outcomes . Intended Learning Outcomes up on successful completion of Module :</p> <p>Understanding I k is going through a search process: k is the detector & n the search engine ; knowledge of the analytics of attracting visitors to the site ; the advantages and disadvantages of SEO compared to contextual advertising ; knowledge of the basic factors of website ranking; determining the optimal structure of the website ; S become white site ; knowledge of internal and external site optimization ; the ability to create a journalistic product tailored to SEO requirements .</p>	<p>Indicative Deliverables :</p> <p>In menie work services with Google Webmaster Tools , Google Trends , Google Analytics to create the optimal structure of the site; using understanding of the features of search engines when creating journalistic material and filling a news site.</p>
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Assessment and feedback
Formative Assessments . Please refer to the detailed project schedule for key dates and deliverables.
In order to deepen their knowledge of various aspects of media- style joints, students perform the following formative exercises: F1. Identify the strengths and weaknesses of the site with Google Webmaster Tools . F2. Analyze the popularity of searches from the region using Google Trends . F3. Using Google Analytics to analyze site traffic . F4. Creation of journalistic materials, placing them on a news site taking into account the needs of SEO .
Summative Assessments . Please refer to the detailed project schedule for key dates and deliverables.
Final evaluation of the module is formed from: S1. Tests to test students' knowledge of basic SEO concepts : 20%. S2. Work with Google Webmaster Tools , Google Trends , Google Analytics : 30% . S3. Preparation of own journalistic materials with consideration of SEO needs : 50%.

Learning resources
<p><i>Key texts :</i></p> <p>Miass Ivan. SEO promotion and site optimization . Webmaster's Encyclopedia Series - INFOBusiness. 2015 SEO: Search Engine Optimization A to Z: in 3 volumes . 2016. Strelnikov E. A Practical Guide to Search Engine Optimization . 2009. - 127 p.</p>

Key web-based and electronic resources:

- <https://dyskurs.info> is a specially designed lecturer platform for training students of the journalism department of UzhNU.
- <https://support.google.com/webmasters> - Google's recommendations for webmasters
- <https://search.google.com/search-console> - Google Search Console
- <https://trends.google.com/> - Google Trends
- <https://analytics.google.com> - Google Analytics

Your faculty or university:

Department of Journalism, Uzhhorod National University

Study Programme: Journalism

Module Code	SC3.8	Level	7 (Bachelor)	Module Title	Video Design and Computer Graphics
Credits ECTS	3	Year	4	Weeks	13
Main campus location				UzhNU Educational and Laboratory Building	

Commence	September 2020	Briefing	September 2020
Module Lead/s	Valerii Kovach	Lecturers	Valerii Kovach
Pre-requisite or co-requisite		The theory and practice of television journalism Information television	

Class contact time	44
Independent study time	46

Description of the module

The module "Video Design and Computer Graphics" is designed for 7 semester of study and provides the study of the basics of drawing theory, design, color models, vector and raster graphics, the basics of 3D modeling (including complex objects), the creation of materials and their texturing, photorealistic lighting and visualization, the basics of animation and a variety of dynamic effects. The module also provides advanced study of raster and vector graphics

software - Adobe Photoshop and Adobe Illustrator, as well as software for creating dynamic video and visual effects - Adobe Premiere, Adobe AfterEffects and Cinema 4D.

Module Aims

What You Will LEARN?	What You DO? Teaching and learning activities?
<p>Students learn the basics of drawing theory, composition concepts, design concepts, modeling basics (including 3D), also the theory of color models, learn the basic principles of raster and vector graphics, the basic principles of creating a dynamic and attractive video series (including various visual effects). Students learn the application interface and basic software tools for working with graphics, video, visual effects and animation.</p>	<p>Analysis of various graphic content of the leading television channels for visualization of the channel logo, slogan, advertising product, design of the author's programmes, news items.</p>

<p>Learning Outcomes. Intended Learning Outcomes upon successful completion of Module: the student should know the basic principles of creating a composition, the basics of design, work with color, to know the basic principles of 3D modeling. The student must have basic skills in working with professional software to create dynamic, rich and original video content.</p>	<p>Indicative Deliverables: student must adhere to the basic rules and standards in the video content produced, comply with copyright laws for the use of video materials and professional software.</p>
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Assessment and feedback

<p>Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.</p>
<p>F1. Analyze the graphic content of the leading television channels. F2. They study the interface and basic tools of graphic editors. F3. Create their own projects to dynamically visualize the logo. F4. Develop the concept of graphic design of the programme. F5. Analyze your own projects.</p>
<p>Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.</p>
<p>S1. Tests on the basic concepts of video design and computer graphics: 30%. S2. Presentation and discussion of own conceptual developments: 70%.</p>

Your faculty or university:

Department of Journalism, Uzhhorod National University

Study Programme: Journalism					
Module Code	SC3.8	Level	7 (Bachelor)	Module Title	Sound Engineering in Audiovisual Media
Credits ECTS	3	Year	4	Weeks	13
Main campus location				UzhNU Educational and Laboratory Building	

Commence	September 2020	Briefing	September 2020
Module Lead/s	Valerii Kovach	Lecturers	Valerii Kovach
Pre-requisite or co-requisite		The theory and practice of broadcast journalism The theory and practice of television journalism	

Class contact time	44
Independent study time	46

Description of the module	
<p>The module "Sound Engineering in Audiovisual Media" is designed for 7 semester of study and provides the study of the basic concepts of the theory of sound waves - sound range, frequency of sound, phase, resonance, sound power, hearing threshold, pain threshold, sound pressure and others. The module also includes the study of the basic audio formats - wav, mp3 and how they are transcoded, forming a clear understanding of the features and basic characteristics of analog and digital sound recording. Introduces the principle of operation of various technical means - microphone, mixer, sound card, voice recorder and others, as well as develops practical skills in working with professional software for recording, editing and editing audio content.</p>	
Module Aims	
What You Will LEARN?	What You DO? Teaching and learning activities?
Students learn basic terminology of sound wave theory and basic characteristics of sound field. They study the technical characteristics of the main audio formats and how they are transcoded. The module also teaches basic audio editors for recording,	Development of recommended literature on the basics of sound theory, analysis of professional audio materials for sound design, development and creation of own audio product of informational, entertaining or advertising content.

<p>editing and editing - Adobe Audition, Sound Forge, Audacity, software and technical devices for dynamic processing of audio files. Gives practical skills in working with professional audio recording, editing and editing software content.</p>	
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<p>Learning Outcomes. Intended Learning Outcomes upon successful completion of Module: student must have basic terminology of sound wave theory, basic skills in working in sound editors, master methods of creating a sound series as an artistic whole with modern technical means, be able to use plug-ins for dynamic processing and final mastering of sound programmes, to form and use bases of sound and noise effects.</p>	<p>Indicative Deliverables: the student must adhere to the basic rules and standards of audio file management, clearly understand the algorithm of working with audio editors for recording, editing and editing.</p>
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Assessment and feedback	
Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.	
F1. Analyze and discuss professional audio content. F2. Learn the basic tools for working in audio editors. F3. They prepare the necessary materials and develop the concept of their own audio product. F4. They represent their own content. F5. Analyze your own projects.	
Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.	
S1. Tests on the basic concepts of sound waves, audio formats, basics of installation: 30%. S2. Presentation and discussion of own conceptual developments: 70%.	

Your faculty or university: Department of Journalism, Uzhhorod National University					
Study Programme: Journalism					
Module Code	SC3.6.	Level	7 (Bachelor)	Module Title	Photojournalism and Computer Graphics
Credits ECTS	3	Year	4	Weeks	13

Main campus location	UzhNU Educational and Laboratory Building
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Commence	September 2020	Briefing	September 2020
Module Lead/s	Lesia Polikha	Lecturers	Lesia Polikha
Pre-requisite or co-requisite		Technical equipment in journalism. Design of print and online media	

Class Contact Time	44
Independent study time	46

Description of the module	
Module Aims	
What You Will LEARN?	What You DO? Teaching and learning activities?
Objective: to ensure that students learn the basics of photojournalism theory, develop skills and abilities to use theoretical and practical knowledge correctly, to have an understanding of the peculiarities of the contemporary media situation in the world and in Ukraine, and the place of visual journalism in it.	Objective: To acquaint students with the basics of photography, the current state and prospects of the development of illustrated periodicals, trends in the development of technics and technology of photojournalism.

Learning Outcomes. Intended Learning Outcomes upon successful completion of Module: As a result of studying the discipline, the student must know history of photojournalism; identify genres of photojournalism; and navigate in the contemporary range of photojournalism;	Indicative Deliverables: be able to: use a digital camera; choose the best angle and shooting point; to harmonize the frame; apply filters; to process images in the Adobe Photoshop.
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Assessment and feedback
Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.

F1. Photo report of a local event. F2. Object photo F3. Digital image processing F4. Use the Adobe Photoshop to develop a collage on a social theme (own choice).
Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.
S1. Photo sketch "Human Profession"

Learning resources
<p><i>Key texts:</i></p> <p>https://books.google.com.ua/books?id=AM0eBQAAQBAJ&pg=PA6&dq=%D1%84%D0%BE%D1%82%D0%BE%D0%B3%D1%80%D0%B0%D1%84%D1%96%D1%8F&hl=uk&sa=X&ved=0ahUKEwjo4f2Gz6HnAhXMo4sKHa_MCrwQ6AEIlgQEwCQ#v=onepage&q=%D1%84%D0%BE%D1%82%D0%BE%D0%B3%D1%80%D0%B0%D1%84%D1%96%D1%8F&f=false</p> <p><a href="https://books.google.com.ua/books?id=HBn98UIKU48C&pg=PA4&dq=%D1%84%D0%BE%D1%82%D0%BE%D0%B3%D1%80%D0%B0%D1%84%D1%96%D1%8F&hl=uk&sa=X&ved=0ahUKEwjE4fiOz6HnAhXP-
iOKHafiD3M4ChDoAQg9MAI#v=onepage&q=%D1%84%D0%BE%D1%82%D0%BE%D0%B3%D1%80%D0%B0%D1%84%D1%96%D1%8F&f=false">https://books.google.com.ua/books?id=HBn98UIKU48C&pg=PA4&dq=%D1%84%D0%BE%D1%82%D0%BE%D0%B3%D1%80%D0%B0%D1%84%D1%96%D1%8F&hl=uk&sa=X&ved=0ahUKEwjE4fiOz6HnAhXP- iOKHafiD3M4ChDoAQg9MAI#v=onepage&q=%D1%84%D0%BE%D1%82%D0%BE%D0%B3%D1%80%D0%B0%D1%84%D1%96%D1%8F&f=false</p> <p><a href="https://books.google.com.ua/books?id=kDVL72QUlRAC&pg=PT655&dq=%D1%84%D0%BE%D1%82%D0%BE%D0%B3%D1%80%D0%B0%D1%84%D1%96%D1%8F&hl=uk&sa=X&ved=0ahUKEwjE4fiOz6HnAhXP-
iOKHafiD3M4ChDoAQiEATAJ#v=onepage&q=%D1%84%D0%BE%D1%82%D0%BE%D0%B3%D1%80%D0%B0%D1%84%D1%96%D1%8F&f=false">https://books.google.com.ua/books?id=kDVL72QUlRAC&pg=PT655&dq=%D1%84%D0%BE%D1%82%D0%BE%D0%B3%D1%80%D0%B0%D1%84%D1%96%D1%8F&hl=uk&sa=X&ved=0ahUKEwjE4fiOz6HnAhXP- iOKHafiD3M4ChDoAQiEATAJ#v=onepage&q=%D1%84%D0%BE%D1%82%D0%BE%D0%B3%D1%80%D0%B0%D1%84%D1%96%D1%8F&f=false</p> <p><i>Key web-based and electronic resources:</i></p> <p>https://ua.ejo-online.eu/2933/etyka-ta-yakist</p> <p>https://www.bbc.com/ukrainian/vert_cul/2015/07/150709_vert_cul_altered_images_journalism_vp</p> <p>http://www.relga.ru/Environ/WebObjects/tgu-www.woa/wa/Main?textid=1961&level1=main&level2=articles</p>

Your faculty or university: Department of Journalism, Uzhhorod National University					
Study Programme: Journalism					
Module Code	SC3.9	Level	7 (Bachelor)	Module Title	Political Talk Show
Credits ECTS	3	Year	4	Weeks	10 (VIII semester)
Main campus location				UzhNU Educational and Laboratory Building	

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Commence	September 2020	Briefing	September 2020
Module Lead/s	Nataliia Tolochko	Lecturers	Nataliia Tolochko
Pre-requisite or co-requisite		Medialinguistics Journalist's broadcast on air The theory and practice of television journalism Propaganda and counter-propaganda in the modern media space Debating in journalism Politology	

Class Contact Time	44
Independent study time	46

Description of the module	
<p>The module «Political Talk Show» is offered to students for 4 years of study after they have mastered the theory and practice of television journalism, the disciplines of linguistic direction, etc., and have passed internships in television media. While studying the module students gain in-depth knowledge of one of the most popular television formats - talk shows of political direction, learn about the stages of its development in Ukraine and abroad, study the intricacies of organizing such TV programmes, communicative roles of participants, become acquainted with manipulative technologies of political conversation work as a team to create a student talk show on a topical socio-political topic. The study of such a module is explained by the need to prepare journalists for work in spectacular media projects of political orientation, which is caused by the rapid development of political talk shows in Ukraine and the need to improve the quality of such programmes.</p>	
Module Aims	
What You Will LEARN?	What You DO? Teaching and learning activities?
Students learn genre and form features of political talk shows; the principles of organizing such programmes, the main components of political talk shows, the communicative roles of participants; get acquainted with the stages of development of Ukrainian and world political talk shows; develop the skills of organizing talk shows of social and political direction within the university; the skills of monitoring and manipulating political talk shows.	Development of the recommended literature, independent search of scientific sources. Discussion, analysis of contemporary genres and formats of television journalism. Critical understanding of popular political talk shows in Ukraine. Preparation of creative and collective creative promotional projects that help to master the discipline and allow you to test the mastery of theoretical knowledge (for example, preparation of presentations

	on the history of talk shows in Ukraine and the world, writing a TV programme script, etc.).
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<p>Learning Outcomes Intended Learning Outcomes upon successful completion of Module Study of the features of the talk show as a television format, the specifics of its preparation, the communicative role of presenters, guests, experts and other participants of the programme. Awareness of the historical stages of the emergence of political talk shows in the world. Distinguish between political talk show models. Ability to use the acquired knowledge of political talk shows when creating your own talk shows of socio-political direction.</p>	<p>Indicative Deliverables</p> <p>Ability to prepare the script for political talk shows, share the role of programme participants, organize and conduct political talk shows. Skills for comparing analysis of traditional TV genres and modern teleformats. Understanding the close relationship of talk shows with the current socio-political situation. Ability to detect manipulative elements in contemporary political talk shows, comprehensive analysis of political talk shows. Communication skills, teamwork.</p>
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Assessment and feedback
Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.
<p>F1. To characterize the image of a leading political talk show according to the proposed scheme of analysis.</p> <p>F2. To participate in the discussion of the formal and substantive features of television programmes of the socio-political direction of the first years of Ukraine's independence.</p> <p>F3. Prepare and record a video interview on a political topic with your desired interlocutor.</p> <p>F4. To record and explain typical manipulations in the editions of the current political talk show of the selected TV channel.</p>
Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.
<p>S1. Analyze the political talk shows of the 1990s using the proposed analysis scheme: 20%.</p> <p>S2. Develop a political talk show plan (on your own): 30%.</p> <p>S3. Prepare (together with colleagues) scenario talk shows on socio-political theme, select participants, distribute communicative roles, record one issue of the programme: 50%.</p>

Learning resources
<p><i>Key texts:</i> Babenko V. (2011) Vydovyshchni komunikatsii: metody ta formy vzaiemodii, estetychna norma vydovyshchnosti [Spectacular communications: methods and forms of interaction,</p>

aesthetic norm of entertainment.]. Visnyk Lvivskoho universytetu. Serii zhurnalistyka. Vypusk 34. S. 4-13.

Kuznetsov G. V., Tsvik V. L., Yurovskiy A. Ya. (2002) *Televizionnaya zhurnalistika* [Television journalism]. Moskva: Vysshaya shkola. 304 s. URL: <http://evartist.narod.ru/text6/23.htm>.

Novikova A. (2008) *Sovremennye televizionnye zrelishcha: istoki, formy i metody vozdeystviya* [Modern television spectacles: sources, forms and methods of exposure]. Sankt-Peterburg: Aleteyya.

Ostrovska N. (2014) *Kharakterni rysy i kryterii modeli politychnykh tok-shou* [Characteristic features and criteria of the political talk show model.]. *Tele- ta radiozhurnalistyka*. Vypusk 13. S. 282-290.

Key web-based and electronic resources:

Uzhgorod University Scientific Library. URL: lib.uzhnu.edu.ua

Google Scholar. URL: scholar.google.com.ua

Media literacy. URL: osvita.mediasapiens.ua

Media criticism. URL: www.mediakrytyka.info

Telecritic. URL: www.telekritika.ua.

Your faculty or university: Department of Journalism, Uzhhorod National University					
Study Programme: Journalism					
Module Code	SC3.9	Level	7 (Bachelor)	Module Title	Entertainment TV
Credits ECTS	3	Year	4	Weeks	10
Main campus location				UzhNU Educational and Laboratory Building	

Commence	September 2020	Briefing	September 2020
Module Lead/s	Yevhen Solomin	Lecturers	Yevhen Solomin
Pre-requisite or co-requisite		Fundamentals of Journalism Theory and Practice of Journalism	

Class Contact Time	54 hours: VIII term - 54 hours
Independent study time	44 hours: VIII term - 44 hours

Description of the module

The Entertaining TV module is designed for 1 semester of study and is designed to form an understanding of the basics of entertainment television. It is aimed at mastering students' knowledge in the modeling and implementation of entertainment television projects based on the disclosure of the laws of television directing, creation and management of entertainment genre projects. The course introduces you to the theoretical and practical aspects of the operation of entertainment TV, screen directing, the features of different professions in the production of relevant content, and is focused on the practice associated with the production of relevant video products.

Module Aims

What You Will LEARN?	What You DO? Teaching and learning activities?
Students learn video creation technologies and specific aspects of entertainment television project creation technology; structural features and nature of the screen action of television programmes of the specified type; audience specificity and entertainment content specific features; elements of screen creativity and the role of moderator of entertainment programmes.	Development of the recommended literature (textbooks, manuals, proper scientific works, directories), its critical comprehension and supplementation of information with the results of one's own scientific search. Search for topics, their development within the students' editorial board of thematic programmes, organization of filming, writing of materials, their reading, editing and broadcasting. Mastering the process of producing relevant content.

<p>Learning Outcomes. Intended Learning Outcomes upon successful completion of Module:</p> <p>Mastering the basic concepts and specific terms of documentary television production, structure, basic facts and processes of functioning of onscreen popular science products; understanding the specifics of the functioning of creative teams on television; main stages in the organization of the creative and production process for the production of audiovisual product.</p>	<p>Indicative Deliverables:</p> <p>Practically use the acquired knowledge on technologies of creation of popular science programmes; to embody an author's design in a visual way; master the laws of dramatic composition, screen language, work with special effects and sound; to put into practice the basic methods of installation; use your own style in creating a visual and audio image; competently draw up the director's script and editing plan.</p>
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Assessment and feedback

Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.
To deepen their knowledge of various aspects of television production, students are: F1. Students create a film crew for video production. F2. Seek out and develop topics for video product shooting. F3. Video clips are shot on the camera. F4. Mount material. F5. Aired.
Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.

Final evaluation of the module is formed from:
 S1. Tests to test students' knowledge of the basic concepts of the module: 20%.
 S2. Production of collective media product, presentation of its audience: 80%.

Learning resources

Key texts:

Dmytrovskyi Z. Ye. *Televiziina zhurnalistyka: Navch. posib. Vyd. 3-tie, dopovn.* Lviv: PAIS, 2009. 224 p.

Novitni tekhnolohii teleradiomovlennia: svitovy dosvid Materialy naukovooho kolokviumu Kyiv, 16 lystopada 2011 r. Uporiadnyk V. Hoian. – Elektronnyi resurs : <http://journalib.univ.kiev.ua/index.php?act=rozdily&rozdil=6>

Shyrman R.N. *Alkhymyia rezhysury*. Master-klass. K. : ZAO «Teleradyokurer», 2008. 448 p.

Yakovets A. V. *Televiziina zhurnalistyka: Teoriia i praktyka: pidruchnyk.* K. : Vyd. dim “Kyievo-Mohylianska akademiia”, 2007. 240 p.

Key web-based and electronic resources:

lib.uzhnu.edu.ua – Naukova biblioteka Uzhhorodskoho universytetu

ibrary.ukma.kiev.ua – Naukova biblioteka Natsionalnoho universytetu «Kyievo-Mohylianska akademiia»

isl.lviv.ua – Lvivska natsionalna naukova biblioteka imeni V. Stefanyka

nbuv.gov.ua – Natsionalna biblioteka Ukrainy imeni V. I. Vernadskoho

Your faculty or university:

Department of Journalism, Uzhhorod National University

Study Programme: Journalism

Module Code	SC3.5	Level	7 (Bachelor)	Module Title	Sports Journalism
Credits ECTS	3	Year	4	Weeks	10 weeks
Main campus location				Educational and laboratory building of Uzhgorod National University	

Commence	March 2021	Briefing	March 2021
Module Lead/s	Volodymyr Tarasiuk	Lecturers	Volodymyr Tarasiuk
Pre-requisite or co-requisite.		Theory and Practice of Print Journalism Current issues of Ukrainian journalism	

Class Contact Time	44 hours: VI semester – 44 hours.
Independent study time	46 hours: VI semester – 46 hours.

Description of the module:

The module «Sports Journalism» is designed for 1 semester of study in the 4th year and is devoted to the study of physical culture and sports in the journalism system. The discipline gives students an opportunity to understand how to cover issues of the specified scope in the media.

Module Aims

What will you learn?	What You DO? Teaching and learning activities?
Students study mass physical culture and sports, high achievements sports and Olympic sports, sports organizations and their activities, sports topics in various mass media, features of sports journalists' work, their specialization, organization and methods of work, expert evaluation of materials, work with the audience , provision in sports (everyday life, medicine, finances), specifics of sports journalist activity in different types of media.	Examination of examples, writing of sports texts, analysis of texts published in mass media, discussions on a topic, scientific researches (projects). Recommended literature (textbooks, manuals, monographs, directories, dictionaries) and the results of their own scientific research are offered.

<p>Learning Outcomes Intended Learning Outcomes upon successful completion of Module</p> <p>The module aims to provide students with knowledge of sports journalism and develop practical skills in writing sports-related materials.</p>	<p>Indicative Deliverables:</p> <p>Students should be familiar with the physical culture and sports system, tasks and nature of sports journalism at the current stage of development; be able to evaluate journalistic materials on sports topics, reveal the secrets of journalistic success of the best domestic sports commentators, reporters, reviewers, etc. ; be able to write nonfiction materials in different genres on sports topics.</p>
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Assessment and feedback

Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.
In order to acquire knowledge and skills, students perform the following tasks: F1. Creating your own sports-related text. F2. Analysis of texts on sports topics in the media according to thematic and genre direction. F3. Comparative analysis of sports media. F4. Creating a themed page for print media. F5. Working in a group to create team material.
Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.
Final evaluation of the module is formed from: S1. Participation in practical classes with the presentation of specific tasks: 50%. S2. Tests to check students' knowledge of basic phenomena, processes, figures, media, documents, media products: 30%. S3. Creating your own text: 20%.

Learning resources

Key texts:
 Alexeev K.A., Ilchenko S.N. Sports journalism. M.: Yurite, 2013. URL: http://stud.com.ua/37681/zhurnalistika/sportivna_zhurnalistika.
 Bulatova M.M. Encyclopedia of Olympic sports in questions and answers. K.: Olympic Literature, 2009.
 Yermolova V.M. Olympic Education: Theory and Practice: Tutorial. K., 2011.
 Zhytariuk M.G. Great sport and mass media. Lecture text: Tutorial. Lviv: World, 1997.
 Golden Pages of Olympic Sports of Ukraine / edited I. Fedorenko. K., 2000.
 Kulik V.V. Olympic in hearts of fire. History of origin and formation of NOC of Ukraine. K.: Lesya, 2008.
 Mikhailov S.A., Mostov A.G. Sports journalism. Tutorial. St. P., 2005.
 Platonov V.N., Guskov S.I. Olympic sport. K.: Olympic Literature, 1994.

Key web-based and electronic resources:
 biblioteka.uz.ua – Transcarpathian Regional Universal Scientific Library named after F. Potushnyak
 lib.uzhnu.edu.ua – Uzhgorod University Scientific Library
 lsl.lviv.ua – Lviv National Scientific Library named after V. Stefanyk
 nbuv.gov.ua – V. I. Vernadsky National Library of Ukraine

Your faculty or university: Department of Journalism, Uzhhorod National University					
Study Programme: Journalism					
Module Code	SC3.5	Level	7 (Bachelor)	Module Title	Environmental Journalism
Credits ECTS	3	Year	4	Weeks	10
Main campus location				Educational and laboratory building of Uzhgorod National University	

Commence	March 2021	Briefing	March 2021
Module Lead/s	Volodymyr Tarasiuk	Lecturers	Volodymyr Tarasiuk
Pre-requisite or co-requisite		Theory and Practice of Print Journalism Actual problems of Ukrainian opinion journalism	

Class Contact Time	44 hours: VI semester – 44 hours.
Independent study time	46 hours: VIII semester – 46 hours.

Description of the module	
The «Environmental Journalism» module is designed for 1 semester of study in the 4th year and is intended to give students knowledge of the basics of ecology, understanding of problems and their coverage in the media. The discipline aims to provide practical media skills as environmental journalists.	
Module Aims	
What will you learn?	What You DO? Teaching and learning activities?
Students study the main aspects of the development of ecology, the natural environment and its structure, the existence of the biosphere, ecology and population, environmental factors and basic environmental laws, the specifics of environmental journalism, its main problems, especially important issues of environmental topics.	Examining examples, writing texts on environmental topics, analyzing texts published in the media, discussing topics, research (projects). Recommended literature (textbooks, manuals, monographs, directories, dictionaries) and the results of their own scientific research are offered.

<p>Learning Outcomes. Intended Learning Outcomes upon successful completion of Module:</p> <p>The module aims to provide students with knowledge of ecology and environmental journalism and to develop practical skills in writing environmental materials.</p>	<p>Indicative Deliverables:</p> <p>Students should know the basics of ecology as an industry, the nature, tasks and nature of environmental journalism at the current stage of society; be able to evaluate journalistic materials on environmental topics; to write nonfiction materials in different genres on environmental topics.</p>
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Assessment and feedback
Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.
In order to acquire knowledge and skills, students perform the following tasks: F1. Creating your own text on environmental topics. F2. Analysis of ecological texts in the media according to thematic and genre direction. F3. To carry out comparative analysis of ecological materials. F4. Create themed eco pages for print media. F5. Working in a team to create a research project.
Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.
Final evaluation of the module is formed from: S1. Participation in practical classes with the presentation of specific tasks: 50%. S2. Tests to test students' knowledge of basic concepts, phenomena, processes, media in the field of ecology and environmental journalism: 30%. S3. Creating your own copyrighted text: 20%.

Learning resources

Key texts:

Andreytsev A.K. Fundamentals of Ecology: A Textbook. K.: High School, 2001.
 Anisimova S.I., Rybolova O.V., Poddashkin O.V. Ecology. K.: Certificate, 2001.
 Boychuk Y.D., Soloshenko E.M., Bugai O.V. Ecology and environmental protection: Textbook. Sumy: University Book, 2016.
 Heinrich D., Herat M. Ecology: dtv – Atlas. Translated from the 4th German edition of K.: Knowledge – Press, 2001.
 Musienko M.M., Serebryakov V.V., Bryon O.V. Ecology. Explanatory dictionary. K.: Lybid, 2004.
 Potish L.A. Ecology: A Textbook. K.: Knowledge, 2008.
 Sharon M. Friedman, Kenneth A. Environmental journalism manual. TASIS, 1998.

Key web-based and electronic resources:

biblioteka.uz.ua – Transcarpathian Regional Universal Scientific Library named after F. Potushnyak
 lib.uzhnu.edu.ua – Uzhgorod University Scientific Library
 lsl.lviv.ua – Lviv National Scientific Library named after V. Stefanyk
 nbuv.gov.ua – V. I. Vernadsky National Library of Ukraine

Your faculty or university:

Department of Journalism, Uzhhorod National University

Study Programme: Journalism

Module Code	SC3.10	Level	7 (Bachelor)	Module Title	Virtual TV Studio
Credits ECTS	3	Year	4	Weeks	13
Main campus location				UzhNU Educational and Laboratory Building	

Commence	September 2020	Briefing	September 2020
Module Lead/s	Valerii Kovach	Lecturers	Valerii Kovach
Pre-requisite or co-requisite		The theory and practice of television journalism Information television	

Class contact time	44
Independent study time	46

Description of the module

The module "Virtual TV Studio" is designed for 7 semester of study and provides the study of modern technologies of creation of virtual reality: software and additional plug-ins for creation of 3D environment of a television studio, equipping the studio with elements of decor and necessary technical means, development of own conception of virtual studio of television material and textures, their development, ability to adapt live video to a virtual 3D environment.

Module Aims

What You Will LEARN?	What You DO? Teaching and learning activities?
<p>Students learn basic terminology of 3D modeling basics, basic tools of professional graphic editors and plugins to create three-dimensional scenes, study the theory and methodology of modeling or create geometry of simple and complex models - subtraction, polygonal modeling, object texturing (material selection, texture creation) affect the reality of the model (s), or three-dimensional scenes in general. The module also provides the basics of 3D visualization and rendering - adding graphic special effects - choosing the tone of light, the level of brightness, sharpness and depth of shadows, glare. At the same stage, students study the basic technical characteristics of video - the number of frames per second, the extension of the final video, the choice of format and coding options.</p>	<p>Development of the recommended literature on the basics of 3D visualization, analysis of real and virtual television studios, development of own project of a virtual studio and synchronization of live video with the developed 3D environment. In the laboratory, students will improve practical skills in working with basic tools of graphic editors to create simple and complex volumetric models, in working with real and virtual camera, lighting, materials, etc.</p>

<p>Learning Outcomes. Intended Learning Outcomes upon successful completion of Module:</p> <p>student should know and understand the algorithm of modern computer modeling: collecting information about an object (objects), preliminary model analysis of an object, its structure and architecture, have practical skills in working with the basic functions of modern video and graphic editors to create three-dimensional simple and complex models, including realistic three-dimensional scenes - virtual studios.</p>	<p>Indicative Deliverables:</p> <p>clearly understand and be able to analyze modern graphic video content, have abstract thinking and spatial imagination skills, be aware of the algorithm of modern graphic editors and 3D modeling software, adhere to copyright and intellectual property laws, clearly understand modern standards of production.</p>
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Assessment and feedback

Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.
F1. Analyze and discuss professional graphic content. F2. Learn the basic tools of graphic editors. F3. They prepare the necessary materials and develop their own model layouts. F4. They represent their own content. F5. Analyze your own projects.
Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.
S1. Tests on the basic concepts of graphic design and 3D modeling: 30%. S2. Presentation and discussion of own conceptual developments: 70%.

Your faculty or university: Department of Journalism, Uzhhorod National University					
Study Programme: Journalism					
Module Code	SC3.10	Level	7 (Bachelor)	Module Title	Internet Radio
Credits ECTS	3	Year	4	Weeks	13
Main campus location				UzhNU Educational and Laboratory Building	

Commence	September 2020	Briefing	September 2020
Module Lead/s	Valerii Kovach	Lecturers	Valerii Kovach
Pre-requisite or co-requisite		Theory and practice of radio journalism Sound engineering in audiovisual media	

Class contact time	44
Independent study time	46

Description of the module
The module "Internet Radio" is designed for 1 semester of study and provides the study of the basic concepts of the theory of functioning of the Internet network, prerequisites for the emergence of streaming technology and Internet radio broadcasting. The course also includes the study of the technical basics of the operation of an Internet radio station - the concept of

station, server (flow repeater) and client; specialized broadcasting servers - Shoutcast and Icecast, as well as specialized software ICes, EzStream, SAM Broadcaster. The theoretical part of the course examines the basic functions of Internet radio, expressive means and genre system of radio broadcasting on the Internet in comparison with broadcasting, features of functioning and nature of construction of radio programmes and the role of leading and function of radio journalist of Internet radio station. The module also includes the study of concepts such as the target audience of Internet radio stations, specialized and narrow-minded, which have no analogues in terrestrial broadcasting.

Module Aims

What You Will LEARN?	What You DO? Teaching and learning activities?
<p>Students learn basic technical concepts regarding the functioning of the Internet - the concept of IP address, server, router, the concept of routing, internal and external IP address; students also study a brief background on the emergence of streaming technology and the emergence of the first radio stations on the Internet; study the basic concepts of streaming data - station, server (repeater), the client, the concept of audio formats, coding. In the practical part of the course students learn the popular platforms of Internet broadcasting - Shoutcast, Icecast and others, as well as software - ICes, EzStream, SAM Broadcaster. Students also present a project with a clear concept of their own online radio station with a defined broadcast format, target audience, a well-defined broadcast server, customized software, and media content.</p>	<p>Development of the recommended literature on the basics of informants, radio journalism and the basics of sound production. Preparation and presentation of presentations on the topics - development of the Internet, modern sound engineering, audio editors, concepts of streaming data, modern technologies of creation and operation of Internet radio. In the practical part of the course students learn to determine the IP address (static, dynamic), ping the network, router settings, network speed, and the practical part of the course involves improving the skills of working with audio and software to implement their own project Internet radio station.</p>

<p>Learning Outcomes. Intended Learning Outcomes upon successful completion of Module: student must know the historical, legal and organizational features of Internet radio functioning, be guided in genre forms of radio broadcasting and its varieties, be guided in technical issues of audio streaming, be able to create your own original media content. To have practical skills in working in modern audio editors for recording, editing and editing your own media content.</p>	<p>Indicative Deliverables: adhere to professional ethics and standards of a radio journalist, adhere to copyright and intellectual property laws, clearly understand the peculiarities of Internet radio functioning, the concept of competition and the place and role of Internet broadcasting in the modern media system.</p>
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Assessment and feedback

Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.

<p>F1. They study the basic principles of the technical functioning of the Internet.</p> <p>F2. They study the structure and operation of network equipment.</p> <p>F3. They prepare the necessary materials and develop the concept of their own Internet radio station.</p> <p>F4. They represent their own content, Internet radio station, website, blog.</p> <p>F5. Analyze your own projects.</p>
<p>Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.</p>
<p>S1. Tests on basic concepts of computer science, radio journalism: 30%.</p> <p>S2. Presentation and discussion of own conceptual developments: 70%.</p>

<p>Your faculty or university Department of Philosophy, Uzhhorod National University</p>					
<p>Study Programme : Journalism</p>					
Module Code	SC1.2	Level	7 (Bachelor)	Module Title	Logic
Credits ECTS	3	Year	4	Weeks	10
Main campus location				UzhNU Educational and Laboratory Building	

Commence	March 2021	Briefing	March 2021
Module Lead/s	Angelica Derbak	Lecturers	Angelica Derbak
Pre-requisite or co-requisite		Philosophy History of Ukraine Medialinguistics Politology Theory and Practice of Journalism	

Total hours	90
Class Contact Time	44
Independent study time	46

<p>Description of the module</p> <p>The Logic module is taught by journalist students in the second semester of the fourth year of study. The module will help you understand that logic is the science of thinking. The name comes from the Greek word logos - "thought", "word", "law" and more. The term "logic" is also</p>
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used to refer to the laws of the objective world ("logic of facts", "logic of things", etc.); denote rigor, consistency, regularity of thinking ("logic of thinking", "logic of reasoning"). The legitimate nature of thinking is a kind of reflection of objective laws. Logical thinking is a reflection of the logic of things (meaningful). But unlike other sciences that study human thinking, such as physiology of higher nervous activity or psychology, logic studies thinking as a means of cognition. Logic, which studies cognitive thinking and is used as a means of cognition, has emerged and developed as a philosophical science and is now a complex system of knowledge that includes two relatively independent sciences: formal logic and dialectical logic (oral explanation). Knowledge of logic helps journalists to prepare logically constructed, well-reasoned journalistic material, to expose contradictions and informational qualities and facts, to refute unreasonable arguments of their opponents, to build a logical version of publication, radio and television programmes. All of this is important in the work of a journalist who aims to provide accurate and balanced information to society. In addition, knowledge of logic enhances the culture of thinking, develops skills to think more "competently", develops critical thinking to their own and others' thoughts.

Module Aims

What You Will LEARN?	What You DO? Teaching and learning activities?
<p>Students study the specifics of the development of logic, as well as the role of thinking in cognition. The concept of laws and forms of thinking, the concept of forms of thinking; the language of the logic of cognition, as the process of reflecting the objective world with human consciousness, the essence of sensual and rational cognition. The module examines the notion of sensation (the manifestation of the individual sensory properties of objects (eg, colors, shapes, smells, tastes, etc.); perception (the holistic image of an object as a result of its direct impact on the senses), imagination (the sensual image of the object stored in the mind).</p>	<p>Integrated methods will be used during the training: organization and implementation of educational and cognitive activities and methods of motivation and stimulation of learning activities. Students will perform self-directed work in order to deepen their understanding of the specifics of the training module. Before the practical classes, students should study the recommended literature (textbooks, manuals, scientific papers, reference books), and critically comprehend it. Discussion of the learned material in practical classes, analysis of situations in the context of the acquired knowledge.</p>

<p>Learning Outcomes. Intended Learning Outcomes upon successful completion of Module:</p> <p>It is planned to study the following main educational blocks by students: Formal and substantive rules of reasoning; Abstract thinking and its characteristic features; The concept of the form of thinking; Basic formal and logical laws; The truth and formal correctness of reasoning; Thinking and language; Definition of language; The concept of the sign; Types of signs; Levels of semiotic language analysis; Formalization as</p>	<p>Indicative Deliverables:</p> <p>As a result of studying this educational module the student should be able to:</p> <p>a) at the reproductive level - to use logical terminology to define the sphere of functioning of rational (abstract-logical) thinking; apply, compilation and analysis of journalistic texts on laws and rules of logic; formulate the questions correctly; to make connections between statements, to detect logical errors in information-political and information-economic texts;</p>
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<p>a method of logic; The concept of formalization; Comparative characteristics of natural and formalized language; Structure of formalized language; Semantic analysis of natural language expressions; The concept of semantic category; Characteristics of descriptive terms ; Definition of logical terms.</p>	<p>b) at the heuristic level - to be able to detect the most common cases of violation of the laws of logic found in literary works, documentary texts and public speeches; give examples illustrating knowledge of the specifics of logic; organization of forms of abstract thinking; be able to independently carry out the concepts, statements, conclusions of logical operations; find your own arguments to prove the truth of certain statements (abstracts) and the refutation of the error of certain statements</p>
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Assessment and feedback
<p>Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.</p>
<p>In order to deepen their knowledge of various aspects of Logic, students perform the following formative exercises:</p> <p>F1. Preparation of a scientific essay and participation in discussions in practical classes according to the thematic plan (March-May) - maximum 10 points (%) for each lesson;</p> <p>F2. Prepare and take part in the discussion (April) - 10 points (%).</p> <p>F3. Generate journalistic text on key concepts for applying the laws of logic (, March, April) - 10 points (%)</p> <p>F4. Analysis of text of a colleague and a media product created by other students, using laws and rules of logic (May) - 10 points (%)</p> <p>F5. Analysis of logical presentation of material in print media, radio, television and online journalism in Transcarpathia (May) - 10 points (%)</p>
<p>Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.</p>
<p>The final evaluation of the module is formed by adding the current assessment and performing the following practical tasks:</p> <p>S1. The final module colloquium with the elements of tests for knowledge of basic concepts and phenomena of the training course (June) - 10 points (%).</p> <p>S2. Prepare and publish your own media for publication in a newspaper or magazine - 20 points (%).</p> <p>S3. Preparation, presentation and logical presentation in the form of radio or television programme (individually / collectively) about interesting events); May - June - 20 points (%).</p>

Learning resources
<p><i>Key texts:</i></p> <p>1. Tutorial and methodical guide for individual work and practical lessons "Logic". / Yurkevich V., Titov S. Kharkiv , 2013. - 90 p. http://dspace.nlu.edu.ua/bitstream/123456789/1876/1/NMP_0010.pdf</p> <p>2. Konverskyi A. Logic (Traditional and Modern) 2nd edition Textbook for students of higher education. Kyiv: Centr Navchalnoi Literatury, 2008. 536 p. http://www.immsp.kiev.ua/postgraduate/Biblioteka_trudy/Logika_tradic_Konverskiy_2008.pdf</p>

Key web-based and electronic resources:

<http://www.lib.uzhnu.edu.ua/> – Uzhgorod University Scientific Library

library.ukma.kiev.ua – Наукова бібліотека Національного університету «Києво-Могилянська академія».

lsl.lviv.ua – Scientific Library of the National University "Kyiv-Mohyla Academy".

lsl.lviv.ua – Lviv National Scientific Library named after V. Stefanyk.

<https://mediavista.com.ua/about-us> - Media Vista multimedia platform

Your faculty or university: Department of Journalism, Uzhhorod National University					
Study Programme: Journalism					
Module Code	SC1.2	Level	7 (Bachelor)	Module Title	Sociology
Credits ECTS	3	Year	4	Weeks	8 semester (10 weeks)
Main campus location				UzhNU Educational and Laboratory Building	

Commence	March 2021	Briefing	March 2021
Module Lead/s	Marianna Kolodii	Lecturers	Ihor Vehesh
Pre-requisite or co-requisite		Fundamentals of Mass Communication Theory and Practice of Journalism	

Total hours	90
Class Contact Time	44
Independent study time	46

Description of the module

The module "Sociology" includes the study of the basic aspects of social space and the development of modern society. The main purpose of the module - the study and substantive understanding of the basic social phenomena, processes, problems and patterns that are defined by the subject field of development of modern sociology, as a field of scientific knowledge.

Studying the module "Sociology" provides a creative approach for students to find answers to the questions of the most pressing problems of sociology, precisely in order to prevent a formalized approach to the study and processing of material, simple learning of individual provisions and description of methods, in the process of teaching students recommended different types of independent work.

Module Aims

What You Will LEARN?	What You DO? Teaching and learning activities?
Students study: 1. Basic directions of theoretical and applied researches of general and branch sociology. 2. Main categories and concepts of sociology. 3. Understanding of the society and the ability of a person to participate in its functioning.	1. Development of the recommended literature (primary sources, textbooks, manuals, reference books, etc.), critical comprehension of it and supplementation of information with the results of one's own scientific search.

<p>4. Basic methods of sociology. 5. Peculiarities of the process of human socialization in modern society. 6. The importance of communication and communication in society. 7. The role of mass communication and its influence on the development of society; 8. The place, role and status of journalists as a separate professional group in society.</p>	<p>2. Discussion and analysis of the processed material in practical classes, analysis of socially significant phenomena and processes. 3. Writing an essay on actual social topics. 4. Conducting a poll, through a survey or interview (free choice of topic).</p>
<p>Learning Outcomes Intended Learning Outcomes upon successful completion of Module</p> <p>1. Use of categorical apparatus of sociology, its methods of research in future professional activity. 2. Use of analysis of socially significant problems and processes in society. 3. Use of sociological worldview to uncover social phenomena and processes that pervade social interactions of people in different dimensions of social life and everyday life.</p>	<p>Indicative Deliverables:</p> <ul style="list-style-type: none"> - to understand the connection of sociology with other sciences and the importance of this science for the professional activity of a journalist; - to analyze specific social phenomena and processes in the categories of sociology; - work with the basic methods of modern sociology; - to analyze and understand the mechanisms of functioning of the main segments of society development as a complex social system; - to analyze the process of socialization and professional socialization of a journalist, to be able to identify the agents of his socialization; - to work with scientific and reference literature on a discipline and to be free to navigate in it; - to formulate and substantiate its opinion on sociology.

Assessment and feedback
<p>Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.</p>
<p>Within the module students perform the following activities:</p> <p>F1. Lectures - students' participation in lectures-talks and lectures-discussions (February-March). F2. Practical classes - students' participation in and discussions (March-April). F3. Preparation of an essay on current social topics, discussion of results in small groups (May). F4. To conduct a self-poll, through questionnaire or interview - to draw up a programme and research plan, to write a report. (March-May). F5. Final module test work (May).</p>
<p>Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.</p>
<p>The final evaluation of the module is formed by the following activities:</p> <p>S1. Participation of students in discussions during practical classes, preparation of reports and speeches (20 %). S2. Preparation of an essay on actual social topics, public presentation of the results (15 %). S3. To conduct a self-poll, through questionnaire or interview (15 %). S4. Final module test work (50 %).</p>

Learning resources
<p><i>Key texts:</i></p> <ol style="list-style-type: none"> 1. Giddens E. Sociology. K.: "Osnovy", 1999. 726 p. 2. Zhol K.K. Sociology: Educ. study guide. higher. teach. closed. K.: Lybid, 2005. 440 p. 3. Sociology: a handbook / Volodymyr I. Volovych, Mykola I. Gorchach, Iryna M. Zhylenkova and others. K.: Center for Educational Literature, 2009. 808 p. 4. Sociology: A textbook for high school / V.I. Volovych, V.V. Naydenova, G.T. Golovchenko and others. Kharkiv: Factor, 2006. 768 p. 5. Sociology: Textbook for students of higher education / Ed. Viktor G. Gorodyanenko. K.: Academia Publishing Center, 2008. 544 p. 6. Sociology: Textbook / S.O. Makeev, N.V. Kostenko, N.V. Panina and others. K.: "Znannya", KOO, 2008. 566 p. 7. Chernysh N.Y. Sociology: A textbook on the rating-modular system of education. K. : "Znannya", 2009. 468 p.
<p><i>Key web-based and electronic resources:</i></p> <p>http://www.lib.uzhnu.edu.ua/ – Uzhhorod University Scientific Library</p> <p>library.ukma.kiev.ua – Scientific Library of the National University "Kyiv-Mohyla Academy".</p> <p>sl.lviv.ua – Lviv National Scientific Library named after V. Stefanyk.</p> <p>nbuv.gov.ua – Volodymyr Vernadsky National Library of Ukraine.</p> <p>https://imi.org.ua/ - Institute of Mass Information</p>

Your faculty or university					
Faculty of Social Sciences, Department of Political Science, Uzhhorod National University					
Study Programme : Journalism					
Module Code	SC1.1	Level	7 (Bachelor)	Module Title	Politology
Credits ECTS	3	Year	4	Weeks	10
Main campus location				UzhNU Educational and Laboratory Building	

Commence	March 2021	Briefing	March 2021
Module Lead/s	Volodymyr Hyria	Lecturers	Volodymyr Hyria
Pre-requisite or co-requisite		History of Ukraine Philosophy Theory and Practice of Journalism	

	Sociology
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Total hours	90
Class Contact Time	44
Independent study time	46

Description of the module	
<p>The Political Science module is taught to journalistic students in the second semester of the fourth year of study. Like any science, political science has its object and object of study. The object of science refers to the sides of objective reality that are subject to consideration. It is possible that the same object can be studied by different sciences from a certain angle, in terms of its subject matter and methods. The object of political science is the political sphere of society and all the processes that take place in it. But there are more than ten humanities and social sciences who study politics: for example, philosophy, sociology, theory of state and law, history. In this connection, the question arises about the specificity of the subject of political science, that is, about the range of problems that are subject to comprehensive study. There are two positions in national political science regarding the subject of political science. According to the former, political science is a holistic and integrative science of politics that includes the full range of partial political knowledge. Political science itself acts as an interdisciplinary knowledge, and its subject is a set of patterns of functioning and development of various aspects of political activity, which are explored by individual sub-disciplines - political philosophy, political sociology, political psychology, etc. According to the second position, political science is a general theory of politics that does not seek to cover all political issues and has its specific subject of study: the regularities of relations between social actors over power and influence, the mechanism of power relations and interaction between the ruling and subordinate, governed and controlled. At the same time, power is seen as the essence of politics. Without going into political science discussions, one might think that the "broad" and "narrow" understandings of the subject of political science do not contradict each other but are correlated as two "concentric circles" of political knowledge accumulation.</p>	
Module Aims	
What You Will LEARN?	What You DO? Teaching and learning activities?
<p>The module Political Science provides for the study of the following problems: the essence of the theory and methodology of political science, the acquisition of skills of social activity and behavior, independent scientific work. The course explores acute social issues of political power, political system, political regimes. The course should help develop the political thinking of future professionals. Within the training module the objects of study are also: history of political thought; political theories; political system; political technologies; political process; international relations and geopolitics</p>	<p>Integrated methods will be used during the training: organization and implementation of educational and cognitive activities and methods of motivation and stimulation of learning activities. Students will perform self-directed work in order to deepen their understanding of the specifics of the training module. Before the practical classes, students should study the recommended literature (textbooks, manuals, scientific papers, reference books), and critically comprehend it. Discussion of the learned material in practical classes, analysis of</p>

	situations in the context of the acquired knowledge.
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<p>Learning Outcomes (Intended Learning Outcomes upon successful completion of Module)</p> <p>As a result of studying the discipline the student should be able to: the object, subject and method of political science, to have it conceptually categorical apparatus; world and national political science schools, concepts and directions; political phenomena and values: political activity, political process, political power, political regime, political system, political leadership, political conflict, political culture, democracy, consensus, civic society; major political parties, NGOs and movements; essence and functions of the state in the political system of society.</p>	<p>Indicative Deliverables</p> <p>After mastering the module on Political Science, the student must acquire the following competencies: to recognize different types of power relations, the specifics of political power, its essence, structure, characteristic features and functions; be guided in the problems of separation of powers, forms of government and forms of government; to recognize the manifestations of direct and representative democracy, to promote them in the modern Ukrainian society; to form and defend their vital (political) position, to understand clearly their civil rights, freedoms and obligations, to uphold the principles of civil society and the rule of law; to give a rational-critical assessment of actions of different political parties and leaders from the standpoint of national interests; be guided in the international political life, geopolitical situation, have an idea of the place and status of Ukraine in the modern world; objectively and critically evaluate vital social information; prepare political messages, participate in political discussions, election campaigns, mass and group political polls; to live in the conditions of political pluralism, to form a culture of opposition, to make a strong contribution to the harmonization of human, inter-ethnic, inter-party relations.</p>
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Assessment and feedback	
Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.	
<p>In order to deepen their knowledge of various aspects of Political Science, students perform the following formative exercises:</p> <p>F1. Preparation of scientific abstract and participation in discussion of practical classes according to the thematic plan (March-May) - maximum 10 points (%) for each lesson;</p> <p>F2. Prepare for and participate in a political debate on a topical topic in Ukraine / World (April) - 10 points (%).</p> <p>F3. Write your own essay on an important political issue in the Ukrainian government (April) - 10 points (%)</p>	

F4. Analysis of primary sources of political science and their analysis in practical classes (May) - 10 points (%)
F5. Analysis of Contemporary Political Speeches (Texts) in Print Media, Radio, Television and Online (May) - 10 points (%)
Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.
The final evaluation of the module is formed by adding an ongoing assessment and performing the following practical tasks: S1. A total modular colloquium with elements of tests for knowledge of basic concepts of political science, political phenomena and processes (May) - 10 points (%). S2. Prepare and present your own political science essay using the latest political science (June) facts - 20 points (%). S3. Preparation and holding of a collective discussion political club on current problems of Ukrainian society, June - 20 points (%).

Learning resources
<p><i>Key texts:</i></p> <p>1. Baranovsky V.F. Political Science [Text]: textbook / V.F. Baranovsky; Nat. Acad. ref. - Kyiv: NAU, 2016. - 235 p. Political manipulation: teach. tool. / Alexander Boyko. K.: Akademiavdav, 2010. - 432 p.</p> <p>2. Voronyanskiy O.V. Political Science: a textbook / [Voronyanskiy O.V., Kulishenko T.Yu., Skubiy I.V. Kharkiv. nat. tech. un-t forces. the owner in it. Petra Vasilenko. - Kharkov: KhNTUSG them. Petra Vasilenko, 2017. - 179 p.</p> <p>3. Geley S.D. Political Science [Text]: a textbook. / S. D. Geley, S. M. Ruther. - 9 types, reworked. and ext. - Lviv: Publisher of the Lviv Commercial Academy, 2015. - 370 p. Code F / D 311</p>
<p><i>Key web-based and electronic resources:</i></p> <p>http://www.lib.uzhnu.edu.ua/ – Uzhgorod University Scientific Library library.ukma.kiev.ua – Наукова бібліотека Національного університету «Києво-Могилянська академія».</p> <p>lsl.lviv.ua – Scientific Library of the National University "Kyiv-Mohyla Academy". lsl.lviv.ua – Lviv National Scientific Library named after V. Stefanyk. https://mediavista.com.ua/about-us - Media Vista multimedia platform</p>

Your faculty or university					
Faculty of Law, Department of State and Law, Uzhhorod National University					
Study Programme : Journalism					
Module Code	SC1.1	Level	7 (Bachelor)	Module Title	Science of law
Credits ECTS	3	Year	4	Weeks	10

Main campus location	UzhNU Educational and Laboratory Building
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Commence	March 2021	Briefing	March 2021
Module Lead/s	Iryna Khokhlova	Lecturers	Iryna Khokhlova
Pre-requisite or co-requisite		History of Ukraine Politology Philosophy Theory and Practice of Journalism Sociology	

Total hours	90
Class Contact Time	44
Independent study time	46

Description of the module	
<p>The Jurisprudence module is taught as a selective discipline in the second semester of the fourth year of study. The purpose of teaching the course "Law" is to form students understanding of the essence, functions, principles of activity of legal institutes of Ukraine. To get acquainted with the basics of legislation for the acquisition of the system of legal knowledge, which regulates the procedure of conclusion, execution and termination of contracts of various types. Training of specialists who will work in the conditions of the rule of law and market economy. In professional terms, the study of discipline is aimed at legal regulation in the field of industrial, administrative and economic relations.</p> <p>The discipline is aimed at training highly qualified specialists in all areas of administrative construction in Ukraine, to increase the level of specialists in the field of production and skills in applying the rules of labor, civil, family, criminal law in everyday practice. To acquaint students with the basic laws, by- laws, which are in force in Ukraine. The subject of the course is the study of the general laws of the emergence, development and functioning of the state and law, the system of basic concepts of jurisprudence, as well as forms and mechanisms of state and law, the correlation of legal systems, modern political and legal doctrines. The program of the discipline consists of 3 content modules: 1. Module I. Theory of State and Law; 2. Module II. Characteristics of individual areas of law: 3. Module III. Characteristics of individual areas of law.</p>	
Module Aims	
What You Will LEARN?	What You DO? Teaching and learning activities?
<p>The course begins with an awareness of the value, concept and nature of the state and law as a social phenomenon. Students gain a comprehensive understanding of state and legal phenomena. The following topics consistently reveal the subject matter and method of legal regulation of different areas of law: constitutional law, administrative law</p>	<p>Integrated methods will be used during the training: organization and implementation of educational and cognitive activities and methods of motivation and stimulation of learning activities. Students will perform self-directed work in order to deepen their understanding of the specifics of the training module. Before the practical classes,</p>

<p>and process, civil law and process, criminal law and process, as well as their features. The last topic is international legal regulation of relations in Ukraine. This structure of discipline allows students to form (listeners) a clear and consistent understanding of common law jurisprudence, principles and concepts, as well as provide skills in the use of knowledge from different areas of Law in the course of future professional activity.</p>	<p>students should study the recommended literature (textbooks, manuals, scientific papers, reference books), and critically comprehend it. Discussion of the learned material in practical classes, analysis of situations in the context of the acquired knowledge.</p>
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<p>Learning Outcomes (Intended Learning Outcomes upon successful completion of Module)</p> <p>It is the study of jurisprudence that gives the general idea to students about the basics of state and legal life in Ukraine and abroad. The main purpose of the training course, which is based on a generalized examination of a wide range of issues on the basics of legal life in Ukraine, is the formation of a holistic, systematic understanding of state-legal phenomena, the genesis and regularities of their functioning and development, mastering the conceptual apparatus of modern law and jurisprudence. His study should contribute to the formation of students (listeners) of justice, legal culture, the development of creative theoretical legal thinking, the use of which is necessary in solving practical problems in their future work in the field of journalism. Objectives: Promote students (listeners) mastering theoretical knowledge of such phenomena as state and law; acquainting students (trainees) with the peculiarities of the subject and method of legal regulation of particular branches of law; formation of future employees of a holistic, systematic understanding of the assignment of different branches of law and skills of applying knowledge in practical activities; to instill knowledge, skills and abilities to use legal terminology in professional activity; a statement of the actual material in the amount envisaged in the course.</p>	<p>Indicative Deliverables</p> <p>As a result of training and critical analysis of the facts and phenomena in the field of Law, the student should gain the following professional competences: 1) to develop knowledge of state-legal life in modern Ukraine, high legal culture, professional ethics, deep respect for law and social values, guarantees ensuring the rights, freedoms and legitimate interests of the individual and the citizen; 2) to give scientific interpretation to the basic concepts and categories of different branches of law; 3) to interpret the basic legal concepts, to analyze the socially significant problems and the process of their legal solution, to use the methods of law in different types of professional activity; 4) correctly (logically) correctly or logically express or formulate legal phenomena and processes.</p>
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Assessment and feedback

Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.
In order to deepen their knowledge of various aspects of Political Science, students perform the following formative exercises: F1. Preparation of scientific abstract and participation in discussion of practical classes according to the thematic plan (March-May) - maximum 10 points (%) for each lesson; F2. Prepare for and participate in a political debate on a topical topic in Ukraine / World (April) - 10 points (%). F3. Write your own essay on an important political issue in the Ukrainian government (April) - 10 points (%) F4. Analysis of primary sources of political science and their analysis in practical classes (May) - 10 points (%) F5. Analysis of Contemporary Political Speeches (Texts) in Print Media, Radio, Television and Online (May) - 10 points (%)
Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.
The final evaluation of the module is formed by adding an ongoing assessment and performing the following practical tasks: S1. The total modular colloquium with the elements of tests for knowledge of basic terms of jurisprudence, legal phenomena and processes (May) - 10 points (%). S2. Prepare and submit your own essay using the latest Laws in Ukraine (June) - 20 points (%). S3. Preparation and holding of a meeting of the discussion law club and collective discussion of urgent problems of observance of rights and freedoms in Ukrainian society, June - 20 points (%).

Learning resources
<p><i>Key texts:</i></p> <p>Jurisprudence: Textbook, edited by V. Miroshnichenko, D. Kamensky. Kyiv: Tcentr uchbovoi literatury, 2018. 288 p.</p> <p>Jurisprudence: Textbook. Edited by Krestovskaya N.M., Kulinich O.O., Romanadze L.D. Odesa: Atlant, 2015. 554 p.</p> <p>file:///D:/Sys/Downloads/%D0%9F%D1%80%D1%81%D1%82%D0%B2%D0%BE.pdf</p> <p>Buromensky M. Fundamentals of Forensic Journalism: A Tool. for journalists / Mykhailo Buromensky, Oleksandr Serdyuk, Irina Podkurkova. K.: USAID, 2009. 72 p.</p>
<p><i>Key web-based and electronic resources:</i></p> <p>http://www.lib.uzhnu.edu.ua/ – Uzhgorod University Scientific Library</p> <p>library.ukma.kiev.ua – Scientific Library of the National University "Kyiv-Mohyl. Academy".</p> <p>lsl.lviv.ua – Scientific Library of the National University "Kyiv-Mohyla Academy".</p> <p>lsl.lviv.ua – Lviv National Scientific Library named after V. Stefanyk.</p> <p>https://mediavista.com.ua/about-us - Media Vista multimedia platform</p>

6. Summary Description of Programme-level Quality Assurance Procedures

Consultancy. During the teaching of the courses / modules, students are systematically advised: finding out complex issues in different disciplines, optimal ways of completing practical tasks, planning and checking the results of scientific work, discussing topics and tasks for independent study.

Before passing the practice of practice, the *instructors* carry out coaching - consultations on the content, tasks, expected results and effective means of their achievement, preparation of the report. In addition, during practice, supervisors regularly advise each student, responding to their individual needs.

In the last year of study, the leaders of the bachelor's final projects work closely with students, plan work, assist in the development of its concept, identify theoretical and empirical sources, systematically discuss implementation, timely adjust the chosen ways to implement the idea.

In order to improve our training, we often invite Ukrainian and foreign specialists to conduct special trainings (for example, on gender, ethnic, ethical, legal and other aspects of the media). Representatives of the local community of journalists (Viktor Drogalchuk, Tetiana Vashargeli, Myroslava Dzhumurat, Mykhailo Nosa, etc.) participate in the meetings of the journalism department when discussing the needs of the market, the need to adjust the professional skills of graduates. Continuous communication with the Transcarpathian media will contribute to the future employment of students.

Monitoring and evaluation. The effectiveness of control and transparency of assessment provides such a universal approach at the department of journalism UzhNU: at the beginning of studying each of the modules the student audience is acquainted with the content of the module, the main topics, current and final tasks, the list of control questions, criteria of assessment. Rating from the discipline (within 100%) is formed on the basis of points for work during the study of the module, completion of tasks of various complexity, final work.

For example, in order to deepen the knowledge of different aspects of the subject of study, students perform the following formative exercises: identify in the journalistic text the specificity of actualization of various phenomena, units, structural components; determine the functions of the analyzed phenomena, etc. taking into account journalistic standards and on the basis of understanding the standard; carry out different types of media analysis on the proposed parameters; independently propose an idea, a topical topic, create a journalistic text; analyze their own text and media products created by other students. This approach is consistent with the generally accepted rule of training journalists: READ – ANALYZE – WRITE.

The final evaluation of the module is carried out on the current scale (A: 90 - 100, B: 82 - 89, C: 74 - 81, D: 74 - 83, E: 60 - 63, FX: 35 - 59, F: 0 - 34) and is formed on the basis of testing students' knowledge of tests on the basic concepts of the module, understanding the manifestation of its core phenomena in journalism: 20%; writing a scientific essay on important trends / complex phenomena: 30%; preparation and presentation of individual / collective creative project: 50%. The student must earn at least 60% / points for the module enrolment.

Rating scale: national and ECTS

Sum of points for all kinds of educational activity	Score on a national scale	
	for exam, course project (work), practice	for credit
90-100	perfectly	counted
82-89	good	
74-81		
64-73	satisfactorily	
60-63		
35-59	unsatisfactory with the possibility of reassembly	not credited with the possibility of reassembly
0-34	unsatisfactory with the compulsory re-study of the module	not credited with the compulsory re-study of the module

At the end of the programme, students complete a *state examination* in the presence of a committee headed by an independent expert. Half a year before, we provide students with a list of exam questions that cover conceptual problems, core concepts and phenomena of journalism in 3 main areas - the history, theory and practice of journalism.

The main criteria for evaluation here are the degree of professional knowledge, terminology, ability to generalize, to separate the basic from the secondary, the ability to analyze and think critically. The level of practical training of the graduates of the programme, the ability to apply the acquired knowledge, the commission can determine the fulfillment of the creative tasks offered by students: for example, creating a journalist's ministry of keywords, topical macro, as a supplement to photos, cartoons, infographics, etc.

The Bachelor of Journalism is also awarded on the basis of a public defense of a *diploma project*. Its implementation is designed for 1 academic year. At the beginning of the final course, the supervisors invite students to decide on scientific priorities, to express their preferences, to decide on the type of work (theoretical-practical / scientific and practical-theoretical / creative). In this way, students can best demonstrate their academic, professional level, and realize their creative potential.

Improvement of the programme. Teachers of the journalism department of UzhNU are constantly working on improving the bachelor's programme: they adjust the content of the disciplines, offer current topics of students' course research, introduce new elective / elective modules in accordance with the modern needs of journalism and media market. In practical classes, students reflect on the current phenomena and processes of Ukrainian journalism, analyze new media texts, create texts of socially significant issues (Russian-Ukrainian war, reforms in Ukraine, environmental situation, culture, etc.).

Close collaboration with faculty members from Transcarpathian journalists, employers, and involvement in discussions with the student community has a positive impact on the programme update. In order to improve the quality of the modules, a final discussion with the students about the main aspects (content, forms, tasks, evaluation) of the course, written feedback is provided.

In general, students' contact education takes place in the main educational and laboratory building of Uzhgorod National University (14, Universitetska St.), where the scientific library, classrooms, editorial offices of the student newspaper "Pohliad", online resources *Media Vista*, *Site of the journalism department of UzhNU* are located. There is also a TV and radio studio where students learn to create radio and TV programmes, edit stories and more.