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Uzhhorod National University



Department of Journalism



# MA Programme Descriptor 2020

## Media Communication

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Educational and professional program «Media Communication» is designed to meet the standards of higher education in the specialty 061 «Journalism», approved by the order of the Ministry of Education and Science of Ukraine from June 20, 2019 № 864, requirements of the National Qualifications Framework for graduate students, requirements of the European Qualifications Framework (QF-EHEA) and recommendations for training journalists within the masters program (in accordance with the European Qualifications Framework (EQF) and in accordance with European standards of integrity and professionalism WMD) developed within the international project of the European Union program Erasmus + KA2 DESTIN (Journalism Education for Democracy in Ukraine: Developing Standards, Integrity and Professionalism), also provides for 1.5 years of study.

<b>Programme Title</b>	Media Communication
<b>Level</b>	8 (Master`s)
<b>Number of credits</b>	90
<b>Duration</b>	1,5 years

## 1. Brief Description of the Master's Programme

This educational master's degree program is based on the basis created in 2010, which has been systematically improved due to changes in the legislation of Ukraine on higher education and the processes of harmonization of Ukrainian and European educational standards for the training of specialists oriented to the needs of the modern market. During the implementation of the master's program, the Department of Journalism constantly cooperated with national, regional, local media, professional trade union – the National Union of Journalists of Ukraine, international partners, non-governmental NGO «Media Vista» and other civil society organizations focused on the development of journalism. improvement of its quality, implementation of international principles of media training, unification of educational standards. Leading media managers and media experts in the fields of television, radio, online and print, new media, the development of modern multimedia technologies, scientists, civil society speakers have a permanent platform for dialogue and discussions with undergraduates.

Important milestones in the history of specialization were the creation of various platforms:

- printed press (student's newspaper «View», under the editorship of which there is a training and creative laboratory, which is a platform for consolidation and testing of knowledge of future media experts);

- electronic media (television and radio center (created with the assistance of the Media Development Fund of the US Embassy in Ukraine), which operates a training and creative

laboratory for the production of audio and audiovisual product at the studio-editing complex (created with the assistance of the Air Force);

– online media (informational resources «UzhNU Journalism Branch Site», «Media Vista» (created with the assistance of the US Embassy in Ukraine Media Development Fund);

– Convergent Edition (newsroom (created with the assistance of the US Embassy Media Development Fund in Ukraine, within the framework of the project «Promoting Ethnic Tolerance in Zakarpattia through the Launch of the Multi-Media Platform»).

An important milestone in the history of the formation of this educational level at UzhNU was the separation of it into the educational program for the preparation of applicants for the second degree (master's) higher education, which took place in 2010 and was in accordance with the current national educational legislation and European practices. At the same time, the basis for such training was the undergraduate students of the journalism department of UzhNU, which has existed at the university since 1999. Further transformational changes have led to an improvement in the educational program, taking into account the European and National Qualifications Frameworks and changes in the labor market.

The current version of the educational program has significantly expanded the capabilities and competencies of masters who, after completing the program, will work not only in journalistic positions in the media, but also to perform the functions of analysts, critics, media literacy teachers, media managers.

Confirmation of program effectiveness and changes that are made regularly are, for example, the victories of our students at national competitions and competitions, participation in student national and international conferences. During the whole period of existence, teachers carried out not only educational but also scientific activity: they defended their PhD 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 (Alexander Kurt, Andriana Kofel – «UA: Transcarpathia», Alexei Umansky – radio «Eden», Yana Kozak – «Unicum» magazine and others) and all-Ukrainian media (Ani Nikogosyan, Natalia Ignatii – TRK «Ukraina», Mariana Ulyganets - STB, Tatiana Leszko – 112 TV channel, and some – abroad (Ruslan Skoblei, Olesya Timar – in Poland); scientists (Olesya Barchan, Natalia Tolochko, Vitaliy Zavadyak). So, we have certain educational and scientific traditions and achievements that are time-tested. This is the basis of masters training and department development. Our strategy for training a highly professional specialist involves the flexibility and responsiveness of the media market. We also take into account global trends in the practice of media, a modern understanding of the content of the media industry and the latest forms and methods of teaching.

The preparation of masters is carried out at the Faculty of Philology, which is part of the structure of a classical university, which has the status of national. Undergraduate students 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 master's programs in which students can realize their creative potential, scientific abilities, collaborate creatively, make joint cross-sectoral humanitarian projects. Students of various programs 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. They provide the process of implementation of the educational and professional program of masters of 8 persons, among them 1 doctor of sciences, professor, 7 candidates of sciences, associate professors.

The program has 2 forms: full and part-time. In total, 18 students from Ukraine, mostly from Transcarpathian region, study at it.

Therefore, the program has all the necessary intellectual and material resources.

## 2. Aims / goals of the Programme

Educational master's program «Media Communication» has a complex multidimensional nature, due to the specifics of modern mass communication practice. It takes into account as much as possible all the components that imply the application of fundamental knowledge about the nature, patterns, principles of media activity; understanding the trends of modern journalism and the science of social communication; disclosure of the meaning, structure and functions of mass communication; orientation in educational issues; development of scientific cognitive capabilities, formation of scientific personality, specialist with social management skills. This approach is embodied in educational programs of modules, which reflect the theoretical and applied levels of mastering the master's program.

The aim of the Master's program is to prepare highly qualified specialists for work in the media and scientific fields, including high schools and educational institutions, which train specialists in the field of media literacy, journalism, social communication, who are able to solve problems. and functioning of the sphere of mass information activity.

The goals of the programme (PG) are:

PG1: the ability to solve problems and problems in training and professional activities that involve research, application of innovation;

PG2: the ability to apply knowledge and skills to solve media problems in a new / unusual multidisciplinary context;

PG3: integration of knowledge on complex issues, formulation of judgments in the context of limited information as a result of reflection on social and ethical aspects;

PG4: assimilation of professional standards of the media industry, ability to generalize, express reasoned opinions, present them to professional and non-professional audiences;

PG5: developing a system of skills that allow you to continue your self-preparation for continuing to study at the 9th level of the National Qualifications Framework, and the Qualifications Framework of the European Higher Education Area (QF-EHEA) - third cycle qualifications.

The goals of the master'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: ability to demonstrate knowledge and understanding of the core curriculum of the Program required to work in the media industry and in research;

PLO2: to implement an adequate level of critical thinking, skill in social communications and the ability to solve pressing scientific and industrial problems;

PLO3: apply a thorough knowledge and understanding of complex modern theories, innovative methods in the field of social communications, the nature of journalistic creativity, its philosophical meaning;

PLO4: ability to use the basic concepts and principles of modern media theory, to apply methods of epistemology in understanding complex issues, to solve applied and theoretical problems in the field of social communications;

PLO5: ability to interpret current phenomena (including fake news, information attacks, manipulations, etc.) of mass communication for a wide audience, to increase its level of media literacy;

PLO6: ability to demonstrate the ability to act professionally in different communication situations, to apply a wide genre spectrum and lingual-paralyzing resource;

PLO7: ability to demonstrate the skills of a scientific analyst, expert in the field of media;

PLO8: ability to carry out educational and scientific activities, to rely on teaching methods in higher education;

PLO9: the ability to creatively apply and continually complement fundamental knowledge in journalism and related fields, to develop a worldview, to increase their level as a scientist and educator;

PLO10: ability to effectively use relevant computer technology using software and state-of-the-art computer technology;

PLO11: improvement of professional skills of working individually or in a group, effective planning of the production process, promotion of the media product in the market;

PLO12: high level of foreign language skills necessary for professional needs;

PLO13: ability to demonstrate knowledge and understanding of the journalist's methods, technologies, psychology of work in the newest mass communication system;

PLO14: ability to lead the process of media production, to understand the information needs of the audience, to predict the impact of the results of journalistic activity, to neutralize the negative consequences, to promote democratic values and to work on the development of the Ukrainian society in general.

UzhNU's Master's degree program provides for the possibility of taking into account the needs and aspirations of students, as evidenced by the variant part of the program, 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 the module, freedom in the choice of the topics of the scientific master's research, participation in various scientific events, places of practice.

Upon completion of the program, graduates have every chance of employment and career development. As envisaged by the program and proven by experience, the master can work as a journalist, incl. multimedia publications, host of programs, correspondent, member of the editorial board, lecturer of higher education institution, researcher, head of department, chief of the press center.

### 3. Structure of the Programme

The Master's program "Media Communication" is designed for 1.5 years of study and is implemented in 2 forms - full-time and part-time. It includes required and optional (optional) disciplines.

**Required modules (7) cover 2 cycles:**

1. Cycle of general training disciplines: Media Project Management, Philosophy of Mass Communication, Ukrainian Journalism, History and Theory of Social Communications.
2. The cycle of vocational training disciplines: Methods of teaching in higher education, Monitoring and diagnostics of educational process, Methods of teaching media literacy.

**The optional / optional modules (12) also provide for 2 cycles:**

1. Cycle of General Training Courses: Practical Course in Business Foreign Language / Foreign Business Communication, Media Law (including copyright) / Data Journalism, Media Research / Academic Broadcasting.
2. The cycle of professional training disciplines: Fundamentals of Media Education / Media Competence of the Modern Specialist, Manipulative Information Technology / Theory of Social Management, Popular Science Journalism / Analytical Journalism.

The program also provides for student research work, implementation and protection of a research (master's project) in the history, theory and practice of social communications.

According to the master's program students pass:

- research practice;
- pedagogical practice in universities;
- specialization practice.

All practices are part of the Master's degree program. They promote the development of skills and abilities to act professionally in various communication situations, to carry out educational and scientific activities, to increase their pedagogical and scientific level.

STRUCTURE OF THE MASTER'S PROGRAM			
<b>Required modules</b>	The cycle of general training disciplines	<i>Management of Media Projects</i> <i>The Philosophy of Mass Communication</i> <i>Ukrainian Journalism Science</i> <i>History and Theory of Social Communications</i>	14
	The cycle of professional training disciplines	<i>Methods of Teaching in High School</i> <i>Monitoring and Diagnostics of Educational Process</i>	53

		<i>Methodology of Teaching Media Literacy</i> <i>Research Practice</i> <i>Pedagogical Practice in Universities</i> <i>Specialization Practice</i> <i>Completion of Master's Thesis With</i> <i>Protection in EC</i>	
<b>Selectives / optional modules</b>	The cycle of general training disciplines	<i>Business Foreign Language Practice /</i> <i>Foreign Language Business</i> <i>Communication</i> <i>Media Law (including copyright) / Data</i> <i>Journalism</i> <i>Media Research / Academic Speech</i>	11
	The cycle of professional training disciplines	<i>Basics of Media Education / Media</i> <i>Competence of a Modern Specialist</i> <i>Manipulative Information Technology /</i> <i>Social Management Theory</i> <i>Popular Science Journalism / Analytical</i> <i>Journalism</i>	12

#### 4. Alignment of Learning Outcomes with Programme Aims

	PG1	PG2	PG3	PG4	PG5
PLO1	+	+			
PLO2		+		+	
PLO3		+	+		
PLO4	+			+	
PLO5	+	+		+	
PLO6	+			+	
PLO7		+			+
PLO8			+		+
PLO9	+	+			+
PLO10	+				+
PLO11			+	+	
PLO12					+

PLO13	+	+			
PLO14			+	+	

## 5. Module Descriptors

<b>Your faculty or university:</b> Department of Journalism, Uzhhorod National University					
<b>Study Programme:</b> Media Communication					
<b>Module Code</b>	CC1	<b>Level</b>	8 (Master, MSc)	<b>Module Title</b>	Management of Media Projects
<b>Credits ECTS</b>	3	<b>Year</b>	1	<b>Weeks</b>	17
<b>Main campus location</b>				UzhNU Educational and Laboratory Building	

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

<b>Class Contact Time</b>	36 hours
<b>Independent study time</b>	54 hours

### Description of the module:

The «Management of Media Projects» module is designed for 1 academic semester and is designed to familiarize you with a specialized area of media management, the essence of which is to coordinate project activities, balancing resources, time, project goals and other factors, which ultimately leads to unique results. The results of such activities are clearly formulated goals that will be achieved after fulfilling a number of requirements (technical, economic and other): coordination of the interconnection of tasks, resources; project start and end dates; limited resources; the uniqueness of the project objectives and conditions of its

implementation; force majeure situations and ways of overcoming them. The module forms the skills of real and effective project management that can be used by organizations of all levels and areas.

**Module Aims**

<b>What You Will LEARN?</b>	<b>What You DO? Teaching and learning activities?</b>
Students master project management technologies as a process of implementation of steps that involve planning, organizing, analyzing and controlling the goal, tasks, changes in them in order to realize the final product within the specified timeframe and within the defined resources.	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. Development and implementation of projects, which includes the development of strategic steps (planning, initiation, list of goals, criteria for determining success, analysis of project requirements, etc.).

<b>Learning Outcomes</b> <b>Intended Learning Outcomes upon successful completion of Module</b>	<b>Indicative Deliverables:</b>
Mastering the basic concepts and specific terms of the module, media projection strategy in terms of its effectiveness and structure. Understanding of the basic provisions of the methodology of program implementation, the concept of the strategic planning model.	Practical use of the acquired knowledge in the development of the spheres of activity of the existing structure, the achievement of the set tasks, the plan of attracting new consumers while maintaining the existing ones; use project management competencies..

<b>Assessment and feedback</b>
Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.
To deepen their knowledge of various aspects of project production, students: F1. Organized into groups. F2. They are engaged in the search and development of topics for the production of projects. F3. Create and realize design. F4. Present.
Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.
Final evaluation of the module is formed from: C1. Tests to test students' knowledge of the basic concepts of the module: 20%. C2. Production of collective media product, presentation of its audience: 80%.

**Learning resources***Key texts:*

Keruvannia proektamy dlia «neofitsiinykh» proekt-menedzheriv. K. : Fabula, 2018. 240 s.

Maslovskiy V.P. Upravlenye proektamy: konspekt lektsyi. — Krasnoiarsk: Sybyrskiy federalnyi unyversytet, 2011. 179 s.

Weiss J., Wysocki R. 5-phase Project Management. London, Bentley College, 2011.

Popov D.Y., Popova E.D., Nekrasov A.V. Ynformatsyonnye tekhnolohyy v yzdatelskom dele y polyhrafyy: osnovy proektyrovaniya baz dannykh. M.: MHUP ymeny Yvana Fedorova, 2015. 165 s.

## 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 Program me : Media Communication**

<b>Module Code</b>	CC2	<b>Level</b>	8 (Master, MSc)	<b>Module Title</b>	The Philosophy of Mass Communication
<b>Credits ECTS</b>	3,5	<b>Year</b>	1	<b>Weeks</b>	13
<b>Main campus location</b>				UzhNU Educational and Laboratory Building	

<b>Commence</b>	September 2020	<b>Briefing</b>	September 2020
<b>Lead / s modules</b>	Halyna Shumytska	<b>Lecturers</b>	Halyna Shumytska
<b>Pre-requisite or co-requisite</b>		History and Theory of Social Communications Media Research Academic Broadcasting	

<b>Class c ontact t ime</b>	42 hours: 2 years for a week
<b>Independent study time</b>	63 hours

**Description of the module :**

The module "Philosophy of Mass Communication" is designed for 2 semester of study and provides understanding of the concept of "communication" as one of the fundamental categories of modern life; analysis of the components of a common communication problem, including interpersonal relationships, communication media and their impact on society, religious, ethical and technological aspects of communication and media. The main topics of the module are covered in lecture and laboratory forms.

**Module Aims**

<b>What You Will LEARN ?</b>	<b>What You DO ? Teaching and learning activities ?</b>
<p>Oh how many journalists are professional communicators, from competence (knowledge and skills) are directly dependent state of the mass media, and the dynamics of the modern world, accelerated the development of modern information technologies leads to consideration of the phenomenon of new media and globalization, the analysis of these key aspects and is the purpose of educational activities within this discipline.</p>	<p>Processing of recommended literature, including works of philosophy, critical and understanding and supplements the information the results of our scientific research. Discussion of the worked material during scientific discussions; writing and presentation of scientific essays , reports, reports; own interpretation of philosophical concepts in the field of mass communication, etc.</p>

<p><b>Learning Outcomes . Intended Learning Outcomes upon successful completion of Module :</b></p> <p>As a result of studying the discipline, the student should: be aware of the main problems of mass communication in modern conditions in principle; understand the essence of the influence of the linguistic dominant in the global communication process on national reality; have an understanding of the psycholinguistic aspect of the generation, perception and understanding of speech messages; to know the main aspects of organizing the communication process; to show interest in the study of the features of intercultural communication, its main aspects and concepts.</p>	<p><b>Indicative Deliverables :</b></p> <p>In mi ting analyze communicative behavior of this process in different types of discourse; identify communicative failures, their causes and ways of overcoming them; be prepared to find optimal communication patterns, identify successful speech interactions , and more.</p>
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<b>Assessment and feedback</b>
<p>Formative Assessments. Please refer to the detailed project schedule for key dates and deliverables.</p>

To deepen their knowledge, students perform the following formative exercises:

F1. Prepare scientific reports of models of Mass Communications: linear (Harold Lasswell, Claude Shannon, Roman Jakobson, Yuri Lotman), interactive (Mikhail Bakhtin, Roland Barthes, Gustav Shpet), transaction (V. Shramma), volume (Theodore Nyukoma, S. Baker) and others.

F2. To prepare scientific reports on the models, stages and levels of speech production (level (B. Norman, L. Vygotsky, O. Leont'ev and T. Ryabova, T. Akhutina, O. Luria, S. Katsnelson), cyclical (I. Zimnaya, M. Bergelson and A. Kibrik), integrative (N. Khomsky, E. Lang, J. Sommers, O. Kubryakova).

F3. Having worked out the proposed works of Wilhelm von Humboldt, to explain the essence of the antinomy formulated by him of "understanding - misunderstanding" of man by man in the processes of interpersonal communication.

F4. To select 3 fragments of language communication and analyze them in terms of 1) adherence / non-observance by the speakers of the principle of cooperation; 2) the principle of politeness; 3) determine what principles, rules (maxims) of communication violate the communicants; 4) determine the register and tone of communication for each speaker.

F5. Prepare a scientific report on "The Semantic Ideology of Contemporary Media Text: From Deontologization to Manipulation".

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

Final evaluation of the module is formed from:

C1. Your own interpretation of Hans-Georg Gadamer's statement "When you say the word, you must be aware that it is not a tool that can be dropped if it does not cope with work, and that you are thus fixated on a certain direction of thought - it comes from afar and goes on for you » : 20%.

C2. Scientific essay on the interrelation in and anthropocosmic nature of language in linguo-philosophical concepts of the twentieth century. : 30% .

C3. Presentation abstract philosophical work (Peters Dzhdzh. Words in the wind: the history of the idea of communication / Per. From English. A. ISHCHENKO. K.: Publishing house "KM Academy", 2004. - 302 p.) : 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

*Key texts :*

Bacevich FS Fundamentals of Communicative Linguistics. K.: Academy Publishing Center, 2004. 344 p.

Bacevich FS Language Philosophy: A History of Linguistic and Philosophical Disciplines: A Textbook. K.: Academy Academy, 2008. - 240 p.

Color S. Mass Communications. K.: Publishing House "Kyiv-Mohyla Academy", 2008. 206 p.

Lillo T. Worldview Journalism: A Textbook. Lviv: PAIS, 2010. 152 p.

Peters Dzh.D . Words to the Wind: A History of the Idea of Communication / Trans. from English . A.Ishchenko . K .: Publishing House "KM Academy", 2004. 302 p.  
 Yashenkova OV Fundamentals of Language Communication Theory : A Textbook. K .: Academy Academy, 2010. 312 p.

*Key web-based and electronic resources:*

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

<b>Your faculty or university:</b>					
Department of Journalism, Uzhhorod National University					
<b>Study Programme:</b> Media Communication					
<b>Module Code</b>	CC3	<b>Level</b>	8 (Master, MSc)	<b>Module Title</b>	Ukrainian Journalism Science
<b>Credits ECTS</b>	3,5	<b>Year</b>	1	<b>Weeks</b>	1 semestr (17 weeks)
<b>Main campus location</b>				UzhNU Educational and Laboratory Building	

<b>Commence</b>	September 2020	<b>Briefing</b>	September 2020
<b>Module Lead/s</b>	Yuriy Bidzilya	<b>Lecturers</b>	Yuriy Bidzilya
<b>Pre-requisite or co-requisite</b>		History of Ukrainian Journalism Theory and Practice of Journalism Basics of the Scientific Research History of Ukraine Politology	

<b>Total hours</b>	105
<b>Class Contact Time</b>	42
<b>Independent study time</b>	63

**Description of the module:**

The module "Ukrainian Journalism Science" is designed for the first semester of the first year of study in the magistracy and includes the study of one of the most important aspects - the scientific work of the journalist. The module analyzes the problems of forming the methodology of investigating journalism as a science of media history, theory and practice;

about general and specific laws that operate in the media as one of the institutions of society and as a form of materialization of the process of dissemination of ideas and socially important information, education of social feelings, habits, traditions, motives. The module reveals the following key blocks: historiography of Ukrainian journalism. Ukrainian journalism in the system of scientific disciplines. Socio-political conditions of formation of the science of journalism. I. Franko's journalistic views. Contribution of M. Hrushevsky and S. Efremov. Historical and journalistic studies (O. Makovey, V. Ignatenko, I. Kravetsky). Concepts of development of journalism science of Ukraine. Stimulating the development of science with the needs of education. Development of historical and journalistic studies of the Soviet period. Generalization of the practice of Ukrainian journalism, formation of its theory (50-80 years of the twentieth century.). The development of journalism theory by Ukrainian scientists. Journalistic studies of Ukrainian scientists in the diaspora. Methods of journalistic research. The development of Ukrainian journalism at the present stage. Periodization of the Ukrainian science of journalism. Ukrainian journalism in dissertation research.

**Module Aims**

<b>What You Will LEARN?</b>	<b>What You DO? Teaching and learning activities?</b>
<p>Students study the specifics of the formation and functioning of journalism as a science, which includes the following basic aspects: familiarizing students with the process of birth and development of journalistic research, determining the crucial periods of development of scientific thought about journalism in its connection with the processes of social life, concepts and societies; dialectics of the relationship between historical-journalistic and theoretical thought in journalism, the process of forming views on journalism in general, and certain issues of journalism as a type of socio-political and professional activity; analysis of scientific works of Ukrainian scientists on the theory and history of the press; improvement of independent skills of work with scientific and educational sources; gaining the ability to lead scientific discussions and enrich their own experience of participating in public discussions.</p>	<p>Studying of the recommended literature (textbooks, manuals, proper scientific works, directories), its critical comprehension and supplementing of information with the results of own scientific search. Discussion of the worked material on practical classes, analysis of modern journalistic practice in the context of the learned scientific concepts and phenomena. A method of empirical verification, comprehension and assimilation of theoretical information is the work of students on the fulfillment of individual scientific tasks. Practical-laboratory sessions will be held in the form of discussions, oral presentations and presentations of abstracts and scientific essays on the following key blocks: 1) historical exploration, typology and specificity of media , 2) study of forms and genres of journalistic activity; 3) study of journalistic heritage of Ukrainian journalists; 4) an analysis of the social communicative role of the media and research of their impact on the audience; 5) problem-functional aspects of the study of the language of the media, media linguistics; 6) research of modern</p>

	issues of mass media, professional ethics, internal problems of journalistic activity.
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<p><b>Learning Outcomes</b>  <b>Intended Learning Outcomes upon successful completion of Module</b>  Mastery of basic concepts, understanding of manifestation of basic scientific phenomena in Ukrainian journalism science. At the same time, for the successful completion of the module, the student must master the following key blocks: 1. The process of the emergence and development of Ukrainian media research; 2. Concepts of development of scientific thought in the field of journalism; 3. Research methodology in journalism; 4. Key higher education and research institutions in the world and Ukrainian information industry.</p>	<p><b>Indicative Deliverables:</b>  After mastering the material of the module, the student must acquire basic scientific competences and be able to integrate the following types of works: 1. Clearly characterize the process of origin and development of scientific research in Ukrainian journalism; 2. To characterize the outstanding achievements of individual scientists-journalists and creative teams in general; 3. To make a written comparative scientific analysis of theoretical works of national scientists and researchers of the diaspora. 4. The ability to independently prepare a scientific and popular science text on topical topics for publication in scientific journals and various types of media.</p>
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<b>Assessment and feedback</b>
<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 module of Ukrainian journalism, students receive all the tasks at the first meeting, and then perform the following formative exercises:</p> <p>F1. Discussion on practical sessions of key scientific issues presented on a specific topic (September - November) - 10 points (%).</p> <p>F2. Preparation and presentation to the audience with a scientific essay on important problems of the study of the history of Ukrainian journalism (October - November) - 10 points (%).</p> <p>F3. Preparation and presentation of a popular essay on the problems of studying the theory and practice of Ukrainian journalism (November) - 10 points (%).</p> <p>F4. A popular science essay on the current problems of researching the newest media and the latest media technologies - (November) - 10 points (%).</p> <p>F5. Analysis of abstracts of modern dissertation (master's) works on history, theory and practice of journalism (first half of December) - 10 points (%).</p>
<p>Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.</p>
<p>The final module assessment is created by adding an ongoing assessment and performing the following practical tasks:</p>

- C1. Practical work with the elements of tests to test students' knowledge of basic concepts and phenomena in Ukrainian journalism (December) - 10 points (%).
- C2. Preparation and presentation at a scientific conference (scientific-practical seminar) with their own report on a topical scientific topic (September - December) – 30 points (%).
- C3. Prepare an individual prospectus for master's work (December) - 10 points ( %).

#### Learning resources

##### Key texts:

Tratchuk TA Ukrainian science of journalism (historical aspect). K., 2013. 240 p.

Rizun V., Trachuk T. Essay on the History and Theory of Ukrainian Science of Journalism. K.: Taras Shevchenko National University of Kyiv, 2005. 232 p.

Shapovalova GV Shebeshtyan Ya.M. Sharp pen: the basics of journalistic intelligence. Uzhgorod: Carpathians, 2012. 165 p.

Bidzilya Y. The History of Ukrainian Journalism: A Stress Test in the Context of New-Fashioned Studies in Social Communications and the Trend to Neo-Relativism / Ukrainian Print Media: History and Modernity. Lviv, 2018. P. 3 - 11.

##### Key web-based and electronic resources:

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

[library.ukma.kiev.ua](http://library.ukma.kiev.ua) – Scientific Library of the National University "Kyiv-Mohyla Academy".

[isl.lviv.ua](http://isl.lviv.ua) – Lviv National Scientific Library named after V. Stefanyk.

[nbuv.gov.ua](http://nbuv.gov.ua) – Vjlodymyr Vernadsky National Library of Ukraine.

<http://diasporiana.org.ua/> - Diasporiana. Electronic Library: Intellectual Heritage Preservation Project of Ukrainian Emigration

#### Your faculty or university:

Department of Journalism, Uzhhorod National University

#### Study Programme: Media Communication

<b>Module Code</b>	CC4	<b>Level</b>	8 (Master, MSc)	<b>Module Title</b>	History and Theory of Social Communications
<b>Credits ECTS</b>	4	<b>Year</b>	1	<b>Weeks</b>	2 semester (13 weeks)
<b>Main campus location</b>				UzhNU Educational and Laboratory Building	

<b>Commence</b>	March 2021	<b>Briefing (Інструктаж / вступна лекція)</b>	March 2021
<b>Module Lead/s</b>	Yuriy Bidzilya	<b>Lecturers</b>	Yuriy Bidzilya

<b>Pre-requisite or co-requisite</b>	The Philosophy of Mass Communication Mediatext Studies Methods of Teaching Media Literacy Theory and Practice of Journalism Manipulative Information Technologies		

<b>Total hours</b>	120
<b>Class Contact Time</b>	48
<b>Independent study time</b>	72

**Description of the module:**

The module "History and Theory of Social Communications" is designed for the 2 semester of the first year of study in the magistracy, is taught in the second semester and includes the study of history and theoretical aspects of communication as a social phenomenon. Conventionally, the course includes a history of social communications development and a theory of social communications. The first block is studied on the basis of interdisciplinary connections and examines scientific research in the history of social communications (functional approach of G. Lasswell; concept of technological determinism of McLuen; concept of "three waves" of A. Toffler society; concept of becoming K. Hails post-man; concept of history and ideas of communication of J. Peters and others). In the second block we analyze the technologies of effective communication (live and inanimate communicators), while simultaneously analyzing the following problems: communication effects arising in the process of communication act; logical, philosophical, psychological, linguistic, structural principles of communication effectiveness; methods and techniques of media (books, print media, radio, television, Internet) that determine the specificity of media perception; national information space, conditions and criteria for communication effectiveness, communicator ethics in the processes of public opinion formation, etc.

**Module Aims**

<b>What You Will LEARN?</b>	<b>What You DO? Teaching and learning activities?</b>
Students study the history of development, nature, specificity and applied functions of social and communication phenomena., Consider communication aspects of the evolution of human culture. Attention is focused on the following key points: 1. Stages of formation and development of social communications, the emergence of theories of mass communication; 2. Basic concepts and methodologies of mass communication	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 scientific concepts and phenomena. A method of empirical verification, comprehension and

<p>(ideological, sociological, A. Gramsci's hegemony, feminism, semiology, Frankfurt School, M. McLuhan's "global village", N. Postman's concept, P. Bourdieu's "field of journalism", etc.); 3. The latest methodologies and technologies in modern social communications.</p>	<p>assimilation of theoretical information is the work of students on the fulfillment of individual scientific tasks. Practical-laboratory sessions will be held in the form of discussions, oral presentations and presentations of abstracts and scientific essays on the key blocks of the module: 1. History of social communications; 2. The theory of social communications; 3. Methodology and history of social communication research; 4. Types of modern mass communication and applied social-communication technologies.</p>
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<p><b>Learning Outcomes</b>  <b>Intended Learning Outcomes upon successful completion of Module</b>  Mastering basic concepts, understanding the manifestation of the basic phenomena of social communication in its historical and modern development. The planned learning outcomes include mastering the following key blocks: 1) the historical stages of the formation and development of social communications and their place in society; 2) theoretical and methodological principles of the analysis of the system of social communications as a social process; 3) types and character of social communications, determination of regularity of their functioning in society, basic tendencies of development; 4) basic concepts of social information and knowledge in modern science; 5) skills to use knowledge in the field of social communications in their professional activities.</p>	<p><b>Indicative Deliverables:</b>  As a result of training and critical analysis of facts and phenomena in social communication the student should develop the following professional competences: 1. Ability to independently analyze historical and modern social and communication phenomena; 2. To apply the acquired theoretical knowledge in communication processes in the practical activity of the journalist; 3. Identify the main features of concepts and methodologies of mass communication; 4. Effectively (including as a manager) to apply the latest methodologies and technologies in the media, to resist the aggressive methods of modern communication; 5. Ability to prepare scientific or popular science text on current social and communication topics for different types of mass media.</p>
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<p><b>Assessment and feedback</b>  Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.</p>
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In order to deepen their knowledge of the various aspects of the module "History and Theory of Social Communications" students receive all the tasks at the first meeting, and then perform the following formative exercises:

- F1. Practical classes with elements of tests on the main historical stages of formation and development of social communications and their place in society (March) - 10 points (%); F2. Scientific and practical seminar on theoretical and methodological foundations of the analysis of the system of social communications as a social process (first half of April) - 10 points (%); F3. Presentation of own scientific essay on the nature of social communications and determination of patterns of their functioning in society and the main tendencies of development (second half of April) - 10 points (%); F4. Discussion on practical classes on the basic theories of social communications and the possibility of their application in modern practice (May) - 10 points (%); F5. Presentation of your own essay on the effective use of the acquired knowledge of the history and theory of mass communication in the process of future practical activity as a media manager (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:

- C1. Modular control work with the elements of tests to test students' knowledge of basic concepts and phenomena in the history and theory of social communications (second half of May) - 10 points (%).  
C2. Preparation of a scientific article related to the topic of his master's thesis (May) - 20%.  
C3. Production of a collective media product in the form of a student scientific journal and presentation of its audience (June) - 20%.

### Learning resources

#### *Key texts:*

- Ivanov V.F. Basic theories of mass communication and journalism: Educ. manual. K., 2010. 258 p.  
Kvit S.M. Mass communication. K., 2008. 206 p.  
Pocheptsov G. G. Theory of communication. K., 1999. 308 p.  
Rizun V. Theory of Mass Communication. K., 2008. 180 p.  
McQuail Denis. The theory of mass communication. Lviv: Chronicle, 2010. 538 p.

#### *Key web-based and electronic resources:*

- <http://www.lib.uzhnu.edu.ua/> – Uzhgorod University Scientific Library  
[library.ukma.kiev.ua](http://library.ukma.kiev.ua) – Scientific Library of the National University "Kyiv-Mohyla Academy".  
[lsl.lviv.ua](http://lsl.lviv.ua) – Lviv National Scientific Library named after V. Stefanyk.  
[nbuv.gov.ua](http://nbuv.gov.ua) – Vjlodymyr Vernadsky National Library of Ukraine.  
<https://ms.detector.media/mediaosvita/post/18961/2017-05-24-buti-mediagramotnim-desyat-neobkhidnikh-kompetentnosti/> - The website of the online edition of Media Sapiens.

<b>Your faculty or university:</b> Department of Journalism, Uzhhorod National University					
<b>Study Programme:</b> Media Communication					
<b>Module Code</b>	SC1	<b>Level (Рівень)</b>	8 (Master, MSc)	<b>Module Title</b>	Business Foreign Language Practice
<b>Credits ECTS</b>	3	<b>Year</b>	1	<b>Weeks</b>	1 semestr (17 weeks)
<b>Main campus location</b>				UzhNU Educational and Laboratory Building	

<b>Commence</b>	September 2020	<b>Briefing</b>	September 2020
<b>Module Lead/s</b>	Silvia Shpenik	<b>Lecturers</b>	Silvia Shpenik
<b>Pre-requisite or co-requisite</b>		<ol style="list-style-type: none"> <li>1. Making an appointment. Meeting business partners, colleagues.</li> <li>2. Booking a hotel. Telephone conversations.</li> <li>3. Business correspondence. Business abbreviations.</li> <li>4. Fax messages. Writing an e-mail.</li> <li>5. The job interview. Resume. Curriculum Vitae.</li> <li>6. Business meetings and negotiations.</li> </ol>	

<b>Total hours</b>	90
<b>Class Contact Time</b>	30
<b>Independent study time</b>	60

**Description of the module:**

The Practical course of Business English is designed to prepare students to use English in a present or future work situation. Students will develop English skills with a focus on business contexts and environments, and they will learn vocabulary that is used regularly in the business world. This course will help practice and enrich communication skills by using English in specific business settings and situations.

The aim of the course is to provide students with knowledge, skills and competencies, oral and written communication skills necessary for professional and business communication; to teach them: to use correct and logical reasoning, present their ideas clearly and accurately; to master the methods of write instructions and protocols; use foreign language dictionaries and reference materials.

<b>Module Aims</b>	
<b>What You Will LEARN?</b>	<b>What You DO? Teaching and learning activities?</b>
<p>Students:</p> <ul style="list-style-type: none"> <li>- learn basic skills to deal with people in business situations</li> <li>- learn to write and read basic business reports, faxes, and memos</li> <li>- expand vocabulary related to general business situations</li> <li>- develop confidence to deal with people and basic issues in the business world.</li> </ul>	<p>This module is designed to give students the English skills they need to work effectively in today's global marketplace. English skills and vocabulary are developed through exercises, case studies, role plays and research on business topics including: advertising, job hunting negotiation, business practices, and appropriate grammar.</p>

<p><b>Learning Outcomes.</b></p> <p><b>Intended Learning Outcomes upon successful completion of Module</b></p> <p>By the end of this module, students should know:</p> <ul style="list-style-type: none"> <li>- business English vocabulary;</li> <li>- how to use correct spelling and punctuation in writing as one of means of communication in the business sphere, business correspondence in particular;</li> <li>- to use lexical and grammatical devices to make up efficient sentences;</li> <li>- to use English language for socializing (greeting and meeting people, proverbs and idiomatic expressions).</li> </ul>	<p><b>Indicative Deliverables:</b></p> <p>By the end of this module, students will be able to:</p> <ul style="list-style-type: none"> <li>- read and understand original texts on professional and business topics;</li> <li>- speak on topics related to their future specialty, arguing their point of view and giving examples of pros and cons; on daily life topics;</li> <li>- make a summary, synopsis, plan or abstract of the written or audio material, write a message report, etc.);</li> <li>- write a private or business letter, fax, e-mail and other types of business documents;</li> <li>- use problem solving communication skills: <ul style="list-style-type: none"> <li>- formulate oral messages in a foreign language based on the course topics;</li> <li>- to provide adequate translation of texts on subjects with the appropriate to the course level of complexity.</li> </ul> </li> </ul>
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<b>Assessment and feedback</b>		
Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.		
Modules and topics	Hours	Points
1. Making an appointment. Meeting business partners, colleagues.	5	8

2. Booking a hotel. Telephone conversations.	5	8
3. Business correspondence. Business abbreviations.	5	8
4. Fax messages. Writing an e-mail.	5	9
5. The job interview. Resume. Curriculum Vitae.	4	9
6. Business meetings and negotiations.	4	8
TEST PAPER	2	50
Total	30	100

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

Summative assessment is formed of learning, knowledge, proficiency, or success at the conclusion of an instructional period.

Types of classes and tasks	Module 1	
	Quantity	Maximum points
Laboratory (practical) classes (September-December)	6	24
Written testing (September-December)	6	12
Report / Presentation (October – 2, November – 2)	4	8
Individual work (September-December)	6	6
Module test (December)	1	50
<b>Total</b>	<b>23</b>	<b>100</b>

#### Learning resources

##### *Key texts:*

1. Budanov S.I. Business English/ Kharkiv, 2006. 128 p.
2. Bakhov Y.S. Delovoi anhlyiskyi: Praktykum. K.: MAUP, 2003. 400 p.
3. Bohatskyi N.S. Byznes-kurs anhlyiskoho yazyka. K.: Lohos, 1997. 352 p.
4. Borysenko Y.Y. Anhlyiskyi yazyk v mezhdunarodnykh dokumentakh y dyplomatycheskoi korrespondentsyy. K.: Lohos, 1999. 416 p.
5. Hrynko O.V. Dilova anhliiska mova. International Business. K.: MAUP, 2004. 212 p.
6. Danylova Z.V. Practice your business English. Praktychnyi kurs dilovoi anhliiskoi movy. Ternopil: SMP «Aston», 1999. 152 p.
7. Danylova Z.V. Train your business English. Navchalnyi kurs dilovoi anhliiskoi movy. Ternopil: SMP «Aston», 1999. 136 p.
8. Dido N.D. Anhliiska mova. Dilove spilkuвання (Business English): Navchalno-metodychnyi posibnyk / Uklad. N.D.Dido. Uzhhorod: PP «AUTDOR-ShARK», 2017. 116 p.

##### *Key web-based and electronic resources:*

1. <http://www.better-english.com/vocabulary.htm>

2. <http://www.englishclub.com/business-english/vocabulary.htm>

<b>Your faculty or university:</b> Department of Journalism, Uzhhorod National University					
<b>Study Programme:</b> Media Communication					
<b>Module Code</b>	SC1	<b>Level (Рівень)</b>	8 (Master, MSc)	<b>Module Title</b>	Foreign Language Business Communication
<b>Credits ECTS</b>	3	<b>Year</b>	1	<b>Weeks</b>	1 semestr (17 weeks)
<b>Main campus location</b>				UzhNU Educational and Laboratory Building	

<b>Commence</b>	September 2020	<b>Briefing</b>	September 2020
<b>Module Lead/s</b>	Silvia Shpenik	<b>Lecturers</b>	Silvia Shpenik
<b>Pre-requisite or co-requisite</b>		<ol style="list-style-type: none"> <li>1. Making an appointment. Meeting business partners, colleagues.</li> <li>2. Booking a hotel. Telephone conversations.</li> <li>3. Business correspondence. Business abbreviations.</li> <li>4. Fax messages. Writing an e-mail.</li> <li>5. The job interview. Resume. Curriculum Vitae.</li> <li>6. Business meetings and negotiations.</li> </ol>	

<b>Total hours</b>	90
<b>Class Contact Time</b>	30
<b>Independent study time</b>	60

**Description of the module:**

The Foreign Language Business Communication is designed to prepare students to use English in a present or future work situation. Students will develop English skills with a focus on business contexts and environments, and they will learn vocabulary that is used regularly in the business world. This course will help practice and enrich communication skills by using English in specific business settings and situations.

The aim of the course is to provide students with knowledge, skills and competencies, oral and written communication skills necessary for professional and business communication; to teach them: to use correct and logical reasoning, present their ideas clearly and accurately;

to master the methods of write instructions and protocols; use foreign language dictionaries and reference materials.

**Module Aims**

<b>What You Will LEARN?</b>	<b>What You DO? Teaching and learning activities?</b>
<p>Students:</p> <ul style="list-style-type: none"> <li>- learn basic skills to deal with people in business situations</li> <li>- learn to write and read basic business reports, faxes, and memos</li> <li>- expand vocabulary related to general business situations</li> <li>- develop confidence to deal with people and basic issues in the business world.</li> </ul>	<p>This module is designed to give students the English skills they need to work effectively in today’s global marketplace. English skills and vocabulary are developed through exercises, case studies, role plays and research on business topics including: advertising, job hunting negotiation, business practices, and appropriate grammar.</p>

<p><b>Learning Outcomes.</b>  <b>Intended Learning Outcomes upon successful completion of Module</b>            By the end of this module, students should know:</p> <ul style="list-style-type: none"> <li>- business English vocabulary;</li> <li>- how to use correct spelling and punctuation in writing as one of means of communication in the business sphere, business correspondence in particular;</li> <li>- to use lexical and grammatical devices to make up efficient sentences;</li> <li>- to use English language for socializing (greeting and meeting people, proverbs and idiomatic expressions).</li> </ul>	<p><b>Indicative Deliverables:</b>            By the end of this module, students will be able to:</p> <ul style="list-style-type: none"> <li>- read and understand original texts on professional and business topics;</li> <li>- speak on topics related to their future specialty, arguing their point of view and giving examples of pros and cons; on daily life topics;</li> <li>- make a summary, synopsis, plan or abstract of the written or audio material, write a message report, etc.);</li> <li>- write a private or business letter, fax, e-mail and other types of business documents;</li> <li>- use problem solving communication skills:</li> <li>- formulate oral messages in a foreign language based on the course topics;</li> <li>- to provide adequate translation of texts on subjects with the appropriate to the course level of complexity.</li> </ul>
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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

1. Making an appointment. Meeting business partners, colleagues.	5	8
2. Booking a hotel. Telephone conversations.	5	8
3. Business correspondence. Business abbreviations.	5	8
4. Fax messages. Writing an e-mail.	5	9
5. The job interview. Resume. Curriculum Vitae.	4	9
6. Business meetings and negotiations.	4	8
TEST PAPER	2	50
Total	30	100

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

Summative assessment is formed of learning, knowledge, proficiency, or success at the conclusion of an instructional period.

Types of classes and tasks	Module 1	
	Quantity	Maximum points
Laboratory (practical) classes (September-December)	6	24
Written testing (September-December)	6	12
Report / Presentation (October – 2, November – 2)	4	8
Individual work (September-December)	6	6
Module test (December)	1	50
<b>Total</b>	<b>23</b>	<b>100</b>

#### Learning resources

*Key texts:*

1. Budanov S.I. Business English/ Kharkiv, 2006. 128 p.
2. Bakhov Y.S. Delovoi anhlyiskyi: Praktykum. K.: MAUP, 2003. 400 p.
3. Bohatskyi N.S. Byznes-kurs anhlyiskoho yazyka. K.: Lohos, 1997. 352 p.
4. Borysenko Y.Y. Anhlyiskyi yazyk v mezhdunarodnykh dokumentakh y dyplomatycheskoi korrespondentsyy. K.: Lohos, 1999. 416 p.
5. Hryenko O.V. Dilova anhliiska mova. International Business. K.: MAUP, 2004. 212 p.
6. Danylova Z.V. Practice your business English. Praktychnyi kurs dilovoi anhliiskoi movy. Ternopil: SMP «Aston», 1999. 152 p.
7. Danylova Z.V. Train your business English. Navchalnyi kurs dilovoi anhliiskoi movy. Ternopil: SMP «Aston», 1999. 136 p.
8. Dido N.D. Anhliiska mova. Dilove spilkuвання (Business English): Navchalno-metodychnyi posibnyk / Uklad. N.D.Dido. Uzhhorod: PP «AUTDOR-ShARK», 2017. 116 p.

*Key web-based and electronic resources:*

1. <http://www.better-english.com/vocabulary.htm>
2. <http://www.englishclub.com/business-english/vocabulary.htm>

<b>Your faculty or university :</b> Department of Journalism, Uzhhorod National University					
<b>Study Program me :</b> Media Communication					
<b>Module Code</b>	SC2	<b>Level</b>	8 (Master, MSc)	<b>Module Title</b>	Media Law (including copyright)
<b>Credits ECTS</b>	3, 5	<b>Year</b>	1	<b>Weeks</b>	17
<b>Main campus location</b>				UzhNU Educational and Laboratory Building	

<b>Commence</b>	September 2020	<b>Briefing</b>	September 2020
<b>Lead / s modules</b>	Vasyl Sharkan	<b>Lecturers</b>	Vasyl Sharkan
<b>Pre-requisite or co-requisite</b>		Ukrainian Journalism Management of Media Projects	

<b>Class contact time</b>	42 years: 2 years for a week
<b>Independent study time</b>	63 years

**Description of the module :**

The module " Media Law (including copyright) " is designed for 1 semester of study and provides for the study of international standards of freedom of expression; decisions of the European Court of Human Rights on media issues; key laws of Ukraine in the field of mass media; responsibility for obstruction of journalistic activity and for crimes against journalists in Ukraine; legal regulation of access to public information in Ukraine; responsibility for disseminating false information; valuation judgments in terms of media law; legal regulation of protection of information sources; features of legal regulation of photo and video shooting in Ukraine and other European countries; legislation on print media in Ukraine, on broadcasting, on news agencies, on advertising; the problem of legal regulation of Internet media in Ukraine; copyright and related rights in Ukraine and in the world.

The main topics of the module are covered in lectures and practical forms.

**Module Aims**

<b>What You Will LEARN ?</b>	<b>What You DO ? Teaching and learning activities ?</b>
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Students learn the basic concepts and terms of information legislation Ukraine , constitutional - legal norms of journalism Ukraine , the main decisions of the 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 .	Elaboration of laws regulating the activities of journalists; development of 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.
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<b>Learning Outcomes . Intended Learning Outcomes upon successful completion of Module :</b> 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.	<b>Indicative Deliverables :</b> 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.
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<b>Assessment and feedback</b>
Formative Assessments . Please refer to the detailed project schedule for key dates and deliverables.
<p>Students perform the following types of work :</p> <p>F1 . They study key international documents relating to media law.</p> <p>F2 . 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>
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>C1. Student knowledge tests (50% ).</p> <p>C2. Preparation of analytical materials on the most common problematic issues in the activities of journalists in terms of media law ( 30% ).</p>

C3. Presentation with an overview of typical violations against journalists in Ukraine (2 0% ).

### Learning resources

#### Key texts :

Petrova N., Yakubenko V. Media rights. - K. 2007 – 276 p.;

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/> - the site of the Verkhovna Rada of 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 Program me : Media Communication

<b>Module Code</b>	SC2	<b>Level</b>	8 (Master, MSc)	<b>Module Title</b>	Data Journalism
<b>Credits ECTS</b>	3.5	<b>Year</b>	1	<b>Weeks</b>	17
<b>Main campus location</b>				UzhNU Educational and Laboratory Building	

<b>Commence</b>	September 2020	<b>Briefing</b>	September 2020
<b>Lead / s modules</b>	Vasyl Sharkan	<b>Lecturers</b>	Vasyl Sharkan
<b>Pre-requisite or co-requisite</b>		Ukrainian Journalism History and Theory of Social Communications Media Research The Latest Media Trends Popular Science Journalism Analytical Journalism	

<b>Class c ontact t ime</b>	42 years: 2 years for a week
<b>Independent study time</b>	63 years

**Description of the module :**

The module "Data Journalism" is designed for 1 semester of study and provides the student with the skills of data processing and their use to create journalistic material. Students learn to use dani as a tool to uncover a particular journalistic history and as a source . Students learn to use open source tools that are becoming more and more popular in Ukraine. The main topics of the module are covered in lectures and practical forms.

**Module Aims**

<b>What You Will LEARN?</b>	<b>What You DO ? Teaching and learning activities?</b>
Students learn to work with big data. Create infographics and data visualization. Work with databases. They learn clearly and easily to convey to the audience complex topics, the study of which requires processing large amounts of data.	Reviewing the recommended literature, discussing the material in a laboratory-practical form , analysis of contemporary journalistic practice in the context of the analyzed methods. Working with open data. Legal framework of Ukraine. Working with public records ( United State Web portal of open data ,open data ASE , open data judiciary Ukraine , the Cabinet of electronic services Ming ' yustu, register of public organizations of Ukraine , only the state register of legal entities, individual entrepreneurs and community groups , Open education and more ).

<b>Learning Outcomes . Intended Learning Outcomes upon successful completion of Module:</b>	<b>Indicative Deliverables:</b>
Mastering the basic concepts . Knowledge of the legal framework for working with public registers. Working with public registers . Creation of journalistic analytical materials based on work with open data. Visualization of big data in journalistic material.	Ability student and process data and use them to create journalistic material. The ability to make meaningful use of dani as a tool to disclose a particular journalistic history and as a source . Ability to use tools for working with open data.

**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. And the analysis of contemporary journalistic practice in the context of the analyzed methods.

F2. Elaboration of regulatory documents of Ukraine .

F3. Working with public registers ( Unified state web portal of open data , Open data of the Verkhovna Rada , Open data of the Judicial Power of Ukraine , Cabinet of electronic services of the Ministry of Justice, Register of public organizations of Ukraine , Uniform state register of legal entities, natural persons-entrepreneurs and public entities , Open education and more ).

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

Final evaluation of the module is formed from:

C1. Student Tests : 2 0%.

C2. Writing an essay on the subject of study of the discipline : 2 0% .

C3. Preparation of media products using open data, presentation of its audience : 6 0%.

### Learning resources

#### *Key texts :*

Law of Ukraine "On Access to Public Information"

Gray D., Chambers L., Bonegra L. (Eds.) Data journalism manual

Arbatskaya E.O. Open data as a resource for regional journalism

#### *Key web-based and electronic resources:*

dyskurs . info - a specially created educational online platform for students of the journalism department of Uzhgorod National University

work . gov . ua - The site of the Verkhovna Rada

[https : // drop . minjust . gov . ua /](https://drop.minjust.gov.ua/) - Cabinet of electronic services of the Ministry of Justice, in this office

[https : // usr . minjust . gov . ua /](https://usr.minjust.gov.ua/) - Free and paid requests

[http : // dzmi . informjust . ua /](http://dzmi.informjust.ua/) - state register of print media

[http : // rgo . informjust . ua /](http://rgo.informjust.ua/) - the register of public associations

[http : // rgf . informjust . ua /](http://rgf.informjust.ua/) - register of public formations (political parties ...)

[http : // corrupt . informjust . ua /](http://corrupt.informjust.ua/) Unified State Register of Corrupt Offenders

[https : // public . nazk . gov . ua / search](https://public.nazk.gov.ua/search) - the only state register of declarations

[https : // posipaky . info /](https://posipaky.info/) - Assistants to the People's Deputies

[https : // ig . org . ua / service / 1397 / general](https://ig.org.ua/service/1397/general) - Excerpt from the Unified State Register of the Ministry of Internal Affairs (eg cars)

[https : // cabinet . sfs . gov . ua /](https://cabinet.sfs.gov.ua/) - taxpayer's electronic cabinet

[http : // map . land . gov . ua /](http://map.land.gov.ua/kadastrova-karta) kadastrava - karta

[https : // prozora . gov . ua /](https://prozora.gov.ua/)

[http : // data . gov . ua /](http://data.gov.ua/)

e-data.gov.ua - <http://spending.gov.ua/>

<https://tender.me.gov.ua/>

<http://www.reyestr.court.gov.ua/> is the only register of court decisions  
<http://www.uipv.org/ua/bases2.html> - Ukrpatent (Ukrainian intellectual property institute)  
<http://www.drlz.com.ua/> - State Register of Medicines of Ukraine  
<https://www.nrada.gov.ua/derzhavnyj-reyestr-sub-yektiv-informatsijnoi-diyalnosti-u-sphere-telebachennya-radiomovlennya/> State register of subjects of information activity in the field of television and radio broadcasting  
<https://chesnosud.org/> - Honestly. Filter the court

<b>Your faculty or university:</b>					
Department of Journalism, Uzhhorod National University					
<b>Study Programme:</b> Media Communication					
<b>Module Code</b>	SC3	<b>Level</b>	8 (MSc)	<b>Module Title</b>	Media Research
<b>Credits ECTS</b>	4,5	<b>Year</b>	1	<b>Weeks</b>	2 <sup>nd</sup> semestr, 13 weeks
<b>Main campus location</b>				UzhNU Educational and Laboratory Building	

<b>Commence</b>	March 2021	<b>Briefing</b>	March 2021
<b>Module Lead/s</b>	Yaroslava Shebeshtian	<b>Lecturers</b>	Yaroslava Shebeshtian
<b>Pre-requisite or co-requisite</b>		Theory and Practice of Journalism Fundamentals of Scientific Research in Mass Communication Mediastylistics Medialinguistics Mediatext Studies Media Professionals` Speech Culture Literary Editing in the Media The Basics of Rhetoric Ukrainian Journalism Science	

<b>Class Contact Time</b>	54 hours: 5 hours a week
<b>Independent study time</b>	81 hours

### Description of the module

The module "Media Research" is designed for 2 semester (13 weeks) of study and provides for complex elaboration and deepening of the principles of scientific work in the field of journalism. The course is based on the modern theory of knowledge, includes detailed information about the specific components of the modern journalistic paradigm, the scientific process, its result. Application of the principles and methods of epistemology during media research, preparation of master's intelligence is considered. The main topics of the module are implemented in lectures and laboratory-practical forms.

### Module Aims

<b>What You Will LEARN?</b>	<b>What You DO? Teaching and learning activities?</b>
Students study the specifics of media research, master the basic aspects of scientific work, master its levels, forms and means; they learn to think critically, to explain various journalistic problems and phenomena scientifically, to carry out comprehensive research work, to summarize the results, to try them out in one of the academic forms (abstracts, articles, conference reports, etc.).	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 the laboratory-practical form, analysis of the modern scientific journalistic paradigm, independent choice of a problem and preparation of scientific work. Methods of empirical verification, comprehension and assimilation of theoretical information are the implementation of an individual scientific project (idea search, problem formulation, concept development, formation of empirical and theoretical bases, material processing, generalization and approbation) and collective creative academic projects (for example, seminars, conferences of topical issues; collections of student research papers, etc.).

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

Deepening of knowledge of modern theory of cognition, specificity of scientific researches in the media industry; understanding of the main features and components of Ukrainian journalistic paradigm. Taking into account

### Indicative Deliverables:

Ability to independently carry out media research, to prepare perfect academic text of actual problems.  
Formation skills of empirical and theoretical bases, critical analysis of material, hypothesis testing, testing, concept building.

<p>various established aspects of scientific work in own media research.</p> <p>Effective application of principles, methods, forms of scientific activity with regard to the object of knowledge. Ability to think critically, identify problems, adequately use scientific tools, achieve scientific results. Ability to do scientific work and to try it independently and in groups.</p>	<p>Understanding the interdisciplinary nature of media research, the causation of processes in journalistic practice, the space-time factors, the prospects for the development of certain phenomena, etc.</p> <p>Ability to summarize results in the form of academic intelligence (abstracts, articles, reports, etc.), present them to the audience.</p> <p>Communication skills, teamwork.</p>
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<b>Assessment and feedback</b>
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<p>Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.</p>
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<p>To deepen the knowledge of various aspects of media research students do the following formative exercises:</p> <p>F1. To study the problems of contemporary Ukrainian media research, to identify priority issues and topics, to establish communication with the media realities.</p> <p>F2. Suggest some promising ideas, choose issues for your own exploration.</p> <p>F3. To develop the concept of their own scientific work, to form a theoretical and empirical base.</p> <p>F4. Prepare text in academic style.</p>
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<p>Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.</p>
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<p>Final evaluation of the module is formed from:</p> <p>C1. Written substantiation of the concept of own media research: 20%.</p> <p>C2. Scientific essay on current trends in Ukrainian journalism science: 30%.</p> <p>C3. Prepare media research text (seminar report, research paper for the collection of works): 50%.</p>
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<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>
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<b>Learning resources</b>
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<p><i>Key texts:</i></p> <p>Filosofiiia [Philosophy] / L. V. Huberskyi, I. F. Nadolnyi ta in.; za red. I. F. Nadolnoho (2006), Vikar, Kyiv [in Ukrainian].</p> <p>Rizun, V. V., Skotnykova, T. V. (2008), <i>Metody naukovykh doslidzhen u zhurnalistykoznavstvi</i> [Methods of scientific research in journalism], Presa Ukrainy, Kyiv [in Ukrainian].</p> <p>Semenoh, O. M. (2010), <i>Kultura naukovoï ukrainskoï movy</i> [Culture of Scientific Ukrainian], Akademiia, Kyiv [in Ukrainian].</p>
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Shapovalova, H. V., Shebeshtian, Ya. M. (2012), Hostrymo pero. Osnovy zhurnalistykoznavchykh rozvidok [A sharp pen. Fundamentals of Journalistic Intelligence], Karpaty, Uzhhorod [in Ukrainian].

Shebeshtian, Ya., Shapovalova, H. (2017), Naukovo-doslidnytska ta pedahohichna praktyka studenta vyshchoi shkoly: zmist, zasady, vymohy [Research and pedagogical practice of a high school student: content, principles, requirements], Grazhda, 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:** Media Communication

<b>Module Code</b>	SC3	<b>Level</b>	8 (MSc)	<b>Module Title</b>	Academic Speech
<b>Credits ECTS</b>	4,5	<b>Year</b>	1	<b>Weeks</b>	2nd semester, 13 weeks
<b>Main campus location</b>				UzhNU Educational and Laboratory Building	

<b>Commence</b>	March 2021	<b>Briefing</b>	March 2021
<b>Module Lead/s</b>	Yaroslava Shebeshtian	<b>Lecturer</b>	Yaroslava Shebeshtian
<b>Pre-requisite or co-requisite</b>		Theory and Practice of Journalism Mediastylistics Medialinguistics Mediatext Studies Media Professionals` Speech Culture Ukrainian journalism science The Basics of Rhetoric Fundamentals of Scientific Research in Mass Communication The Philosophy of Mass Communication	

<b>Class Contact Time</b>	54 hours: 5 hours for a week
<b>Independent study time</b>	81 hours

**Description of the module**

The module "Academic Speech" is designed for 2 semester (13 weeks) of study and provides in-depth comprehensive study of the features of scientific activity. The course includes an overview of the system of concepts of modern epistemology, detailed information about the scientific process in the field of journalism, features of the implementation of various types of scientific works, search for ideas and scientific problems, proposing and testing hypotheses, substantiation of concepts; preparation and defense of the master's thesis. The main topics of the module are covered in lectures and laboratory-practical forms.

**Module Aims**

<b>What You Will LEARN?</b>	<b>What You DO? Teaching and learning activities?</b>
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Students study in depth the specifics of scientific work, its components, features of journalistic research; master the resources of modern academic broadcasting; learn independently to choose a problem of scientific intelligence, to formulate hypotheses, to substantiate concepts, to find adequate forms of their embodiment, to carry out complex scientific work in the form of a dissertation research, to publicly defend the achieved results.

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 meaningful material in the laboratory-practical form, analysis of the modern scientific journalistic paradigm, independent realization of scientific work. Methods of empirical verification, critical evaluation and assimilation of theoretical information are students' work on the fulfillment of individual tasks (search for a topical scientific idea, problem statement, substantiation of the concept, preparation of text in academic style) and collective creative projects (eg, collective seminars of topical scientific problems annual student scientific conference, preparation of a collection of scientific papers, etc.).

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

Mastering the system of concepts of modern epistemology, in-depth understanding of the manifestation of various components of scientific work in the processing of problems and phenomena of journalism.  
Adequate application of principles and methods of scientific activity, taking into account the specificity of the object of

**Indicative Deliverables:**

Ability to independently choose an idea, a problem of scientific work, comprehensively implement scientific research, to prepare convincing text from empirical and theoretical point of view.  
The skills of selection and critical analysis of factual and theoretical bases, determination of basic aspects of research, formulation of hypotheses, their testing, substantiation of the concept. Ability at high level to use the

knowledge. Ability to think critically, identify and outline problems, effectively use scientific tools, and design text in an academic style. Ability to perform scientific work independently, in groups, to publicly discuss and defend its results.	means of academic broadcasting, to prepare the dissertation text for discussion, to present the results. Critical analytical thinking skills, forecasting; individual and team scientific work.
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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 academic speech, students do the following formative exercises: F1. Analyze different types of research, compare ways of defining a problem, delivering goals and objectives, and more. F2. To evaluate the empirical and theoretical basis of several scientific works, to find out the adequacy of the selected tools, the arguments of the statements. F3. Suggest an idea, a problem, hypothesize and justify the concept of their own scientific work. F4. Form an empirical and theoretical base of dissertation research. F5. Prepare text in academic style.
Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.
Final evaluation of the module is formed from: C1. Tests on students' knowledge of the system of concepts of modern epistemology, understanding the specifics of academic broadcasting in the field of journalism: 20%. C2. Scientific essay on the state of the contemporary journalistic paradigm: 30%. C3. Prepare and test a comprehensive scientific study (article, abstract): 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></p> <p>Filosofiiia [Philosophy] / L. V. Huberskyi, I. F. Nadolnyi ta in.; za red. I. F. Nadolnoho (2006), Vikar, Kyiv [in Ukrainian].</p> <p>Rizun, V. V., Skotnykova, T. V. (2008), <i>Metody naukovykh doslidzhen u zhurnalistykoznavstvi</i> [Methods of scientific research in journalism], Presa Ukrainy, Kyiv [in Ukrainian].</p> <p>Semenoh, O. M. (2010), <i>Kultura naukovoï ukrainskoï movy</i> [Culture of Scientific Ukrainian], Akademiia, Kyiv [in Ukrainian].</p>
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Shapovalova, H. V., Shebeshtian, Ya. M. (2012), Hostrymo pero. Osnovy zhurnalistykoznavchykh rozvidok [A sharp pen. Fundamentals of Journalistic Intelligence], Karpaty, Uzhhorod [in Ukrainian].

Shebeshtian, Ya., Shapovalova, H. (2017), Naukovo-doslidnytska ta pedahohichna praktyka studenta vyshchoi shkoly: zmist, zasady, vymohy [Research and pedagogical practice of a high school student: content, principles, requirements], Grazhda, 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:** Media Communication

<b>Module Code</b>	CC5	<b>Level</b>	8 (MSc)	<b>Module Title</b>	Methods of Teaching in High School
<b>Credits ECTS</b>	2	<b>Year</b>	1	<b>Weeks</b>	1 <sup>st</sup> semester, 17 weeks
<b>Main campus location</b>				UzhNU Educational and Laboratory Building	

<b>Commence</b>	September 2020	<b>Briefing</b>	September 2020
<b>Module Lead/s</b>	Galyna Shapovalova	<b>Lecturers</b>	Galyna Shapovalova
<b>Pre-requisite or co-requisite</b>		Theory and Practice of Journalism Mediastylistics Medialinguistics Mediatext Studies Media Professionals` Speech Culture Academic Speech The Basics of Rhetoric The Philosophy of Mass Communication	

<b>Class contact time</b>	24 hours: 1 hour a week
<b>Independent study time</b>	36 hours

**Description of the module**

The module "Methods of Teaching in High School" is designed for 1 semester (17 weeks) of study and provides an in-depth comprehensive study of the peculiarities of teaching at the university. The course includes an overview of the system of concepts of modern methodology and elements of pedagogy, detailed information about the scientific-educational process, features of different forms and types of learning organization, ways of presenting information, maintaining communication with the student audience. Introduces students to traditional and up-to-date forms of study, their structure, technical means of presentation of educational material, principles, methods and scale of evaluation of student achievements. The main topics of the module are covered in lectures and laboratory-practical forms.

**Module Aims**

<b>What You Will LEARN?</b>	<b>What You DO? Teaching and learning activities?</b>
<p>Students study the specifics of teaching at the university, especially the training of journalists; master the basic methods, techniques of pedagogical activity; learn to use different forms of teaching, take into account the characteristics of the contingent of students of different years of study. Perform self-assessment and adjust content and teaching timely. Independently develop lesson plans, prepare notes, and choose ways to effectively submit material. Adequate assessment of students' level of learning, adequately apply the system and scale of assessment.</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 meaningful material in a laboratory-practical form, analysis of modern approaches and requirements for university teaching.</p> <p>Methods of empirical verification, critical evaluation, and assimilation of theoretical information are students' work on individual performance (developing plans and synopses for different types of classes, conducting several lectures and laboratory classes, introspection) and collective ones (for example, attending classes of different types, participating in their discussions, making recommendations to the trainee teachers; planning semester work, suggestions for improving the educational process for training journalists) tasks.</p>

<p><b>Learning Outcomes. Intended Learning Outcomes upon successful completion of Module:</b></p> <p>Mastering the system of concepts of modern methodology and pedagogy of higher education, in-depth understanding of the educational process, the features of its</p>	<p><b>Indicative Deliverables:</b></p> <p>Ability to participate independently in the educational process, to choose the optimal form of classes, effective methods and teaching aids.</p> <p>The skills of selection and critical analysis of factual and theoretical information for</p>
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<p>different components, the content of higher education and the peculiarity of training journalists.</p> <p>Adequate application of principles, methods of teaching, ability to think critically, maintain interaction with the audience, take into account its level and needs, timely adjustment of the content and form of classes. Ability to do self-analysis, independently develop plans and synopses of lectures, practical, laboratory, seminars, determine the level of students' mastering of new knowledge, evaluate their results.</p>	<p>educational purposes, determination of the most important aspects of the topic of the lesson, preparation of the plan and development of a synopsis, application of modern technical capabilities. Ability to present information properly, take into account the reaction of the audience, maintain dialogue.</p> <p>Critical analytical thinking skills, adequate assessment of students' knowledge; individual and team scientific and pedagogical work.</p>
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<b>Assessment and feedback</b>	
Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.	
<p>To deepen the knowledge of different aspects of teaching methods in higher education students do the following formative exercises:</p> <p>F1. Attend and analyze classes of different types, compare ways and means of submitting new material.</p> <p>F2. To get acquainted with the training plan for journalists, to choose the discipline of teaching, topics and types of trial lessons.</p> <p>F3. Develop a lesson plan with compulsory reference to aspects of the topic, available scientific literature, teaching methods, expected results, and more.</p> <p>F4. According to the developed plan, prepare notes of lecture and laboratory / practical / seminar classes.</p> <p>F5. Conduct different types of training sessions, discuss 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>C1. Tests on students' knowledge of teaching methods in high school, understanding of the specifics of journalist training: 20%.</p> <p>C2. Scientific essay on traditional and advanced methods of teaching journalism at the university: 30%.</p> <p>C3. Independent preparation and carrying out of lecture and laboratory / practical / seminar classes: 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>	

<b>Learning resources</b>
<p><i>Key texts:</i></p> <p>Filosofiiia [Philosophy] / L. V. Huberskyi, I. F. Nadolnyi ta in.; za red. I. F. Nadolnoho (2006), Vikar, Kyiv [in Ukrainian].</p> <p>Fitsula, M. M. (2006), Pedahohika vyshchoi shkoly [Pedagogy of high school], Akademvydav, Kyiv [in Ukrainian].</p> <p>Semenoh, O. M. (2010), Kultura naukovoï ukrainskoi movy [Culture of Scientific Ukrainian], Akademiia, Kyiv [in Ukrainian].</p> <p>Shebeshtian, Ya., Shapovalova, H. (2017), Naukovo-doslidnytska ta pedahohichna praktyka studenta vyshchoi shkoly: zmist, zasady, vymohy [Research and pedagogical practice of a high school student: content, principles, requirements], Grazhda, Uzhhorod [in Ukrainian].</p> <p>Tur, K. (2012), Knyha idei dlia vykladachiv zhurnalistyky [Ideas Book for Journalism Teachers], Sammit-Knyha, Kyiv [in Ukrainian].</p>
<p><i>Key web-based and electronic resources:</i></p> <p>lib.uzhnu.edu.ua – Uzhgorod University Scientific Library.</p> <p>library.ukma.kiev.ua – Scientific Library of the National University "Kyievo-Mohylianska akademiia".</p> <p>isl.lviv.ua – Lviv National Scientific Library named after V. Stefanyk.</p> <p>nbuv.gov.ua – Vernadskyi National Library of Ukraine.</p>

<b>Your faculty or university :</b>					
Department of Journalism, Uzhhorod National University					
<b>Study Programme :</b> Media Communication					
<b>Module Code</b>	CC6	<b>Level</b>	8 (Master, MSc)	<b>Module Title</b>	Monitoring and Diagnostics of Educational Process
<b>Credits ECTS</b>	3,5	<b>Year</b>	1	<b>Weeks</b>	17
<b>Main campus location</b>				UzhNU Educational and Laboratory Building	

<b>Commence</b>	September 2020	<b>Briefing</b>	September 2020
<b>Lead / s modules</b>	Halyna Shumytska	<b>Lecturers</b>	Halyna Shumytska
<b>Pre-requisite or co-requisite</b>		Methods of Teaching in High School Methods of Teaching Media Literacy Principles of Media Education	

<b>Class contact time</b>	42 hours: 2 years for a week
<b>Independent study time</b>	63 hours

**Description of the module :**

The module provides an analysis of such pedagogical concepts as "*diagnostics of the educational process*", including control, verification, evaluation, accumulation of statistical data, their analysis, detection of dynamics, trends, forecasting of further development of phenomena, and "*monitoring of the educational process*" within which identifying and evaluating pedagogical actions; offers practical guidance on monitoring and diagnosing the learning process. The main theme of the module, which has a task for strengthening the methodological orientation of the educational process as one of the main components of a professional outlook discussed in lecture and laboratory forms.

**Module Aims**

<b>What You Will LEARN?</b>	<b>What You DO ? Teaching and learning activities?</b>
<p>During the classes the principles of control (systematic and regularity of examinations and evaluation of educational and cognitive actions, variety of types and forms of control, objectivity, differentiation, humanity, publicity, etc.), types of control (preliminary, current, periodic, final, mutual control, self-assessment) are considered. ), control functions (diagnostic, prognostic, educational, educational), and norms of monitoring the quality of the educational process at the levels of "department - administration".</p>	<p>Students study the specifics of the educational process in higher education from the point of view of its monitoring and diagnostics, cooperate with the undergraduate students as their senior colleagues, consultants, mentors; independently check student's laboratory (control) works in different academic disciplines, carry out analysis of admitted on cuties, comment on them to students; together with them prepare and carry out lesson and extra-curricular events.</p>

<p><b>Learning Outcomes . Intended Learning Outcomes upon successful completion of Module:</b></p> <p>have a holistic view of "learning diagnostics", which examines the results of training in connection with the ways, ways of their achievement, identifies trends, dynamics of formation of training products;</p> <p>to know and understand the general principles of diagnosis - objectivity, systematicity, transparency;</p> <p>to know the basic norms of monitoring the quality of the educational process.</p>	<p><b>Indicative Deliverables:</b></p> <p>to be aware of the importance of monitoring and diagnostics of the educational process in order to improve the professional and pedagogical skills of the teaching staff of the educational institution;</p> <p>understand the psychological principles of managing the educational process in higher education and students' professional activity.</p>
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<b>Assessment and feedback</b>
Formative Assessments . Please refer to the detailed project schedule for key dates and deliverables.
In order to deepen the knowledge of various aspects of monitoring and diagnosis of the educational process in higher education students perform the following formative exercises: F1. Analysis of the lectures (practical, laboratory, seminar) conducted by the undergraduates and from different disciplines, stipulated by the curriculum of the department of journalism for training specialists in the educational and qualification level "bachelor". F2. In part in the procedure of protection of educational-production practice by the students of the junior courses of the department of journalism, and also in discussing and evaluating its results. F3. Preparation of variants of module work in the course, which is read to the students of junior courses, development of criteria for its evaluation. F4. Preparation of student's modular Rob IT from different disciplines, admitted washed analysis for , komentuvating their students. F5. Preparation, conduct and collective analysis of the after-school event.
Summative Assessments. Please refer to the detailed project schedule for key dates and deliverables.
Final evaluation of the module is formed from: C1. Preparation of scientific reports on algorithms of pedagogical diagnostics for the purpose of preparation for realization of step-by-step diagnostic activity: 20%. C2. Preparing and conducting a scientific discussion on topics : What are the conditions of successful leadership of the educational process at your university? What do you think needs further improvement? What controls are in place at your school? What do you think is their effectiveness? : 30% . C3. Writing and defense of the psychological and pedagogical characteristics of students with whom the cooperation lasted during the semester : 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.

<b>Learning resources</b>
<i>Key texts :</i> Bolubash E.Ya. Organization of educational process in higher education institutions: A guide for students of higher education institutions. - K .: GDP of "COMPASS", 1997. - 64 p. Podolyak LG, Yurchenko VI High School Psychology: A Handbook for Undergraduate and Postgraduate Students. - K .: Phil-Studio LLC, 2006. - 320 p. Tshmistrova GS, Fomenko NA Management in education and pedagogical diagnostics: A textbook for students of higher educational establishments. - K: Slovo Publishing House, 2005. - 280 p.
<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 .

<b>Your faculty or university:</b> Department of Journalism, Uzhhorod National University					
<b>Study Programme:</b> Media Communication					
<b>Module Code</b>	CC7	<b>Level</b>	8 (Master, MSc)	<b>Module Title</b>	Methodology of Teaching Media Literacy
<b>Credits ECTS</b>	3,5	<b>Year</b>	1	<b>Weeks</b>	1,2 semesters (30 (17 +13) Weeks)
<b>Main campus location</b>				UzhNU Educational and Laboratory Building	

<b>Commence</b>	September 2020	<b>Briefing</b>	September 2020
<b>Module Lead/s</b>	Yuriy Bidzilya	<b>Lecturers</b>	Yuriy Bidzilya
<b>Pre-requisite or co-requisite</b>		Theory and Practice of Journalism Basics of Media Literacy Methods of Teaching at the University Manipulative Information Technologies Politology The Philosophy of Mass Communication	

<b>Total hours</b>	105
<b>Class Contact Time</b>	42
<b>Independent study time</b>	63

**Description of the module:**

The module "Methodology of Teaching Media Literacy" is designed for 1 year of the first year of study in the magistracy. The purpose of the module is to develop and strengthen students' critical thinking skills regarding information they receive through the media, social networks, personal communication, and more. To teach students to interpret information correctly, to understand the purpose of its dissemination (if it exists), to see the orientation to certain social groups, the motives of informing, the hidden meaning of the disseminated information.

Deepen the worldview that will allow you to see manipulation, false information, propaganda. Learn how to differentiate and analyze information by fact-checking, identifying and critiquing media stereotypes. Teach future journalists to look for new techniques and different forms of media literacy training for people of all ages.

**Module Aims**

<b>What You Will LEARN?</b>	<b>What You DO? Teaching and learning activities?</b>
<p>Based on modules already learned, students gain knowledge of proper media consumption, critical appraisal of facts and commentary, media literacy techniques and forms used to transform media consumption into an active and critical process, helping people better understand potential manipulation, the role of media and information in the process of forming public opinion. Other materials include the following key points: 1. The essence of modern media education, media literacy and media pedagogy, their purpose and tasks as conditions for the existence of a modern information society; 2. Media education as a process of continuous learning and search for accurate truthful information, including in open data; 3. UNESCO's current strategy for combining media literacy and information literacy into a common component for a combined set of competencies; 4. Methodic-methodical bases of preparation of lectures, practical classes, individual work and other forms of training in "Media literacy".</p>	<p>Working out of the recommended literature (textbooks, manuals, proper scientific works, directories), critical comprehension of it and supplementing of information with the results of own scientific search; work with Internet resources specializing in media literacy issues. Discussion of the processed material in practical classes, critical analysis of information, search for accurate balanced information.</p> <p>A way of empirical verification, comprehension and assimilation of theoretical information is the work of students on the fulfillment of individual tasks (creating a synopsis of their own lesson, presentations about different ways of finding reliable information, conducting classes for junior students)</p>

<p><b>Learning Outcomes</b>  <b>Intended Learning Outcomes upon successful completion of Module</b>            concepts, understanding the manifestation of key phenomena of media literacy, as well as the following main points: 1. International and Ukrainian legislation on media literacy, the main historical stages of media literacy development; 2. Use of modern advances for manipulative technologies in mass media and</p>	<p><b>Indicative Deliverables:</b>            The ability to critically evaluate and validate media text for its actuality and objectivity. At the same time, students should acquire the following specific competencies: 1. Apply knowledge, skills and competencies in the preparation and conduct of various forms of teaching (lecture, computer presentation of important material, practical training, individual training, etc.) on media literacy for</p>
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social networks; 3. Pedagogical aspects of media literacy, social and pedagogical criteria of media, their characteristics by the impact on the audience, risk groups (My Home, Blue Whales, etc.) and fraud on the Internet; 4. Methods and forms of media literacy training for people of different ages.	people of any age ; 2. Check and classify sources of information, identify manipulative content in the media; 3. Recognize fake and hyperbolized media, explain their impact on society. 4. Describe information by the following characteristics: availability, quantity, value, content, objectivity, adequacy, reliability, accuracy, efficiency, reliability.
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<b>Assessment and feedback</b>
Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.
To deepen their knowledge of the various aspects of the media literacy module, students receive all the tasks at the first meeting and then perform the following formative exercises: F1. Practical classes with the elements of tests of international and Ukrainian legislation on media literacy and the main stages of media literacy development (September-October) - 10 points (%) F2. Truth-finding and manipulation of media and social media using cases and open data (October - first half of November) - 10 points (%) F3. Analysis of manipulative television news and political talk shows according to the proposed scheme (second half of November - December) - 10 points (%) F4. Practical classes on pedagogical aspects of media literacy, social and pedagogical criteria of mass media, their characteristics by influence on the audience (second half of February - first half of March) - 10 points (%). F5. Presentation of your own synopsis of media literacy lessons - (second half of March - April) - 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 for the formative exercises and completing the final practical tasks: C1. Tests to test students' knowledge of the basic concepts of media literacy, understanding the manifestation of the core phenomena of violation of the rules of submission of journalistic material (May) - 10 points (%). C2. Prepare an individual syllabus for media literacy classes and conduct classes for junior students of the journalism department (May) - 30 points (%). C3. Scientific essay on the features of the current state of media literacy in the Ukrainian or international information space (June) - 10 points (%).

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

Practical Media Literacy: International Experience and Ukrainian Perspectives. Kiev. : Vilnyii Press Centr, Academia Ukrainskoi Presy, 2018. 244 p.

Media education and media literacy: a textbook / Ed. V. Ivanov, O. Voloshenyuk; According to the scientific edition of V. Rizun. Kyiv: Vilnyii Press Centr , 2012. 352 p.

Cherepovskaya NI Media culture and media education of students of secondary school. Visual media culture. K .: Vydavnyctvo Shilnyi Dim, 2010. 128 p.

*Key web-based and electronic resources:*

[https://courses.prometheus.org.ua/courses/course-v1:CZ+MEDIA101+2018\\_T3/about](https://courses.prometheus.org.ua/courses/course-v1:CZ+MEDIA101+2018_T3/about) - Educational media literacy on the Prometheus internet resource

<https://ms.detector.media/mediaosvita/post/18961/2017-05-24-buti-mediagramotnim-desyat-neobkhidnikh-kompetentnostei/> - Media literacy on the website of the online edition of Media Sapiens.

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

[library.ukma.kiev.ua](http://library.ukma.kiev.ua) – Scientific Library of the National University "Kyiv-Mohyla Academy".

[lsl.lviv.ua](http://lsl.lviv.ua) – Lviv National Scientific Library named after V. Stefanyk.

[nbuv.gov.ua](http://nbuv.gov.ua) – Vjlyodymyr Vernadsky National Library of Ukraine.

**Your faculty or university:**

of Journalism, Uzhhorod National University

**Study Programme:** Media Communication

<b>Module Code</b>	SC4	<b>Level</b>	8 (Master, MSc)	<b>Module Title</b>	Basics of Media Education
<b>Credits ECTS</b>	4	<b>Year</b>	1	<b>Weeks</b>	17 weeks
<b>Main campus location</b>				Educational and laboratory building Uzhhorod National University	

<b>Commence</b>	September 2020	<b>Briefing</b>	September 2020
<b>Module Lead/s</b>	Anna Hetsko	<b>Lecturers</b>	Anna Hetsko
<b>Pre-requisite or co-requisite.</b>		We draw on knowledge from the following disciplines:  Methods of Teaching in Higher Education,  Monitoring and Diagnostics of the Educational Process,	

	Methodology of Teaching Media Literacy.
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<b>Class Contact Time</b>	48 hours
<b>Independent study time</b>	72 hours

<b>Description of the module:</b>	
<p>The module «Basics of Media Education» is designed for 1 semester of 1 year of study. Total 120 hours (4 credits). Including 48 — class contact time, 72 — independent study time. Masters get an idea of the historical stages of formation and development of media education, its basic theories; get acquainted with domestic media education models and similar developments of specialists of other countries; to find out the basic psychological mechanisms of media-educational influences on audiences of all ages; practical skills to carry produce reasoned critical review of audiovisual and print media, apply rational methods of search, selection, systematization and use of media information, identify the principles of manipulating the consciousness of consumers of media information.</p>	
<b>Module Aims</b>	
<b>What You Will LEARN?</b>	<b>What You DO? Teaching and learning activities?</b>
<p>Studying the basic theoretical concepts and categories of media education, methods of research and evaluation of media awareness; strategies for organizing media education activities; criteria for the effectiveness of media education innovations; developing media literacy skills that enable you to use media effectively and safely.</p>	<p>Processing of recommended books, personal search of scientific sources.</p> <p>Discussion of concepts and categories of media education, strategies of media activity organization.</p> <p>Develop the ability to differentiate information by level of influence on the individual, analyze and evaluate media reports.</p> <p>Develop the ability to withstand external information aggression and propaganda, destructive media influences.</p> <p>Performing training exercises for a variety of media searches (facts and judgments, news literacy, stereotypes, online safety, manipulation, etc.).</p> <p>Preparation of author's and collective creative projects, which allow to check mastering of</p>

	theoretical knowledge (conducting workshops, thematic round tables, discussions on given topics, etc.).
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<p style="text-align: center;"><b>Learning Outcomes</b></p> <p style="text-align: center;"><b>Intended Learning Outcomes upon successful completion of Module</b></p>	<p style="text-align: center;"><b>Indicative Deliverables:</b></p>
<p>To master the basic concepts and categories of media education, its tasks, functions, rules of communication culture in the information society, methods of protection against possible negative influences in the process of mass communication.</p> <p>To master rational methods of search, selection, systematization and use of audiovisual and printed information.</p> <p>Be able to critically perceive, analyze analytically media reports.</p> <p>Ability to analyze media-educational components of one's professional activity, avoid harming the development of personality of media consumers in their own practical activity.</p>	<p>Ability to produce safe media activity, create a media product in the professional sphere.</p> <p>Skills for providing a reasoned critical review of audiovisual and printed information, analytical processing of media messages, recognition of their hyperbolized features.</p> <p>The ability to critically evaluate your own and others' information product, information activity in general.</p> <p>To shape the media culture of the individual in an environment of significant communities (small groups, families, educational and productive groups, local communities, etc.).</p>

<b>Assessment and feedback</b>
<p>Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.</p>
<p>F1. Perform tasks to detect fake and untrue information, media myths, and stereotypes.</p> <p>F2. Work in groups to create journalistic messages to the standards proposed, to identify the causes of non-compliance with media standards.</p> <p>F3. Analyze various types of media reports (print and electronic) regarding the correlation between facts and judgments and the presence of manipulation.</p> <p>F4. Prepare examples of negative social trends that create modern media.</p>

F5. Participate in a discussion about the relevance of media education in our country in order to form the motivation and readiness of participants to diagnose and develop their media literacy skills.

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

C1. Answer test tasks to test the basic concepts and categories of media education: 20%.

C2. Prepare a public speaking «Media education as a component of lifelong self-education» for different types of audiences: 30 %.

C3. To create an audiovisual media product on a socially important topic for developing digital audiovisual literacy skills: 50 %.

### Learning resources

#### *Key texts:*

1. Kepliner Kh.M., Noel'-Noymann E. (2007) Vplyv mas-media. [The impact of the media.] *Publitsystyka. Masova komunikatsiya : Media-entsyklopediya / Za zah. red. V.F. Ivanova. Kyiv : AUP, TsVP. pp. 53-103. [in Ukrainian].*
2. Mediaosvita ta mediahramotnist': korotkyy ohlyad [Media education and media literacy: a brief overview] / Ivanov V., Voloshenyuk O., Kul'chyns'ka L. Kyiv: AUP, TsVP, 2011. 58 p. [in Ukrainian].
3. Mediaosvita ta mediahramotnist': pidruchnyk [Media education and media literacy: a textbook] / red-upor. V.F. Ivanov, O.V. Voloshenyuk; nauk. red. V.V. Rizun. Kyiv : Tsentri vil'noyi presy, 2012. 352 p. [in Ukrainian].
4. Praktychnyy posibnyk z mediahramotnosti dlya mul'typlikatoriv [A Practical Guide to Media Literacy for Multipliers] / Za zahal. red. V.F. Ivanova. Kyiv: Akademiya ukrayins'koyi presy, Tsentri vil'noyi presy, 2019.100 p. [in Ukrainian].
5. Shemshuchenko Yu.S., Chyzh I.S (2006) Informatsiyne zakonodavstvo Ukrayiny : Naukovo-praktychnyy komentar. [Information Law of Ukraine: Scientific and Practical Commentary]. Kyiv: TOV Vydavnytstvo "Yurydychna dumka", 230 p. [in Ukrainian].
6. Yak mozna protydyaty «feykovym novynam»? : Analiz. [How to counteract "fake news"?: Analysis]. Kyiv : Fond Fridrikha Naumanna za Svobodu, Akademiya ukrayins'koyi presy, 2019. 32 p. [in Ukrainian].

#### *Key web-based and electronic resources:*

[www.lsl.lviv.ua](http://www.lsl.lviv.ua) – Lviv National Scientific Library named after V. Stefanyk

[www.scholar.google.com.ua](http://www.scholar.google.com.ua) – Google Academy

**Your faculty or university:**

of Journalism, Uzhhorod National University					
<b>Study Programme:</b> Media Communication					
<b>Module Code</b>	SC4	<b>Level</b>	8 (Master, MSc)	<b>Module Title</b>	Media Competence of a Modern Specialist
<b>Credits ECTS</b>	4	<b>Year</b>	1	<b>Weeks</b>	17 weeks
<b>Main campus location</b>				Educational and laboratory building Uzhhorod National University	

<b>Commence</b>	September 2020	<b>Briefing</b>	September 2020
<b>Module Lead/s</b>	Anna Hetsko	<b>Lecturers</b>	Anna Hetsko
<b>Pre-requisite or co-requisite</b>		We draw on knowledge from the following disciplines:  Methods of Teaching in Higher Education,  Monitoring and Diagnostics of the Educational Process,  Methodology of Teaching Media Literacy.	

<b>Class Contact Time</b>	48 hours
<b>Independent study time</b>	72 hours

**Description of the module:**

The module «Media Competence of a Modern Specialist» is designed for 1 semester of 1 year of study. Total 120 hours (4 credits). Including 48 — class contact time, 72 — independent study time. Masters gain knowledge of the main components of media competence, theory and history of media culture, understanding of the process of mass communication and media influences; become familiar with the didactic capabilities and current trends in the development of various multimedia technologies; find out the peculiarities of socio-cultural, economic, political context of media functioning; practically develop the skills to provide a reasoned critical review of audiovisual and print information, apply rational methods of search, selection, systematization and use of media information.

<b>Module Aims</b>	
<b>What You Will LEARN?</b>	<b>What You DO? Teaching and learning activities?</b>
<p>Studying the main components of media competence, theoretical and practical features of media culture; mechanisms and tools that contribute to the formation of the information outlook of the individual; developing the skills of critical analysis, evaluation, creation and transmission of media texts in different types, forms and genres.</p>	<p>Processing of recommended books, personal search of scientific sources.</p> <p>Discussion of the main components of media competence of a modern specialist, mechanisms and tools that promote self-expression, self-realization, self-development, self-education of a person for safe interaction with other people.</p> <p>Developing the ability to analyze the complex processes of media functioning in society.</p> <p>Ability to build effective communication, provide a variety of media information, to express correctly their position in dialogue and public speaking.</p> <p>Performing training exercises for a variety of media searches.</p> <p>Preparation of author's and collective creative projects, allowing to check the mastering of theoretical knowledge (holding thematic roundtables, discussions on specific topics, etc.).</p>

<b>Learning Outcomes</b>	<b>Indicative Deliverables:</b>
<p><b>Intended Learning Outcomes upon successful completion of Module</b></p> <p>To master the main components of media competence, methods of professional communication, mechanisms and tools that contribute to the formation of the media outlook of the media specialist.</p> <p>To master rational methods of search, selection, systematization and use of media information.</p>	<p>Ability to adapt information for different types of media, to analyze the target audience and its needs.</p> <p>Ability to create a media product in the professional sphere.</p> <p>Ability to produce secure media activity, effective interaction with media space.</p> <p>Ability to critically perceive, analytically evaluate your own and others' information product, information activity as a whole based</p>

Be able to withstand the harmful effects of the media, avoid manipulation.	on your own professional, psycho-mental and media-psychological qualities.
Ability to critically perceive, analyze analytically their own and others' media products.	To shape the media culture of the individual in an environment important to her.

### Assessment and feedback

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

F1. Perform the task of tailoring information to different types of media.

F2. Work in teams to make competent decisions in response to information transmitted by mass media channels.

F3. Analyze various media reports (print and electronic) to identify manipulative effects.

F4. Create media texts for different types of media, depending on their specificity.

F5. Participate in a discussion about the peculiarities of media functioning in the society by monitoring various sources (TV and radio news, print media, online publications, etc.).

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

Final evaluation of the module:

C1. Answer test tasks to test the basic concepts and categories of media competence of a modern specialist: 20%.

C2. Preparing a public speaking on the subject «Media competence as a component of lifelong self-education» for different target audiences: 30 %.

C3. To create a creative project for revealing the peculiarities of functioning of the Transcarpathian media in the society: 50 %.

### Learning resources

*Key texts:*

1. Lashuk N.M. (2017) Mediakompetentnist'. Tekhnolohiyi ta stratehiyi : navch. posib. [Media Competence. Technologies and strategies: a textbook]. Chernihiv : ChNTU, 118 p. [in Ukrainian].

2. Luhovyy V.I. (2009) Yevropeys'ka kontseptsiya kompetentnisnoho pidkhodu u vyshchiy shkoli ta problemy yiyi realizatsiyi v Ukrayini. [European concept of

competence approach in higher education and problems of its implementation in Ukraine]. *Pedahohika i psykholohiya*. no 2, pp. 13–25. [in Ukrainian].

3. Mediakompetentnist' fakhivtsya : kol. monohrafiya [Media competence of the specialist: a collective monograph] / H.V. Onkovych, Yu.M. Horun, V.O. Kravchuk, N.O. Lytvyn, I.V. Kostyukhina, K.A. Nahorna ; za nauk. red. H.V. Onkovych ; NAPN Ukrayiny, Instytut vyshchoyi osvity. Kyiv : Lohos, 2013. 286 p. [in Ukrainian].

4. Mediakul'tura osobystosti: Sotsial'no-psykholohichnyy pidkhd: navchal'no-metodychnyy zbirnyk [Personality media culture: Socio-psychological approach: a compilation] / O.T. Baryshpolets', L.A. Nayd'onova, H.V. Myronenko, O.Ye. Holubyeva, V.V. Rizun [ta in.] ; za red. L.A. Nayd'onovoyi, O.T. Baryshpol'tsya. Kyiv : Milenium, 2009. 440 p. [in Ukrainian].

5. Onkovych H.V. (2012) Chastkovi (predmetni) metodyky mediaosvity u vyshchih shkoli yak zasib formuvannya profesiynoyi kompetentnosti. [Partial (subject) methods of media education in higher education as a means of professional competence formation.]. *Vyshcha osvita Ukrayiny u konteksti intehtratsiyi do yevropeys'koho osvith'oho prostoru*. T. VI (39). Kyiv : Hnozys, 2012. pp. 357–365. [in Ukrainian].

6. Chemerys I.M. (2008) Formuvannya profesiynoyi kompetentnosti maybutnikh zhurnalistiv zasobamy inshomovnykh periodychnykh vydan' : avtoreferat dysertatsiyi ... kandydata pedahohichnykh nauk [Formation of professional competence of future journalists by means of foreign language periodicals]: 13.00.04. Kyiv, 2008. 24 p. [in Ukrainian].

*Key web-based and electronic resources:*

[www.lsl.lviv.ua](http://www.lsl.lviv.ua) – Lviv National Scientific Library named after V. Stefanyk

[www.scholar.google.com.ua](http://www.scholar.google.com.ua) – Google Academy

**Your faculty or university :**

Department of Journalism, Uzhhorod National University

**Study Program me :** Media Communication

<b>Module Code</b>	SC5	<b>Level</b>	8 (Master, MSc)	<b>Module Title</b>	Manipulative Information Technologies
<b>Credits ECTS</b>	3,5	<b>Year</b>	1	<b>Weeks</b>	17
<b>Main campus location</b>				UzhNU Educational and Laboratory Building	

<b>Commence</b>	September 2020	<b>Briefing</b>	September 2020
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<b>Lead / s modules</b>	Vasyl Sharkan	<b>Lecturers</b>	Vasyl Sharkan
<b>Pre-requisite or co-requisite</b>		Methods of Teaching Media Literacy History and Theory of Social Communications	

<b>Class contact time</b>	42 years: 2 years for a week
<b>Independent study time</b>	63 years

**Description of the module :**

The module "Manipulative Information Technologies" is designed for 1 semester of study and provides the study of phenomena that will help to recognize manipulation in the media, to bring to the recipient information in the most accessible form. As a result of studying the discipline, students should know the basic concepts in the field of manipulative information technologies, the history of the use of manipulative technologies in the world; to recognize types and methods of information influence, specifics and principles of using different technologies in mass communication. The main topics of the module are covered in lectures and practical forms.

**Module Aims**

<b>What You Will LEARN ?</b>	<b>What You DO ? Teaching and learning activities ?</b>
Students learn the conceptual apparatus of manipulative technologies ; evolution of the phenomenon of " manipulation "; traditions of the use of manipulative technologies in Eastern and Western civilizations ; theoretical understanding of the problem of consciousness manipulation in the world ; peculiarities of using various aspects of the organization of the communicative space for manipulative purpose ; information impact , its types and methods ; information - psychological influence ; information inflow shares ; information operations ; information war , types of information wars , their history ; propaganda , its types and methods ; protest engineering ; diversification of public opinion , misinformation , spreading ru	Review of recommended literature. Developing course materials on the dyskurs online learning platform . net . Search examples which manifest cognitive biases that cause misunderstandings information . Analysis of news releases of TV channels ( Ukrainian, Russian, comparative analysis ). Search for signs of manipulation in media reports, the search features used in the presentation of information manipulation , etc. yyomiv based on Cognitive biases like.

mors from the point of view of manipulation in mass communication .	
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<p><b>Learning Outcomes . Intended Learning Outcomes upon successful completion of Module :</b></p> <p>Knowledge of basic concepts in the field of manipulative and informational technologies, history of use of manipulative technologies in the world; to identify the types and methods of information influence, to identify attempts at manipulation in the media, and to look for ways to avoid the effects of manipulation .</p>	<p><b>Indicative Deliverables :</b></p> <p>To analyze the process of communication in terms of the possible use of manipulative technologies, to recognize manipulation in mass communication and to counteract manipulation; ability to use the acquired knowledge in teaching media literacy.</p>
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<b>Assessment and feedback</b>
Formative Assessments . Please refer to the detailed project schedule for key dates and deliverables.
<p>Studenty perform such molding exercise:</p> <p>F1. Analyzing media news about manipulation attempts .</p> <p>F2. Analysis of the possible influence of cognitive biases on the distortion of the perception of information .</p> <p>F3. Preparation of presentations by students on various aspects and manifestations of manipulation.</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>C1. Tests to test knowledge of theoretical concepts (3 0%) .</p> <p>C2. Presentations on various aspects and manifestations of manipulation (30%) .</p> <p>C3. Analysis of media product containing signs of manipulation (4 0%) .</p>

<b>Learning resources</b>
<p><i>Key texts :</i></p> <p>Petrik VM, Prisyajnyuk MM, Kompantseva LF Suggestive technologies of manipulative influence. - K., 2011</p> <p>Thirty-six stratagems . - M., 2000</p> <p>Voevodin A.I. Strategies are strategies of war, manipulation, deception. - M., 1998</p> <p>Machiavelli N. "The Lord "</p> <p>Gracian B. "The Science of Reason"</p> <p>Garifullin R. Bluff Encyclopedia. Manipulation psychology and psychotherapy. - 1995</p> <p>Grachev GV, Melnik IK Manipulation of personality</p>

Howard M. We know what you need. How they affect your consciousness. - M., 2007
<p><i>Key web - based and electronic resources :</i></p> <ul style="list-style-type: none"> <li>• <a href="https://dyskurs.info">https://dyskurs.info</a> is a specially designed lecturer platform for training students of the journalism department of UzhNU.</li> <li>• <a href="http://osvita.mediasapiens.ua/">http://osvita.mediasapiens.ua/</a> - with the site "Media Literacy".</li> </ul>

<b>Your faculty or university:</b>					
Department of Journalism, Uzhhorod National University					
<b>Study Programme:</b> Media Communication					
<b>Module Code</b>	SC5	<b>Level</b>	8 (Master, MSc)	<b>Module Title</b>	Social Management Theory
<b>Credits ECTS</b>	3,5	<b>Year</b>	1	<b>Weeks</b>	1 semester (17 weeks)
<b>Main campus location</b>				Educational and laboratory building of Uzhgorod National University	

<b>Commence</b>	September 2020	<b>Briefing</b>	September 2020
<b>Module Lead/s</b>	Volodymyr Tarasiuk	<b>Lecturers</b>	Volodymyr Tarasiuk
<b>Pre-requisite or co-requisite</b>		Theory and Practice of Journalism Basics of the Scientific Research Actual Problems of Ukrainian Opinion Journalism	

<b>Class Contact Time</b>	42 hours: I semester – 42 hours.
<b>Independent study time</b>	63 hours: I semester – 63 hours.

<b>Description of the module:</b>	
The module «Social Management Theory» is designed for 1 semester of study in 1 course of masters and is intended to give students knowledge about social management, basic stages of development of managerial thought and practice.	
<b>Module Aims</b>	
<b>What You Will LEARN?</b>	<b>What and How will You DO? Teaching and learning activities</b>

The module is designed to help students master the basic terminology of the subject and facilitate orientation in a variety of management theories, understanding of social management processes taking into account the various forms, methods and mechanisms of social management.	Case studies, topic discussions, reports, research (essay). Recommended literature is offered (textbooks, manuals, monographs, directories, dictionaries).
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<p><b>Learning Outcomes</b></p> <p><b>Intended Learning Outcomes upon successful completion of Module</b></p> <p>The module aims to give students an understanding of the basics of social management, the main stages of developing managerial thought and practice.</p>	<p><b>Indicative Deliverables:</b></p> <p>Students should be familiar with the basic concepts of the subject, current and historical views on social management, distinguish between social management and other types of management activities.</p>
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<b>Assessment and feedback</b>
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. Analysis of the Pralinist theories. F2. Comparative analysis of Aravalin theories of the past and present. F3. Identification of current problems of social management at the present stage. F4. Find ways to address social governance issues. F5. Preparation and writing of materials on problems of social management.
Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.
Final evaluation of the module is formed from: C1. Participation in practical classes with the presentation of specific tasks: 50%. C2. Tests to test students' knowledge of major issues related to social governance: 30%. C3. Creation of own scientific essay: 20%.

<b>Learning resources</b>
<p><i>Key texts:</i></p> <p>Arkhipova N.I., Kulba V.V. Management in emergency situations. M., 1998.</p> <p>Gourne B. Public administration. K., 1993.</p> <p>Zabelin P.V., Moiseeva N.K. Fundamentals of strategic management: Textbook. allowance. M., 1998.</p> <p>Karlof B., Sederberg S. Challenging Leaders. M., 1996.</p> <p>Slepenkov I.M., Averin Y. P. Fundamentals of the theory of social management. M., 1990.</p> <p>Social Management: Lecture Course. M., 2000.</p>

Shchekin GV Social Management Theory: A Monograph. K., 1996.  
 Theory of Internal Affairs Management: Textbook. URL:  
[http://www.pravo.vuzlib.net/book\\_z1136\\_page\\_16.html](http://www.pravo.vuzlib.net/book_z1136_page_16.html).

*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

<b>Your faculty or university:</b> Department of Journalism, Uzhhorod National University					
<b>Study Programme:</b> Media Communication					
<b>Module Code</b>	SC6	<b>Level</b>	8 (MSc)	<b>Module Title</b>	Popular Science Journalism
<b>Credits ECTS</b>	4,5	<b>Year</b>	1	<b>Weeks</b>	2 <sup>nd</sup> semester, 13 weeks
<b>Main campus location</b>				UzhNU Educational and Laboratory Building	

<b>Commence</b>	March 2021	<b>Briefing</b>	March 2021
<b>Module Lead/s</b>	Yaroslava Shebeshtian	<b>Lecturers</b>	Yaroslava Shebeshtian
<b>Pre-requisite or co-requisite</b>		Theory and Practice of Journalism Mediastylistics Medialinguistics Mediatext Studies Media Professionals` Speech Culture Ukrainian Journalism Science Academic Speech Fundamentals of Scientific Research in Mass Communication Analytical Journalism The Philosophy of Mass Communication	

<b>Class contact time</b>	54 hours: 5 hours a week
<b>Independent study time</b>	81 hours

### Description of the module

The module "Popular Science Journalism" is designed for 2 semester (13 weeks) of study and provides students with in-depth mastery of the specifics of scientific search work and the features of its results for the general public in the media. The course includes an overview of the main features of popular science resources as part of the scientific and journalistic functional styles of modern Ukrainian literary language, detailed information on the features of coverage of scientific issues in various types of media; basic ways and lingual-paralingual tools for interpreting scientific issues in relation to the needs of society. The main topics of the module are covered in lectures and laboratory-practical forms.

### Module Aims

<b>What You Will LEARN?</b>	<b>What You DO? Teaching and learning activities?</b>
Students study in depth the specifics of popular science speech, ways and means of presenting scientific information to the general public; master the lingual-paralingual resources of interpretation of scientific problems; learn to independently identify the scientific problems relevant to the target audience, popularly interpret them, choose the most appropriate form of their publication.	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 meaningful material in the laboratory and practical form, analysis of modern popular science works in various media, determination of their own scientific priorities and independent development of scientific problems for the target audience. Methods of empirical verification, critical evaluation and assimilation of theoretical information are students' work on individual tasks (search for relevant scientific ideas, definition of basic aspects, selection of styles, preparation of popular science text) and collective creative projects (for example, work on holistic scientific and popular editions, etc.).

<b>Learning Outcomes. Intended Learning Outcomes upon successful completion of Module</b> Mastering the basic means of modern scientific-popular speech, in-depth understanding of the manifestation of various components of scientific work in the processing of problems and phenomena for the general public.	<b>Indicative Deliverables:</b> Ability to independently choose an idea, a problem for popular science development, comprehensively implement it, to prepare harmonious in terms of components of the text. The skills of selection and critical analysis of factual and theoretical bases, determination of the basic aspects of a problem, it is popular
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<p>Adequate application of principles, methods of scientific activity, taking into account the specificity of non-professional audience and popularization of scientific achievements. Ability to think critically, identify the issues needed to cover the issue, effectively utilize academic and nonfiction styles. Preparation holistic popular science journalism work.</p>	<p>to interpret scientific information. Ability at high level to use the means of academic and journalistic speech, to harmonize them in a media environment.</p> <p>Critical analytical thinking skills; individual and team work.</p>
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<b>Assessment and feedback</b>
<p>Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.</p>
<p>To deepen the knowledge of various aspects of popular science journalism students do the following formative exercises:</p> <p>F1. To analyze popular works of different types, to compare ways of presenting scientific information.</p> <p>F2. Evaluate the empirical and theoretical material involved in popular science text; to find out the adequacy, the reasoning, the conformity with the cultural principles.</p> <p>F3. Offer ideas and scientific information worth promoting.</p> <p>F4. To select material from scientific sources, to process it.</p> <p>F5. Prepare text in a popular science 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> <p>C1. Tests on students' style of academic and journalistic lingual resources, understanding of ways of providing scientific information to the general public by journalists: 20%.</p> <p>C2. Scientific essay on the state of contemporary Ukrainian popular science journalism: 30%.</p> <p>C3. Prepare and present your own popular scientific work: 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>

<b>Learning resources</b>
<p><i>Key texts:</i></p> <p>Filosofiiia [Philosophy] / L. V. Huberskyi, I. F. Nadolnyi ta in.; za red. I. F. Nadolnoho (2006), Vikar, Kyiv [in Ukrainian].</p> <p>Ponomariv, O. D. (2000), Stylistyka suchasnoi ukrainskoi movy [Stylistics of modern Ukrainian language], Bohdan, Ternopil [in Ukrainian].</p> <p>Rizun, V. V., Skotnykova, T. V. (2008), Metody naukovykh doslidzhen u zhurnalistykoznavstvi [Methods of scientific research in journalism], Presa Ukrainy, Kyiv [in Ukrainian].</p>

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

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

<b>Your faculty or university:</b>					
Department of Journalism, Uzhhorod National University					
<b>Study Programme:</b> Media Communication					
<b>Module Code</b>	SC6	<b>Level</b>	8 (MSc)	<b>Module Title</b>	Analytical Journalism
<b>Credits ECTS</b>	4,5	<b>Year</b>	1	<b>Weeks</b>	2nd semester, 13 weeks
<b>Main campus location</b>				UzhNU Educational and Laboratory Building	

<b>Commence</b>	March 2021	<b>Briefing</b>	March 2021
<b>Module Lead/s</b>	Yaroslava Shebeshtian	<b>Lecturers</b>	Yaroslava Shebeshtian
<b>Pre-requisite or co-requisite</b>		Theory and Practice of Journalism Mediastylistics Medialinguistics Mediatext studies Media Professionals` Speech Culture Ukrainian Journalism Science Academic Speech Fundamentals of Scientific Research in Mass Communication The Philosophy of Mass Communication	

<b>Class Contact Time</b>	54 hours
<b>Independent study time</b>	81 hours

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**Description of the module**

The module "Analytical Journalism" is designed for 2 semester (13 weeks) of study, is based on the acquired knowledge of the modern theory of cognition, the principles of journalism and academic broadcasting, and provides in-depth study of the specifics of analytical work and its peculiarities for the development of information. The course includes an overview of the main components of the analytical activity of a media specialist, methods of selection and comprehension of the subject of analysis, forms of publicizing the results. The main topics of the module are covered in lectures and laboratory-practical forms.

**Module Aims**

<b>What You Will LEARN?</b>	<b>What You DO? Teaching and learning activities?</b>
Students study the specifics of the journalist's analytical work, methods and means of realization of search activity, develop critical thinking, improve their analytical skills; learn to find adequate forms of publicizing the results of their own analytical work.	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 meaningful material in laboratory and practical form, elaboration of modern analytical media, identification of the best samples, independent search of the object of analysis. Methods of empirical verification, critical evaluation and assimilation of theoretical information are students' work on the fulfillment of individual tasks (selection of subject matter, search for factual material and methods of its processing, definition of major aspects, preparation of analytical journalistic text) and collective creative projects (for example, working on a holistic analytical publication, etc.).

<b>Learning Outcomes. Intended Learning Outcomes upon successful completion of Module:</b> Mastering the basic principles, means, forms of modern analytical journalism, in-depth understanding of the manifestation of the principles of epistemology in search	<b>Indicative Deliverables:</b> Ability to independently choose an idea, a problem for analysis. Complexly on the basis of epistemological principles to study socially significant phenomena and processes, to prepare analytical text.
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journalistic activity. Formation of value landmarks for adequate assessment of different phenomena and processes. Ability to think critically, identify and outline the phenomena and problems necessary for the analysis, prepare analytical media texts.	Analytical skills, ability to look at phenomena in many aspects, to find the causes of their occurrence, to relate to other phenomena and circumstances, to predict development. Ability to synthesize analysis results and submit them in appropriate journalistic form. Critical analytical thinking skills; individual and team work.
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<b>Assessment and feedback</b>
Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.
To deepen the knowledge of various aspects of analytical journalism students do the following formative exercises: F1. Analyze modern analytical works of different types, compare ways of presenting information. F2. Suggest an idea, a problem, a phenomenon for analytical study. F3. To select and organize material for analytical media formation. F4. Prepare a detailed plan for your own text.
Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.
Final evaluation of the module is formed from: C1. The written substantiation of the idea and the main aspects of its own analytical media text: 20%. C2. Scientific essay on current trends in Ukrainian analytical journalism: 30%. C3. Prepare and publish analytical media text (article / review / inspection, etc.): 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.

<b>Learning resources</b>
<i>Key texts:</i> Filosofiiia [Philosophy] / L. V. Huberskyi, I. F. Nadolnyi ta in.; za red. I. F. Nadolnoho (2006), Vikar, Kyiv [in Ukrainian]. Rizun, V. V. (2008), Teoriia masovoi komunikatsii [Theory of mass communication], Prosvita, 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), Hostrymo pero. Osnovy zhurnalistykoznavchykh rozvidok [A sharp pen. Fundamentals of Journalistic Intelligence], Karpaty, Uzhhorod [in Ukrainian].

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

Zdoroveha, V. Y. (2004), Teoriia i metodyka zhurnalistykozhivchosti [The theory and methodology of journalistic creativity], PAIS, Lviv [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.

## 6. Summary Description of Programme-level Quality Assurance procedures

*Consultancy.* Teachers of the department carry out systematic consulting of the undergraduates according to the schedule or if necessary to provide pedagogically appropriate assistance in solving complex questions on educational modules or certain aspects of their practical application, planning and checking the results of scientific work, discussing tasks for independent study.

Before the internship, the instructors carry out coaching - consultations on the content, tasks, expected results and effective means of their achievement, preparation of the report. Practice managers also individually advise each undergraduate, providing methodological assistance in the preparation and conduct of specialty classes, organization of work with the student team.

Throughout the curriculum, the heads of the qualification master's projects work closely with the students, assist in the development of the concept of scientific research, the definition of the purpose and main tasks, theoretical and empirical sources; discuss the stages of its implementation and ways of implementation.

To improve the education of undergraduates, we organize special trainings, round tables, in particular, with the participation of representatives of the Commission on Journalistic Ethics - Andriy Kulikov, Tatiana Lebedeva, Oleksiy Pogorelov, Svetlana Ostap and Ukrainian media specialists - Tatiana Kuznetelya, Odesa, Vazletenets, Odessa Tkachenko (Sumy), Natalia Gabor (Lviv). We invite representatives of the local community of journalists (Tatiana Vashargeli, Miroslava Dzhumurat, Mykhailo Nosa, etc.) to a meeting of the journalism department to discuss the modern needs of the media market and improve the professional skills of graduates. The direct connection with the Transcarpathian media will facilitate 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 of UzhNU: at the beginning of studying each of the modules, the student audience is introduced to 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, to deepen the knowledge of different aspects of the subject of study, students perform the following formative exercises: create different types of journalistic texts to adapt information to different types of media, analyze the target audience and its needs; prepare and publish their own scientific production on the problems of the study of the theory and practice of Ukrainian journalism, speak at conferences (scientific and practical seminars) with their own reports on topical scientific topics; prepare individual prospectuses for master's work, solve complex issues in a multidisciplinary context; independently propose original research ideas, give reasoned opinions about them; critically perceive, analytically craft their own and others' media products.

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 mainly by tests on the basic concepts of the module, understanding of the manifestation of its core phenomena in journalism: 20%; writing a scientific essay on contemporary problems of research of the latest media and the latest media technologies: 30%; preparation and presentation of individual / collective creative project: 50%. The student must earn at least 60% / points for the module enrollment.

#### 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

After completing the second-level higher education curriculum, full-time undergraduates, in the presence of an examination board led by an independent expert, publicly defend their master's qualifications in the history, theory and practice of social communications. Preparation

for the defense of the master's project is carried out during the studies. According to the calendar stages, the student must submit the project in parts for review to the supervisor. And within the deadline set by the deadline to submit to the Department of Journalism for registration completed the master's project together with an individual plan, abstract, external review and feedback of the supervisor.

*Improvement of the program.* Teachers of the journalism department of UzhNU are constantly working on improving the master's program: adjust the content of the disciplines, introduce new selective modules according to the modern needs of journalism and media market, offer current topics of master's research. At the laboratory and practical classes, undergraduates understand the current trends in the development of journalism in Ukraine and the world in general, provide a reasoned critical review of audiovisual and print information, analytical processing of media messages, recognition of their hyperbolized features, work in groups to receive information mass communications, create copyright and collective creative projects that allow you to test the assimilation of theoretical knowledge.

Positive updating of the program is facilitated by the close cooperation of the teachers of the department with Transcarpathian media, employers, as well as involvement in discussions of the student community. In order to improve the quality of the modules, a final discussion with the undergraduates of 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, Universitetskaya St.), where the scientific library, classrooms, editorial offices of the student newspaper «Poglyad» are located, online resources «Media Vista», «Site of the journalism department of UzhNU» . There is also a television and radio center, which operates a training and creative laboratory for the production of audio and audiovisual product at the studio-installation complex. All this helps to prepare undergraduates for work in the media and scientific fields, including higher education and educational institutions.