

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS

Approved by
Head of the admissions committee of Simon Kuznets
Kharkiv National University of Economics



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EXAMINATION PROGRAM

The educational degree of “MASTER”
Specialty 061 “Journalism”

Master's Degree
Educational and professional program – Media Communications

Kharkiv
2023

Introduction

A professional examination (in the form of tests) is a comprehensive exam within the industry standard of higher education of Ukraine for the preparation of bachelors in the field of knowledge 06 "Journalism".

The entrance exam in the specialty in the form of a test for applicants of the educational degree "Bachelor" is held according to the schedule of the admission committee. Applicants who have submitted an application and other documents necessary for admission to the admissions committee are allowed to take the entrance exam.

The entrance exam for entrants is designed for everyone who wants to learn how to work with media technologies and research them. It is conducted in a test form, test tasks of varying difficulty levels. The task of the professional test is designed to identify the knowledge, skills, and competencies that a bachelor's degree holder in the speciality 061 "Media Communications" possesses (Table 1).

Table 1

The main competencies that a bachelor's degree holder in the speciality 061 "Media Communications" should possess

Type of competence	Professional competencies
1	2
General competences	GC1. Use media terminology in professional activities
	GC2. Ability to navigate in the media sphere
	GC3. Possess basic competencies in management and marketing
	GC4. Use regulations and scientific literature on media communications
	GC5. Possess the skills of independent acquisition of knowledge about media communications
	GC6. Knowledge the basics of law in the field of media, advertising, intellectual property
	GC7. Have basic skills in creating media products and using modern

	information and communication technologies (text, photo, video, audio, graphics)
	GC8. Communication skills and initiative
Special (professional, subject) competences	SC1. Possess methods of objective assessment and analysis of social and humanitarian processes
	SC2. Possess the general scientific methodology and logic of the process of cognition
	SC3. Apply creative thinking and creative approach to solving new problems and situations
	SC4. Collect, process, analyze, systematize, summarize information
	SC5. Analyze the results of sociological and marketing research
	SC6. Identify sources of information, analyze them to ensure the reliability and reliability of information
	SC7. Ability to present their own developments and ideas

CONTENT OF PROFESSIONAL ENTRANCE EXAMS

1. Conceptual apparatus: media, media, journalism, media communications, media product, business communications, social communications, advertising, PR, information campaign.
2. The language of media discourse.
3. Media literacy as a factor of information security.
4. Journalism without hate speech.
5. Description and grouping of facts and phenomena in the text.
6. Types of mass media discourse: journalistic discourse, advertising discourse, PR discourse.
7. Headline in journalistic materials.
8. Compliance with journalistic standards.
9. Journalistic ethics.
10. Freedom of speech as the basis of journalistic activity.
11. Journalism as a social institution.

12. Informatization of modern social relations.
13. Collection, analysis and verification of information.
14. Business Communications: The Basis of Successful Interaction.
15. Development, promotion, analysis of media product characteristics: audio, video, graphics, text, photo.

RECOMMENDED READING

"Fourth Estate – Core Journalism Principles, Standards and Practices". Fourth Estate Public Benefit Corporation. Archived from the original on 25 March 2019. Retrieved 2 December 2016.

Harcup, Tony (2009), Journalism: Principles and Practice, Thousand Oaks, Calif. : Sage Publications, 244 P.

Іванов В. Основні теорії масової комунікації і журналістики: Навчальний посібник / За науковою редакцією В. В. Різуна — К.: Центр Вільної Преси, 2010. — 258 с. Режим доступу:

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Кецмур Б. Специфіка журналістського розслідування у друкованих ЗМІ. Вісник Львівського університету. Серія Журналістика. 2016. Випуск 41. С. 55–60 Visnyk of the Lviv University. Series Journalism. Issue 41. P. 55–60. Режим доступу: <http://narlik.lviv.ua/media/111cert4/7373-14458-1-pb.pdf>

Larsen, A. G., & Figenschou, T. U. (2019). Metajournalism and Media Critique: Responses to “Extremist Voices” in the Digitalized News Landscape. International Journal of Communication, 13, 5463–5482.

Machin, D. & Mayr, A. (2012). How to do critical discourse analysis: A multimodal introduction. London: Sage Publications

Медіаосвіта та медіаграмотність: підручник / Ред.-упор. В. Ф. Іванов, О. В. Волошенюк; За науковою редакцією В. В. Різуна. — Київ: Центр вільної преси, 2012. — 352 с. Режим доступу: <https://www.aup.com.ua/uploads/momg.pdf>

Robinson, N., Gibbon, G., Speed, B., & Beckett, C. (2018). *The Power of Journalists*. House Publishing, London

Scammell, M.; Semetko, H. (11/22/2017). *The Media, Journalism, and Democracy* (1st ed.). London: Routledge. p. 482.

Head of the certification commission

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