

Social communications

**Viktor SHPAK,**

doctor of historical sciences, professor,
professor of the department of media production and publishing,
Borys Grinchenko Kyiv University,
ORCID ID: 0000-0002-7007-0683

Larisa MASIMOVA,

candidate of sciences in social communications,
head of the department of media production and publishing,
Borys Grinchenko Kyiv University,
ORCID ID: 0000-0002-0263-693X

PUBLISHING: CURRENT TRENDS OF TRAINING SPECIALISTS

Introduction. Publishing is a component of almost all socio-economic and political processes taking place in the country. It belongs to the fundamental, basic elements of social communications, however, its modern interpretation as a component of the field of knowledge 06 «Journalism» increasingly devalues its importance. The analysis of the available literature proves the insufficient level of scientific understanding of the professional training of publishing specialists. That is why the purpose of the study was to identify the positive experience of training personnel in the publishing industry. The existing improvements are taken as a basis for finding new approaches to teaching activity.

The Faculty of Journalism of Kyiv University named after Borys Grinchenko was chosen as the subject of the study. In carrying out the task of the research, an analysis of the modern approach to the formation of the goals and features of the educational program for bachelors in the publishing industry was carried out; teaching methods; the structure and content of the educational program, resource support for the implementation of the program; control measures for evaluating higher education and academic integrity applicants; ensuring the quality of the educational program; prospects for further development.

The methodological basis of the research is the main principles of scientific objectivity, the main methods of scientific knowledge, modern conceptual approaches to the study of the system of training publishing personnel.

Based on the results of the work carried out, the main priorities of the Faculty of journalists of KUBH were determined, which make the educational program unique and an example for other universities, in particular: educational program «Publishing and Editing» (EP «PaE» corresponds to the trends of the development of the specialty, is based on scientific and practical achievements of the field and innovative educational technologies, has clearly formulated goals, which correspond to the mission and strategy of the Higher Education Institution and meet the standard of the Higher Education Institution in the specialty 061 Journalism for the first (bachelor) level of the Higher Education Institution; a student-centered system of organizing the educational process was formed; the educational process has a practice-oriented character with the active involvement of employers and practitioners in educational (including foreign), field trips, work in Competence Centers, a large number of practice bases; training is built on a project basis; The faculty has a specialized scientific and pedagogical staff who undergo internships in Ukrainian and foreign higher education institutions; an important tool for round-the-clock provision of an effective learning process, especially during the quarantine period, is the created Electronic training course (ETC) on the Moodle platform; the availability of the appropriate material and technical base for providing EP enables the use of modern interactive teaching methods and modern information technologies in the educational process; the clarity and comprehensibility of the academic integrity policy provides conditions for the objective evaluation of the academic achievements of the winners; a system of career guidance and educational work has been created, in particular through the traditional holding of All-Ukrainian festivals: «Smart Blog» and «BookFashion», etc.; teaching individual educational components (EK) in English; motivating students to create their individual portfolios with various types of media products that may be of interest to potential employers.

Main part. The Law of Ukraine «On Publishing Business» in its latest version dated June 16, 2020, defines publishing business as «conducting or combining by business entities the following types of activities: publishing activity, production of publishing products, distribution of publishing products», and publishing is interpreted as « a work (document) that has undergone editorial and publishing processing, produced by printing, embossing or other means,

contains information intended for distribution and meets the requirements of regulatory and legal acts on issues of publishing design, polygraphic and technical execution». In our case, the key is the word «document» – something that cannot be done without when we are dealing with any social communications. In fact, the publishing business is present in the preparation of any document, and this is in fact all spheres of life. However, «reform» actions in the field of education led to the appearance of Resolution of the Cabinet of Ministers of Ukraine dated April 29, 2015 No. 266 «On approval of the list of fields of knowledge and specialties for which higher education applicants are trained» led to the removal of the specialty «Publishing and editing» from the list of fields of knowledge and specialties, which often give rise to a contemptuous attitude towards the processes of publishing preparation, in particular editing, proofreading, and the production of original publishing layouts. And this is happening at a time when we are observing a steady trend towards business interest in the publishing business (as of January 1, 2015, 5,677 publishing entities were entered into the State Register of Publishers, Manufacturers and Distributors of Publishing Products, as of November 1, 2018 there were already 7,075 of them, and as of May 5, 2022 – 7,964)¹. Thus, there is a certain gap between the needs of employers and the offer of educators.

Recently, especially after the Revolution of Dignity, the Ukrainian national book began to be revived, which needs new staff, devoid of Russian heritage. In addition, society has also changed, which now increasingly demands a professionally prepared, high-quality book. The same can be said about any other document, both in printed and electronic format.

The analysis that was carried out by members of the Subcommittee of the Scientific and methodical commission on Social Sciences and Journalism, headed by Professor, Doctor of Philology. of Sciences V.V. Rizun showed that well-known universities of the world's leading countries (in particular, in Great Britain: London City University; Edinburgh Napier University; Robert Gordon University, Aberdeen, etc.) actively contribute to the development of the training of publishing specialists.

And, for example, one of the oldest and most famous centers for training publishing personnel – Oxford Brookes University for 2022 has planned

¹ Узагальнені дані Державного реєстру видавців, виготовлювачів і розповсюджувачів видавничої продукції Держкомтелерадіо URL: <https://comin.gov.ua/news/uzagalneni-dani-derzhavnogo-reyestru-vidavciv-vigotovlyuvachiv-i-rozповсюджувачiv-vidavnichoji-produkciyi-stanom-na-05052022>

recruitment for the specialty: Digital Publishing; Publishing; Media, Journalism and Publishing; Publishing Media at all educational levels².

In Ukraine, everything happens exactly the opposite. According to the standard of higher education in the specialty 061 Journalism for the first (bachelor) level of higher education (Order of the Ministry of Education and Science of Ukraine dated 20.06.19 No. 864), «Publishing and editing» has been transferred on a level of an educational program³.

Analysis of the training of personnel in the publishing industry was carried out by domestic research scientists, in particular, O. V. Afonin, M. I. Senchenko, G. V. Horbenko, V. V. Rizun, V. I. Teremko, M. S. Tymoshyk, Yu. V. Bondar and others, focusing their efforts mainly on the study of certain aspects of the training of publishers. The existing developments can be taken as a basis for finding new approaches and solutions in a complex system analysis of all interdependent components of the training of specialists in the publishing field.

In 2020, Grinchenko University confirmed its leadership position in the cohort of the most popular higher education institutions of Ukraine by the choice of entrants and significantly improved its indicators in international and all-Ukrainian rankings⁴.

In the ranking of higher education institutions by the number of submitted applications for specialty 061 «Journalism», Kyiv University named after Boris Grinchenko is ranked first in Ukraine for the second year in a row⁵. These two criteria determined the choice of the research subject.

The first thing that catches the eye is that the educational and professional program «Publishing and Editing» adopted at the University is not stable: from accreditation to accreditation, but is constantly changing, responding to existing social needs. Since 2015, the EP has been improved in 2017, 2020 and received a new edition in 2021, i.e. 4 times in 5 years. This approach enables the program not only to meet modern times, but also to promptly respond to all stakeholder requests.

2 Oxford Brookes University URL: https://search.brookes.ac.uk/s/search.html?collection=oxford-brookes-course-finder&profile=_default&query=Publishing

3 Наказ Міністерство освіти І науки України «Про затвердження стандарту вищої освіти за спеціальністю 061 «Журналістика» для першого (бакалаврського) рівня вищої освіти» № 864 від 20 червня 2019 року. URL: <http://ru.osvita.ua/doc/files/news/650/65033/5d19f7c2a7f85590969913.pdf>

4 Звіт за 2020 рік ректора Київського університету імені Бориса Грінченка доктора філософських наук, професора дійсного члена (академіка) НАПН України Огнев'юка Віктора Олександровича. URL: https://kubg.edu.ua/images/stories/Departaments/rektorat/zvity_2020/zvit-rektora-2020.pdf

5 Звіт за 2020 рік директора Інституту журналістики Київського університету імені Бориса Грінченка кандидата педагогічних наук, доцента Горбенко Галини Василівни. URL: https://ij.kubg.edu.ua/images/phocagallery/Podii2021/ZvitIJ_2020.pdf

The 2017 program is defined as the basic one⁶, it was adopted in connection with the adoption of the New Educational Strategy at the University and was based on practice-oriented training according to the innovative scheme of the educational process «audience – competence centers – practice bases». The practical component of training has significantly increased – now it amounts to 34.5 credits (19.7 %). Practice in the leading publishing houses and publishing organizations, mass media of Kyiv is carried out in the II and III years and is a significant part of the educational process of the IV year students. Systematic, consistent and comprehensive orientation to the targeted formation of professional competences from the educational components of the subject area on a project basis began to be carried out in the Competence Centers: information and analytical, multimedia technologies, training and production workshops of the faculty of Journalism, competence centers of other institutes and faculties of the university. The content and structure of the training of applicants for the EP «PaE» was improved, in particular, already from the 1st year, educational components are taught, which form not only general, but also professional competences of future specialists in the field of knowledge «Journalism». Practitioners are more actively involved in the educational process.

The new edition of the educational and professional program «Publishing and Editing»⁷ was developed on the basis of the Law of Ukraine «On Higher Education» and the Standard of Higher Education of the first (bachelor) level of higher education in the specialty 061 Journalism and is conditioned by rapid technical and technological changes and trends in the development of the industry, taking into account the received experience of conducting practical training of applicants during the 2017–2018, 2018–2019, 2019–2020, 2020–2021 academic years.

To the working group on program preparation received feedback from teachers, heads of practice bases and employers with a number of wishes regarding the optimization of certain components of the educational and professional program, the need for which was confirmed by the analysis of professional scientific publications, consultations with leading specialists in the field, and analysis of the requests of graduates.

6 Освітньо-професійна програма 061.00.03 Видавнича справа та редагування першого (бакалаврського) рівня вищої освіти КУБГ. URL: https://kubg.edu.ua/images/stories/Departaments/vstupnikam/ij/2019/opp_vsr_bak.pdf

7 Освітньо-професійна програма 061.00.03 Видавнича справа та редагування першого (бакалаврського) рівня вищої освіти КУБГ (нова редакція) URL: https://kubg.edu.ua/images/stories/Departaments/vstupnikam/ij/2021/vsr_opp_2021.pdf

At the request of graduates and employers, the modules «Technical editing» and «Publishing standards» were added to the curriculum in the discipline «Fundamentals of publishing and editing» (deepening of competencies regarding the ability to create a media product). For the formation of general competence, the module «Civil society and the rights of a citizen of Ukraine» was introduced to the educational component «Ukrainian studies». The curriculum includes the course «Fundamentals of research» (building skills for the preparation of scientific and other research projects) and the module «Build-editing» in the discipline «Editing in social media», which would enable applicants to deepen their skills in working with visual content and editing. The recommendations of experts and reviewers to avoid blocks in the selective part of the curriculum are also taken into account, in order to provide applicants with the opportunity to freely choose an educational trajectory. At the request of students and practitioners to study a course on the modern literary process, the course «Theory and Practice of Bestseller», additional educational components on editing and web design were introduced. The wishes regarding the distribution of practice in the III and IV courses are taken into account.

In accordance with the Standard of Higher Education in the specialty 061 Journalism for the first (bachelor) level of higher education, clarifications (in wordings, editorial corrections, etc.) were made in the following sections: general information about the educational program, list of graduate competencies (clarification taking into account the specifics of the program), program learning outcomes (in terms of summarizing individual provisions).

The proposed changes are aimed at improving professional competences in accordance with modern needs, namely:

- redistribution of the number of credits between different substantive components;
- specification of control forms;
- bringing the names of individual educational components in line with the modern content of each discipline.

The goal, characteristics of the educational program, teaching and evaluation methods, program competencies and program learning outcomes were not subject to review. The purpose of the EP is the formation of the graduate's

ability to solve complex specialized tasks and practical problems in the field of social communications, which involves the application of provisions and methods of social communication and other sciences and is characterized by the uncertainty of conditions⁸.

Based on the set goal, learning goals are defined. EP «PaE» is focused on high-quality training of personnel for the media and publishing spheres, namely professionals of the new formation who are aware of the social significance of their profession, act on the principles of intellectual freedom and diversity, tolerance and people-centeredness, in compliance with the principles of free access to information, capable of innovations.

The goals EP «PaE» fully correspond to the mission of the university: to serve a person, community and society; its vision: the University is a leader with a high corporate culture, innovative education, advanced science and constant striving for excellence⁹. The program is aligned with the basic principles of the «Strategies (programs) of the development of the Borys Grinchenko Kyiv University for 2018–2022» and the values of the University¹⁰.

The strategy for the development of institution of higher education defines priorities, in particular:

- student-centeredness;
- provision of conditions for successful mastery of EP, combination of study, work, healthy lifestyle and cultural leisure;
- provision of conditions for the development of student science;
- approximation of the educational process to the needs of the labor market within the framework of the implementation of the New Educational Strategy of the University, further involvement of employers in the implementation and evaluation of the EP and the learning outcomes of the students;
- promoting the employment of graduates and maintaining constant contact with them.

It is important that the interests and suggestions of higher education applicants and program graduates, employers, the academic community and other interested parties (stakeholders) were taken into account during the formulation of the goals and programmatic results of EP training.

8 Освітньо-професійна програма 061.00.03 Видавнича справа та редагування першого (бакалаврського) рівня вищої освіти КУБГ (нова редакція) URL: https://kubg.edu.ua/images/stories/Departaments/vstupnikam/ij/2021/vsr_opp_2021.pdf

9 Місія, візія, та цінності КУБГ. URL: <https://kubg.edu.ua/prouniversitet/vizytivka/viziiia-misiia-i-tsinnosti.html>

10 Стратегії (програми) розвитку Київського університету імені Бориса Грінченка на 2018–2022 роки. URL: https://kubg.edu.ua/images/stories/Departaments/documents/bgku_development_strategy_2018-2022.pdf

Feedback regarding the implementation of the EP is systematic: meetings of the applicants with the guarantor and the scientific and pedagogical staff of the graduation department are held; applicants have the opportunity to evaluate both the quality of teaching according to EP (anonymous questionnaire «Teacher through the eyes of students», other surveys), and by separate educational components (this possibility is provided in the system of Electronic training courses), etc. It is traditional to hold an annual round table with the participation of all stakeholders, where the EP is analyzed and future steps are discussed. The Department has created a Club of Graduates page, where graduates have the opportunity to take a survey and express their views on the EP. Publishers-practitioners are involved in the final certification of students. The employers' council works, the heads of practice bases participate in reporting conferences.

The program involves the use of such methods, techniques and technologies as: applied social and communication technologies; methods and techniques of collecting, processing and distributing information, media planning, professional norms and standards and other special methods used in the field of social communications, in particular: methods of editorial analysis for processing texts of various target and readership purposes; technologies of publishing activity, technologies of manufacturing and marketing of publishing products, methodology of economic substantiation of the feasibility of a publishing product.

When formulating the goals and planned learning outcomes of the EP, the experience of the EP «Publishing Business» of Belmont University from the USA was taken into account.¹¹ A requirement for the ability to apply knowledge of media law in professional activities has been added to the planned learning outcomes. The result of the analysis of EP «Editing» of Yangelon University from Poland was the formulation of such planned learning outcomes as the ability to learn fundamental knowledge of the stylistics of the Ukrainian language¹². Taking into account the experience of the EP «Publishing business and media communications» of the Ukrainian Academy of Printing¹³ the planned learning outcomes was clarified regarding the application of knowledge from the field of social communications

11 Бельмонтський університет (США). URL: <https://cutt.ly/wxkHsI2>

12 Янгелонський університет (Польща). URL: <https://cutt.ly/ZxkHE71>

13 Українська академія друкарства. URL: <https://cutt.ly/nxkHHe7>

in one's professional activity and the ability to control the quality of text and multimedia content. Interesting experience of EP «PaE» NPU named after M. P. Drahomanov¹⁴ contributed to the formulation of the planned learning outcomes regarding the need to demonstrate respect for diversity and multiculturalism. Recommendations are also taken into account: Department of Mass Communication of the PO «National Academy of Sciences of Higher Education of Ukraine», teachers of Taras Shevchenko Kyiv University. Cooperation with public organizations is fruitful: the Ukrainian Association of Publishers and Book Distributors, National Union of Journalists, the Confederation of Journalistic Organizations of Ukraine, the Commonwealth of Information Publishing Workers of Ukraine, the Union of Book Artists, etc.

This approach to the development of the program makes it possible to accumulate the best assets of the educational and scientific community.

However, the existing educational program is unique. The special feature of EP is the implementation of the concept of student-centered learning:

- active interaction of applicants, employers and the academic community;
- practical-oriented vector of professional training: availability of competence centers and modern practice bases (the practical component of the EP counts 34.5 credits (19.7 %));
- availability of a powerful scientific and pedagogical staff, among which 70 % are practitioners;
- the formation of professional competencies of the applicant is based on project and interactive learning technologies (implementation of interdisciplinary socially significant projects);
- formation of soft skills relevant for employment in the field of journalism (creativity, teamwork, foreign language competence, etc.);
- prepares applicants to continue their studies at the master's programs: «Publishing» and «Content production of digital media projects». From 2022 – in the postgraduate program of the faculty.

Distinctive features of EP are that it not only takes into account the specifics of the subject area of journalism, but also the requests of stakeholders. The described correspondence between the structural elements of the subject area according to the Standard of Higher Education and the educational

14 НПУ ім. М. П. Драгоманова. URL: <https://cutt.ly/NxkH1Qp>

components of the EP proves that the content of the EP corresponds to the subject area of specialty 061 «Journalism».

Scientific and pedagogical staff constantly monitors modern trends in the development of the publishing industry, undergoes internships in institutions of higher education and in production. The results of the acquired knowledge and innovations are implemented in the educational process. For example, in the context of the implementation of the National Strategy for the Development of Inclusive Education for 2020-2030, inclusive topics were included in the educational process.

Systematic monitoring of the state of the labor market is carried out thanks to constant contacts of the scientific and pedagogical staff of the department with employers and other interested parties, scientific understanding of modern trends in the development of the industry (scientific publications, reports on the results of internships, scientific and practical conferences, round tables, etc.). The analysis of vacancies that appear on the market and the level of remuneration confirmed the need for future specialists to be fluent in English and the need to create a portfolio of English-language publications of students. Associate professor of the department O. Kharchenko created the section «Fiction/Opinion column» on the pages of the socio-political online publication «Grinchenko-inform», where students have the opportunity to publish their own journalistic messages in English.

The regional context of the OP is determined, first of all, by the affiliation of Grinchenko University to the communal property of the territorial community of the city of Kyiv. This aspect is taken into account in the subject of practical and bachelor theses, where the media institutions of Kyiv and their products are the objects of research. The faculty of Journalism is a partner of the Kyiv City State Administration (KCSA) in building a public dialogue, introducing European practices of public communication, and implementing the priorities of the capital's development (the activity was recognized by the KCSA certificate). Thus, the department of public communications of the KCSA supported the project of the students of the EP «Kyiv – World Book Capital». The informational and educational campaign on promoting reading and obtaining Kyiv the UNESCO status «World Capital of Books – 2022» (Comprehensive city target program «Capital culture 2019–2021») is being implemented with the participation of EP students under the leadership of associate professor of the department O. A. Osmolovska.

The revision of the EP made it possible to bring the planned learning outcomes into compliance with the requirements of the Standard.

The formation of the individual educational trajectory of students of higher education takes into account the abilities of the student of education, his interests, needs, motivation, opportunities and experience and is regulated by: the University Development Strategy (program) for 2018-2022¹⁵; Clause 7.2 of the Regulation on the Organization of the Educational Process¹⁶; Regulations on the procedure and conditions for the selection of educational disciplines¹⁷; Regulations on the procedure for implementing the right to academic mobility of participants in the educational process¹⁸.

According to them, applicants have the right to:

- selection of educational components from the proposed list in the amount of at least 25 % of the total number of European credit transfer and accumulation system (ECTAS) credits provided for in the EP;
- training according to an individual schedule;
- academic mobility, including international mobility;
- the possibility of crediting credits received in non-formal education;
- possibility to offer bases for practice;
- the possibility to offer own topics of projects from practice-oriented disciplines and topics of bachelor's projects.

The provision of qualified consultations on the formation of an individual educational trajectory and its implementation is entrusted to the guarantors of educational programs, heads of graduate departments, deputy heads of structural units.

The implementation of individual educational trajectories is recorded in the individual study plans of the applicants.

The procedure for choosing academic disciplines is implemented at Grinchenko University in accordance with the Regulations on the Procedure and Conditions for Choosing Academic Disciplines by University Students¹⁹.

EP students can choose disciplines from the selective part – 60 credits.

15 Стратегія (програми) розвитку Київського університету імені Бориса Грінченка на 2018–2022 роки. URL: https://kubg.edu.ua/images/stories/Departaments/documents/bgku_development_strategy_2018-2022.pdf

16 Положенням про організацію освітнього процесу КУБГ. URL: <https://tinyurl.com/kubg-ed-pro>

17 Положенням про порядок та умови здійснення вибору навчальних дисциплін КУБГ. URL: <https://cutt.ly/5jxgCBP>

18 Положенням про порядок реалізації права на академічну мобільність учасників освітнього процесу КУБГ. URL: <https://tinyurl.com/kubg-mob-rul>

19 Положення про порядок та умови здійснення вибору навчальних дисциплін студентами Університету. URL: <https://tinyurl.com/kubg-select>

The catalog of optional disciplines is formed every year with an update of at least 30 %.

The list of optional disciplines is formed by working groups headed by deans of faculties in accordance with the order of the rector.

Selective academic disciplines determined by the working group are recommended by the academic council of the faculty. Scientific and pedagogical staff of the departments who are the authors of the selective disciplines included in the list, create their description in the «Course Catalog» tab in the electronic learning environment of the University. In accordance with the terms determined by the order of the University, students are informed about the order, terms and features of forming groups for the study of elective disciplines. The choice of a specialized block of disciplines is confirmed by a statement written by the student in the name of the dean of the faculty. The choice of disciplines from the approved list (course catalog) is carried out by the student in the electronic learning system.

All educational disciplines are provided with educational and methodical materials, remote electronic courses based on the Moodle system

A new model of practice was developed specifically for the implementation of a practice-oriented learning strategy, which allows you to acquire / deepen professional competences on modern bases of practice. The content of the practices involves the active participation of EP recipients in the process of making and promoting a media product in real production conditions. Reports on the implementation of the new practice model demonstrate its effectiveness. Practical training of applicants is also conducted at the Competence Centers of the faculty of Journalism and other structural units of the University. Work programs of individual educational components («Printing», «Publishing planning: business plan», etc.) provide for the possibility of conducting classes directly at the production site. In this way, the following publishing houses «Rodovid», «Smoloskip» were involved in the educational process at the EP; TV channel «1+1»; printing house «Wolf»; fair «Book Arsenal», etc.

Studying at EP allows applicants to acquire social skills in the process of studying EK, during internships, as a result of participation in public activities and social projects. In particular, the following forms and methods of learning contribute to the acquisition of social skills: work on joint media

projects, work in mini-editorial offices, press conferences, «brainstorming», business games, master classes, conducting self-control, the Hyde Park method, etc. Soft skills are also acquired during the implementation of social student projects, in particular: the annual All-Ukrainian festival of bloggers «Smart Blog», the annual All-Ukrainian festival of book trailers «Book Fashion», etc.

The methods of teaching and learning at EP allow to realize the principle of academic freedom, because their variability, taking into account the freedom of speech and creativity, the principle of tolerant attitude to alternative concepts and applied approaches are provided for. A variety of forms, methods and means of learning and teaching implement the principles of academic freedom in the following way:

- teachers have the right to independently choose the forms and methods of training students;
- to determine the most optimal place for conducting a particular training session (auditory, Competence Center, practice base, field session);
- teachers and students have free access to information (library) resources;
- students are free to choose the subject of their bachelor's project;
- selection of practice bases for applicants, bases for professional development and training of teachers.

When teaching EK, students are given the opportunity to consider problematic issues from different angles. The following methods are used: verbal (narration, explanation, conversation, instruction), problem-search (problem lecture, problem situations), interactive methods (lectures-discussions, press conferences, business games), project method (creation of media content), visual (presentations, video demonstration), practical (performance of exercises, practical tasks, content creation), independent work, etc.

In the faculty, there is a practice of recognition of study results obtained in other higher education institutions, regulated by a whole set of regulatory documents, in particular, the Regulation on the procedure for re-enrollment of educational disciplines (modules) and the definition of academic. These documents are posted on the University's website, which ensures their availability for participants in the educational process.

Enrollment of credits that were established during studies at other educational programs is carried out by the decision of the head of the graduation

department on the basis of documents about previously acquired education (diploma supplement, academic certificate, certificates and other types of documents), an extract from the study card in the case of simultaneous study by several programs.

The maximum allowed amount of academic difference when renewing, transferring or enrolling in senior courses is established in clause 11.1 «Regulations on the organization of the educational process at the Borys Grinchenko Kyiv University».

During the questionnaire «Teacher through the eyes of the students», the students of the EP testified that the scientific and pedagogical staff focus on the needs of students during the organization of the educational process (4.63 points out of 5), together with students they found solutions to controversial issues during classes (4.67 points out of 5) , students are treated as equal partners, show respect (4.76 points out of 5), encourage students to express their own position within discussions (4.68 points out of 5), ask students about their attitude to the educational process (subject material, organization of interaction) (4.60 points out of 5). Therefore, the applicants demonstrate a high degree of satisfaction with the quality of education and teaching at the EP, and the forms and methods of education and teaching meet the requirements of a student-centered approach.

The combination of teaching and research is a fundamental feature of the organization of the educational process at the University. Forms and methods of learning based on research are used in the presentation of the main base of theoretical educational components. The acquisition of professional competences by the acquirers occurs through the formulation and solution of theoretical, methodological and practical problems. Thus, during the study of the EK «Semiotics of media text», applicants present the results of research tasks in the genre of a scientific essay. Active forms of combining education and research are: the resolution of research tasks within the scope of practical and independent works, during the execution of bachelor's works; participation of students in the work of scientific circles; presentation of research results at conferences, round tables, seminars; participation in All-Ukrainian student competitions and Olympiads, etc. The topics of bachelor's theses, as a rule, are consistent with the directions of scientific research of scientific supervisors.

Applicants can realize their scientific potential by participating in professional trainings, conferences, round tables on journalistic issues (the department cooperates with the Ukrainian Association of Publishers and Book Distributors, the National Union of Journalists of Ukraine, the Association of Ukrainian Editors, etc.). They have the opportunity to present their research works during university and institute scientific conferences.

A number of joint publications by teachers and students and individual publications in the scientific journal of the faculty of Journalism «Integrated Communications» are active within the framework of the Scientific research work department's.

Approbation of student research is carried out during all-Ukrainian and international scientific conferences. The students take an active part in the preparation and holding of the annual round table with practicing publishers. Under the leadership of L. G. Masimova and N. M. Vernyhora, the scientific circle «Creative Science» works, which is: the organization of participants in scientific conferences and forums; involvement of circle participants in holding round tables, open educational seminars; preparation of students of the «PaE» EP for the competition of student scientific works.

The University has a Scientific Society of students, postgraduates, doctoral students and young scientists.

The scientific and pedagogical staff of the department participate in the process of internationalization of activities by:

- participation in international projects;
- completion of certified international courses on professional development;
- participation in grant applications;
- participation in international scientific conferences.

During the study of the educational component, various types of control are carried out: entrance (carried out at the beginning of the study of the academic discipline in order to determine the readiness of students to learn it), intermediate (takes place during classroom classes throughout the semester, designed to check and record the level of competences of higher education applicants in accordance with the mastered content module or topic) and final (includes semester control (credits, exams) and attestation).

Forms of current control, detailing of evaluation criteria for each type of educational activity are contained in the Work programs for educational

disciplines, placed in free access in the repository, on the page of the department, in the Electronic educational complex.

During the year, the head of the department, the guarantor of the program, conducts oral surveys with the applicants regarding the clarity and comprehensibility of the criteria for evaluating their educational achievements, as well as the timeliness and availability of information about the forms of control measures.

Attestation of graduates of the first (bachelor) level of the EP «PaE» in the specialty 061 Journalism is carried out in the form of defense of a qualification work (project).

Objectivity of examiners and prevention of conflict of interest is ensured in several ways:

1. Conducting exams mainly in written form.
2. For disciplines that involve oral control, in particular project defense, the exam is accepted by a committee (2-3 people), which includes at least one specialist who did not participate in teaching this EC to the examinees.
3. Examination in the form of computer testing in the Moodle system. as a result of which the check is carried out automatically, without the participation of the teacher.

If the applicant believes that the teacher evaluated his answer biasedly during the exam, which led to an underestimation of the grade, he can file an appeal to the head of the structural unit on the day of its announcement. By order of the head of the structural division or the person representing him, a commission is created consisting of the examiner who took the exam, another teacher of the relevant profile, the head of the department and the deputy head for scientific, methodical and educational work. The final assessment issued by the commission is final and cannot be appealed or changed.

Academic debt from a certain educational EC arises in the event that the applicant receives an unsatisfactory score based on the results of the final control. Retaking the exam is allowed no more than twice for each educational component: the first time – for the teacher, the second time – for the committee. In the event that the learner received less than 35 points according to the results of the current control (grade F), he must undergo a mandatory restudy of the educational component.

The system of internal quality assurance of education ensures compliance with academic integrity by scientific and pedagogical staff and students of higher education. The following technological solutions are effective tools for combating violations of academic integrity:

- development and implementation of computer testing of higher education applicants with automatic assessment of work on the Moodle platform;
- use of specialized software to detect plagiarism based on clear rules and policies regarding its use, implemented by the University library;
- preliminary expert assessment, in particular self-assessment, and/or technical check for signs of academic plagiarism in works prepared for publication;
- use for conducting control measures in classrooms equipped with video cameras, the location of which allows obtaining images from all viewing angles, which makes it impossible to write off;
- preparation and dissemination of radio materials on academic integrity.

All applicants and scientific and teaching staff sign the Declaration of Academic Integrity at the beginning of their studies or work at the University. Through the corporate mail, the participants of the educational process communicate with the responsible persons of the University and public associations, in particular, with the student union.

A holistic system of professional development has been created at the University. The organization of training is provided by the Educational and Scientific Center for Personnel and Leadership Development, in particular, for the development of didactic, research, information and communication, and leadership competencies.

Once every 5 years, scientific and pedagogical staff undergo a professional internship at other institutions of higher education, publishing and journalistic teams.

Special trainings are held for the adaptation of newly appointed teachers. The mentorship of an experienced teachers is practiced over newly appointed ones.

The publication activity, and accordingly, the professional development of scientific and pedagogical staff of the educational program, is facilitated by open access at the University to the international scientometric databases Scopus and Web of Science. It is possible to publish articles in the University's specialized publications. The software of the computer base of the University is constantly updated.

The scientific and pedagogical staffs of the department participate in international and all-Ukrainian conferences, seminars, master classes, improve their qualifications by taking educational courses and trainings, including Coursera.

The system of encouraging teachers for achievements in the professional field is regulated by the Rules of Internal Procedure, the Regulation on the annual rating evaluation of the professional activity of the scientific-pedagogical and scientific workers «Leader of the Year» . The main aggregator of information about the teacher's activity is the electronic system «E-portfolio», thanks to which the transparency and objectivity of the assessment is ensured. Rating indicators are revised every year. The results of the rating are used for material and moral encouragement of employees.

The University has a Regulation on rewarding employees, as well as a Procedure for rewarding employees for publications in Scopus and WoS. An annual competition for the Borys Hrinchenko Prize is held, the winners of which are awarded with diplomas and prizes.

The material and technical resources of the University are modern and fully ensure the achievement of the defined EP goals and planned learning outcomes. All classrooms, where the educational process is carried out according to the EP, are equipped with multimedia complexes. 17 computer classes have the necessary software. Educational and methodological support of EP is relevant, rich in content and constantly updated thanks to the available library and electronic resources of all levels. The scientific and pedagogical staffs and students have free access to all information services and e-resources of the University, including the international scientometric databases Scopus and Web of Science Core Collection, SpringerRink resources, Libraria. The functioning of the Moodle distance learning system with the developed Electronic training course and filled Institutional Repository is ensured. Library funds by specialty comply with the License Terms. The necessary social infrastructure has been created (two assembly halls, three sports halls, a swimming pool, a dining room and buffet, a medical center; equipped places for recreation and cultural leisure of the applicants).

Every year, the University's budget includes proposals, including from structural divisions, for the purchase of material and technical support, necessary for the high-quality organization of the educational process.

The educational environment created at the university is thoughtful, complex, balanced, corresponds to the present, which allows to systematically satisfy the needs and interests of students in accordance with the chosen educational trajectory. This is facilitated by: proper material and technical support; e-environment – e-learning system, Wiki-portal, e-catalogue, Microsoft cloud services, etc. and the Digital Campus platform created on its basis; Competence centers; social infrastructure, etc.

Elucidation of the needs and interests of the students of education takes place through direct communication of the scientific and pedagogical staffs and the administration with the students during the educational process; anonymous survey of students in various areas of the EP; individual meetings. The Scientific-Methodological Center of Social-Humanitarian Interaction and Organization of Leisure Time of Applicants operates. Another tool for identifying and taking into account the needs and interests of students is student self-government: the student parliament, the student trade union, and the social and psychological service. The students meet regularly with the management of the University and the faculty. The possibility of their communication through corporate e-mail and social networks is provided.

Special attention is paid to ensuring the University's information and cyber security: a comprehensive information protection system has been created, and the network is constantly being improved.

In order to preserve the mental health of University employees and students, there is a social and psychological service, including «Help of a psychologist online»,

In order to implement internal quality assurance procedures of EP «PaE» during 2017–2021, the University conducted:

- self-analysis of EP implementation;
- analysis of the success and quality of knowledge of the applicants based on the results of the examination sessions for all academic years;
 - student questionnaire «Teacher through the eyes of students» (2017–2020);
 - revision and updating of work programs of educational disciplines and work programs of practices with their mandatory discussion and approval at the department meeting;
- maximum provision of EC EP by appropriate ETC;

- systematic improvement of NPP qualification;
- updating the composition of the scientific and pedagogical staffs.

Conclusions and perspectives

Practice shows that every successful country has an extensive and productive publishing industry, which relies on highly qualified specialists. The conducted analysis of the training of undergraduate publishers proved the existence of the faculty of Journalism in the Ukrainian educational space, capable of meeting modern needs and challenges.

EP «PaE» corresponds to trends in the development of the specialty, is based on scientific and practical achievements of the industry and innovative educational technologies, has clearly formulated goals that correspond to the mission and strategy of the Higher Education Institution and meets the standard of the Higher Education Institution for the specialty 061 Journalism for the first (bachelor) level of the Higher Education Institution.

A student-centered system of organizing the educational process, i.e. creating the most favorable conditions for the personal and professional growth of each student, taking into account his individual trajectory. The content of the EP corresponds to the interests of the applicants and ensures their preparation for practical activities and continuing education at the master's level of higher education.

Practical orientation of the educational process, active involvement of employers and practitioners in the educational process (including foreign ones), field trips, work in Competence Centers, a large number of practice bases, which ensures compliance with the current demands of the modern media market, focusing on which EPs prepares a specialist who possesses the competencies demanded by the industry.

Education is based on project principles.

The faculty has a specialized scientific and pedagogical staff, practicing teachers, representatives of media and publishing organizations and other stakeholders are directly involved in the educational process.

In order to improve their qualifications, EP teachers undergo internships in Ukrainian and foreign higher education institutions.

The creation of ETC on the Moodle platform is an important tool for ensuring an effective learning process around the clock, especially during the quarantine period.

The availability of the appropriate material and technical base for providing OP enables the use of modern interactive teaching methods and modern information technologies in the educational process.

Adherence to the rules and procedures governing the rights and responsibilities of all participants in the educational process during the implementation of the EP, the clarity and comprehensibility of the academic integrity policy provides conditions for an objective assessment of the educational achievements of the applicants.

A system of career guidance and educational work has been created, in particular through the traditional All-Ukrainian festivals: «Smart Blog» and «BookFashion». The department is the initiator of the movement «Kyiv is the world book capital», etc.

Teaching individual ECs in English.

Motivating students to create their individual portfolios with various types of media products that may be of interest to potential employers.

DOI: 10.51587/9798-9866-95990-2023-013-82-102