

BORYS GRINCHENKO KYIV UNIVERSITY

“APPROVED”

The decision of the Academic Council
of Borys Grinchenko Kyiv University
June, 6, 2021, Minutes № 5

Chairman of the Academic Council,
Rector Viktor Ogneviuk

ACADEMIC PROFESSIONAL PROGRAMME

021.00.01 Television Programs Host The first (bachelor`s) degree of higher education

Branch of Knowledge:	02 Culture and Arts
Specialty:	021 Audio-Visual Arts and Production
Specialization:	Bachelor of Audio-Visual Arts and Production

Launched on 01.09.2021
(order as of 17.06.2021 № 432)

LETTER OF APPROVAL

Academic Professional Programme**021.00.01 Television Programs Host**

The Department of Library Studies and Informology

Minutes as of 17.03.2021, № 9

Head of the Department _____ O.V. Voskoboinikova-Huzieva

The Academic Council of the Institute of Journalism

Minutes 27.05.2021, № 8

Head of the Academic Council _____ G.V. Horbenko

Scientific and Methodological Centre of Standardization and Quality of Education

Head of the Centre _____ O.V. Leontieva

____.____.2021

Vice-rector on research and academic affairs

_____ O.B. Zhyltsov

____.____.2021

Introduction

The Academic Professional Programme was developed on the basis of the Law of Ukraine “On Higher Education” according to the Standard for specialty Audio-Visual Arts and Production for the first (bachelor`s) degree of higher education, approved and active according to the Ministry of Education and Science of Ukraine, order as of 10.07.2019, № 956.

It is developed by the following project team:

Project team head:

LISNEVSKA A.L., Candidate of Pedagogical Sciences, Associate Professor, the Department of Journalism and New Media, Institute of Journalism, Borys Grinchenko Kyiv University (The Programme Guarantor).

Members of the project team:

USENKO Yu.V., Candidate of Historical Sciences, Associate Professor, Professor of the Department of Journalism and New Media, Institute of Journalism, Borys Grinchenko Kyiv University;

DOSENKO A.K., Candidate of Sciences in Social Communications, Associate Professor, Associate Professor of the Department of Journalism and New Media, Institute of Journalism, Borys Grinchenko Kyiv University

Independent experts:

ALFIOROVA Z.I., Doctor of Arts, Professor, Department of Audio-Visual Arts at the Kharkiv State Academy of Design and Arts;

VITER V.P., meritorious worker of arts, Associate Professor, Head of the Department of Directing and Television at Karpenko-Karyi Kyiv National Theatrical, Cinema and Television University

Reviews from the representatives of professional associations and employers:

DAVYDENKO O.H., MD-director at the Artistic-Production Enterprise of the National Cinematographic Union of Ukraine “Educational Films of Ukraine”

The Academic Professional Program has been implemented since 2021.

Updated:

Date of review of the APP / making changes to the APP			
Signature			
Name of the guarantor of the APP			

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I. Profile of the Programme

021.00.01 Television Programs Host

1 – General information	
The full title of the higher educational establishment and structural unit	Borys Grinchenko Kyiv University Institute of Journalism
Level of higher education:	The first (bachelor) Qualification: Master of Journalism
Degree of higher education:	Bachelor
Subject area	02 Culture and Arts
Major / Specialty	021 Audio-Visual Arts and Production
The Programme	021.00.01 Television Programs Host
Qualification	Bachelor of Audio-Visual Arts and Production
Registered qualification	Level of higher education – bachelor Specialty – Audio-Visual Arts and Production Programme – Television Programs Host
Forms of education	Institutional (full time, day-time)
The language of education	The Ukrainian language
Cycle/level	The National Qualifications Framework of Ukraine – the 6th level, FQ-EHEA – the first level, EQF-LLL – the 6th level
The type of diploma and the volume of the educational program	bachelor's degree, single, 240 ECTS credits after full secondary education, the duration of education - 3 years and 10 months
Prerequisites	available Bachelor degree
Accreditation availability	National Agency for Quality Assurance in Higher Education. Ukraine. Term for accreditation application – 2025.
Internet-address of the program description	http://kubg.edu.ua
2 – The Programme Objective	
To provide broad and versatile education to universal professionals in Audio-Visual Arts and Production with competitive abilities in the job-market, possessing deep knowledge and practical skills to create video products of speech genre and formats.	
3 – The Programme Characteristics	
Subject area description	<p>Objects of study: structure and functional components of the audio-visual sphere, technologies of creating audio-visual products, ways of improving performing skills and creativity of audio-visual items;</p> <p>Objectives of training: to form the ability to solve complex specialized tasks and solve practical problems in audio-visual production and arts, which require application of theory, history and methods of audio-visual arts and production, and take place under uncertain conditions.</p> <p>Theoretical content of the subject area covers the concepts, notions and principles of Artistic studies.</p> <p>Methods and methodology: the methods and means of creating (production) separate components and complex audio-visual items of all types, forms and genre.</p> <p>Tools and equipment: devices and equipment, including software for design, production and post-production stages of audio-visual items' creating (production).</p> <p>The ratio of internship and practices: 15 credits ECTS (13,5%)</p>

The programme structure	The ratio of compulsory part (general and professional) and elective parts: Compulsory components (180 ECTS credits, 75%) – subjects which form general competencies (22 credits), subjects which form specialized professional competencies (116 credits), attestation (9 credits). The total of practices – educational, internship, research – 33 credits (13,75 %). Elective components (60 credits, 25%) – comprise the subjects from the catalog for free choice.
4 – Suitability of graduates for employment and further study	
Suitability for employment	According to the Professions Classifier ДК 003 : 2010 (altered) the Programme graduates can apply for the following job positions: 2451.2 (20294) program host 2451.2 (20529) issue executive 2455.2 (20529) – television director assistant 3472 (21305) – news-reader.
Academic rights	Education at the second (master’s) level of higher education. Acquiring professional in-service training and new qualifications.
5 – Teaching and Evaluation	
Teaching and education	Based on the principles of student-centeredness academic process focuses on practical application, democratic teaching, individual-personal, creative and active approach. Teaching takes place through lectures, seminars, practical classes, lab sessions. Self-study presupposes individual and team projects; individual counselling; elements of e-learning; internships, preparation and defense of a qualification project (audio-visual item).
Evaluation	Rating system, which provides for the assessment of students for all types of classroom and extracurricular activities (current, final control); module tests, individual projects, credits, practice reports, exams, attestation. Includes entry testing, current testings (orals, essays, express-tests, module papers, individual projects), final/semester control (credits, exams, oral and written tests, computer-assisted testing), defense (internship reports) and attestation (defense of the qualification project).
6 – Programme Competences	
Integral competence	The ability to solve complex problems and assignments and solve practical issues in audio-visual arts and production, which requires application of theory and practices for audio-visual arts and production under uncertain conditions and complexity.
General competences (GC)	GC1. Knowledge and understanding of the subject area.
	GC2. Communication and information technologies skills.
	GC3. Ability to speak and write in the state official language.
	GC4. Ability to communicate in a foreign language.
	GC5. Ability to communicate with professional of different areas and levels (with experts from different areas and economies).
	GC6. The ability to generate new ideas (creativity).
	GC7. Ability to operate with pro-active and responsible attitude.
	GC8. Team-work skills.
	GC9. Ability to apply knowledge to practical situations.
	GC10. Ability for critical evaluation and self-criticism.
	GC11. Ability to evaluate and provide quality product.
	GC12. Ability to act as a legally compliant society member, awareness of citizenship rights, democratic civil order, its continuity with priorities in

	human freedoms and rights, along with Ukrainian citizens' rights.
	GC13. The interpersonal interactive skills.
	GC14. The ability to adapt to new conditions.
	GC15. The ability to abstract thinking, analyzing and synthesizing.
	GC16. The ability to identify, formulate and solve issues.
	GC17. The ability to keep and multiply the moral, cultural and innovative achievements of mankind being aware of the historic and evolutionary development of society, technologies and industries, practice active leisure, sports, healthy life-style and physical activity.
Professional competences of the specialty (PC, PCU)	PC-1. High performance level.
	PC-2. Ability to create or implement artistic concepts in creative artistic work.
	PC-3. Ability to observe, select, identify, combine for purposes and intentions different aspects of an audio-visual item – informational, expressive, imaginative.
	PC-4. Awareness of the artistic and esthetic nature of audio-visual arts.
	PC-5. Awareness of the interdependence and interconnections of theory and practice of audio-visual arts and production.
	PC-6. Ability for professional activity involving contemporary achievements of theory and methodology of audio-visual arts and production considering a wide range of interdisciplinary connections.
	PC-7. Ability to interpret a fictional character through audio-visual means.
	PC-8. Ability to collect, analyze and synthesize artistic information to apply it professionally.
	PC-9. Ability for business communication.
	PC-10. Ability to perform editing, scripting and directing roles for audio-visual arts and production.
	PC-11. Ability to use mass media for education, advertising and promotion of audio-visual arts and production achievements.
	PC-12. Ability to apply traditional, alternative and innovation technologies for cinema, creative and production industries.
	PC-13. Ability to establish and sustain connection with mass media to educate, advertise and promote audio-visual arts and production through radio, television and internet.
	PC-14. Ability to focus on significant changes in education, advertising and promotion of audio-visual arts through original sources in different languages.
	PC-15. Ability to read professional cinematographic sources, analyze education, advertising and promotion of audio-visual materials, form research ideas and realize perspectives of a given issue in different genres.
	PCU-16. Ability to network interactive mass media means and video hosting platforms, digital technologies for communication, to maintain productive relations with all operating partners in the audio-visual market.
	PCU-17. Awareness of the legal and ethical professional basis.
	PCU-18. Ability to find optimal solutions for professional purposes, business contexts and personal qualities of interpersonal and mass communication.

	PCU-19. Awareness of the psychological conditions and consequences of the audio-visual item's communicative impact.
7 – Professional Norms for the Programme Graduates, given as Programme Learning Outcomes (PLO)	
Programme Learning Outcomes (PLO, PLOU)	<p>PLO-1. Application of means and skills of editing, scripting, production, sound-editing, creative-executive and directing roles for audio-visual arts and items' production.</p> <p>PLO-2. To apply acquired skills to use editing equipment and software;</p> <p>PLO-3. To apply acquired skills to use light and filming equipment and appliances;</p> <p>PLO-4. To apply acquired skills to use sound recording and sound reproducing equipment and appliances;</p> <p>PLO-5. To generate new ideas for audio-visual implementation;</p> <p>PLO-6. To create concept scripts for different styles, formats and genre of audio-visual items;</p> <p>PLO-7. To provide expressiveness to recreating author's idea for an audio-visual item;</p> <p>PLO-8. To provide design, production and post-production stages for audio-visual items of different forms, styles and genre;</p> <p>PLO-9. To set up and provide for teamwork to perform professional work;</p> <p>PLO-10. To run business paper flow with corresponding formats (applications, project outline, timeline, balance sheets);</p> <p>PLO-11. To know, understand and apply conceptually visual and stylistic television airing standards in professional activity, including requirements and specificity of on-air, and designs for different tele-shows;</p> <p>PLO-12. To understand financial and managerial principles for cultural events, artistic groups, television channels and other entities of audio-visual art;</p> <p>PLO-13. To perform at the highest level of speech culture and expressive artistic skill.</p> <p>PLO-14. To communicate effectively with mass media for the purpose of education, advertising and promotion of audio-visual arts.</p> <p>PLO-15. Communicate with experts from different professional areas of various levels (economies);</p> <p>PLO-16. Communicate freely, orally and in writing in state and foreign languages;</p> <p>PLO-17. Collect, evaluate, analyze and utilize information using contemporary information technologies and specialized equipment;</p> <p>PLO-18. Make effective decisions based on relevant data applying new techniques and tools.</p> <p>PLOU-19. Awareness of team-work role for an audio-visual item, effective time managements from conception to implementation and internet spread for all parties involved.</p> <p>PLOU-20. Understanding the potential for digital communication means in social networks and orientation in audio-visual images according to the target audience's psychological trends.</p> <p>PLOU-21. Skills of audio-visual communication, ability to connect visual, textual and audio-visual contents.</p> <p>PLOU-22. Social media marketing skills for content strategies, creating and production of different formats for content.</p> <p>PLOU-23. Knowledge, understanding and use of legal and ethical norms in professional activity.</p>

	<p>PLOU-24. Demonstrate high level of professional and personal culture, be reflective and self-critical.</p> <p>PLOU-25. Ability to evaluate the interlocutor evaluating one's psychological features and predicting modes of conduct to achieve communication goals.</p> <p>PLOU-26. Apply the latest findings in Psychology for age, gender, ethnic, national features of the target audience for creating personal audio-visual item.</p>
8 – Programme Resource Support	
Human Resources	<p>The Department of Library Studies and Informology of the Institute of Journalism provides the appropriate qualification support of the academic process with the involvement of specialists from other departments, according to their experience and expertise.</p> <p>The Programme's practical focus allows for professional and experiences specialists in this major to participate in academic process to support the synergy of theory and practice.</p> <p>The HR and the teaching staff providing Programme implementation, meets the requirements, determined with the Licensing Conditions for the educational activities of educational establishments.</p>
Material and technical support	<p>Specially equipped with hardware and software, visual and methodological material competence development centers: the centre for modern communications, the center of multimedia technologies, the center of radio broadcasting, training and production workshop of television journalism "A-StudiYa", with specific studio equipment for filming, editing and lighting purposes, allowing to shoot and edit the video-product at the television journalistic complexes, using cameras, stands, holders, microphones, etc. Also, labs, computer classes, sports gyms.</p>
Informative, educational and methodological support	<p>Official university web-site https://kubg.edu.ua gives information about the Programme, the academic, research, social activities, departments, application procedures and contact information.</p> <p>The key informational resources are concentrated in the library electronic pages, digital publications, electronic courses, Microsoft cloud services.</p> <p>Each academic component relates to a package of Programme resources – curriculum, syllabi, guidance for seminars and practical classes, self-study (including on-line formats); also practice and internships' directions, attestation guidelines.</p> <p>For free and quality access to materials the university uses Moodle platform to give on-line access to each subject.</p>
9 – Academic Mobility	
National credit mobility	
International credit mobility	Universidad de Girona (Girona, Spain). Jana Długosza Academy (Częstochowa, Poland)
Training of foreign applicants for higher education	

II. List of components of the Academic Professional Programme and their logical sequence

2.1. List of the Programme components

Component Code	Programme Code	The Programme Components (academic subjects, practices, qualification paper)	Number of credits	Form of final control
1	2	3	4	5
The Programme Compulsory components (CC)				
CC 1	CSG.1	University Studies: <i>Student Orientation</i> <i>Servant Leadership</i> <i>Introduction to the Major</i>	4	credit
CC 2	CSG.2	Ukrainian Studies: <i>History of Ukrainian Culture</i> <i>Ukrainian Citizens rights</i>	4	exam
CC 3	CSG.3	Philosophy Studies: <i>Philosophy</i> <i>Ethics</i> <i>Religion Studies</i>	6	exam
CC 4	CSG.4	Physical Training	4	credit
CC 5	CSG.5	Modern Ukrainian and World Arts	4	exam
CC 6	CSP.1	Ukrainian for Professional Purposes <i>Ukrainian for Media</i> <i>Stylistics and Literary Editing</i> <i>Rhetoric Arts</i>	7	credit, exam
CC 7	CSP.2	Foreign Language for Specific Purposes <i>Practical Oral and Written Speech</i> <i>Professional Text Translation</i> <i>Communication Practices</i>	13	credit, exam
CC 8	CSP.3	Theory and Practice of Social Communications	6	exam
CC 9	CSP.4	Digital Communication Means	4	credit
CC 10	CSP.5	Media Legislation	5	credit
CC 11	CSP.6	Media Psychology	5	exam
CC 12	CSP.7	Media Management and Marketing	4	credit
CC 13	CSP.8	Project Activity in Audio-Visual Arts	5	exam
CC 14	CSP.9	Theory and History of Screen Arts	6	exam
CC 15	CSP.10	Mastery of Acting	5	credit
CC 16	CSP.11	Mastery of Framed News-Reading	5	exam
CC 17	CSP.12	Program Host's Style and Image	6	credit
CC 18	CSP.13	Scripting and Editing	6	exam
CC 19	CSP.14	Speech Genre on Television	4	credit
CC 20	CSP.15	Mastery of Television Reporting	6	exam
CC 21	CSP.16	Mastery of Video Blogging	5	credit
CC 22	CSP.17	Theory and Practice of Editing	4	exam
CC 23	CSP.18	Lighting Practice for Studio and Open-Air Shooting	4	credit
CC 24	CSP.19	Basics of Camera Operating Art	5	credit
CC 25	CSP.20	Basics of Directing for Audio-Visual Item	5	exam
CC 26	CSP.21	Studio Practice	6	exam

CC 27	CP.1	Educational Practice (Mastery of Framed News-Reading)	3	credit
CC 28	CP.2	Educational Practice (Directing and Editing)	6	credit
CC 29	CP.3	Internship (Scripting / Directing)	12	credit
CC 30	CP.4	Research Practice	12	credit
CC 31	CA.1	Attestation Exam	1,5	exam
CC 32	CA.2	Qualification Project (design and defense)	7,5	defense
Compulsory Total			180	
Elective components (EC)				
<i>Choice from the Courses' Catalog</i>				
EC	ES.1	<i>students select subjects for an appropriate number of credits</i>	60	credit, exam
Total elective components			60	
THE PROGRAMME TOTAL			240	

2.2. The Programme structural and logical flow

Year 1		Year 2		Year 3		Year 4	
semester 1	semester 2	semester 3	semester 4	semester 5	semester 6	semester 7	semester 8
University Studies, 4 credits							
Ukrainian Studies, 4 credits				Philosophy Studies, 6 credits			
Physical Training 4 credits							
Ukrainian for Professional Purposes 7 credits							
Foreign Language for Specific Purposes 13 credits							
	Theory and Practice of Social Communications 6 credits	Digital Communication Means 4 credits					
Modern Ukrainian and World Arts 4 credits	Media Legislation 5 credits	Media Psychology 5 credits					
Theory and History of Screen Arts 6 credits			Media Management and Marketing 4 credits			Project Activity in Audio-Visual Arts 5 credits	
Mastery of Acting 5 credits							
Mastery of Framed News-Reading credits			Speech Genre on Television 4 credits			Mastery of Television Reporting 6 credits	
	Program Host's Style and Image 6 credits		Educational Practice 3 credits			Mastery of Video Blogging 5 credits	
		Scripting and Editing 6 credits	Theory and Practice of Editing 4 credits				
				Lighting Practice for Studio and Open-Air Shooting 4 credits	Basics of Camera Operating Art 5 credits	Basics of Directing for Audio-Visual Item 5 credits	
					Educational Practice 6 credits	Studio Practice 6 credits	
						Internship (Scripting / Directing) 12 credits	
		Elective subjects, 16 credits	Elective subjects, 12 credits	Elective subjects, 16 credits	Elective subjects, 16 credits		
							Research Practice 12 credits
							Attestation Exam 1,5 credits
							Qualification Project (design and defense) 7,5 credits

III.The Graduates' Attestation Forms

The graduates' attestation for specialty 021 Audio-Visual Arts and Production, Programme 021.00.01 Television Programs Host of the first (bachelor) level of higher education calls for these two forms:

1. Attestation Exam
2. Public Defense of Qualification Paper

Requirements to the Attestation Exam	<p>The purpose of the Attestation Exam is to confirm the level of academic performance of this Programme, in particular:</p> <ul style="list-style-type: none"> • knowledge of theory and history of screen arts; • understanding the nature and structure of an audio-visual item, its plot outline and expressive means; • knowledge of the legislation for creating and producing an audio-visual item; • knowledge of technology to produce an audio-visual item; • understanding the concepts, genre, style standards of television broadcasting.
Requirements to the Qualification Paper	<p>Qualification Paper should include a solution to a complex specialized challenge in audio-visual arts and production, which involves knowledge of theory and history of audio-visual arts characterized by complexity and uncertainty conditions.</p> <p>Qualification Paper undergoes antiplagiarism check as it shall not contain falsification, fabrication nor plagiarism.</p> <p>Qualification Paper is published on the university site, in the library repository.</p>
Requirements to the Public defense (presentation)	<p>The Public defense (presentation) means audio-visual item's demonstration.</p>

The attestation is open and public.

Having fulfilled the whole Programme's requirements a graduate receives a certificate according to the approved sample form.

	CSG.1	CSG.2	CSG.3	CSG.4	CSG.5	CSG.6	CSP.1	CSP.2	CSP.3	CSP.4	CSP.5	CSP.6	CSP.7	CSP.8	CSP.9	CSP.10	CSP.11	CSP.12	CSP.13	CSP.14	CSP.15	CSP.16	CSP.17	CSP.18	CSP.19	CSP.20	CSP.21	CP.1	CP.2	CP.3	CP.4	CA.1	CA.2	
PC 11					•			•	•	•		•		•							•	•												
PC 12							•														•					•				•			•	
PC 13					•			•	•	•		•		•								•				•					•			
PC 14								•	•	•		•		•											•									
PC 15							•	•								•	•									•		•						
PCU 16												•				•	•							•		•				•			•	
PCU 17												•		•		•										•	•			•			•	
PCU 18				•						•	•	•		•		•	•				•	•				•	•	•		•		•		
PCU 19							•		•	•	•	•		•		•	•				•	•				•	•	•		•		•		•

Appendix 1 – The Programme Elective Part

To implement academic freedom to choose the educational components in programmes, provided by the paragraph of the first part of Article 62 in the Law On Higher Education in Ukraine, Borys Grinchenko Kyiv University offers a list of subjects in accordance with the Regulations on the procedure and conditions, adopted with Minutes № 642, 25.11.2016.

1. THE CHOICE FROM THE COURSES' CATALOG

The choice from the academic subjects' list (catalog of courses), which takes place in the 2nd and 3rd years of studies, takes into account personal interests, concerning the future professional activity, allows to improve the students' general knowledge and to get additional general and professional competences within related specialties and/or to get acquainted with contemporary research in other areas of knowledge and to expand the general competences.