

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

APPROVED:

Head of the admissions committee of
Simon Kuznets

Kharkiv National University

of Economics

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“28” 03 2025



PROFESSIONAL EXAM PROGRAM

educational degree "MASTER"

C7 Speciality “Jornalism”

educational and professional program – Media communication

Kharkiv 2025

INTRODUCTION

The professional test is a comprehensive exam that includes theoretical and practical parts (test tasks of varying degrees of complexity). The test tasks include questions on the following basic disciplines: microeconomics, macroeconomics, business economics, and the system of international economic relations. The professional exam program is compiled in accordance with the Program of the Subject

The professional test (in the form of tests) is a comprehensive exam within the framework of the professional standard of higher education of Ukraine for the preparation of bachelors in the specialty C1 "Journalism".

The entrance test in the specialty in the form of test tasks for applicants for the educational degree "Master" is held according to the schedule of the admissions committee. Applicants who have applied for participation in the professional tests and have special conditions for passing the entrance tests are admitted to the entrance test. Entrance test for applicants in the form of a test.

The generalized structure of the subject test is given in the table 1.

Basic competencies possessed by a bachelor in the specialty C7 "Journalism" Media Communications program

Table 1

Type of competences	Professional competences
1	2
General competence	use media terminology in professional activities
	ability to navigate the media sphere
	possess basic management and marketing competencies
	use normative legal acts and scientific literature on media communications
	possess skills for independent acquisition of knowledge

	regarding media communications
	know the basics of law in the field of media, advertising, and intellectual property
	possess basic skills in creating media products and using modern information and communication technologies (text, photos, videos, audio, graphics)
	possess communication skills and be proactive
Special (professional, subject) competences	possess methods of objective assessment and analysis of socio-humanitarian processes
	apply creative thinking and a creative approach to solving new problems and situations
	collect, process, analyze, systematize, and summarize information
	analyze the results of sociological and marketing research
	identify sources of information, analyze them to ensure the reliability and authenticity of information
	ability to present one's own developments and ideas

TOPICS OF PROFESSIONAL ENTRANCE EXAMINATIONS

1. Conceptual apparatus: mass media, media, journalism, media communications, media product, business communications, social communications, advertising, PR, information campaign

2. 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 LITERATURE

1. Bennett, P., Benyahia, S.C., & Slater, J. (2019). A Level Media Studies: The Essential Introduction (1st ed.). Routledge.
<https://doi.org/10.4324/9781315268750>
2. Ian Marshall, Nicola Naisbett, Tina Stoklosa (2023). Cambridge International as & a Level Media Studies Coursebook with Digital Access (2 Years). Cambridge University Press, 704 p.
3. Jensen, K.B., & Lai, S.S. (2024). Media and Society: An Introduction (1st ed.). Routledge. <https://doi.org/10.4324/9781032655109>
4. Fourie, P.J (2007).Media Studies: Media history, media and society. Routledge. <https://books.google.pl/books?id=MrlnwlKQDr4C>
5. Oliver, M.B., Raney, A.A., & Bryant, J. (Eds.). (2019). Media Effects: Advances in Theory and Research (4th ed.). Routledge.
<https://doi.org/10.4324/9780429491146>
6. Pérez-Escobar, M., & Noguera-Vivo, J.M. (Eds.). (2021). Hate Speech and Polarization in Participatory Society (1st ed.). Routledge.
<https://doi.org/10.4324/9781003109891>

7. Scolari, C.A. (2023). On the Evolution of Media: Understanding Media Change (1st ed.). Routledge. <https://doi.org/10.4324/9781003215233>
8. Turow, J. (2022). Media Today: Mass Communication in a Converging World (8th ed.). Routledge. <https://doi.org/10.4324/9781003133933>

Head of the professional certification commission

Iryna IVANOVA

Онлайн сервіс створення та перевірки кваліфікованого та удосконаленого електронного підпису

ПРОТОКОЛ
створення та перевірки кваліфікованого та удосконаленого електронного підпису

Дата та час: 13:43:46 29.03.2025

Назва файлу з підписом: Програма вступу інг.маг..docx.p7s
Розмір файлу з підписом: 41.4 КБ

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Результат перевірки підпису: Підпис створено та перевірено успішно. Цілісність даних підтверджено

Підписувач: ІВАНОВА ІРИНА БОРИСІВНА

П.І.Б.: ІВАНОВА ІРИНА БОРИСІВНА

Країна: Україна

РНОКПП: 2635600909

Організація (установа): ФІЗИЧНА ОСОБА

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28.03.2025

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Серійний номер: 5E984D526F82F38F04000000CCA26401F0461B05

Тип носія особистого ключа: Незахищений

Алгоритм підпису: ДСТУ 4145

Тип підпису: Удосконалений

Тип контейнера: Підпис та дані в одному файлі (CAdES enveloped)

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