

Review

On the academic professional program 'Content-producing of digital media projects' for the second (master's) degree of higher education to obtain master's degree in the specialty 061 Journalism

The Institute of Journalism at Borys Grinchenko Kyiv University

Traditional journalism is currently passing through a very fascinating period of transformation and modernization. In particular, the classic journalism, from which everything once began, is being modernized - now it is confidently mastering new digital platforms. On which, enriched with audiovisual and additional pictorial opportunities, it has received unthinkable strategic prospects of its development so far.

Despite the fact that the foundations of journalism remain and will remain intact, now a journalist is required to list a number of new skills and abilities, without which it is extremely difficult to be competitive in today's job market.

The development and implementation at the Institute of Journalism of Borys Grinchenko Kyiv University of Kyiv of the academic professional program "Content-production of digital media projects" is a surprisingly striking example of how journalism education can keep pace with the times.

The developers of the program set the goal to provide training for professionals capable of effective management of digital media projects, to produce and to bring into play new ideas in the field of creative industries, to create and promote digital media products.

While writing the curriculum down, the lectures of the Publishing department filled it with incredibly interesting innovative courses. Such as "Psychology of Media Prosumer", "Web Analytics in Digital Media", "SMM Strategies and Tools" in the mandatory part, as well as "Transmedia Storytelling" and "Motion-Design" in the selective part.

The stated professional and intellectual ambition, the level of staffing at the Institute of Journalism and the Department of Publishing, active dialogue and constant cooperation of lecturers with practitioners give every reason to hope for successful implementation of the academic professional program 'Content-production of digital media projects' in the educational process. All this motivates to confidently support the introduction of the master's academic program "Content-production of digital media projects" at the Institute of Journalism of Borys Grinchenko Kyiv University.

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