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| **Faculty of Business, Law and Social Sciences** |

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| **”Approved”** **Rector: Prof. G. Gavtadze** Academic Board protocol №1 September 15, 2017 year | **“Approved”** **Dean : Associate Prof. A. Bakuradze** Faculty Board protocol № 1 September 5, 2017 year |

**Master Programme**

**Journalism**

**Kutaisi, 2017**

**Curriculum**

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| **Name of the Programme** | Journalism |
| **Academic Degree Awarded** | Master of Social Sciences in Journalism |
| **Faculty** | Faculty of Business, Law and Social Sciences |
| **Head/Heads/Coordinator of the Programme** | Nana Shengelia- Associate Professor of Journalism, Department of Social Sciences T:593941755; e-mail: nanashengelia@atsu.edu.ge |
| **Duration/Volume of the Programme (term, number of credits)** | Duration of the Programme- 2 academic years, 4 termsNumber of Credits - 120 ECTS credits |
| **Language of the Programme** | Georgian |
| **Programme elaboration and renewal dates** |  |
| **Programme Prerequisites** |
| Applicants are required to hold BA academic degree or its equivalent and have passed UnifiedMaster’s Examiniation as well as University Entrance Examination. |
| **Programme Goals** |
| Master’s Programme in Journalism is focused on the development of journalism and employment of Master graduates in media institutions.The Programme is designed for any speciality of Bachelor’s Degree. Master Programme in Journalism aims to gain students necessary skills and to prepare highly qualified journalists. This process will support both Georgian media and the regional media of Imereti, as well to get well-prepared, competitive staff.The programmeaims to:* Prepare Master students in journalism; to boost their knowledge in accordance with theoretical and practical components of modern foreign and Georgian journalism.
* Teach Master students journalism management, current issues of modern policy,economy and life, forms of event anasysis and methods of professional approaches to the issue.
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| **Learning Outcomes (General and Branch Competencies)** |
| **Knowledge and Understanding** | After the completion of Master Programme in Journalism, * A graduate acquires deep and systematic knowledge of major tendencies in journalism, how to work with sources and databases.
* A graduate understands the role of media systems in democratization and in the development of society; the role of media and media researcher in society.
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| **Applying Knowledge** | * A graduate can obtain and process information, text structure, form various texts;
* Creative work in various forms- written, oral, voicing and depiction;
* Independent and teamwork in research;
* Carry out research projects and project management independently in the field of media and communication;
* Prepare analytical materials and media-critics;
* Public Relations Service Management, planning and implementation of media campaign;
* Ability to plan a successful advertising campaign;
* Establishment of Internet Radio, Internet TV, Internet Magazine and Newspaper by using web technologies
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| **Making Judgement** | Critical understanding of compex and incomplete information and make reasoned conclusions; ability to work on documents that is expressed in the process of identifying, processing and classifying information |
| **Communication Skills**  | * Correct relationships with respondents;
* Active participation in discussions;
* Convincing formulation and effective expression of arguments;
* Thoroughly express critical opinion and take into consideration various opinions
 |
| **Learning Skills** | A graduate is able to obtain information from various resources; time management; set priorities independently and follow the plans successively; ability to work deeply on literature and critical analysis of academic process, determine the need for further education. |
| **Values** | After the completion of Master Programme in Journalism, students will develop professional consciousness and self-consciousness, objectivity and principle; journalistic standards and ethical standards. |
| **Teaching Methods** |
| **Learning forms-** lecture, seminar, laboratory and practical studies, targeted written work, project, tutorial and professional practice,etc.**Learning Methods** – discussion/debates, cooperative, team work, problem based learning, case study, brainstorming, role plays, demonstration method, inductive method,deductive method, analysis and synthesis methods, verbal and written work methods, practical, explanatory, action oriented teaching method, project design and presentation, presented form of e-learning.  |
| **Programme Structure** |
| Total volume of the programme- 120 ECTS creditsThe programme includes major and minor academic courses. Major programme covers academic courses, compulsory academic courses of major speciality, free credits.**Curriculum Appendix 1** |
| **Assessment System** |
| **Assesment system at Akaki Tsereteli State University is divided into several components:**The share of the mid term assessment from the general score (100points) is totally 60 points, which covers the following assessment forms:* **Students’ involvement in teaching process during the term (covers different components of assessment)-30 points**
* **Mid term exam-30 points;**
* **Final exam-40 points.**

A Student has a right to take the final exam if he/she has gained at least 18 points during the mid term assessments. **Assessment system includes :**1. **Five Forms of Positive Assessment:**

 (A) Excellence- 91-100 points; (B) Very good- 81-90points from maximum evaluation; (C) Good- 71-80points from maximum evaluation; (D) Satisfactory- 61-70 points from maximum evaluation; (E) Sufficient- 51-60 points from maximum evaluation.1. **Two Forms of Negative Assessment:**

 (FX) Could not Pass- The maximum is 41-50 points. It means a student needs to work harder and is allowed to work individually and repass the subject once again. (F) Failed- Maximum score equals to 40 points and less. It means that a work made by the student is not sufficient and he/she has to retake the course.In case of getting FX, a makeup exam will be appointed no less than 5 calendar days after the conclusion of the final exam results ( this obligation doesnot apply to the dissertation, Master’s project, creative work or other scientific projects).* The assessment given in the makeup exam is the final assessment which is not added to the negative score received in the final exam.
* If the student gets points from 0 to 50 in the makeup exam, he/she will be given 0 point.
* The minimal limit of competence in the final exam should comprise 15 point.
* The assessment given in the makeup exam is not added to the assessment that is given in the final exam. The assessment given in the makeup exam is the final evaluation and it will be reflected in the final assessment of the educational component. According to the assessment 0-50 points received in the makeup final exam, in the final evaluation of the educational component, the student will be evaluated the F-0 score.

**Note**: Mid term and final(makeup) exams will be conducted in formalized manner:Basis: Ministry of Education and Science of Georgia, Order №3, January 5, 2007Additional assessment criteria of students’ achievements are defined in the syllabus of certain academic course. |
| **Employment Opportunities**  |
| Graduates can get a job in any kind of media organizations (including intermedia).A a result of recent reforms, several state institutions(Parliament, Audit, Regulatory Commission, Revenue Service) have been developed in Kutaisi. Therefore, graduates have a chance to get a job in regional media. Graduates of Master Programme in Journalism can get employed in newspapers and magazines’ editorial offices, publishing offices, TV-radio companies, news agancies and public relations services, state and non government organizations, etc. Establishment of branches the following TV companies (,,Public Broadcasting”, ,,Imedi”, ,,Rustavi 2”) will support employment growth in Kutaisi.After the completion of Master Programme, a student has an opportunity for further education (Doctoral).  |
| **Supportive Resources**  |
| **Human resources for implementing the educational programme:**the program is taught by the academic staff and invited practician specialists, including: Associate Professor – 10**Material resources for implementing the educational programme**:buildings of ATSU ( address: Kutaisi,Tamar Mephe st. №59, №1,3 buildings), well-equipped audiences, library and reading halls, literary funds, computer centers, ,,Professional Training,Retraining and Continuous Economic Educational Center” medical center, fire fighting facilities. |
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**Curriculum 2016-2020 years**

**Name of the Programme: Journalism**

**Degree Awarded: Master of Social Sciences in Journalism**

**Appendix 1**

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| **№** | **Code of the course** | **Name of the subject** | **Contact hours in a week** | **lecture/practical/lab/exam** | **credits** | **Distribution of credits** |
| **Term** |
|  |  | **Compulsory Academic Courses** |  |  |  | **I** | **II** | **III** | **IV** |
| 1 |  | Sociological Studies | 3 | 15/30/0/3 | 5 | 5 |   |   |   |
| 2 |  | Civic Journalism  | 3 | 15/30/0/3 | 5 | 5 |  |   |   |
| 3 |  | Media Studies | 3 | 15/30/0/3 | 5 | 5 |   |   |   |
| 4 |  | Verbal Communication | 3 | 15/30/0/3 | 5 | 5 |   |   |   |
| 5 |  | PR Campaign Management | 3 | 15/30/0/3 | 5 | 5 |  |  |  |
| 6 |  | Journalism and Policy | 3 | 15/30/0/3 | 5 |  | 5  |   |   |
| 7 |  | Composition of Publishing Texts | 3 | 15/30/0/3 | 5 |   | 5 |  |   |
| 8 |  | Broadcasting News  | 3 | 15/30/0/3 | 5 |   | 5 |   |   |
| 9 |  | Report and Interview Techniques | 3 | 15/30/0/3 | 5 |   | 5 |  |  |
| 10 |  | Practice 1- Preparation of TV Report | 3 | 15/30/0/3 | 5 |  | 5 |  |  |
| 11 |  | Modern Media Management | 3 | 15/30/0/3 | 5 |   |   | 5 |   |
| 12 |  | Ivestigative Journalism  | 3 | 15/30/0/3 | 5 |  |   |  5 |  |
| 13 |  | Newsroom | 3 | 15/30/0/3 | 5 |   |   | 5 |   |
| 14 |  | Advertising Communication and Technology | 3 | 15/30/0/3 | 5 |   |   | 5 |   |
| 15 |  | Practice 2- Radio- analytical Program | 3 | 15/30/0/3 | 5 |  |  | 5 |  |
| 16 |  | Master’s Thesis |  |  |  30 |  |  |  | 30 |
|  |  | A**Optional Subjects** |  |  |  |   |  |   |   |
|  |  | Free credits (15 credits)[[1]](#footnote-2) | 15 | - | 5 | 5 | 5 | 5  |   |
|  |  | **Total** |  |  | 120 |  |  |  |  |

1. **A student can choose one five ECTS subject in each term from any programme of ATSU.** [↑](#footnote-ref-2)