

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

Sumy State University

APPROVED

Head of the Admissions Committee

 S. Kozii

20224 p.

PROGRAM

for PhD entrance examination
in the specialty 061 "Journalism"

1. GENERAL INFORMATION

The program of the entrance examination for the third (educational and scientific) level of higher education for the degree of Doctor of Philosophy is formed in accordance with the educational and scientific study program for Doctors of Philosophy in the speciality 061 "Journalism" at Sumy State University.

The purpose of the entrance exam is to assess the applicant's readiness to obtain a PhD in "Journalism", to determine the level of methodological, theoretical and interdisciplinary training, their readiness to master the journalism program, to identify their aptitude for research activities using effective methods of media research, media content analysis, and solving current practical and theoretical problems of the media industry.

The aim of the program is to give applicants an idea of the required scope and content of the sections and topics to study and prepare for the entrance exam.

The exam papers consist of 50 closed-form test questions. Each question has three answer options, only one of which is correct.

The written test lasts 80 minutes.

The applicant must carefully study the extensive theoretical material on the topics covered by the entrance exam during the preparation.

2. STANDARD QUESTIONS OF THE ENTRY EXAM BY SECTIONS

1. Theory, methods, journalism practice.

Basic concepts of journalism. Subject and objectives of journalism. Journalistic understanding of information. Information product. Information interests. Criteria for evaluating information in journalism. Journalistic understanding of the fact.

The general concept of social communication as a set of processes and structures of information and knowledge circulation in society that ensure its existence and development.

General and special functions of journalism. Classification of modern groups of journalism functions.

Journalism typology and its principles: the type of audience, the problematic and thematic component, the purpose, etc.

Types of information sources. Methods of presenting information. The concept of mass information flows. User-generated content.

Codes of professional ethics for journalists. Legal regulation of mass media activities. Human rights and mass media. General concepts of research methodology.

Journalism studies as a science. Relationships of journalism studies with other sciences. Development of journalism studies in Ukraine.

Cross-media: content; technologies of preparation and presentation of materials; data journalism. Typology of genres in online journalism.

The general concept of genre in journalism. The convention of dividing journalistic works into genre groups. Criteria for dividing works into genres. Genre as a form of reflection of the reality. Information genres in the general system of journalistic genres. Schemes for building news materials. Standards of news journalism. Features of the style and composition of information materials. General characteristics of analytical genres. Article as the most common analytical genre:

specificity and "features" of the genre. Specific genre features of the review: purpose, subject and content. Author's program/author's column: peculiarities of gathering facts and presentation of material. General characteristics of artistic and journalistic genres. The concept of the journalistic method. Essay: general characteristics of the genre, history of its emergence, topical content, leading features, composition, types of essays. National journalism of the Russian-Ukrainian war of 2014–2023.

Principles of constructing a journalistic work. Argumentation in problem formulation and its solution.

Topics of journalistic speeches. Basic concepts of the topic. Relevance of the topic of journalistic speeches. The topic of medicine in the media. Military and martial topics. Social orientations of the speeches topics.

2. History of journalism

The beginnings of journalism in Ukraine. The start of the Ukrainian press in the eastern Ukrainian lands. The period of almanacs in Ukrainian journalism. Time periods of the development of Ukrainian journalism in the nineteenth century. Peculiarities of the formation of the national press in Dnieper Ukraine (Naddniprianshchyna of Ukraine/over Dnieper land). Features of the formation of the national press in Western Ukraine. Censorship laws and decrees, political and administrative bans on the Ukrainian press in the Russian Empire.

Trends in press publishing in Ukraine and the Ukrainian press in 1905–1914. The Ukrainian press during the national revolution of 1917–1920. The Ukrainian press of the Second World War. The totalitarian press (1945–1990). Journalism of the period of dissident movement. Ukrainian press abroad.

Taras Shevchenko's publicistic works. Panteleimon Kulish's publicistic works. Publicistic works of Lesya Ukrainka. Publicistic studies of Ivan Franko. Journalistic and publishing activities of P. Kulish, I. Franko, M. Drahomanov, Olena Pchilka. Artistic and journalistic activity of V. Vynnychenko, S. Yefremov, M. Khvylovyi, I. Bahrianyi, O. Olzhych. Artistic and journalistic activity of I. Dziuba, Y. Sverstiuk, V. Chornovil, M. Rudenko, Lina Kostenko.

The emergence of long-standing journalistic phenomena in the world. The appearance of the first news agencies in Europe. Journalistic activities of J. Pulitzer

and W. R. Hearst. Classical examples of world periodicals of the late nineteenth and early twentieth centuries. World journalism of the twentieth century: main trends. Journalism in the USA. Journalism of European countries.

3. Information space, information policy and security, disinformation and media manipulation, media literacy

The concept of information and communication space.

Information needs of society. The concept of information needs.

Information security of the individual. Information wars and operations. Information influence and its types. Concept and types of threats to state security in the information sphere.

Masses and means of mass communication. Functions of mass communication. The mass audience. The most important features of the "mass of people". The main types and types of crowds. Mass consciousness and individuality.

The concept of media manipulation. Implementation of manipulative technologies in the media. Types of influences. General principles of massification. Typologies of mass reactions to a journalistic work. Basic laws of communication. Key concepts of mass communication.

Media literacy: concept, purpose, use of mass media in its implementation.

3. ANSWERING CRITERIA

General requirements

The Committee evaluates the applicant's written test answers on a 100-200 point scale. Applicants who score less than 100 points receive an unsatisfactory grade and are not allowed to participate in the competitive selection process.

To receive a positive test score, an applicant must pass the minimum acceptable test threshold of 0.20 or 20% of the total test score.

Test points are awarded for each correct answer to a task, and 0 points are awarded for an incorrect answer. The test scores obtained for the entrance examination are converted to a 100-200 point scale (rounded to the nearest whole, according to the rules of mathematical rounding) according to the following algorithm:

$$O = O_{\min} + k \cdot (N - r \cdot T)$$

- O – score from the entrance examination on a scale of 100-200 points;
O_{min} – the minimum score of the entrance test on a scale of 100-200 points, according to which the applicant is allowed to participate in the competitive selection;
k – coefficient of conversion of test scores to a scale of 100-200 points, in this case:

$$k = 100 / (T \cdot (1 - r))$$

- r – minimum acceptable test threshold with an accuracy of 0.01, which is set in the range from 0 to 1, but not less than 0.10;
T – the total number of test scores that an applicant can receive during the test;
N – the number of test points that the applicant received during the entrance test.

If the number of test scores received by the applicant during the entrance test (N) is "0", the applicant receives an "unsatisfactory" grade and is not allowed to further participate in the competitive selection.

Accrual of test points

Each correct answer to a test question is worth 2 points. An incorrect answer is worth 0 points.

The total number of test points (T) that an applicant can receive during the entrance examination is 100.

The number of test points for the entrance test (N) is calculated as the sum of test points excluding test points deducted for corrections in the answer sheet (if provided by the program).

Requirements for corrections

No test points will be deducted for corrections.

4. RECOMMENDED REFERENCES

1. Theory, methodology and journalism practice

1. Вайшенберг З. Новинна журналістика / За заг. ред. В. Ф. Іванова. Київ : АУП, 2011. 262 с. [Weishenberg Z. News journalism, 2011]. URL: <http://www.aup.com.ua/uploads/>
2. Досенко А., Погребняк І. Інтернет-журналістика. Комунікативні маркери: навч.-метод. посібник. Київ : Центр навчальної літератури, 2020. 184 с. URL: http://elibrary.kubg.edu.ua/id/eprint/33206/1/A_Dosenko_IJKM.pdf

3. Здоровега В. Й. Теорія і методика журналістської творчості : підруч. 3-є вид. Львів : ПАІС, 2008. 268 с. URL: <http://wucheba.ru/v350/>
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5. Методологія досліджень мас-медіа: робоча книга (handbook) / за заг. ред. К. Г. Сіріньок-Долгарьової. Запоріжжя : ЗНУ, 2017. 156 с. URL: <http://surl.li/fzqus>.
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7. Ромах О. Настільний посібник з методології досліджень соціальних комунікацій. Київ, 2020. 376 с.

2. History of journalism

1. Животко А. Історія української преси / упоряд., автор історико-бібліограф. нарису та прим. М. С. Тимошик. Київ : Наша культура і наука, 1999. 368 с. URL: <https://www.twirpx.com/file/240520/>
2. Михайлин І. Л. Історія української журналістики : підруч. Харків : ХІФТ, 2000. 279 с. URL: <http://ru.scribd.com/doc/84207176/>
3. Міжнародна журналістика : конспект лекцій для студ. спец. 061 "Журналістика" всіх форм навчання / І. Р. Жиленко. Суми : Сумський державний університет, 2023. 191 с.
4. Мільтон Дж. Ареопагітика. Промова про свободу преси від цензури (звернення до парламенту Англії). URL: <http://krotov.info/acts/17/2/milton.htm>
5. Сидун І. В. Історія української журналістики : хрестоматія для здобувачів першого (бакалаврського) рівня спеціальності 061 «Журналістика». Одеса: Видавець С. Л. Назарчук, 2021. 82 с. URL: <http://surl.li/fzqxu>.

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1. Adornato A., Mobile and social media journalism: A practical guide. CQ Press, 2018. 313 p. URL: <https://www.twirpx.com/file/2852133/>
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3. Інформаційна безпека. Підручник / В. В. Остроухов, М. М. Присяжнюк, О. І. Фармагей, М. М. Чеховська та ін.; під ред. В. В. Остроухова. К.: Видавництво Ліра-К, 2021. 412 с. URL: <https://jurkniga.ua/contents/informatsiy-na-bezpeka.pdf>.
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8. Різун В. В. Теорія масової комунікації: підруч. К. : Вид. центр «Просвіта», 2008. 260 с. URL: http://journalib.univ.kiev.ua/Teoriya_mas_com.pdf

Approved at the meeting of the Admissions Committee.

Protocol No. 11 from 08.04 2024

Executive Secretary of the
of the Admissions Committee



Ihor ROI

Chairman of the
of the Subject Committee



Volodymyr SADIVNYCHYI