



საქართველოს ტექნიკური უნივერსიტეტი
GEORGIAN TECHNICAL UNIVERSITY

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Bachelor's Educational Program

Program Title

ჟურნალისტიკა
Journalism

Faculty

საინჟინრო ეკონომიკის, მედიატექნოლოგიებისა და სოციალურ მეცნიერებათა
Engineering Economics and Social Science media technologies

Program Heads

Associate Professor Tamar BONDARENKO

Qualification to be Awarded and the Extent of the Program in terms of Credits

Bachelor of Social Sciences in Journalism

(Awarded after the completing of 225 credits of the main specialty provided by the program and 15 credits in the form of free components, in case of completion of at least 240 credits)

Language of Teaching

Russian

Prerequisite for Admission to the Program

The right to teach in the Bachelor's educational program is granted to a person who is enrolled in accordance with the legislation of Georgia.
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Program Description

<p>The Bachelor's education program in journalism includes 240 ECTS credits, duration - 8 semesters (4 academic years).</p> <p>According to the student's individual workload, the number of credits in one year can be less than or more than 60 credits, but not more than 75 credits. The program will provide students with the knowledge and basic skills necessary for the profession, which will help them create a successful career in the future.</p> <p>The educational program is compiled using the ECTS system. 1 credit equals 25 hours, which includes both contact and independent work hours. The program includes 172 credits of the main specialty, 15 credits in the form of free components, foreign language (English, German, French) - 22 credits, practice - 10 credits and bachelor's thesis - 6 credits. The volume of each semester is 30 ECTS credits. The duration of the program is 4 years (8 semesters).</p>
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The maximum score for each course in each semester is 100. The maximum score for the midterm assessment is 60. The midterm assessment consists of 2 components: an ongoing activity and a midterm exam. The maximum grade of the current activity is 30 points, the minimum positive grade is 15 points, the maximum grade of the mid-semester exam is 30 points, the minimum positive grade is 7.5, the maximum grade of the final exam is 40 points, and the minimum is 10. During the semester, the student passes one mid-semester and one final exam. If necessary, XX week is devoted to an additional exam. A student passes the additional exam only if he/she has scored 41 to 50 points after passing the final exam.

The duration of the **first academic year** is 2 semesters. During two semesters, the student will study 13 courses (60 credits), of which 55 credits are compulsory and 5 credits are elective courses.

The duration of the **second academic year** is 2 semesters. During two semesters, the student will study 13 courses (60 credits), of which 50 credits are compulsory and 10 credits are elective courses.

The duration of the **third academic year** is 2 semesters. During two semesters, the student will study 11 courses (60 credits), of which 60 credits are compulsory subjects.

The duration of the **fourth academic year** is 2 semesters. During two semesters, the student will study 12 study courses of the main specialty (60 credits): compulsory subjects (29 credits), undergo industrial practice (10 credits), work on a bachelor's thesis (6 credits), and the free component is 15 credits.

Bachelor's educational program 240 ECTS credits

Compulsory education courses	172
Foreign language	22
Elective course	15
Free components	15
Practice	10
Bachelor thesis	6

Program Objective

- Training of a practicing specialist with media culture;
- Teaching the elements and values of media culture in the social space, for supporting and broadcasting the normative orientation of society, controlling governance decisions and participating in the processes of regulating social relations;
- Teaching international methods and technologies of information production, dissemination, media monitoring according to modern professional standards.

Learning Outcomes/Competences (general and sectoral)

Knowledge and Understanding:

- Will understand philosophical categories and concepts;
- Will have an initial idea and understand the basic regularities of professional monologue speech in various types of written and oral speech.
- The student will realize the role and place of knowledge gained in informatics and information technologies as common methodological and instrumental means in further work. Will study the concepts of information and information processes, the principles of computer processing of information, modern information technologies.
- Should know the main features, theories and methods of communication in modern reality;
- Should know and understand the main categories of the course, the typological diversity of modern publications and programs, the basics of interaction of journalism with other social institutions;
- Should know the genre technologies of the creative process, to have the ability to compose a text, to have the ability to analyze and evaluate materials;
- Acquire the ability of abstract thinking and synthesis;
- Should know and understand the peculiarities of the ways of development of Western journalism, typological similarities and differences between European and American journalistic practices;
- Knowledge of scientific analysis methods, basic understanding of the concept of culture;
- Knowledge and understanding of the features of the technological base of newspaper, radio and television broadcasting in the century of computer and information technologies;
- Knowing and mastering the origins of advertising, its functions, types and features of presentation in mass media;
- Knowledge of literary norms, stylistic features of modern journalism, editorial evaluation criteria of stylistic and aesthetic aspects of the manuscript;
- Knowledge of modern photo and video technologies and awareness of the need for their complex use in the audiovisual field;
- Should know the rights and duties of a journalist, the Constitution of Georgia, legal norms;
- Should know the specifics of the activity of a television journalist;
- Professional skills, abilities of a modern journalist; to understand the collective nature of journalistic creativity; elements of the structure of a journalistic work.

Ability to apply knowledge in practice:

- In practice, he/she will use the acquired knowledge during the creation of journalistic texts of various genres and topics.
- Will be able to select and evaluate the main features of hardware and software of the computer system, ensure the functioning and operation of the computer, free "dialogue" with the computer, prepare text, table and presentation documentation, work in the international computer network Internet.

- Will be able to use the acquired knowledge in further educational and practical activities;
- Will be able to take into account and use the country's many-thousand-year historical experience in determining the domestic and foreign priorities of Georgia in his/her professional activities.
- Ability to use acquired knowledge to analyze political processes
- Must be able to apply the theoretical knowledge gained during the study of analytical genres in practice, orientate in issues of topic development.
- Should understand the essence of the journalistic profession as social, informative, creative, its basic characteristics, the journalist's social roles, personal characteristics necessary for the responsible performance of professional functions; as well as the multifaceted nature of journalistic activity, which includes preparing one's own publications and working with other participants in the creation of mass media texts (authors, audience, etc.); individual and collective activities; working on the text and beyond the text (design, production, organization). Must be able to work with information sources and possess the methods of obtaining information (interview, observation, working with documents), selection, verification and analysis, as well as the methods of precise (accurate) journalism.

Ability to make conclusions

- Developing the ability to draw conclusions and to design logical-thinking syllogisms by following logical synthesis;
- Acquires the ability to select and analyze information received from various sources;
- The ability to draw conclusions about the typological features of journalism, the features of the further development of journalism;
- Ability to present cultural phenomenon, current processes in the field of culture and practices of information society, ability to work on modern media theories.
- Knowledge and ability to use different software tools and databases in the process of working with information in the computer network;
- The ability to draw conclusions about the influence of advertising texts, types of recipients and their needs, advertising slogans on the recipient's awareness.
- Possession of the method of production of foreign language oral and written journalistic, business, scientific texts intended for use in oratorical art.
- The ability to orientate in the genre features of television journalism
- To be able to evaluate the method of creating a journalistic product, iconic components, conveying facts, and compositional features.
- Ability to draw conclusions according to modern journalistic practice.

Communication skills:

- To be able to properly construct dialogue/monologue opinions according to the situational components.
- Will study the basic principles of working with the international computer network Internet and the programs included in the Ms Office office software package, will acquire the skills of actively using modern information technologies for business communication;
- To know the functions, theories, rules and methods of communication in modern society;
- Must realize individual and professional principles in practical activities, be able to optimally accurately and fully deliver information about reality to the audience
- Must realize individual and professional principles in practical activities, be able to optimally accurately and fully deliver information about real reality to the audience.

- Be able to argue one's own concept;
- To develop the ability to communicate with the collective, various social groups, subcultures, the ability to implement PR activities in multicultural groups;
- Be competent in matters of communication skills;
- Provision of the elementary level of reading, understanding and speaking, which is provided by the international standards of level study of foreign languages.
- Possession of modern journalism vocabulary;
- Respects the desire to work independently, can communicate well, using computer technologies, in audiovisual form. Able to communicate with official and open sources of information; Preparation of a media project using computer video editing technologies and oral and written presentation for both specialists and non-specialists. Respects the need for confidentiality, can establish good relationships with students of all abilities, creatively uses modern information and communication methods.

Ability to learn:

- Improving verbal skills, ability to work on a book, ability to work independently.
- Independently receive information in English and acquire and consolidate relevant new material through further lexical-grammatical analysis.
- To activate students' knowledge and help them develop the ability to work independently; To help students to independently study a specific course, to complete ideological-aesthetic and professional criteria.
- To master the possibility of direct or latent evaluations of the given facts
- Will acquire the ability to use information and communication technologies.
- Be able to analyze a journalistic work; to use the ability of professional analysis of the text in order to improve journalistic skills; To focus on the experience of journalism theorists during the preparation of journalistic publications. To possess the basic methods of professional journalistic activity, to have the ability to analyze the texts of modern periodicals.
- To independently acquire new knowledge and skills through information technologies
- To get a general idea of the content and nature of Russian and international regulatory legislation in the field of legal relations
- Ability to write a scientific article with the help of modern printing tools. Ability to prepare a report.
- Appreciates the necessity of deepening the knowledge of computer technologies in the field of tele-radio art, continuing education and constant updating. Taking into account the importance of computer technologies for professional activities, he/she predicts the direction of his/her own studies.

Values:

- Embracing one's own history and culture, preserving national self-awareness and values. Knowledge of world historical heritage, tolerant attitude towards the history, culture and different opinion of others.
- Perception of the importance of the acquired knowledge for a neutral understanding of such global values as human rights, civil society, democracy, etc.
- The ability to generate new ideas, the ability to understand the main problems of the subject area, to be able to orientate in the ways of setting tasks and solving them; Application of knowledge about modern methods of research in practice.
- Awareness of the values of journalism: freedom of speech, freedom of the press, the ability to protect these values; Ability to publicly reproduce journalistic values for perfection
- Understanding the importance and role of PR-technologies in modern society

- Ability to tolerate in the problematic field of intercultural communication
- Ability to understand the importance of cultural knowledge in the modern world
- Understanding the importance of sociology of journalism for the improvement of one's own professional activity and further professional growth.
- Readiness for social interaction based on moral and legal norms accepted in society, respect for people, ability to be guided by moral and legal norms in professional activities.
- Will be able to recognize the value of the observed physical reality
- Ability to analyze and evaluate the effectiveness of one's work, its strengths and weaknesses
- To improve and develop their intellectual and cultural level, the ability to improve their social and professional experience
- To assess and share with others the attitude of oneself and others to the environmental values of Georgia and, in general, the planet;

Methods of Achieving Learning Outcomes (teaching-learning)

Lecture Seminar (group work) Practical Laboratory
Practice Bachelor thesis Consultation Independent work

Teaching and learning methods

It is impossible to study any specific issue in the teaching process with only one method. The teacher has to use different methods in the teaching process, and in many cases there is a combination of methods. In the process of teaching, the methods complement each other. We offer the most common teaching and learning methods and their definitions. The teacher will choose the necessary method from them, depending on the specific goal and task.

Discussion/debate – this is the most widely spread method of interactive teaching. A discussion process greatly increases the quality of students' involvement and their activity. A discussion may turn into an argument and this process is not merely confined to the questions posed by the teacher. It develops students' skills in reasoning and substantiating their own ideas.

Cooperative learning - this is a teaching strategy in which each group member is required not only to learn independently, but also to help his teammate learn the subject better. Each group member works on a problem until everyone has mastered it.

Collaborative work - using this method implies dividing students into separate groups and giving each group its own task. The group members work at their issues individually and at the same time share their opinions with the rest of the group. According to the problem raised, it is possible to shift the functions among the group members in this process. This strategy ensures the students' maximum involvement in the learning process.

The heuristic method is based on the step-by-step solution of the given task. This process is carried out by independently fixing the facts and seeing the connections between them.

Case study - a method of active problem-situational analysis, the basis of which is teaching by solving specific tasks - situations (solving the so-called "cases"). This teaching method is based on the discussion of specific practical examples (cases). "Case" is a kind of tool that allows to use the obtained theoretical knowledge to solve practical problems. Combining theory and practice, the method effectively develops the ability to make informed decisions in a limited time. Students need to develop analytical thinking, team work, ability to listen and understand alternative opinion, develop generalized solutions considering alternatives, plan actions and predict their results.

Brain storming - this method involves facilitating the formation and expression of as many, preferably radically different, opinions and ideas on a particular issue/problem within the theme as possible. The mentioned method stipulates the development of a creative approach to the problem. The use of the method is effective when there are large groups of students and consists of several basic stages:

- definition of the problem/issue from a creative point of view;
- during a certain period of time, uncritical recording of thoughts expressed by listeners on a problem (mostly on the board);
- definition of the evaluation criteria to determine whether the idea corresponds to the purpose of the research;
- evaluation of the chosen ideas according to predetermined criteria;
- through exclusion, to highlight those ideas that are most relevant to the issue
- identification of the idea with the highest score as the best way to solve the problem.

Role-playing and situational games - belong to game-type methods, which include business (role-playing) games, didactic or educational games, game situations (situational games), game methods and procedures. Games implemented according to pre-designed scenarios, allow students to look at the problem from different positions. This helps them to form an alternative point of view. As well as discussion, these games also develop the student's ability to independently express their position and defend it in an argument.

Demonstration method - this method implies a visual presentation of information. It is quite effective in terms of achieving results. In many cases, it is better to present the material to students in both audio and visual form simultaneously. The material being studied can be demonstrated by both the teacher and the student. This method helps to make visible the different stages of understanding the learning material, to clarify what students will have to do independently; At the same time, this strategy visualizes the essence of the issue/problem. The demonstration can take a simple form.

Inductive method - determines the form of transfer of any knowledge when, in the process of learning, the course of thought is directed from facts to generalization, i.e., when transferring the material, the process goes from the specific to the general.

Deductive method - determines the form of transferring any knowledge, which is a logical process of discovering new knowledge based on general knowledge, i.e., the process goes from the general to the specific

Method of analysis - helps to break down the learning material as a whole into its component parts. This facilitates detailed coverage of individual issues within a complex problem.

Synthesis method - involves grouping separate issues into a whole. This method helps to develop the ability to see the problem as a whole.

Verbal or oral method. This method includes lecture, narration, conversation, etc. In the above process, the teacher conveys and explains the learning material through words, and students actively perceive and internalize it by listening, memorizing, and understanding.

Writing work method - implies the following forms of activity: copying, taking notes, making a synopsis of the material, composing theses, writing an abstract or essay, etc.

Laboratory method involves the following types of actions: conducting tests, showing video material, dynamic material, etc.

Practical methods combine all those forms of teaching that develop practical skills of the student. In this case, the student, on the basis of the acquired knowledge, independently performs different actions, for example, production and pedagogical practice, field work, etc.

Explanatory method - is based on discussing a given issue. In the process of explaining the material, the teacher brings concrete examples, the detailed analysis of which is made in the framework of the given topic.

Activity-based learning - requires the active involvement of the teacher and the student in the learning process, where the practical interpretation of theoretical material is especially important.

Project development and presentation - during the work on the project, the student uses the acquired knowledge and skills to solve a real problem. Project-based learning increases students' motivation and responsibility. The work on a project includes the stages of planning, research, practical activity, and presentation of the results in accordance with the chosen issue. A project is considered to be realized if its results are presented in a clear and convincing manner and in a correct form. It can be done individually, in pairs, or in groups. It can also be done within one subject or within several subjects (subject integration). Once completed, the project will be presented to a wider audience.

Student's Knowledge Assessment System

The student's knowledge is assessed on a 100-point scale.

Positive grades are:

- (A)-Excellent - 91-100 points;
- (B)-Very Good – 81-90 points;
- (C)-Good – 71-80 points;
- (D)-Satisfactory – 61-70 points;
- (E)-Sufficient – 51-60 points.

Negative grades are:

- (FX) - Failed to pass – 41-50 points, which means that the student needs more work to pass and is allowed to take an additional exam once with independent work;
- (F) - Failed - 40 points or less, which means that the work done by the student is insufficient and he/she will have to study the subject again.

The description of the methods, criteria and scales relevant to the assessment forms is given in the education course programs (syllabi).

Fields of employment

Means of modern journalism: press, radio-television, internet media; public relations services, press centers, information agencies; Governmental and non-governmental cultural and educational institutions.

Editorial activities: selection, editing of various types of texts, audiovisual recordings, photographic images produced by audiences or professional structures and bringing them into the appropriate norms, standards, formats, and styles. Organization of public presentations, public discussion of press releases, specific projects and media products.

Opportunities for continuing education

Master's educational programs

Human and material resources needed to implement the program

The program is provided with appropriate human and material resources. See the attached documents for more information.

Number of attached syllabi: 67