



## Syllabus of the course

### «News Agenda: History and Ukrainian Context»

| <b>Specialty</b>                                                                                                                                                                                                                                                                                                                                                                                       | <i>C7 Journalism</i>                                                                                                                                        |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Study Programme</b>                                                                                                                                                                                                                                                                                                                                                                                 | <i>Media Communications</i>                                                                                                                                 |
| <b>Study cycle (Bachelor, Master, PhD)</b>                                                                                                                                                                                                                                                                                                                                                             | <i>Second (master's) level of higher education</i>                                                                                                          |
| <b>Course status</b>                                                                                                                                                                                                                                                                                                                                                                                   | <i>Selective</i>                                                                                                                                            |
| <b>Language</b>                                                                                                                                                                                                                                                                                                                                                                                        | <i>English</i>                                                                                                                                              |
| <b>Term</b>                                                                                                                                                                                                                                                                                                                                                                                            | <i>first year, first or second semester</i>                                                                                                                 |
| <b>ECTS credits</b>                                                                                                                                                                                                                                                                                                                                                                                    | <i>5</i>                                                                                                                                                    |
| <b>Workload</b>                                                                                                                                                                                                                                                                                                                                                                                        | <i>Lectures – 20 hours.</i><br><i>Practical studies – 20 hours.</i><br><i>Laboratory studies – 0 hours.</i><br><i>Self-study – 110 hours.</i>               |
| <b>Assessment system</b>                                                                                                                                                                                                                                                                                                                                                                               | <i>Exam</i>                                                                                                                                                 |
| <b>Department</b>                                                                                                                                                                                                                                                                                                                                                                                      | <i>Department of Business Journalism and Digital Media</i><br><i>website: <a href="http://www.kafusk2.hneu.edu.ua/">http://www.kafusk2.hneu.edu.ua/</a></i> |
| <b>Teaching staff</b>                                                                                                                                                                                                                                                                                                                                                                                  | <i>Hanna Starkova, PhD in Cultural Studies, Associate Professor</i>                                                                                         |
| <b>Contacts</b>                                                                                                                                                                                                                                                                                                                                                                                        | <i>anna.starkova@hneu.net</i>                                                                                                                               |
| <b>Course schedule</b>                                                                                                                                                                                                                                                                                                                                                                                 | <i>Lectures: according to the schedule</i><br><i>Practical studies: according to the schedule</i>                                                           |
| <b>Consultations</b>                                                                                                                                                                                                                                                                                                                                                                                   | <i>Department of Business Journalism and Digital Media, according to the schedule, individual, PLS chat.</i>                                                |
| <p style="text-align: center;"><b>Learning objectives and skills:</b></p> <p><i>Students will explore agenda-setting theory and the Ukrainian media landscape, focusing on historical narratives and digital convergence in the context of hybrid warfare. The course develops practical skills in fact-checking, ethical decision-making, and producing high-quality analytical media content</i></p> |                                                                                                                                                             |
| <b>Structural and logical scheme of the course</b>                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                             |
| Prerequisites                                                                                                                                                                                                                                                                                                                                                                                          | Postrequisites                                                                                                                                              |
| Psychology                                                                                                                                                                                                                                                                                                                                                                                             | Journalistic Investigations                                                                                                                                 |
| Philosophy                                                                                                                                                                                                                                                                                                                                                                                             | Management of Communication Processes in the Business Environment                                                                                           |
| Sociology                                                                                                                                                                                                                                                                                                                                                                                              | Methodology of Mass Communications                                                                                                                          |
| <b>Course content</b>                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                             |
| <b>Module 1. Theoretical and socio-cultural foundations of media communications</b>                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                             |
| <b>Topic 1.</b> The phenomenon of news in contemporary society.                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                             |
| <b>Topic 2.</b> Agenda-setting theory and media convergence.                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                             |
| <b>Topic 3.</b> The historical and cultural context of Ukraine in media focus.                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                             |
| <b>Module 2. Architecture of the Ukrainian media system</b>                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                             |
| <b>Topic 4.</b> Transformation of the Ukrainian media landscape.                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                             |
| <b>Topic 5.</b> The Television industry in Ukraine.                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                             |
| <b>Topic 6.</b> Traditional media channels.                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                             |
| <b>Topic 7.</b> Digital media and social networks.                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                             |
| <b>Module 3. Applied journalism</b>                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                             |
| <b>Topic 8.</b> Institutional oversight and quality standards in media.                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                             |



**Topic 9.** Visual communication and digital folklore.

**Topic 10.** Practical seminar. Role-play: “The Ukrainian Newsroom”.

**Topic 11.** Analytical media discourse.

**Teaching environment (software)**

*S. Kuznets PLS, Corporate Zoom system*

**Assessment system**

The University assesses students’ learning outcomes using a cumulative 100-point system. Current control is carried out during lectures and practical (seminar) classes and aims to assess students’ readiness to perform specific tasks; it is evaluated based on the number of points scored.

The maximum for the semester is 60 points; the minimum required is 35 points. Final control is conducted at the end of the semester in the form of an exam (the maximum is 40 points; the minimum required is 25 points).

Current control includes the following assessment methods: assignments on a particular topic, testing, presentations, and essay writing.

*More detailed information on the assessment and grading system is available on the course's technological card.*

**Course policies**

Teaching of the academic discipline is based on the principles of academic integrity.

Violation of academic integrity includes academic plagiarism, fabrication, falsification, cheating, deception, bribery, and biased assessment.

Education seekers may be brought to the following academic responsibility for breach of academic integrity: repeated assessment of the corresponding type of learning activity.

*More detailed information about competencies, learning outcomes, teaching methods, assessment forms, and self-study is given in the Course program*