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CHARACTERISTICS OF PROFESSIONAL TRAINING OF MASTERS IN FIELD OF JOURNALISM: THE US EXPERIENCE

The article is devoted to the analysis of professional training of masters in Journalism at the US universities. Peculiarities of formation of journalist professional development in the conditions of globalization, convergent and integration processes, taken place in the USA, are analyzed.

On the basis of research it has been outlined that the professional journalists' training of masters in the decentralized US system is characterized by the absence of unified qualification framework system. It has been proven that professional training of masters Journalism is a complex process and requires different approaches. It has been also revealed that the professional training of masters in the field of Journalism at American universities is grounded on the principles of morality and honesty, social justice, code of ethics.

Requirements for obtaining Master degree in Journalism are provided. In details two years of masters' studying at the faculties of Journalism and Communication are described. Main peculiarities of professional masters' training in the US are revealed. Various programs of professional training of masters in Journalism, implemented at the US universities, are considered.

Major and optional disciplines that masters in Journalism learn during the professional training are analyzed. Outcomes, gained by masters in the field of Journalism are characterized. Professional skills, knowledge necessary to be gained for acquiring Master degree in Journalism are outlined. Methods, applied during the professional training of masters in Journalism at the US higher education institutions are considered. It has been outlined that such traditional methods as lectures, seminars, practical and independent work are used during the professional training of masters in Journalism.

The comparative analysis between the requirements of gaining Master degree and Bachelor degree is provided. Distinctive features in professional training of masters and bachelors in Journalism are specified.

Key words: university, the USA, educational system, professional training, master, journalism.

Formulation of the problem. It is significant to emphasize the fact that integrative processes occurring around the world greatly impact all spheres of society and lead to changes in the higher education system. It has been noted that education is considered to be as one of the important factors in the development of society, ensures the economic development of the country and contributes to the formation of a competency strategy related to the training of future professionals. According to scientists, the modern knowledge society is characterized by globalization processes, increasing competition in education and science, the establishment of transnational educational institutions and discoveries of universities outside the country [1, p.105].

It is also necessary to point out that in modern conditions of society the need for highly qualified specialists who will be able to apply acquired knowledge, developed abilities and skills in professional activity, is actualized. It should be noted that in the period of rapid development of information

technology the role of a journalist in society is growing. They have to present high level of knowledge using digital technologies with the prospect of employment on radio or television stations, editorial services, participate in Internet blogging, mobile journalism services etc. In addition, new trends in society require journalists to know and master the norms of intercultural communication, which is a key component of a journalist's professional activity.

On the basis of the analysis it is outlined that the successful experience of American universities in the process of professional training of masters in the field of journalism determines the choice of the US university system as the object of our article.

Brief overview of recent research and publications. The professional training at the US universities has been the subject of the scientific research of V. Batton, D. James, D. Parkerson, O. Stoika, R. Syndyk, I. Titarenko and others. The modern conditions in the development of the US higher education have been analyzed by E. Kaverina,

V. Kudina, and N. Nychkalo. Problems of improving the quality of education in the United States are considered in the works of A. Varlamova, O. Kalinina. The current state of the professional education sector in the United States is being studied by O. Tarasova.

Theoretical and practical aspects of professional journalist's training has been the concern of D. Hallin and P. Mancini, B. Gyori та M. Charles, R. Goodman, E. Steyn, M. Kutner, E. Greenberg, Y. Jin, B. Boyle, Y. Hsu and E. Dunleavy; content of professional journalists' training has been analyzed by C. Mellado, C. Moreira, S. Lagos та M. Hernández, P. R. Hobbs. C. Anderson, M. Carlson, S. Konovalchuk, I. Chermers devoted their studies to the analysis of organizing educational process for journalists at the US universities.

The professional training of journalists in the US has been analyzed by many scholars, but the peculiarities of training masters have not been thoroughly investigated by scientists yet.

The purpose of the article is to analyze in details educational programs for masters in the field of Journalism at the US universities, specify skills and knowledge needed to acquire Master of Arts.

Main material. According to the Encyclopedia of American Education Master's degree is defined as a second-level higher education diploma that usually requires one year of study after obtaining a Bachelor's degree in a particular major [2, p. 683]. A Master's degree can certify both academic (scientific) and practical (professional) training, depending on the field of knowledge and goals of the instructional program. About 80% of all master's programs are professional, and only 15% belong to the traditionally academic fields of humanities and sciences [3, p. 399].

Although master's degree programs are individualized for each student, there are typical requirements for master's degree. Admission requirements usually include a bachelor's degree (progress in the bachelor's program has to be not lower than "B") (very good), basic knowledge of the subject, English language proficiency and a written justification of their own motivation to study the program. Graduate Record Examination is the obligatory exam to be passed and is considered as a standardized test that assesses the knowledge of mathematical, analytical and critical thinking skills. It is important to note the fact that only about 18% of bachelors continue their studies at the next level [4].

While studying for the master's degree, in contrast to the bachelor's degree, future specialists are offered two training programs: the first is assigned for students with little experience in journalism; the second one is for students who have already obtained a bachelor's degree or have five years of experience. However, such programs are not implemented in all US universities. In the field of journalism, the Master of Technical Sciences (Master of Science)

is correlated with the practice-oriented model, and the Master of Arts (Master of Arts) corresponds to an academic counterpart.

The Master of Journalism, in contrast to the bachelor's degree, provides a much higher level of knowledge, professional skills and abilities. Training takes place over 2 years and is divided into 2 semesters [5, p. 56].

Based on the analysis of master's programs at the US universities it has been stated that during the first semester, students are taught how to properly collect news material and how to create it. Also students take an introductory course during which they learn about modern social issues important to the journalist, namely: gender, racial, ethnic, religious, poverty issues, the formation of personal development etc. Using analytical methods of information analysis, student-journalists in practice convey these facts to the audience, demonstrating the rules and principles of journalism ethics [5, p.56].

It has been analyzed that during the second semester students are focused on the in-depth study of media legislation (at the international and national levels); internship in different types of media (at least two types): preparation of materials for radio or television, newspapers, magazines; editing these materials and their production, etc. Between the first and second year of study, if possible, the student must undergo an internship in national or international media, working in the subject area of their specialty [5, p. 57].

During the first semester of the 2nd year of study, students prepare specialized information and analytical materials; modern journalistic methods of information retrieval are studied. The second semester is characterized by deepening knowledge in the disciplines studied in the previous and writing a master's project in the specialty [5, p. 58].

Students who have successfully defended a bachelor's degree in the humanities, natural sciences or other specialties and do not have the education in the field of journalism, during the first year of master's degree focus on gaining knowledge, skills and abilities in preparing, editing and publishing materials of various media. These students are given the opportunity to attend seminars and lectures in media organizations to gain practical experience.

It should be noted that students who have a Bachelor's degree in Journalism or another field, but have five years of experience in the media, should focus on gaining specialized knowledge in the humanities or engineering in the first year of study. The purpose of this program is to professionally train future journalists for specialized work in the media. Within this program, students are not required to repeat the journalism material they have learned while studying for a bachelor's degree or working in the media.

Thus, students who have not received journalism education or professional experience during the second year of master's degree continue to study and gain professional knowledge of modern methods of information retrieval, skills and abilities in preparing material [5, p. 59].

Considering in more details peculiarities of master's studies at the University of Florida, which offers an instructional program of Master of Arts in Mass Communication – Journalism, it has been stated that students take compulsory courses (usually theoretical), professional disciplines, elective or special electives. It is also allowed to choose several disciplines, which can be taken at another faculty or university.

Analysis of master's studies at the University of Florida shows that student-journalists have the opportunity to choose a wide range of elective courses, which are divided into thematic blocks: data / research includes the following elective courses (audience analysis, coding, analysis of large amount of database, digital media planning, experimental research, social media metrics, research methods and others); creative disciplines (creative strategies, advertising, journalism as literature, digital imagination in web design, writing magazines and fiction, strategic thinking, sports reporting, web design principles, etc.) and management (advertising management, brand management, communication leadership, international advertising, international public relations, public relations management, telecommunications management, telecommunications regulation and others) [6].

Temple University School of Media and Communication offers several master's programs: "Communication Management", "Globalization and Social Change", "Strategic Specialization in Advertising and Marketing". One such program – "Journalism", according to which students obtain Master's degree (Journalism, M. J.), is inclined to master knowledge of applied disciplines. This program includes the following specialized subjects: law and ethics; preparation of information materials for printed, audiovisual and online publications; documentary photography, sports journalism, web design [7].

To obtain a Master's degree in Journalism at The City University of New York Graduate School of Journalism, students are required to prepare a dissertation over three semesters and receive 43 credits, as well as to pass an internship, final exams and defend a diploma project. The curriculum is based on 7 general courses in various media formats, some of which are aimed at gaining knowledge, skills in writing reports, preparing a report, developing analytical thinking to solve complex problems, others are focusing on the study of journalistic ethics and its legal principles; basics of interactive media, namely

online journalism, creating multimedia presentations, website design, blogging. It has been researched that master's students must be able to work with photos and videos, documents of various kinds, be experts in publishing, operate the system on television or radio. The educational process is characterized by an elective system of courses – students have the opportunity to choose courses in media according to their interests and career goals and change them in the 2nd or 3rd semester. In the 2nd semester, students can choose to study the following subjects: art and culture, business and economics, health and science, Spanish journalism and local reporting. It has been noted that the transferring credit system from other universities is unforeseen [8].

Analyzing programs for masters in the field of Journalism at the US universities it is important to draw attention to the program offered by the University of Arizona. The School of Journalism's aims at preparing students to face the complicated challenges confronting journalists in the 21st century. At school's seminar rooms and computer laboratories, master students have a chance to work on stories that will appear in real world news media, and study the economic, legal political and ethical issues that journalists counter in the global information age.

According to the program of "Bilingual Journalism" students have to study two years. It is necessary to note that this program is considered to be cutting-edge and suggests both academic and professional training that have the aim to make various reports for Latinx and foreign communities. It is also needed to emphasize that this program is the only bilingual programs in the country according to which graduates acquire robust knowledge and skills in Spanish and English, making them highly competitive in the labor market.

Due to the analysis of this program, it has been proven that during these two years of studying masters will acquire comprehensive knowledge and understanding of Latinx history and culture, Mexican American and other bilingual populations in Latinx and the US.

Taking into account specificity of this program, it is significant to emphasize the fact that masters in journalism learn how to make reports on Latinx issues in two languages including social, geographic, political, cultural, historical and social problems that are relevant to Latinx communities in Arizona and the Latin American countries where many US immigrants originated [9].

Considering top US universities, it has been stated that Illinois College of Media, the Department of Journalism offers practical series of courses that prepare graduates for the dynamic changes occurring in newsrooms and digital media. The faculty is considered to be internationally esteemed and consists of highly qualified practitioners and

scholars who provide instructions in a wide range of media and skills in investigative journalism, scientific writing, data analysis, social media, news design etc. It is necessary to emphasize the fact students have a great chance to obtain dual Master degree within Illinois College of Law and the Gies College of Business.

According to this program, masters in the field of Journalism will make a personal portfolio including their master's projects that will be published at award-winning professional newsrooms.

Analyzing in details the above mentioned program, it has been researched that the Department offers two graduate degrees: The Master of Science in Journalism (MS) and the Master of Journalism (MJ).

The MS program is designed to meet the goals characterizing three types of students: 1) students who have recently obtained a Bachelor's degree in Journalism or a related field and want to investigate a specific type of journalism deeply, 2) mid-career journalists who want to broadcast their professional skills in multimedia, investigative, narrative journalism, and 3) students that are pursuing a degree in selected fields (science, technology, engineering and math) seeking to complement their expertise with journalistic skills.

The main admission requirements are the following: applicants to the Master must have a 4-year bachelor's degree from an accredited US institution. A grade point average of 3.0 is viewed as the minimum requirement for admission to the Master of Science programs. For international students, a minimum score of 600 is required on the paper-based Test of English as a Foreign Language (TOEFL) and 250 on the computer-based test). IELTS scores must be 6.5 and 6 or higher on all sub-sections.

The Department of Journalism suggests the MJ degree as part of program concentrated on an expanded range of professional skills. Applicants to the MJ program must be University of Illinois at Urbana-Champaign students in the BS in Journalism program with a cumulative GPA of at least a 3.40 and have at least 60 but no more than 89 credit hours to apply for the program [10].

Conclusions. Taking into consideration all above information, we can say, that in order to obtain Master's degree in Journalism at the US universities

students have to follow special requirements, namely to obtain Bachelor's degree and pass courses related to the specialty.

It is also important to state that professional training of masters in the field of Journalism at the US universities is implemented taking into account integrative and transformative processes.

Prospects for further scientific research. Wide spectrum of programs for masters in the field of Journalism at the US universities should be deeply and thoroughly analyzed.

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Марціхів Х. Р., Гук Л. І. Характеристика професійної підготовки магістрів у галузі журналістики: досвід США

Статтю присвячено аналізу професійної підготовки магістрів у галузі журналістики в університетах США. Проаналізовано особливості формування професійного розвитку журналістів в умовах глобалізації, конвергентних та інтеграційних процесів, що відбуваються у США.

На основі досліджень зазначено, що професійна підготовка магістрів у галузі журналістики у децентралізованій системі США характеризується відсутністю єдиної системи кваліфікацій. Доведено, що професійна підготовка магістрів із журналістики є складним процесом, що вимагає застосування різних підходів. Також установлено, що професійна підготовка магістрів із журналістики в закладах вищої освіти США базується на принципах моралі та чесності, соціальної справедливості, засадах кодексу етики.

Охарактеризовано вимоги щодо отримання ступеня магістра журналістики в університетах США. Детально описано особливості навчання упродовж двох років навчання на магістратурі на факультетах журналістики та комунікації. Розкрито основні особливості професійної підготовки магістрів у США. Розглянуто різні магістерські програми з журналістики, що імплементуються в університетах США. Зокрема, описано можливості навчатися у магістратурі, здобувши подвійні дипломи з журналістики та інших спеціальностей.

Проаналізовано обов'язкові та факультативні дисципліни, які магістранти-журналісти вивчають під час професійної підготовки. Описано результати навчання, які студенти повинні отримати впродовж навчання. Виокремлено професійні навички, знання, необхідні для здобуття ступеня магістра з журналістики. Розглянуто методи навчання, використані під час професійної підготовки магістрів із журналістики у закладах вищої освіти США. Зазначено, що такі традиційні методи навчання, як лекції, семінари, практичні та самостійні роботи використовуються у процесі підготовки магістрів у галузі журналістики.

Здійснено порівняльний аналіз вимог до отримання ступеня магістра та ступеня бакалавра.

Ключові слова: університет, США, освітня система, професійна підготовка, ступінь магістра, журналістика.