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Professional identity of journalism in global media space

Abstracts: The main theme of article is the question of professional identity of journalists in modern media communication. The changes, taking place in today's world, change their attitude towards the professional media education and professional identity of the journalist. Modern technologies, tools, media communication, social marketing tricks act as drivers and for educational programs at various levels. One example of the formation of professional identity may be Master's program. The article speaks about the development of master's programs in the state humanitarian University on the specialty "Journalism" and experience of Journalism Faculty in realization of Master's programs as a possible method of formation of professional identity.

Key words: *professional media education, masters program, professional identity, media communications, competence approach*

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Profesionalni identitet novinarstva u globalnom medijskom prostoru

Apstrakt: Glavna tema rada je pitanje profesionalnog identiteta novinara u savremenoj medijskoj komunikaciji. Promjene, koje se odvijaju u današnjem svijetu, mijenjaju njihov stav prema profesionalnom medijskom obrazovanju i profesionalni identitet novinara. Savremene tehnologije, alati, medijske komunikacije, društveni marketing, djeluju kao upravljačka sila i za obrazovne programe na različitim nivoima. Jedan primjer formiranja profesionalnog identiteta može biti Master program. Članak govori o razvoju magistarskih programa na državnom humanističkom univerzitetu kao specijalizanata „novinarstva“ i iskustvo Fakulteta za novinarstvo u realizaciji Master programa kao mogućih načina formiranja profesionalnog identiteta.

Ključne riječi: *profesionalno medijsko obrazovanje, master program, stručni identitet, medijske komunikacije, stručni pristup*

The year 2015 will be a landmark for the Russian higher education. This year the Russian universities carry out mass production of undergraduate students. According to the information-analytical department of the Training Management RSUH year 2014/2015 in all forms of training is scheduled to release 1005 bachelors, 969 specialists, 189 Masters. It will be the first serious test of the strength of the two-tier system of training, which became mandatory for all Russian universities in 2009. Firstly, this is a serious challenge to employers. Employers and the Russian economy, especially the industrial sector, up to now have focused on students with a degree. For the first time the labor market will be actively filled with bachelors. Earlier, the Russian labor market reacted with bachelors, but it was not of mass character. Employers related with fear and distrust to the bachelors. The bachelors are now faced with them face to face.

Secondly, it is a challenge to Russian master's programs. Masters has become an integral part of a modern high school, but so far universities were more interested in master students than the students themselves. Typically, graduates who received a diploma, did not consider training in a magistracy as an extension of their educational trajectory or career path. In European countries, the number of those wishing to receive a master's degree is much higher than in Russia, but this state of affairs lasted until the admission campaign 2015.

In 2015, the situation will change drastically. Bachelors will actively consider the Masters to continue their education. The economic crisis (increase in unemployment, the decline in wages, slowing the development of certain strategic industries) only increased interest in further education, not only at the bachelors, students and professionals. According to industry agencies, 25% of Russian state media dismissed in late 2014 - early 2015 (top.rbc.ru:2015).

Experts estimate that in 2015/16 account the number of graduate students will increase significantly, by about 30%. Since 2015 the total amount of the admission quotas for Master's degree programs increased by 19% compared to 2014 figures. Of course, substantially increase the number of graduate students studying on a contract basis. Table 1 presents data on the admission quotas Masters leading Moscow universities during the admission campaign in 2014 and 2015. Table 2 shows data on the budget places in the magistracy of the same schools in the direction of preparation 42.04.02 "Journalism".³

³ The data source for the table №1 and №2 are the official sites are indicated Universities

Table 1

Moscow Leading University(in the field of "Journalism")	Admission quotas of 2014.	Admission quotas of 2015.
Russian State Humanitarian University	260	346
Higher School of Economics National Research University	2210	2088
Peoples' Friendship University of Russia	436	654
Moscow State Pedagogical University	590	940
Russian State Social University	155	270
Moscow State Linguistic University	107	367

Таблица 2

Moscow Leading Universities	Budget places for masters'n programs (2014)	Budget places for masters' programs (2015)
Moscow Leading University (in the field of "Journalism")	13	11
Russian State Humanitarian University	25	25
Higher School of Economics National Research University	16	18
Peoples' Friendship University of Russia	11	10
Moscow State Pedagogical University	0	0
Russian State Social University	0	10

During its existence in modern Russia as a second Master's degree of higher education I have gained a lot of experience and a fateful hour is ready to offer a large number of competitive educational programs.

- Universities, developing master's programs, solve several strategic objectives:
- promote scientific, educational and creative potential
- testing mechanisms for cooperation of faculties and departments,
- facilitate the spread of interdisciplinary approaches,
- actively integrating employers in the educational environment,
- increase attractiveness among students.

In modern Russian masters programs were established about 10 years ago. This was a reflection of global trends aimed at the unification of programs and diplomas of higher education. The first master's program was opened in the Russian State Humanitarian University in 2005, today the University offers 93 training programs and 28 areas of training.

To date, Russia formed two types of master's programs: Research Profile and Practice-oriented Profile. Programs Research Profile accentuated the formation of competencies that allow undergraduate build their careers in the basic sciences, scientific and methodological environment. Program of practice-oriented profile are aimed at training highly qualified personnel for the social sciences, applied training areas, top managers. To practice-oriented programs include Masters in creative fields of study.

Educational concept master's programs of the Faculty of Journalism RSHU based on a combination of two types of software that allows you to meet the needs of different target audiences.

Currently, the faculty is realized four master's programs: "Historical and cultural journalism in contemporary media" (opened in 2011, in 2015, the new name of the program - "Contemporary mediapublitsistika"), "International Journalism", "Mediaritorika" (opened in 2012 year), "Editing media texts" (opened in 2013).

All Master's programs correspond to the "Dublin descriptors" - a unified list of requirements for the development of programs at all levels of higher education. "Dublin descriptors" based on characteristics such as knowledge, understanding their application, capacity for independent learning, communicative and maturity of information skills. A master's degree is characterized by the following competences: the testimony of knowledge and understanding, based on the first stage of higher education, and expanding or developing them to create a framework for the development and application of ideas, often in the context of research; the ability to apply knowledge and understanding, and solve problems in a new and unfamiliar field or in a broad multidisciplinary context relating to the appropriate field of study; the ability to integrate information and solve complex issues and to draw conclusions on the basis of incomplete or limited information, using their knowledge and make decisions, and take social and ethical responsibility; willingness to clearly and unambiguously express their findings to both specialists and amateurs, and have the knowledge on which they are based, the ability to learn, which allows you to continue training, including independently and autonomously (Edelev, Kanter, Mathison, 2012:21).

Program "Historical and cultural journalism in contemporary media" and "Mediaritorika" refers to the research profile and the "International Journalism" and "Edit media texts" - the practice-oriented programs. The curricula of all master's programs contain a common core subjects ("Journalism as a social and cultural phenomenon," "Mediaeconomy", "Deontology of journalism", "Methods and methodology of media research," "Modern media text" and others.) Discrepancy types occurs in the variable part of the program.

For example, in the "Mediaritorika" to the variable part include the following disciplines: "Terminology media text", "Theoretical Foundations mediaritoriki", "Technology of public debate", "The rhetoric of political negotiations " Rhetorical techniques of creating the country's image in the media today," et al. and in the "International Journalism" variable part up such subjects as "Technology policy analysis in journalism", "activities of foreign TV reporter in foreign countries", "Aspects

of tolerance in international journalism”, “Actual problems of international journalism”, “Psychology of communication in international relations.”

Depending on the type of the master’s program of the developers have focused on the formation of specific competences. The research-oriented programs leading competencies are skills such as possession of an independent research project: “the ability to analyze the literature on the topic, to develop a conceptual and methodological framework to identify and substantiate the problem; ability to carry out the necessary theoretical and empirical research, analyze its results; to make meaningful conclusions of theoretical and practical professional, possession of skills of conducting a scientific controversy⁴, and practice-oriented special significance following competence “thorough possession of the knowledge system relating to journalism as part of a system of mass communication: the role of the JMC and the media in society, the function of journalism, mechanisms and principles of operation, types of media, audience, content, development trends of the media industry; on in-depth understanding of the nature and the level of specificity of function, content, phases, optimal models of professional standards, the psychological characteristics of journalism; ability to perform at a high professional level, different types of editorial work related to the tasks of high complexity”⁵.

Thus, training in one area of training helps to create different profiles of graduates, the formation of professional identity of the master.

Today, at the Faculty of Journalism is preparing new specialized interdisciplinary master’s program in the direction of preparation 42.03.02 “Journalism” - “business journalism and modern media communications.” This program is innovative in many respects to the faculty. First, it brings together two types of master’s programs and thus enhances the graduate and professional identity. Second, actively involved in the development of this program takes the Faculty of Economics, Institute of Economics, Management and Law RSUH. If all of the previously developed programs implemented by the teaching staff of the Faculty of Journalism, the program “Business Journalism and the modern media communications” is the first experience of interdepartmental cooperation.

The scope of modern master’s programs in the field of journalism and media communication is very diverse. With a different focus, with different challenges and opportunities.

Let’s see what trends exist in modern education, what and how to do in terms of global trends should be oriented graduate programs?

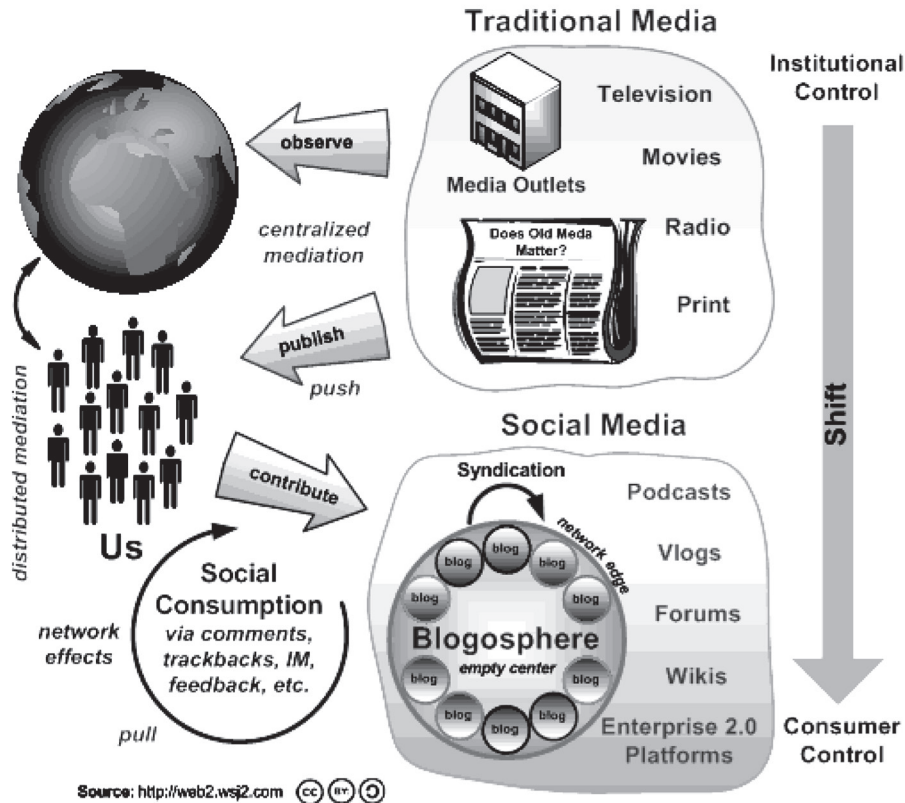
First of all, I would like to mention the fact that with the development of mass media, modern media are becoming more targeted, focused on a specific target audience. Under each target audience set of media vehicles is selected and it best meets the interests and needs of this particular audience and hardly covers the different audience segments. The scheme in order to increase opportunities for targeting specific types of media represented.⁶

4 http://www.edu.ru/db/mo/Data/d_10/prm199-1.pdf

5 Ibid.

6 <http://travel-tech-trends.blogspot.cz>

The Emergence and Rise of Mass Social Media



Targeting is an inevitable process for a modern media system, thus professional media education is necessary to maintain the same trend.

We have already noted the division of master's programs in the practice-oriented and research. Due to the trend associated with the development of modern Media Communications, a division into sections does meet the challenges of time.

The second important point that affects the goals and objectives of the development of master's programs are the drivers of modern education.

According to the survey Ernst & Young, published in 2012 the main drivers of modern education are as follows:

- Democratization of knowledge and of access to education
- Competitiveness of markets and finance training programs
- Digital – technology

- Global mobility (For example, according survey Application Trends Survey by GMAC, 2013 52 % listeners programs Master Program Media @ Communication in the United States were not US citizens)
- Integration with produce.

We have already shown that the modern Russian market of master's programs in the field of media and journalism is highly competitive. Just focusing on the modern drivers of education, you can create, and most importantly - to launch highly competitive master's program.

After all, there is one driver that has a huge impact on the master's programs - there is longlife education. Selection of the master's program - a conscious choice of an who is having a certain professional and life experience.

Thus, focusing on trends in the development of modern media, competitiveness programs via modern drivers education, the focus of the new master's program will be the following:

Integrative programs (one program united the economy, the media sector and business journalism)

Focus on Contemporary Media Technologies

Developing relevant professional competencies during training, which in turn will ensure the competitiveness of the graduates of the program and already meet the challenges of longlife education.

In view of all these factors has been developed only in the modern media educational space program Magistrates' "Business journalism and modern media of communication".

What is radically new, we use in the proposed software market?

Integrating the experience of interaction and management training courses together faculties (Faculty of Journalism and Faculty of Economics, in our case)

An interdisciplinary approach to teaching for the entire duration of the program (both between departments and between disciplines) and the formation of a single educational space. It's a lot of work between teachers, departments and faculties for the formation of a single information and educational space for the program.

Development of universal competence and professional positions through a set of disciplines, teaching methods and practical.

Thus, the new master's program empowers graduates and promotes the development of their professional identity.

An important component of this program becomes its interdisciplinary orientation - given that the focus of business journalism focused on business - a component of the economic block of discipline are specialists Faculty of Economics. The focus of these courses includes, among other things, international specialization. So we are expanding the possibilities of professional identity graduate master's program.

We would like to note once again that the program prepared for the launch of a modernized educational standards 3+, we will implement a multidisciplinary approach in practice - oriented master's program. This context, as shown by the mar-

ket of the study master's degree programs in practical journalism and as mentioned above, is a unique and expanding opportunity for our graduates.

Of course, as well as on all other master's programs have a mandatory part of the Faculty, which is the same for all the masters program. This requirement of modern federal education standards. With regard to biodiversity and the practical part of the program, there is an opportunity to create a competitive environment program in the field of context and in a set of disciplines.

In this program, "Business journalism and modern media communication" as an example we would like to bring the following set of disciplines (both basic and optional part): "Economics: Theory and Russian practice", "Mediaeconomy", "Globalization processes in modern media", "Media psychology", "Media marketing", "Modern media system", "Mediasystem and QMS", "International economic relations and foreign policy of Russia", "Media, social responsibility and international standards for quality management products and services", "Industry markets".

Thus, due to a set of disciplines and the inner content of the courses it is possible to achieve a balance that on the one hand provides a competitive educational environment programs, on the other hand enables the graduates to a more balanced and accurate approach to the issues of professional identity and the choice of options for future work.

An important component of this program is to focus on the media of communication in modern society. The program offered at variable part is fundamentally new discipline related to the Intercultural interaction with modern media marketing, and media psychology, mediaeconomy, digital - journalism, etc.

In general, a separate dwelling on the issue of professional identity in connection with the professional media education is important to note that this is a matter of discussion not only within the Russian educational and professional space, but also on recent conferences in the European Community.

For example, at an international conference at the University of Trier in March 2015 discussed the issue of professional identity is a modern professional media education with the participation of colleagues from the Netherlands, Germany, Russia, Spain. Drivers of modern education, as mentioned above and focus of content, technology and themes of modern media are significantly changing perceptions on this issue. We also presented our new approach with multidiscipline and multicontent focus for master's program.

Thus, professional identification in this master's program includes the following aspects:

1. Understanding of the role of business - journalism in the modern world
2. The development and focusing of professional competencies
3. The competitive advantage of the program is a combination of fairly traditional business of Journalism and Media Communications today and their impact on society.

For the Russian media education problem of professional identity has not become relevant and meaningful. However, in times of economic instability, this ques-

tion takes on a special role. Understanding their professional identity is actively promoting quality jobs, ie in accordance with the motivation and capabilities, and further self-education and career development (Nygren, Stigbrand, 2013).

Questions of professional identity are becoming more relevant in the light of the development of modern education in the framework of the Bologna Convention and to consider higher education as an important part of long life education.

The concept of long life education implies an informed decision about the admission to Master's degree and further opportunities for professional development, which places additional demands on the formation of professional identity through: content master program and used equipment and technology.

Finally, drivers of modern higher education in the world, its focusing and focus on the close connection with the production and professional competences makes the formation of the master's program to pay special attention to professional identity.

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