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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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