



Ministry of Education and Science of Ukraine
Sumy State University
Faculty of Foreign Philology and Social Communications

6044 Methodical instructions

for the training and processing of qualification work
of the second (Master's) level of education
of the educational programme "*Journalism*"
for full- and part-time students
in the speciality 061 "*Journalism*"

Sumy
Sumy State University
2025

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Department of Journalism and Philology of the Faculty of FLSC

The guide explains the structure of the qualification work of the second (master's) level of higher education of the educational and professional programme 'Journalism' in the speciality 061 Journalism, sets out the basic requirements for its production, indicates the sequence of execution, deadlines and form of submission, defines the procedure for work management, its review, etc.

The appendices contain examples of the design of the title page of the qualification work, the supervisor's feedback, review, etc.

The proposed methodological materials are intended for applicants for higher education of the second (master's) educational level in the speciality 061 Journalism, as well as for research and teaching staff of the Department of Journalism and Philology involved in the management, consulting or review of qualification works, for members of the examination committee.



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INTRODUCTION

A Master's degree is a second-cycle higher education qualification awarded by a higher education institution as a result of the successful completion of an appropriate programme of study by a student.

A qualification for the second (Master's) level of higher education is an independent research (scientific) or practical project completed by a student at the final stage of study. In order to complete and successfully defend a Master's thesis, the student applies the full range of theoretical knowledge and practical skills acquired during the course of study; demonstrates the ability to independently research an actual problem related to media activities; proposes and implements creative ideas relevant to the social communication system.

For successful completion of the qualification work it is necessary to master the material of all academic disciplines provided by the EPP of the second (Master's) level of higher education in the speciality 061 'Journalism'. The qualification paper is a compulsory part of the EPP 'Journalism'. It should not contain academic plagiarism, fabrication and falsification.

The methodological recommendations are developed in accordance with the requirements of the Standard¹⁾ of Higher Education in the field of knowledge 06 'Journalism', speciality 061 'Journalism', contain general provisions for the organisation and conduct of the final certification.

¹⁾ Standard of higher education of Ukraine: first (bachelor's) level, field of knowledge 06 Journalism, speciality 061 Journalism. Approved and put into effect by the order of the Ministry of Education and Science of Ukraine dated 20.06.2019 No. 864.

FINAL CERTIFICATE

The final certificate is a document that confirms that the student's learning outcomes correspond to the requirements of the educational programme. It is an important part of the learning process and the main basis for obtaining the Master's degree in the field of knowledge 06 Journalism, specialisation 061 'Journalism', EPP 'Journalism'.

The final certificate is issued after the completion of the cycle of theoretical and practical training. Its terms are determined by the timetable of the educational process. The final certification of Master's degree candidates takes the form of a public defence of a qualifying thesis in the third semester.

The Department of Journalism and Philology of Sumy State University (hereinafter referred to as "the Department" and "the University" respectively) is the graduation department, which ensures the performance and defence of the qualification works of the candidates.

The qualification work allows to evaluate the results obtained after the completion of the higher education programme.

The qualification work of the Master of Journalism is a practical project carried out independently by the candidate, in some cases - a research (scientific) work that meets the requirements of the industry standard and does not contain academic plagiarism, including incorrect text borrowing, fabrication and falsification. The qualifying work must solve a research and/or innovation problem in the field of journalism.

ACHIEVEMENT OF COMPETENCES AND PROGRAMME LEARNING OUTCOMES

Qualification paper is a compulsory educational component in the speciality 'Journalism', so during its training and defence, the applicant must confirm the availability of general and special competences that correspond to the programme learning outcomes

provided by the industry standard and recorded in the EPP 'Journalism'.

Integral Competence:

Ability to solve research and/or innovation problems in the field of journalism, as well as advertising and public relations, media education.

General Competences:

GC02. Ability to plan and manage time.

GC05. Ability to search, process and analyse information from various sources.

GC06. Ability to make informed decisions.

GC07. Ability to develop and manage projects.

GC09. Ability to evaluate and ensure the quality of performed works.

Professional Competences:

PC01. Ability to use specialised conceptual knowledge of the theory and history of journalism, the latest technological advances to solve research and/or innovation problems in journalism.

PC07. Ability to ensure and evaluate the strategic development of the team.

Programme Learning Outcomes:

PLO03. To collect, integrate and summarise materials from various sources, including scientific and professional literature, databases, and check their reliability using research methods.

PLO06. Evaluate the reliability of information and sources, effectively process and use information for research and practice.

PLO10. To have practical skills in solving problems related to the organisation of new media institutions and institutions.

APPROVAL OF QUALIFICATION PAPER TOPICS AND APPOINTMENT OF SUPERVISORS

The department and supervisors may offer students research topics in accordance with the objectives of the educational programme and the needs of the labour market.

The topic of the qualification thesis must be specifically formulated and reflect the process of carrying out a research study or practical project in the field of mass media.

The topic is approved at a meeting of the graduate department.

Supervisors of qualification papers may be research and teaching staff of the graduating department with academic degrees and/or academic titles in the profile of the department. Co-supervisors may be leading experts in the field of journalism, advertising, public relations, employees of institutions and organisations in the media industry, who are approved at a meeting of the Department on the basis of prior consent and a corresponding statement of the co-supervisor.

The supervisor is responsible for the quality of the work submitted for defence and has the following duties:

- Discuss the wording of the qualification paper with the candidate;
- Submitting a proposal for the topic of the qualifying dissertation to the Department for further approval;
- Advising the candidate on the main sources, supplementary literature and other sources of information on the chosen topic;
- Advising the candidate on the conduct of the dissertation;
- Supervising the completion of the qualifying dissertation;
- Facilitating the examination and publication of the main results of the candidate's work;
- Provide a written assessment of the candidate's qualification paper.

TYPES OF QUALIFICATION PAPERS

The Master's thesis must meet the requirements of a logical and clear description of the material, validity and reliability of the facts; it must have scientific or practical value, combining theoretical coverage of the topic with the ability to create a modern information product.

The qualification paper must present a practical project of an information product or the results of scientific research (research qualification paper).

CREATIVE QUALIFICATION PAPER (PRACTICAL PROJECT)

The basis of the qualification paper is a practical project of an information product. A practical project is unpublished media materials united by a theme, idea, genre, etc. The practical project must be multimedia, intended for placement on at least three different media platforms.

The total volume of the creative qualification work is 40-50 A4 sheets.

The recommended structure of the creative qualification work is as follows:

- Title page,
- Bibliographical description and notes,
- Table of contents,
- Explanatory Note,
- Information product (practical project),
- List of references,
- Conclusions,
- List of media publications on the topic of the Master's thesis (if any),
- List of sources of factual material (if any),
- Appendices (if any).

Examples of the title page, bibliographic description and

annotation are provided in the Appendices.

Recommended structure of the Explanatory Note:

- Introduction,
- Theoretical justification for the choice of the topic and practice project,
- Description of the specialised task or practical problem to be solved in the qualification paper,
- Project features,
- Specification (author’s idea, project scale, target audience, degree of novelty, description of sources of facts and information, channels of distribution of the information product, projected results of implementation).

Table 1 - Criteria and grading scale for creative qualification paper

No.	Criteria	Points Awarded
1	The appropriateness of the information product / project / promotion	12–17
2	The appropriateness of the specialised task or practical problem to be solved in the qualification paper	9–14
3	Disclosure of the uncertainty of the conditions for the creation of the information product / project / action	7–12
4	Substantiation of the methodology, the chosen concept, the publications on which the paper is based	5–10
5	Characteristics of the informational cause	6–11
6	Reasonableness and reliability of information sources and content	5–10
7	Substantiation of the channels of distribution of the information product / project / activity and projected results	7–12
8	Linguistic design of the qualification paper	6–9
9	Technical design of the qualification paper	3–5

If the work scores less than 60 points according to the evaluation criteria, it is not allowed to be defended.

RESEARCH QUALIFICATION PAPER

The research qualification paper is carried out on a relevant scientific topic in journalism or social communications and has an applied nature. Such research is undertaken exclusively by applicants with experience in research, as evidenced by various forms of testing the research results – the mandatory publication of a scientific article or at least three materials in conference proceedings.

The research work is evaluated for novelty, relevance and significance of the results, as well as the author's ability to choose the order of presentation of scientific facts.

The total volume of the scientific qualification work is 50-70 A4 sheets.

The recommended structure of a research paper is as follows:

- Title page,
- Bibliographic description and annotation,
- Table of contents,
- Introduction,
- Body (consisting of sections, each with a title and, if necessary, subsections),
- Conclusions,
- List of references,
- Appendices (if any).

Examples of the title page, bibliographical description and annotation can be found in the appendices.

Table 2 - Evaluation criteria and scale for research qualification paper

No.	Criteria	Points awarded
1	Range and completeness of work	12–17
2	Structured, logical, consistent of the presented Material	9–14
3	Definition of the purpose, objectives, object and subject of the study	7–12
4	Actuality and scientific novelty	6–11
5	Structural components' reasoning	5–10
6	Reasonableness and persuasiveness of conclusions	7–12
7	Reasonableness of the characteristics of the sources of of facts and information	5–10
8	Linguistic design of the qualification paper	6–9
9	Technical design of the qualification paper	3–5

If the work scores less than 60 points according to the evaluation criteria, it is not allowed to be defended.

Approval of Results

The main results of the qualification work must be tested and published before its defence, as indicated in the introduction to the study. The results of the practical project are tested by preparing, carrying out and publishing similar information products, and/or participating in scientific and practical conferences, and/or organising and carrying out media events on the topic of the Master's thesis.

Publication of an article in scientific journals from the list of the Ministry of Education and Science of Ukraine, and/or in a foreign scientific periodical, and/or in a collective monograph, and/or in at

least three collections of conference abstracts is an obligatory recognition of the main results of the research (scientific) study.

It is recommended that the text of the publications should not be identical with the text of the qualification work, otherwise the verification system may consider it as plagiarism (self-plagiarism).

Language of Defence.

Diploma Defence in a Foreign Language

Qualification works can be prepared and defended either in a foreign language or in Ukrainian. It is allowed to defend a qualification work in a language which the applicant has studied as a foreign language in the educational programme. In this case, the Department may appoint an advisor - a teacher who has a special education in foreign languages or a certificate confirming the level of foreign language knowledge not lower than B2. The functions of the advisor may be performed by the supervisor of the qualification work.

The qualification work, written and defended by the candidate in a foreign language, must also contain a summary both in Ukrainian and English (about 5 thousand symbols), a glossary of terms (in the form of a table, at least 10 words), a bibliographical description both in Ukrainian and English and use at least 5 sources of foreign literature.

Previous Review of Qualification Paper.

Reviews and Feedback

Two weeks before the defence, the Department considers the previous state of completion of qualification works and hears reports from the supervisors.

The completed qualification paper is submitted to the supervisor for review and feedback. If the qualification work is ready for defence, the supervisor gives a recommendation at the end of the

review.

In the case of a positive assessment, the supervisor will indicate 'recommended for defence' in the feedback, and in the case of a negative assessment - 'not recommended for defence'. If there is a negative opinion on the results of the qualification work or the degree of its readiness for defence, the department decides on the possibility of the applicant continuing to acquire the appropriate level of qualification and of admitting the work to defence.

Each qualification paper is subject to an external examination procedure. A person who is not a member of the academic staff of the Faculty and the University, who has a doctorate, a PhD or a Master's degree, who has scientific publications and achievements in the field of journalism, mass media, advertising and PR, is appointed as a reviewer of the qualification work.

The official expert assessor provides a general description of the qualification work and a reasoned conclusion with an indication of the grade ('excellent', 'good', 'satisfactory' or 'unsatisfactory').

The supervisor and the assessor must indicate the recommended grade of the work on a scale of 100 points according to the above criteria. The supervisor's and assessor's assessments will be taken into account when discussing the final grade based on the results of the Qualification Work Defence.

Examination Committee

The Examination Committee (hereinafter - EC) is formed from the teachers of the graduate department, in particular: the deputy head of the EC, the secretary of the EC and the members of the EC. A specialist in the field of journalism and mass media, who is not an employee of the University, is appointed as the head of the EC. The composition of the EC is approved annually by a decree of the Rector of the University.

The Head of the EC, the Deputy Head of the EC and the members of the EC examine and evaluate the level of scientific, theoretical and practical training of the applicants' qualifications in

order to determine whether they meet the requirements of the educational programme in the specialisation; they participate in making decisions on awarding the degree of Master and the qualification of ‘Master of Journalism’ to graduates and on awarding a diploma (diploma with honours) or refusing to award it (with the necessary reasons).

QUALIFICATION PAPER DEFENCE

The Graduation Department prepares a schedule for the defence of the qualification work, which is approved by the Dean of the Faculty of FFSC Sumy State University. The supervisors inform the applicants about the deadlines for the defence of their work ten days before the beginning of the certification. Higher education applicants who have received a positive feedback from the supervisor and a positive review of the qualification paper, have successfully passed the examination of works for academic plagiarism, are allowed to defend their work.

The department checks qualification papers for plagiarism using the Strike Plagiarisms system for checking academic texts for textual borrowing; on the basis of the results, it prepares a verification protocol and a conclusion on the presence of textual borrowing in the work; it makes a decision on the admission of the work to the defence.

The defence of qualification papers takes place in a public session of the EC, in the compulsory presence of the chairman of the committee or his deputy. The defence of qualification works is held at the University and, if necessary, at companies, institutions and organisations in the city for which the subject matter is of scientific, theoretical or practical value.

The defence involves a report by the applicant on the topic of the work (5-7 minutes).

The procedure of the EC during the defence of the qualification work includes:

- Announcement by the Secretary of the EC of the name,

surname, patronymic and subject of the candidate's work.

- The candidate's report on the content of the work and the results obtained. Various forms of visualisation of the report may be used (multimedia presentation, video demonstration, etc.).

- Answers to the questions of the EC members.

- Announcement of the supervisor's feedback and recommended mark.

- Announcement of the review of the work and the recommended mark.

- Candidate's response to the reviewer's comments.

- Announcement by the Head of the EC of the end of the candidate's defence.

The EC will be guided by the following criteria when assessing qualification work:

- Relevance of the topic, its compliance with modern achievements of science and practice in the media industry.

- Novelty, validity of the proposed solutions, completeness of the topic of the work.

- Practical value of the results obtained, testing of the work.

- Presentation of the work in accordance with the standards and guidelines.

- Defence of the work (content of the report, logic, correctness and completeness of the presentation of the results, language culture, quality of the illustrative material and its presentation, validity of the answers to the questions of the EC members, ability to defend one's own judgements, demonstration of professional competence, etc.).

The decision of the EC on the assessment of the defence of the Qualification Paper, the awarding of the Qualification to the candidate and the awarding of the relevant Diploma (ordinary or honorary) will be taken at a closed meeting of the EC by open vote by a simple majority of the EC members. In the event of an equal number of votes being cast for different assessment options, the vote of the Chair of the EC is decisive.

Repeated defence of qualification work in order to improve the grade is not permitted.

The candidate has the right to appeal against the decision of the EC by applying on the day of certification to the Appeals Committee set up by the Department to protect the rights of candidates and to consider their appeals against the results of the final certification.

Qualification papers that have passed the defence procedure are published by placing their metadata (bibliographic description and annotation) and electronic full text versions in the open collection "Qualification papers of higher education applicants" (hereinafter - the collection) of the Institutional Repository of Sumy State University (eSSUIR).

QUALIFICATION PAPER REQUIREMENTS

Style Features

The qualification paper should be written in a scientific style without misuse of quotations borrowed from articles, textbooks and electronic sources.

You should clearly and unambiguously focus on the generally accepted scientific standards of the level of argumentation and style of presentation. Unsubstantiated theses and concepts should be avoided, and maximum objectivity should be sought, where all ideas should be in a natural and reasonable relationship, free from subjective value judgements.

Technical Requirements for the Paper

Text format - Microsoft Word (doc or docx file).

Page orientation - portrait.

Font - Times New Roman, size 14.

Line spacing - 1.5, paragraph - 1.25.

Margins - default (normal).

The student may use illustrative material (tables, graphs, diagrams, maps and photographs) in the preparation of the assignment. It should have a title written after the number of the illustration and, if necessary, be accompanied by explanatory information (text below the illustration). Tables and figures should be placed immediately after the reference or on the next page. Each figure should correspond to the text and the text to the figure. Where appropriate, illustrations should be accompanied by a caption.

A figure caption usually consists of four main elements

- the name of the figure, indicated by the word 'Fig.
- the serial number of the figure, given in Arabic numerals without a numeral sign
- the thematic title of the figure, which contains text giving a brief description of the figure.

The illustration number consists of the section number and the consecutive number within the section. For example Figure 1.3 (i.e. the third figure in the first section).

Digital material is often presented in tables, where information is grouped in rows and columns separated by vertical and horizontal lines. Each table should have a title that is placed at the top and printed symmetrically to the text. The text in the table should be typed in 12 point single-spaced font.

A table should be placed after the first mention of it in the text so that it can be read without turning the bound block or turning it clockwise. You can move a multi-line table to the next page. When you move a table to the next page, the title appears only above the first and second parts.

If there is no numerical or other data in a row of a table, a dash is placed in that row.

Tables should be numbered consecutively within a section (except for tables in appendices). The word "Table" and the number should appear in the upper right hand corner above the heading of the table. The table number should consist of the section number and the table number separated by a full stop, for example: 'Table 1.2' (second table in the first section).

General Rules About Referencing and Sources Used

In order to confirm your own observations and conclusions, or to critically analyse a particular piece of printed material, you must cite the source and, if necessary, quote it. This will enable you to locate documents and check the accuracy of information. When using material from monographs, review articles or other sources with a large number of pages, the source to which the work refers is given in square brackets [].

The reference in the text of the paper should be indicated by the ordinal number in the list of references, separated by two square brackets, for example: ‘... in works [1-4] ...’.

The following phrases can be used to cite and present the theoretical justification of the qualification work: “It should be noted that...”, “The analysis of scientific works devoted to the problem of... shows that...”, “The researchers concluded that...”, “The authors of the study found that...”, “So, today it is quite common to think that...”, “In the context of the problem of our study, attention is also drawn to the works... which determine that...”, etc.

General requirements for quotations:

1) The text of the quotation must begin and end with commas and be given in the grammatical form in which it appears in the source, respecting the author’s spelling conventions. Scientific terms are not enclosed in inverted commas.

2) The quotation must be complete, without arbitrary reduction of the author's text or distortion of the author’s thought. The omission of words and sentences in a quotation is allowed and is indicated by full stops placed anywhere in the quotation. If there was a punctuation mark before the quoted text, it is not retained.

3) Each quotation is accompanied by a reference to the source.

4) When quoting indirectly, the author’s thought should be expressed with the utmost precision and appropriate references should be given to the source.

5) If the author of the work citing a quotation highlights some words in it, a special reservation is made, i.e., after the text

explaining the highlighting, a period is placed, followed by a hyphen and the author's initials, and the entire text of the reservation is placed in parentheses. Examples of such reservations are as follows: (*italics by the author*), (underlined by me - A.P.), (*outline by me - A.P.*).

An example of a quote in the text: 'The torment of creativity is a common thing among experienced writers, so it is inevitable for those who try their hand at the literary field...' [3, p. 223], where 3 is the number in the list and 223 is the page.

List of References

A list of references is an element of the bibliographic apparatus that contains bibliographic descriptions of the sources used. It is compiled according to one of two principles (at the author's choice):

- 1) In the order in which the references appear in the text.
- 2) In the alphabetical order of the first author's names or titles.

The extent and content of the list of references is formed in accordance with the subject matter of the qualification work, the purpose and objectives.

The bibliographic description of the list of references in the work is drawn up in accordance with the requirements of the current version of the National Standard of Ukraine DSTU 'Information and Documentation. Bibliographic reference. General Provisions and Rules of Compilation'.

Appendices

Appendices should be included in the work, if necessary, as a continuation of the work on the following pages, placed in the order of the references in the text.

Appendices may include

- Additional figures or tables,
- Materials that cannot be included in the main body because of their size, teaching or presentation characteristics (original photographs, descriptions of media projects, etc.).

Each appendix should begin on a new page. The appendix should have a title printed at the top in lower case from the first capital letter symmetrically with the text of the page. In the middle of the line above the heading, the word “Appendix” and the capital letter designating the appendix are printed in lower case from the first capital letter (for example: Appendix A). The appendices shall be identified by successive capital letters of the Ukrainian alphabet, except for the letters Г, Є, З, І, Ї, Й, О, Ч, and Ђ.

The text of each Annex may be divided into sections and subsections numbered within each Annex. In this case, each number is preceded by the name of the annex (letter) and a period, e.g: A.2 - the second section of Appendix A; B.3.1 - the first subsection of the third section of Appendix B.

Figures, tables and formulas in the appendices are numbered within each appendix, e.g: Figure D.1.2 - the second figure of the first section of Appendix D; Formula (A.1) - the first formula of Appendix A.

Structure of the Text

The text of the main part is divided into sections, subsections, paragraphs, and subparagraphs. The titles of structural parts (TABLE OF CONTENTS, INTRODUCTION, CHAPTER, CONCLUSIONS, REFERENCES, APPENDICES) are printed in capital letters in the center of the line.

Subsection headings are printed in lower case (except for the first capital letter) with a paragraph indent. Do not use a period at the end of a heading. If a heading consists of two or more sentences, separate them with a full stop. They should be placed in a selection to the main text. The distance between the heading (except the heading of a subsection) and the text should be two spaces. Each structural

part of the work should begin on a new page.

Pages, sections, subsections, figures, drawings, photographs, tables, etc. should be numbered in Arabic numerals without the number sign.

Page numbering in the thesis should be continuous from the title page to the last page. The first page is the title page. The page number is not placed on the title page; on subsequent pages, the number is placed in the upper right-hand corner without a period at the end.

Tables and figures on separate pages are included in the general numbering. Digital material should be presented in special tables developed independently by the author, with a serial number and title.

Structural parts such as TABLE OF CONTENTS, INTRODUCTION, CONCLUSIONS, REFERENCES, and APPENDICES do not have a sequential number.

The chapter number is placed after the word CHAPTER, no period is placed after the number, and then the chapter title is printed on a new line. Within each section, subsections are numbered. The subsection number consists of the section number and the ordinal number of the subsection, separated by a period. The subsection number must be followed by a period, e.g., "1.3." (third subsection of the first section). The name of the subsection is then written on the same line.

In some cases, subsections are divided into paragraphs, which are numbered within each subsection. The number of a chapter consists of the consecutive numbers of the section, subsection and paragraph, separated by a full stop. The number must be followed by a full stop, for example "1.3.1." (first paragraph of the third subsection of the first section). The title of the paragraph is then written on the same line. Within each paragraph, sub-paragraphs are numbered according to the same rules as paragraphs.

Illustrations (charts, graphs, maps, photographs) and tables should be placed immediately after the text where they are first mentioned or on the next page. Figures and tables that appear on separate pages of the work are included in the general page numbering.

REFERENCES

- 1 Бібліографічне посилання (загальні правила складання) відповідно до ДСТУ 8302:2015, запровадженого в дію в Україні 01.07.2016 : метод. рек. / Укр. інж.-пед. акад. ; уклад. С. В. Карпенко. Харків : УПА, 2017. 20 с.
- 2 ДСТУ 1.5:2015. Правила розроблення, викладання та оформлення нормативних документів. Вид. офіц. Київ : ДП «УкрНДНЦ», 2015. 108 с.
- 3 ДСТУ 3582:2013. Інформація та документація. Бібліографічний опис. Скорочення слів і словосполучень українською мовою. Вид. офіц. Київ : ДП «УкрНДНЦ», 2015. 15 с.
- 4 ДСТУ 3008:2015. Інформація та документація. Звіти у сфері науки і техніки. Структура та правила оформлювання. Чинний від 2024-06-22.
- 5 Приклади оформлення бібліографічного опису у списку використаних джерел. Образ: науковий журнал. 2024. URL: https://obraz.sumdu.edu.ua/wp-content/uploads/2019/01/%D0%A1%D0%BF%D0%B8%D1%81%D0%BE%D0%BA_%D0%BB%D1%96%D1%82%D0%B5%D1%80%D0%B0%D1%82%D1%83%D1%80%D0%B8.docx
- 6 Стандарт вищої освіти зі спеціальності 061 Журналістика галузі знань 06 Журналістика другого (магістерського) рівня вищої освіти. 08.11.2022. Київ, 2022. 15 с. URL: <https://mon.gov.ua/static-objects/mon/sites/1/vishcha-osvita/zatverdzeni%20standarty/2022/11/11/061-Zhurnalistyka.mahistr-994-08.11.2022.pdf>
- 7 Як цитувати відео з «YouTube»? URL: <https://www.grafiaty.com/uk/blogs/how-to-cite-a-youtube-video/>

APPENDIX A

MINISTRY OF EDUCATION AND SCIENCE OF
UKRAINE
Sumy State University
Faculty of Foreign Philology and Social Communications
Department of Journalism and Philology

“Admitted to be defended”
Head of the Department
_____ Name and
SURNAME
_____ 20____.

QUALIFICATION PAPER
for Master’s degree
in the specialty 061 ‘Journalism’
of the educational and professional program ‘Journalism’
on the topic:
TITLE OF THE WORK IN ENGLISH
Title of the work in Ukrainian

Applicant(s) of the group _____
(group code) (surname, name)

The qualification paper contains the results of own research. The use of ideas, results and texts of other authors must be referenced to the appropriate source.

(signature)

(surname, name of the applicant)

Supervisor _____
(position, academic degree, academic title, name and surname) (signature)

Sumy – 2024

APPENDIX B

Supervisor's review of the creative qualification paper at the second level of education (Master's degree)

title of the paper, name and surname of applicant(s)

No	Criteria	Points awarded
1	The reasonableness of the information product / project / promotion (12–17)	
2	The reasonableness of the specialised task or practical problem to be solved in the qualification paper (9–14)	
3	Disclosure of the uncertainty of the conditions for creating an information product / project / action (7–12)	
4	Substantiation of the methodology, the chosen concept, the publications on which the paper is based (5–10)	
5	Characteristics of the informational cause (6–11)	
6	Reasonableness and reliability of information sources and content (5–10)	
7	Substantiation of the channels of distribution of the information product / project / activity and projected results (7–12)	
8	Linguistic design of the qualification paper (6–9)	
9	Technical design of the qualification paper (3–5)	

Total points are – _____

- Supervisor's comment

- Supervisor _____
• (signature) _____ Name and SURNAME

APPENDIX C

Supervisor's review of the research qualification paper at the second level of education (Master's degree)

title of the paper, name and surname of applicant(s)

No	Criteria	Points awarded
1	Range and completeness of work (12–17)	
2	Structured, logical, consistent of the presented material (9–14)	
3	Definition of the purpose, objectives, object and subject of the study (7–12)	
4	Actuality and scientific novelty (6–11)	
5	Structural components' reasoning (5–10)	
6	Reasonableness and persuasiveness of conclusions (7–12)	
7	Reasonableness of the characteristics of the sources of facts and information (5–10)	
8	Linguistic design of the qualification paper (6–9)	
9	Technical design of the qualification paper (3–5)	

Total points are – _____

Supervisor's comment

Supervisor

(signature)

Name and SURNAME

APPENDIX D

Review by the reviewer for creative qualification paper at the second level of education (Master's degree)

title of the paper, name and surname of applicant(s)

No	Criteria	Points awarded
1	The reasonableness of the information product / project / promotion (12–17)	
2	The reasonableness of the specialised task or practical problem to be solved in the qualification paper (9–14)	
3	Disclosure of the uncertainty of the conditions for creating an information product / project / action (7–12)	
4	Substantiation of the methodology, the chosen concept, the publications on which the paper is based (5–10)	
5	Characteristics of the informational cause (6–11)	
6	Reasonableness and reliability of information sources and content (5–10)	
7	Substantiation of the channels of distribution of the information product / project / activity and projected results (7–12)	
8	Linguistic design of the qualification paper (6–9)	
9	Technical design of the qualification paper (3–5)	

Total points are – _____

Comment of the reviewer

Reviewer

(signature)

Name and SURNAME

APPENDIX E

Review by the reviewer of the research qualification paper at the second level of education (Master's degree)

title of the paper, name and surname of applicant(s)

No	Criteria	Points awarded
1	Range and completeness of work (12–17)	
2	Structured, logical, consistent of the presented material (9–14)	
3	Definition of the purpose, objectives, object and subject of the study (7–12)	
4	Actuality and scientific novelty (6–11)	
5	Structural components' reasoning (5–10)	
6	Reasonableness and persuasiveness of conclusions (7–12)	
7	Reasonableness of the characteristics of the sources of facts and information (5–10)	
8	Linguistic design of the qualification paper (6–9)	
9	Technical design of the qualification paper (3–5)	

Total points are – _____

Comment of reviewer

Reviewer

(signature)

Name and SURNAME

APPENDIX F

Qualification paper writing schedule

No.	Qualification paper stages	Terms of execution	Exact date	Supervisor's signature
1	Finding a topic and a supervisor			
2	Writing an application to the head of the department for approval of the topic and appointment of a supervisor			
3	Approval of the topic at the department session			
4	Materials processing for qualification paper			
5	Approval of the final version of the qualification paper with the supervisor			
6	Paper discussion at the department session			
7	Submission of a qualifying paper for academic plagiarism check			
8	Submission of the completed qualification paper, academic plagiarism check log, supervisor's feedback, review, illustrative material, text of the report and presentation to the Secretary of the Examination Committee			
9	Defense of qualification Paper			
10	Uploading the text of the qualification paper to the Sumy State University repository			

APPENDIX G

Example of how to list the references

LIST OF REFERENCES IN UKRAINIAN

Book / monograph:

Яненко Я. В. Сучасні рекламні комунікації як чинник соціалізації : монографія. Суми : СумДУ, 2018. 300 с.

Українська інформаційна безпека: філологічний складник : монографія / Жиленко І. Р. та ін.; за заг. ред. В. О. Садівничого. Суми : Сумський державний університет, 2024. 180 с. URL: [https://essuir.sumdu.edu.ua/bitstream-download/123456789/96179/3/Ukrainian Information Security Philological Component monograph.pdf](https://essuir.sumdu.edu.ua/bitstream-download/123456789/96179/3/Ukrainian%20Information%20Security%20Philological%20Component%20monograph.pdf)

Textbook / study guide:

Яненко Я. В. Як писати рекламні та PR-тексти : навч. посіб. Суми : Сумський державний університет, 2023. 86 с.

Multivolume editions:

Енциклопедія Сучасної України / редкол.: І. М. Дзюба та ін. Київ : САМ, 2016. Т. 17. 712 с.

Scientific article:

Яненко Я. В. Застосування Microsoft Teams в онлайн-навчанні студентів : методичний аспект. *Інформаційні технології і засоби навчання*. 2024. № 2 (100). С. 72–91.

Яненко Я. В. «Макгаффіни» у сучасній рекламі. *Соціально-гуманітарні аспекти розвитку сучасного суспільства* : матеріали X Всеукраїнської наукової конференції студентів, аспірантів, викладачів та співробітників, Суми, 27–28 квітня 2023 р. Суми, 2023. С. 211–215.

Continuation of Appendix G

Conference abstracts:

Жиленко І., Павлючек В. Сувора правда життя в творі Роберта Конквеста «Жнива скорботи: радянська колективізація і голодомор».

III Науково-практична конференція студентів, аспірантів та молодих науковців «Сучасний масовокомунікаційний простір: історія, реалії, перспективи». Суми, 2024. С. 31–34.

Electronic resources:

Найкоротша історія російсько-української війни. *Радіо Свобода*. 2024. URL: <https://www.radiosvoboda.org/a/istoriya-viyny-rosiya-ukraina/32831284.html> (date of access: 06.10.2024)

Crenshaw D. 7 PR storytelling sins. *PR Daily*. 2020. URL: <https://prdaily.com/Main/Articles/17237.aspx> (date of access: 06.10.2024).

LIST OF REFERENCES IN A FOREIGN LANGUAGE

References in a foreign language should be made in accordance with the APA Style (APA Style Reference Citations). Author (transliterated), title of the article (transliterated), title of the article (English translation in square brackets), title of the source (transliterated), source data (city with English designation), publisher (transliterated). For example:

Book with One Author:

Brader, T. (2006). *Campaigning for hearts and minds: How emotional appeals in political ads work*. University of Chicago Press.

Continuation of Appendix G

Book with Two Authors:

Miller, T. E., & Schuh, J. H. (2005). Promoting reasonable expectations: Aligning student and institutional views of the college experience. Jossey-Bass.

Scientific article:

Derwing, T. M., Rossiter, M. J., & Munro, M. J. (2002). Teaching native speakers to listen to foreign-accented speech. *Journal of Multilingual and Multicultural Development*, 23(4), 245-259.

Encyclopedia article:

Mandarin. (2000). In *The Encyclopedia Americana*. (Vol. 18, pp. 224-225). Danbury: Grolier.

Encyclopedia article with author:

Mohanty, J.M. (2003). Indian philosophy. In *The New Encyclopaedia Britannica: Macropaedia*. 15th ed. (Vol. 21, pp. 191-212). Chicago: Encyclopaedia Britannica.

Newspaper Article:

Zernike, K. (2015, October 25). *White House moves to limit school testing*. New York Times, p. A1.

Web page with author:

Asmelash, L. (2019, August 14). *Social media use may harm teens' mental health by disrupting positive activities, study says*. CNN. <https://www.cnn.com/2019/08/13/health/social-media-mental-health-trnd/index.html>

Web page with organizational author:

World Health Organization. (2018, March 22). *Depression*. <https://www.who.int/en/news-room/fact-sheets/detail/depression>

Continuation of Appendix G

YouTube Video:

Lastname, Firstinitial. (Year, Month Date). Title of the Blog Post Entry. [Web Log Post]. Retrieved from <http://thewebsite.com>

APPENDIX H

An example of an outline, bibliographic description and annotation of the paper

BIBLIOGRAPHIC DESCRIPTION

Havrylenko O. V. Psychology of color in the perception of advertising of a modern multi-brand online store : Master's degree paper : specialty 061 - Journalism / supervisor Y. V. Yanenko. Sumy : Sumy State University, 2024. 48 c.

Based on the study of the psychological impact of colors on consumers, the work develops an advertising project for a modern multi-brand online store, including graphic advertising for social networks, audio and video advertising.

ABSTRACT

The relevance of the chosen topic is due to the...

Accordingly, the work aims to develop...

The work has led to the creation of....

The volume of the qualification work is 48 pages, the information product contains __ pictures, the reference list consists of __ links.

Keywords: brand, online store, psychological impact, advertising, corporate colours.

The volume of the abstract in Ukrainian is 1-2 thousand printed characters with spaces.

In case of defence in English, an abstract in English is additionally required, its volume is 6-8 thousand printed characters with spaces.

Електронне навчальне видання

Методичні вказівки
з підготовки та оформлення кваліфікаційної роботи
другого (магістерського) рівня освіти
для здобувачів спеціальності 061 «Журналістика»
освітньої програми «Журналістика»
очної та заочної форм здобуття вищої освіти

(Англійською мовою)

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