

## Systematic analysis of formation of journalism education

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**Abstract.** The questions are examined in the article about the functioning of the system of journalism education, the transformation which was caused by challenges of the modern world. The authors note that journalism education refers to complex educational systems, therefore offer to examine its system components: goals and objectives, objects and subjects of activity, functions, structure, organization and appropriate systematic quality.

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### Introduction

The five main characteristics of the professional education XXI century are at the basis of the forecast development of modern society:

- humanistic (Latin *humanus* - humanity), the main value of which is the man and his needs.

- technological, is characterized in the modern world as change from creating technics to creating technologies.

- innovativeness (Latin *novatio* - update, change), creation of knowledge, which allow to construct new material products.

- creativity (Latin *creatio* - creation), formation of professional, creative competencies of specialist for career, self-education as well.

- continuity, which suggests that in modern innovation economy specialist must learn continuously – the whole professional life. And that this applies to all areas of professional human activity and, accordingly, the all levels and forms of professional training (in this case, journalists) [1], [2], [3], [4].

Challenges of the modern epoch led to the transformation of journalism education, which collided with this "earlier than other institutions of civil society in the force of its nature" [5, p. 8]. The concept of journalism education in Russia today is based on the nature and meaning of this socially significant profession associated with a high level of social responsibility. [6, p. 3].

The most important principle of the modern university journalism education is systematic. Dean of the Faculty of Journalism of the South Ural State University, Shesterkina L.P., raising questions of the management institute journalism education, notes that "in the system of professional education rightly noted the existence of the system of journalism education. It

turns in organizational dimension, and in structurally meaningful and in scientific conceptual". [7, p. 29]

We suggest considering journalism education as a system, and as a result of this analysis answering the following questions: 1) What is the system of journalism education? 2) Which main elements does consist of it? 3) How does it work? 4) How do arise and function relations between its elements? 5) What are the causes and effects of the action on the system of internal and external factors?

System is a collection of elements organized in space and time interconnected together which necessary and sufficient to perform the required functions.

Thus the main features of the system are:

- **Functionality**, because the system is created for specific purposes and tasks to perform certain actions, that is, useful features.

- **Structure** is the collection of interconnected elements.

- **Organization**, where the system elements interact, especially organized in time and space, connected to each other in a certain way.

- **Systematic quality** reduces to the fact that each system as a whole has a special quality that is not equal to the sum of the features of its constituent elements.

What does the journalism education mean?

Researcher Fateeva I.A. gives this definition: "Journalism Education is the professional special media education active type, intended for the training of journalists and existing in step after-school training in step". [8, p.80].

Shesterkina L.P. notes that "modern journalism education is the essential of subsystem journalism, represents a system of organizations and institutions, which ensures the reproduction and

improves human resources of journalism as a practice within the press, and within the framework of theoretical research activities, thereby promote to the development of theory and practice journalism, as well as the personal formation of media specialist " [9, p.5].

Svitich L.G., the author of the book for the course "Introduction to the profession. Profession - journalist ", analyzing the main stages of journalism education, concludes that it is " the wide fundamental education, combined with the main and modern practical training" [10, p.128].

It's known, that journalism education applies to complex educational systems, so it should be considered for all system components: goals and objectives, objects and subjects of activity, functions, structure, organization and appropriate systematic quality.

### Goals and objectives of journalism education

The goal of journalism education is to ensure efficient reproduction and adequate training of journalists to work.

The main objective of journalism education is to provide training for journalists to work as a specific act of communication with the audience. With this the objective is linked of forming socially meaningful professional creative person capable to effective journalism activity.

### Function of journalism education

Analysis of journalism education in a rapidly changing social conditions supposes differentiated characteristics and refinement of its functional features in relation to man, society and the state.

Functions of the system of journalism education, classify into the following levels:

- 1) super-system (in relation to man, society and the state),
- 2) system (in relation to systems of professional and scientific professional education),
- 3) subsystem (in relation to itself and its component structural elements).

However, the major functions of journalism education, defining its main content, are **super-system functions**.

Let examine them in more detail.

E.P. Belozertcev, N.N. Aleksandrov, V.A. Kopylov and other approached to the study of the super-system functions of education in teaching science [11, p. 7-11].

Scientists have noted that the basis of the methodology of this aspect of education is the position about conditionality of the content of functions intended goals.

Consequently, the functions of journalism education reflect purposeful part of its activities, the predefined social, economic and cultural needs of the society. These functions are regarded by us as the main activity's directions of the educational system and for achievement essential public purposes.

Journalism education can perform social and economic functions. The first of these aims at forming a fully developed person, and the second for training human resources in the field of journalism and mass media.

V.A. Kopylov suggests differentiating the super - system functions on the major and auxiliary, identified as priority functions of education and training relating to accompany economic, political, spiritual and social functions [14], [15].

It is also interesting methodological L.N. Kogan's approach, who suggests considering the super-system functions, such as:

- 1) translation knowledge and social experience from generation to generation;
- 2) providing of human adaptation to one or the other system;
- 3) human creation, education, humanism, socialization and personal development;
- 4) value orientation of the individual in diverse culture. [16].

According to F. R. Filippov, to develop ideas about the nature of super-system functions of education possible through:

- 1) subjoining the young generation to work,
- 2) close cooperation the higher education system with socio-economic structure of society,
- 3) democratic principles of society,
- 4) spiritual foundations of the country's life,
- 5) the full development of person [17].

This approach greatly expands the functional field of interaction of the system of journalism education.

Meanwhile, the system of journalism education cannot perform in the society social, economic and cultural functions.

1. Thus, *social functions* are included in reproducing and changing of social structure, as well as promoting conservation of public social mobility. When these functions are implemented directly or indirectly, groups of journalists are reproduced, through which, directly or indirectly, the current socio-relevant information is collected, processed, stored and distributed periodically. Journalism education covers both the educators and journalistic staff which prepared under this system, which helps preserve the society of social

mobility. The latest is particularly important in satisfaction the increasing demand in highly skilled workers and experts in this sphere, and besides the potential of traditional journalism education becomes not enough.

2. *Economic functions* are concluded in saturation professional structure of society and professional training of journalists' relevant qualifications and professional competence.

3. *Cultural functions* are concluded in promotion the processes of creation, consumption and dissemination of cultural values and culturally significant information, as well as the processes of reproduction and development of the spiritual culture of the students.

Wherein, the system of journalism education should aim to establish necessary and sufficient conditions for the formation and development of the creative individual, professional and creative activities, a high cultural level of future journalists, reproduction and development of material and spiritual culture of the participants of the learning process.

But talk about journalism education only as a means to satisfy social needs is wrong. From the point of view of modern ideas about humanization of journalism education of this system should focus not only on the needs of society and the state (social orientation of education). Quality implementation of these requirements is possible only when the education of journalists will be a means to satisfy the needs of their subjects (students and teachers) in the development, self-realization and self-actualization (personal orientation of education).

In the strategic direction of the emphasis in journalism education has to do on the development of a future journalist who effectively exercises their professional competences. It should be understood that the quality of higher professional education determines quality of the functioning of society and the state.

### **Systematic functions of journalism education**

Structure of the system of journalism education should match the received qualification educational levels, and include: 1) higher professional education - bachelor, magistracy; 2) post-graduate (post-graduate and doctorate).

Called structural components of the system of journalism education, in fact, present a separate sphere of journalism activity for certain categories of journalists.

In this, the education may be different on levels of organization: 1) formal or university; 2) non-formal (obtained when you work in the offices or

other structures of the mass media); 3) informal (self-education) [18].

Besides, journalism education, as well as any professional, can be **the first** when career's choice is made after high school and then when turning to journalism with a higher education diploma.

### **Subsystem functions of journalism education:**

1. The system of journalism education is provided by staff. For this goal, departments function, focused on training (pedagogical education colleges, faculties, institutes and universities), retraining and professional development (centers and faculties training) for middle and high journalism education and scientific - pedagogical education (magistracy, post-graduate and doctorate).

2. Development of technology and organizational - managerial bases of professional and journalism education is based on scientific results of philological, psycho-pedagogical and scientific-methodological researches.

3. Additional journalism education for professional teaching staff, who does not have.

4. The good practices in the field of journalism are attracted to pedagogical activity.

### **Objects and subjects of journalism education**

There are two types of relationships in journalism education system:

1. Subject - object, when the educational activity is carried out in relation to a certain object. This allows defining the subject, objectives, forms, methods and means of educational influence.

2. Subject-subject, when relationships arise between the structural elements of the system that are consistent over time and space for achievement the goal of education.

Structure and organization of journalism education is defined by complex of two types of relationships - subject-object and subject-subject. Organizational and pedagogical bases are at the center of this structure, which includes ideas, principles, conditions of functioning and development of journalism education.

The main objects of the system of journalism education are objects and types of professional journalistic activity, and general cultural and professional competences of journalists prepared in accordance with their direction training and educational requirements (FGOS) and professional standards.

Subjects of journalism education are teachers, students and resources of the educational process.

**Organization of the education system journalists**

In the base of the organization of the system of journalism education appropriate organizational and pedagogical foundations of professional education develop, which, along with the material - technical, social and legal support determine the need for journalistic staff and educational institutions of their training, as well as the direction of scientific and methodical work, prof - orientation and acceptance in educational institutions, increase professional qualification of journalists and other.

Organizational and pedagogical foundations of system functioning are the complex of relative and interacting teaching, pedagogical, management and content - technological ideas, principles and conditions for the achievement of educational goals and implementation needs of the individual, society and the state to increase the efficiency and quality of journalism education. It provides internal and external communications of journalism education with the social context helps create conditions for the implementation and management of training journalists, scientific proves the choice of teaching content, the ratio of the forms and methods, theory and practice. It is impossible to talk about efficiency, regularity and stability of function of the system of journalism education without this.

**Systematic quality of the system of journalism education**

One of the more important qualitative results of functioning of the system of journalism education are conditions that allow high school teacher to develop, to organize and to implement effective training to journalists. Most often it is expressed in the following qualities of students: educational, spiritual, moral, cultural, philological, and communicative.

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