



Национальный
исследовательский
Томский
государственный
университет




SUMMARY REPORT

on public accreditation of the educational programme

«Journalism and New Media» (42.03.02)

delivered by National Research Tomsk State University



2019

While preparing this Summary Report we used information from the Self-Evaluation Report and the Report on the External Review of the educational programme «Journalism and New Media»(42.03.02) delivered by National Research Tomsk State University.

The presentation document for the use by the National Accreditation Board.

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GENERAL INFORMATION ON EDUCATIONAL INSTITUTION

Full name of the educational institution	<i>Federal State Autonomous Educational Institution of Higher Education «National Research Tomsk State University»</i>
Founders	<i>Russian Federation, Ministry of Education and Science of the Russian Federation</i>
Year of foundation	<i>1878 — Siberian Imperial University 1888 — Tomsk University 1934 — Kuibyshev Tomsk University 2002 — State Educational Institution of Higher Professional Education «Tomsk State University» 2011 — Federal State Budgetary Educational Institution of Higher Professional Education «National Research Tomsk State University» 2014 — Federal State Autonomous Educational Institution of Higher Education «National Research Tomsk State University»</i>
Location	<i>36, Lenina Pr., Tomsk, 634050, Russian Federation</i>
Rector	<i>Eduard Galazhinskii, Doctor of Psychological Sciences, Professor</i>
License	<i>Series 90Л01 № 8044 reg. № 1067 of 28.07.2014 permanent</i>
State accreditation	<i>Certificate of State Accreditation Series 90A01 № 2731, reg. №2603 of 29.05.2017 valid till 29.05.2023</i>
Number of students	<i>14832 including: full-time 11282 on-site and off-site 1185 part-time 2365</i>

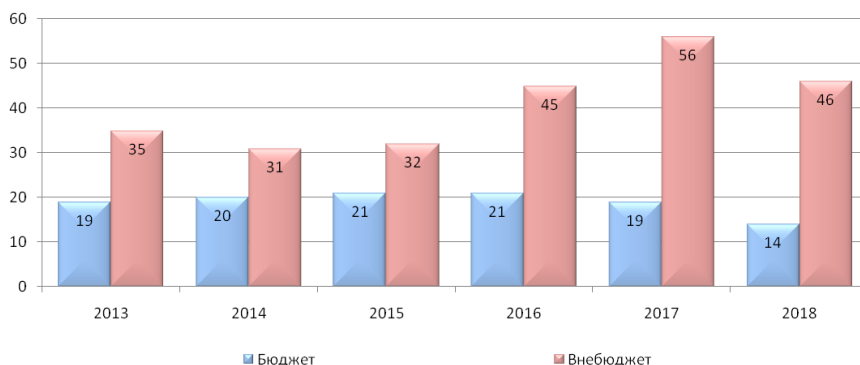
INFORMATION ABOUT THE STUDY PROGRAMMES UNDERGOING ACCREDITATION

Educational programmes	<i>«Journalism and New Media» (42.03.02)</i>
Level of training / Standard period of training	<i>Bachelor / 4 years</i>
Structural subdivision (Head)	<i>Faculty of Journalism (Ilya Miasnikov, acting Dean, Candidate of Philology, Associate Professor)</i>
Major departments (and their respective heads)	<i>Department of New Media, Photojournalism and Mediadesign (Ilya Miasnikov Candidate of Philology, Associate Professor) Department of TV and Radio Journalism (Yury Ershov, Dr. of Philology, Professor) Department of Theory and Practice of Journalism (Natalia Zhilyakova, Dr. of Philology, Professor)</i>
Dates of site visit	<i>October 31 – November 2, 2018</i>
Person responsible for accreditation	<i>Tatyana Rudenko, Candidate of Pedagogical Sciences, Associate Professor, Centre for Public and International Accreditation of Educational Programmes, Director</i>

**SAMPLING RESULTS OF THE PROJECT
"THE BEST EDUCATIONAL PROGRAMMES OF
INNOVATIVE RUSSIA"**

Indicators	2018
Cluster of the educational programmes in the field of study "Journalism" (42.03.02)	
Number of the given programmes in the RF	163
Number of higher educational institutions to offer the given programmes	163
Number of programmes – winners of the project (% from total number of these programmes offered in the RF)	26 (16%)
Tomsk region	
Number of the given programmes offered in the region	1
Number of programmes – winners of the project (% from total number of these programmes offered in the region)	1 (100%)
Number of higher educational institutions and branches in the region	15
Total number of programmes offered in the region	325
Total number of programmes – winners of the project (% from total number of these programmes offered in the region)	98 (30,2%)

**REFERENCE DATA ON STUDENT ENROLLEMENT FOR
EDUCATIONAL PROGRAMMES IN
«JOURNALISM» (42.03.02)**



ACHIEVEMENTS OF THE STUDY PROGRAMMES

Quality of the delivered educational programmes

The quality of study programmes' implementation is monitored at different levels: Departments, Faculty, University.

The key processes are:

1. Student survey – the analysis of the conditions for implementing the academic process, professional competence of the staff, engaged in the delivery of the study disciplines; analysis of students' satisfaction with the quality of education. Practically half of the students are satisfied with the choice of the study programme (47%). The factors which influenced their choice are: TSU's image and prestige and high quality of education (63% of students). The majority of bachelor students are fully satisfied with the conditions for independent study: accessibility of computer classes, laboratories, equipment (90%); accessibility of teaching and learning materials (100%).

2. Employer surveys –surveys of employers on satisfaction with the quality of TSU graduates' training.

3. The assessment of the quality of education process at the structural subdivisions of the University, which is carried out by the Education and Methodology Committee under the University's Academic Council.

4. Expert evaluation of the educational programme which is carried out annually by the international council of the Research and Education Centre the Higher School of Journalism. External evaluation is also conducted during the presentation of learning outcomes or the programme as a whole. Thus, in 2018 some achievements of the programme were presented at the Moscow International Educational Fair, at a number of open round tables on the issues of the best educational practices of TSU "The Classical University at the non-classical time", "Media Strategies of Siberia: power, Vass Media, Education" with the participation of editors-in chief of mass media of Siberia and Presidential Plenipotentiary Envoy to the Siberian Federal District S.I. Menailo.

Teaching staff

The requirements to the members of the teaching staff are outlined in the employment contracts, job descriptions and work plans of individual staff members. The Code of Ethics of Tomsk State University contains the moral values and rules of conduct, which are based on the universal human values, ethics and mission of Tomsk State University.

99% of full-time teaching staff involved in bachelor programme delivery have relevant background education, hold academic degrees and titles or have professional experience in the appropriate industry.

73.6% of the teaching staff delivering professional courses hold academic degrees and titles. The total number of full-time staff members including representatives of other structural subdivisions is 44, including 28 staff members holding a degree of a candidate or a doctor of sciences.

27.8% of full time teaching staff have over three-year work experience in the relevant professional field connected with the profile of the bachelor programme undergoing accreditation.

Over 50% of the teaching staff underwent professional training in field-specific companies and organizations. 71% of the teaching staff have appropriate work experience corresponding to the field of the study programme.

Research activity

The percentage of students who participated in the competition for scholarships (in the last three years) is 18%. The percentage of the students who took part in professional championships (Olympiads and other events) at the regional and Federal level is 24%. The percentage of graduation qualification papers which were implemented in the companies and organizations is 16%.

Academic mobility of students

TSU renders financial support to the students participating in the short-term international programmes of academic mobility. The financial support is available on a competitive basis in the following types of mobility: participation in international summer schools, in research and education seminars, in international conferences; participation in short term academic exchange programmes and joint student research projects.

The percentage of students participating in short term academic exchange programmes (in the last three years) is 7%.

Employability of graduates

The study programme "Journalism and New Media" is well-demanded on the labour market, which is confirmed by successful employment of graduates. As of 2017 over 80% of graduates work in the profession they have been trained in.

Material and technical resources

The Faculty of Journalism has sufficient infrastructure, which can help students get quality education. Material and technical resources of the Faculty of Journalism comprise a state-of-the-art TV studio, photo studio, radio studio and digital printing house. The classrooms for lectures and seminars are equipped with overhead projectors, audio system, computers have the Internet access.

The reading hall of the bibliographic information centre is organized as a research center providing students with an opportunity to work in the common area or benefit from individual single-place or double-place study rooms equipped with high-tech computers. These individual workplaces can be booked online in advance.

There is an international resource center providing access to the most recent and relevant hard-copy and electronic information resources in foreign languages (English and German). The centre endorses the quality service offered to the students and the teaching staff and maintains international infrastructure at the research library of Tomsk State University.

International projects

The teaching staff and the students of the Journalism and New Media study programme are actively involved in international activities. In 2018 the Institute signed the Agreement on Cooperation with the University of Leeds (Great Britain). Beginning from 2008 the Faculty of Journalism has taken part in an academic exchange programme organized in cooperation with Hanover High School.

Teachers and bachelor students of the Faculty are members of the Russian Union of Journalists (the Tomsk branch) and the Society for News Design.

The teachers of the Faculty have taken part in a number of international research and practical events and training sessions (International workshop at the Lumix festival in Hanover High School, Germany) and one of the most popular international photojournalism festivals Visa pour l'Image held in Perpignan, France.

The members of the teaching staff of the Faculty of Journalism are active members and key speakers of the international organization for professionals working in the news sector of the media industry Society for News Design. In 2018 the students of the Faculty presented their achievements at the Infographic World Summit in Hong Kong, where the work of the student team supervised by the teachers was recognized as one of the best works at SND Infographics Workshop.

Six students from Hanover High School, Germany underwent training at the Faculty in the framework of student academic exchange programme in 2016-2018. Multiplatform project "Vnutrennyaya Estonia" (Estonia inside) developed with the participation of foreign students won numerous international awards such as MSU SND Digital Design Award, Adobe Award, etc. The "Gorodskie ptitsy" (Urban Birds) project developed by the student group of digital edition design won the SND Best of Digital Design award as the best student project for tablet computers.

Students enrolled in the programme take an active part in workshops and training sessions delivered in the framework of international projects of the Faculty of Journalism at Tomsk State University. In 2017-2018 students took part in a documentation workshop conducted by Prof. Valier Richards Auzenn (University of Florida), "European school of infographics" (University of Tartu, Estonia), Workshop "Multimedia in European Style" by photojournalist and documentalist Ramona Gastle (Hanover, Germany), presentations and workshops held by European photojournalists.

EXTERNAL REVIEW PANEL



Liu Chang (China)

Review Chair, foreign expert

Ph.D., professor, Dean of the School of Journalism, Communication University of China, director of European Media Research Center; vice president of China Network Communication Society; researcher of Peking University Television Research Center, international Communications Adviser of the State Council Information Office of PRC – foreign expert,

nominated by Higher Education Evaluation Centre of the Ministry of Education, PRC



Olga Tretyakova (Russia)

Deputy Review Chair, Russian expert

Doctor of Political Sciences, associate professor, head of Department of Journalism, Advertising and Public Relations, Higher School of Social Sciences, Humanities and International Communication, M.V. Lomonosov Northern (Arctic) Federal University –

Nominated by the Guild of Experts in Higher Education



Zhi Tingrong (China)

panel member, foreign expert

Ph.D., professor, Dean of the College of Journalism and Communication, Jinan University, member of the National Excellent Journalism and Communication Talents Education and Training Steering Committee, the executive director of the Journalism and Communication Committee of the Chinese Higher Education Society, the executive director of the China Journalism History Society, nominated by Higher Education Evaluation Centre of the Ministry of Education, PRC

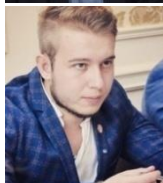


Alexey Chaplygin (Russia)

panel member, representative of professional community

Head of Department for educational ranking, Interfax

Nominated by «Interfax» agency



Vladimir Umirkhanov (Россия)

panel member, representative of students

6th year student of the Medical and Biological faculty, Siberian State Medical University, chair of the Tomsk regional department "All-Russian student union" –

Nominated by the Russian Students Union



Fan Wei (China)

observer

Director, Higher Education Evaluation Centre of the Ministry of Education, PRC (HEEC)



He Jingjing (China)

observer

Specialist, Higher Education Evaluation Centre of the Ministry of Education, PRC (HEEC)

INFORMATION ON THE LEADING TEACHERS OF THE EDUCATIONAL PROGRAMMES

Ilia Miasnikov

Candidate of Philology, Associate Professor, Head of the Department of New Media, Photojournalism and Media Design; Director of the Society for News Design Russia

Yuri Ershov

Doctor of Philology, Associate Professor, Head of the Department of TV and Radio Journalism

Natalia Zhilyakova

Doctor of Philology, Associate Professor, Head of the Department of Theory and Practice of Journalism

Vasily Vershinin

Candidate of Philology, supervisor of projects in the sphere of digital media.

Sergey Zakharov

*Director of the programme *руководитель специализации «Photojournalism».**

Veronika Baidina

Candidate of Philology, Associate Professor at the Department of TV and Radio Journalism

Anna Tsirfa

Head of the Publishing Laboratory, Media designer.

COMPLIANCE OF THE EXTERNAL REVIEW OUTCOMES WITH THE STANDARDS

STANDARD 1. Policy (goals, development strategy) and quality assurance procedures of a study programme

Compliance with the standard: **full compliance**

Good practice:

There are clearly defined, approved and published goals, development strategy of the study programme and internal system of quality assurance in regard to the requirements for competitiveness.

The quality management system of TSU is certified by NQA in compliance with the standards ISO 9001:2015.

Employers having working experience in mass media are involved in the educational process.

The study programme provides students with the opportunity to do practical training and gives essential education in the sphere of history and theory of journalism. It is important for development of a future public figure.

Areas for improvement

It is necessary to actively involve students in the management, development and implementation of education quality assurance. It is recommended to create a Student Council on Education Quality.

It is advisable to actively involve experts and young scientists having working experience in leading foreign and Russian universities and research institutions; to intensify international and national academic mobility of the teaching staff.

It is necessary to provide for implementation of the programme in cooperation with leading foreign and Russian universities (University of Leeds (Great Britain), Hannover University of Applied Sciences and Arts (Germany), University of Hong Kong, University of Florida (USA), University of Tartu (Estonia), South Ural State University (Russia).

STANDARD 2. Design and approval of programmes

Compliance with the standard: **full compliance**

Good practice:

Highly developed working programmes of disciplines, the mechanism for updating and correcting the programme corresponds to the requirements of professional standards and new achievements of science and technology.

The programme is regularly reviewed, updated and corrected with the account of requirements of the market and professional standards.

Areas for improvement:

It is necessary to involve graduates and employers in the procedure of designing the study programme not only to discuss concepts and design of programmes but to forecast changes on the labour market.

It is recommended to regularly monitor evaluation of the situation and competition on the educational market for effective transformation of the programme and its commitment to certain consumers.

It is advisable to take into account position of federal mass media, federal and international professional communities in the sphere of media and information and communication technologies.

STANDARD 3. Student-centred learning and assessment

Compliance with the standard: **full compliance**

Good practice:

There is an informational system of support of the educational process: all the documents and criteria for evaluation of learning outcomes and competencies are available for students.

The programme takes into account interests and requirements of different groups of students. At teachers' request students participate in designing of the educational process.

Employers are actively involved in the independent assessment of learning outcomes during work placement, state examinations, reviewing graduation theses, and participating in the development of the programme.

The administration and Academic Division quickly react to students' complaints, meet their demands when forming an individual learning path.

Areas for improvement:

It is recommended to regulate the procedure of students' participation in designing study programmes.

It is advisable to regulate the procedure of independent evaluation of learning outcomes by employers and professional communities.

It is necessary to make a full and regularly updated English version of the web-site of the Faculty of Journalism for foreign students and for support of academic mobility.

STANDARD 4. Student admission, support of academic achievements and graduation

Compliance with the standard: **full compliance**

Good practice:

Systematic career-guidance work aimed at preparation and selection of motivated applicants is in place. Pupils are trained at the School of Young Journalist. Student Media Centre of the Faculty of Journalism holds not less than 10 events per year aimed at attraction of applicants from different Russian regions.

The Entrance Examination Programme implies a creative competition.

There are exchange programmes and practical training sessions at Hannover Higher Professional School (Germany). Teachers participate in the festival of photojournalism in Perpignan (France). 6 students from Hannover Higher Professional School studied at the Faculty of Journalism in the frames of the student exchange programme. The multiplatform project «Vnutrennyaya Estoniya» (Inner Estonia) made together with foreign students received numerous international awards. The project «Gorodskie Ptitsy» (Urban Birds) of the student group aimed at designing digital editions was awarded at the world competition «SND Best of Digital Design» as the best student project in the sphere of tablet applications.

Areas for improvement:

It is recommended to actively involve students not only in project and research activities but in promotion of the best practices of TSU researchers and innovators.

It is advisable to make a system of students' exchange programmes and international mobility. It is necessary to regularly inform students about the opportunities and programmes of international exchange; to use additional systems of incentives for students actively participating in international programmes.

STANDARD 5. Teaching staff

Compliance with the standard: **full compliance**

Good practice:

Teachers are highly qualified and have basic education that corresponds to the subject matter of the discipline they teach. They won several competitions and received awards. Teachers actively publish articles in journals of RSCI, Higher Attestation Commission, Scopus, and Web of Science.

The teaching staff publishes the academic journal «News of Tomsk State University. Philology» that is indexed in the systems of Web of Science and Scopus, journal «Issues of Journalism» and collection of works of young researchers «Topical Issues of Journalism» that is developed together with students.

Teachers participated in various international research activities and served internships. In 2016 a group of teachers and students took part in the international workshop within the framework of the largest European festival of young photojournalists «Lumix» (Hannover Higher Professional School, Germany) and one of the largest world's photojournalism festivals «Visa Pour l'Image» (Perpignan, France) together with student groups from Germany, Spain, France, and Turkey.

Areas for improvement:

It is recommended to actively involve foreign teachers and researchers to give lectures and hold workshops with the goal to share experience in implementation of advanced educational technologies.

It is advisable to improve teachers' work to give them more time for research and international activities and promotion of the best practices of TSU researchers and innovators (time management of classroom and extracurricular activities, research work, reducing the amount of time for routine activities).

It is recommended to actively develop teaching materials in foreign languages to involve overseas students. It is necessary to provide teachers with an opportunity to improve their skills in learning foreign languages.

It is necessary to publish more works of the teaching staff in foreign academic journals of Web of Science, Scopus, Dimensions, and OpenAccess.

STANDARD 6. Learning resources and student support

Compliance with the standard: **substantial compliance**

Good practice:

The study programme is equipped with modern multimedia laboratories, new projection equipment, computer classes with an access to the Internet and licensed software. There are training television, photo, radio studios and digital printing studio.

Students have a free access to electronic library systems, electronic books and theses, research periodicals, reference and scientometric systems with the help of electronic resources of the Research library.

A new modern building with a special room for creative activities «Creative Media Hall» is designed.

Areas for improvement:

It is advisable to regularly publish information about bursaries, fringe benefits, academic mobility, and grants for students on the web-site or in social networks.

STANDARD 7. Collection, analysis and use of information for managing the study programme

Compliance with the standard: **full compliance**

Good practice:

An information educational environment provides control over key indicators of activities of the University subdivisions. There is a developed system «Persona» with information about TSU employees, analytical systems «Student» and «Raspisanie», and information system «Flamingo» to make students' portfolio. The system «Flamingo» allows students to get information about scholarships and conferences, competitions, including those for increased state academic scholarship.

Upon the consent of graduates information about their success is published on the web-site of the Faculty of Journalism. Information about vacancies (on request of employers) is published on the web-site of the Faculty and in social networks not only for graduates but for students as a part-time job.

Areas for improvement:

It is recommended to actively use information and communication technologies in management of the study programme.

It is advisable to involve graduates in monitoring of information on the study programme to improve its quality; to use information resources for cooperation with graduates

STANDARD 8. Public information

Compliance with the standard: **full compliance**

Good practice:

Full information about the study programme is published on the official web-site of the University and the Faculty of Journalism. It is available for visually impaired people.

The teachers and some Bachelor students are members of the Tomsk branch of the Russian Union of Journalists and Society for News Design. The Department of New Media, Photojournalism and Media Design and Department of Information Journalism are the major departments acting in accordance with the partnership agreement

between TSU and RIA TOMSK and ITAR TASS correspondingly. It increases public awareness about the study programme.

Areas for improvement:

It is recommended to actively use resources of the University and the Faculty of Journalism in other Russian regions and abroad.

It is advisable to improve publication of objective data on employability and demand of graduates.

STANDARD 9. On-going monitoring and periodic review of programmes

Compliance with the standard: **full compliance**

Good practice:

Highly developed working programmes of disciplines correspond to the requirements of professional standards. Some disciplines are developed together with prospective employers who are also teachers at the Department of New Media, Photojournalism and Media Design: «Journalism 101: Basic Course», «New Media Management», «SMM Technologies», «Multimedia Reporting», «Science Journalism».

Areas for improvement:

It is recommended to regulate monitoring, assessment and review of study programmes with the participation of employers, subject-specific departments and professional community.

It is advisable to make amendments in the study programme every year.

STANDARD 10. Cyclical external quality assurance of study programmes

Compliance with the standard: **substantial compliance**

Good practice:

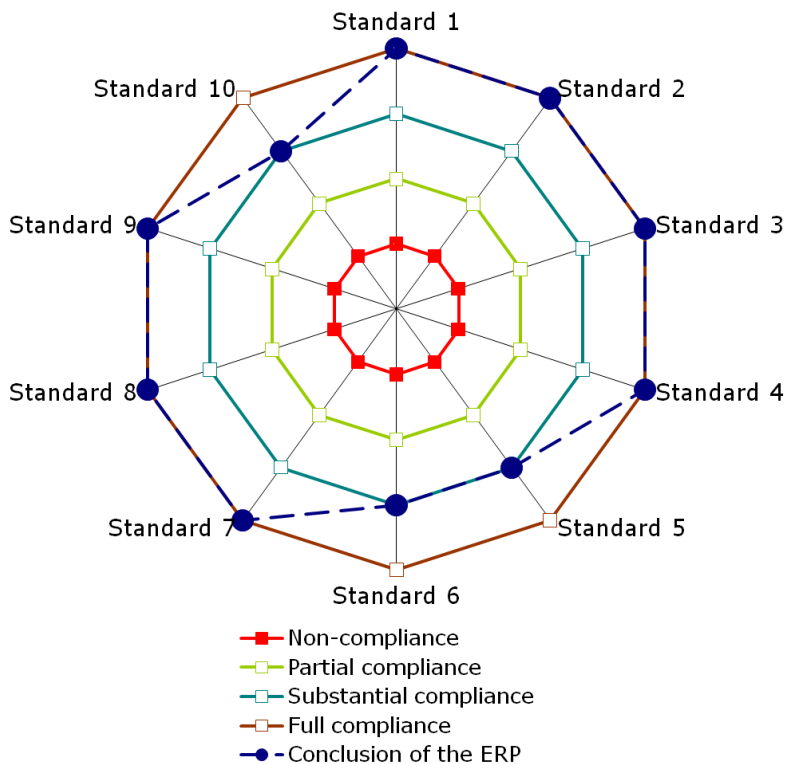
In 2017 state accreditation of the study programme «Journalism and New Media» was carried out.

In 2018 Rosobrnadzor did not find any violations in organization of the educational process.

Areas for improvement:

It is recommended to involve employers and members of professional communities in the programme of corrective measures based on the results of external review.

DISTRIBUTION DIGRAM OF THE EXTERNAL REVIEW OUTCOMES



- Standard 1. Policy (goals, development strategy) and quality assurance procedures of a study programme
- Standard 2. Design and approval of programmes
- Standard 3. Student-centered learning and assessment
- Standard 4. Student admission, support of academic achievements and graduation
- Standard 5. Teaching staff
- Standard 6. Learning resources and student support
- Standard 7. Collection, analysis and use of information for managing the study programme
- Standard 8. Public information
- Standard 9. On-going monitoring and periodic review of programmes
- Standard 10. Cyclical external quality assurance of study programmes

CONCLUSION OF THE EXTERNAL REVIEW PANEL

Based on the self-evaluation report analysis, documents and data submitted the External Review Panel has come to the conclusion that the educational programme «Journalism» (42.03.02) **fully** complies with the standards and criteria of accreditation of the National Centre for Public Accreditation.

The Panel recommends that the National Accreditation Board accredit the educational programme «Journalism» (42.03.02) delivered by National Research Tomsk State University for the period of **six** years.

SCHEDULE OF THE SITE VISIT OF THE EXTERNAL REVIEW PANEL

Time	Event	Participants	Venue
October 31, Wednesday			
8.30	Arrival at the University		
08.45 – 10.30	First meeting of the External Review Panel		Room 7, 34a, Lenina Pr.
10.30 – 12.00	Meeting of the ERP with the University administration and people responsible for accreditation	Rector, Vice-Rectors, people responsible for accreditation, ERP	Room 7
12.00 – 13.00	Tour of the University	ERP	
13.00 – 13.50	Lunch		cafe "Minutka", TSU Main Building
14.00 – 14.45	Visiting TSU library	ERP	TSU library
15.00 – 16.00	Meeting with Dean	Dean, Deputy Deans, ERP	Room 7
16.00 – 16.30	Work with documents	ERP	Room 7
16.30 – 17.30	Meeting with Heads of Departments	Heads of Departments, ERP	Room 7
17.30 – 18.00	Internal meeting of ERP	ERP	Room 7
18.00 – 19.00	Meeting with graduates	Graduates, ERP	Room 7
19.00 – 19.30	Internal meeting of ERP	ERP	Room 7

Time	Event	Participants	Venue
November 1, Thursday			
8.45	Arrival at the University		
09.00 – 10.00	Meeting with teachers	Teachers, ERP	Room 7
10.00 – 10.30	Internal meeting of ERP	ERP	Room 7
10.30 – 11.30	Meeting with students	Students, ERP	Room 7
11.30 – 12.30	Meeting with the staff of the Division for Development of Education Quality, TSU Centre for Accreditation, Division of Practical Training and Employment	Staff, ERP	Room 7
12.30 – 13.30	Lunch		cafe "Minutka", TSU Main Building
13.45 – 15.00	Tour of the University (visiting TV studio, photolaboratory, printing office, etc.)	ERP	Building № 7, 66, Lenina Pr.
15.15 – 16.15	Meeting with representatives of professional community	Representatives of professional community, ERP	Centre "Status", RIA «Tomsk», 2, Batenkova Square
16.30 – 18.00	Working with documents	ERP	Room 7
November 2, Friday			
8.45	Arrival at the University		
09.00 – 12.00	Internal meeting of ERP: discussion of preliminary results of the site visit, preparation of the oral report of the panel	ERP	Room 7
12.00 – 13.30	Closing meeting of the External Review Panel with the representatives of the University	ERP, University administration, Heads of the Graduate Departments, teachers, students	Room 7
13.30 – 14.30	Lunch		cafe "Minutka", TSU Main Building
	Departure		