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REMARKS ON THE CURRENT STATE OF MEDIA MANAGEMENT AND JOURNALISM EDUCATION IN UKRAINE

The article offers a short overview of the media management practices in Ukraine and raises the issue of human resources training for the area. In descriptive manner the author tells about the available ways of professional media managers training in Ukraine and abroad. Significant attention is paid to the reforms in Journalism education sphere which are necessary to launch in order to meet the market requirements and establish standards of quality Journalism and ethical media business.

Media Management appears among new disciplines within Journalism education system in Ukraine. At present there is no academic specialization relevant to this field, though professional media

managers have been in great demand on the local job market since Ukrainian media became interested in getting profits apart from political subsidy. This situation indicates a significant gap that exists be-

tween high education requirements and students' future career prospects.

In order to solve the human resources problem Ukrainian media practiced employment of professionals with economic background to fill the top management positions. This approach, described in the authoritative theory of the press, turned out suitable for the media which mostly relied on sponsorship from political parties, particularly for those outlets that needed qualified financial administrators rather than creative managers[^].

On the one hand, inadequate academic and professional experience of management creates a loophole for manipulating the company's staff and allows use it as a machine for transmitting ideas and directions from the owner to the journalists. On the other hand, it turns into bone of contention for media personnel as far as journalists often blame management for ignoring the media business specifics which deals with an intellectual product. A newspaper could be a commodity as well as any other produce, but it requires a different approach from those used in manufacturing and selling chocolate or cars[2].

Reality proves that having an economic degree doesn't guarantee one a successful career in media management. In order to operate a media outlet it is necessary to know how each department functions and what needs to be done for better performance, strictly speaking to get to know the industry 'from the inside'. Ideally a manager has to take into account community interest. According to the western standards the overriding concern for the top management is to insure that the station is an asset for the owners as well as for the community [3].

Making a media management career in Ukraine is different from the rest of developed countries. For instance, a candidate for managerial position in the British media outlet has to move steadily up the career ladder from creative (journalistic) job to the administrative rank. Media in Britain also take on some of the functions of professional education institutions, offering corporative courses for creative, technical and managerial staff. At the same time mass media closely cooperate with the British Universities that are a major source of qualified personnel.

While evaluating the results of British system of promoting journalists to managers, media experts mention that it often fails to breed an executive with the necessary qualities. Among major factors that hamper the process, they stress poor psychological adaptability of journalists to the new working environment. In spite of higher financial motivation some people found it hard to change their creative activities for administrative tasks[4].

History of media industry shows that finding a qualified professional for the position of media manager has never been easy. According to the textbook for future publishers, issued in 1901 in the US, 'it is much easier to find a journalist or an editor than a competent manager'[5].

In Ukraine only few journalists managed to grow into top media executives for the last decade. The reason lies in the rapid transformation of the industry and young age of journalists who have just mastered the profession. Several Ukrainian media, primarily wealthy (with prospect of becoming profitable) holdings, have recently started adopting the idea of corporate education.

Speaking of Ukrainian outcome, this approach allowed boost personnel productivity, yet its results were diminished by brain flow which is still a very common thing to observe. Qualified managers as well as journalists are getting used to migrate from one outlet to another in search of better carrier opportunities, and the owner has no control over this process.

Along with the state and corporate Journalism education there are short-term courses for already employed professionals, offered by Kyiv-Mohyla Journalism School and by non-government organizations, such as 'Tnternews' and 'IREX'. The trainings cover practical issues which are essential for media executives.

At the same time when we are speaking of the concept of multi-sided, liberal education which gives society future leaders and competent personnel, the only logical and cost-saving solution for the industry would be take part in the reform of Journalism education in Universities. Media business has to form its requirements to the Universities in order to get professional staff in two (in case of Master's Degree Programme) years.

The actual results of the reform, however, could be evident no earlier than five to six years, depending on the state of developing education and information policies as well as the rest of factors of macro environment. But the general outcome will compensate the efforts of the state, entrepreneurs, teaching staff and other stakeholders who are expected to collaborate on the issue.

The advantage of University education is in profound approach to the field, which employs modern teaching methodology and gives an insight into international practices in the area. What's more important, it takes into account public interest and such 'not connected to profits' but important issues as ethics of media business.

Reformation of Journalism education system should follow after an expert revision of academic

standards in the area. Media education at its present state in Ukraine resembles an organism with multiple joints which are poorly coordinated with each other. Every school has developed its approaches to the field and subjects of priorities. However altogether these institutions are unable to formulate a mission of Journalism education and develop unified standards of student performance evaluation. There is no doubt that a growing variety of schools, state and private, is a positive indicator of a democratic society. In fact it's not their quantity, but the quality of education they offer,

evokes major concern and debate in Journalism education.

The European integration course taken by our Government and implementation of international standards in education, such as Boulogne convention, will ultimately lead to recognition of Ukrainian professionals in the world. Though at first our academic degrees have to be recognized and appreciated by Ukrainian employers. Once Ukraine received a 'carte-blanch', a significant amount of trust from the international community, it has to show results in education reform.

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3. Walker J., Ferguson D. The Broadcast Television Industry.- Published by Allyn and Bacon, 1998.- P. 43^t8.

4. How to Make a Media Career? Materials of Media Club, organized by Media Reform Centre II "TV-Radio Currier".- 2004.- №1(37).- P. 14-15.

5. Bicksby O. Establishing a Newspaper.- The Inland Printer Company, 1901.-P. 38.

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КОМЕНТАРІ ЩОДО СУЧАСНОГО СТАНУ МЕНЕДЖМЕНТУ ЗМІ ТА ЖУРНАЛІСТСЬКОЇ ОСВІТИ В УКРАЇНІ

У статті пропонується стислий огляд практики менеджменту ЗМІ в Україні, а також: порушуються питання навчання людських ресурсів для галузі. У дескриптивній манері авторка розповідає про методики навчання менеджерів ЗМІ, що є сьогодні в Україні та за кордоном. Значну увагу приділено реформам журналістської освіти в Україні, які потрібно здійснити для вироблення стандартів якості журналістської освіти та покращення етичних стандартів медіа-бізнесу.