

ABSTRACT

The reassessment of the professional specialists' training system occurs in the context of the convergent media, including the development of globalization and information processes. The socio-economic transformations in the Ukrainian society, intensification of international relations, formation of national consciousness, and various roles of people in public relations drive the need of highly qualified specialists' training.

At the present stage of science and technology development, on the whole, journalism is considered to be one of the significant tools for influencing man and society development, politics and state economics. The new status of journalism and modern conditions of the labor market make high demands to the quality of professional education and stimulate the institution of higher education establishments to modernize the model of professional training of media specialists, which would be the optimal for the journalism sphere.

The improvement of the professional training system of would-be media specialists is due to external and internal factors. External factors include transformation processes in the national education system related to Ukraine's integration into the European Community. This problem is described in legal framework and educational materials which are elaborated by international organisations "New challenges for journalism education. A contribution to UNESCO politics" (Cabedoche, 2015), "Teaching journalism for sustainable development: new syllabi" (Banda, 2015), "Model curricula for journalism education. A compendium of new syllabi" (Banda, 2013), "Civic education for media professionals: a training manual" (Banda, 2009) etc., and also in legal framework of Ukraine, particularly in laws of Ukraine "Professional development of employees" (2012), Law of Ukraine "Higher Education" (2014), Law of Ukraine "Education" (2017), Strategies of Ukrainian innovative development for 2010–2020 in the context of Globalization Challenges (2009), National Strategies of Education Development in Ukraine to 2021 (2013), Sustainable Development Strategies "Ukraine 2020" (2015). Internal or personally predetermined factors foster the elaboration of a new competent model for the professional journalists' training, which is based on the continuous training and professional development of specialists as a factor of competitiveness. Thus, the educational process should be directed to the comprehensive specialist's development, including independence, self-sufficiency and self-realization, creative thinking, meeting public needs.

The study of journalism education in Ukraine indicates that the reform of this industry is proceeding rather slowly. Therefore, it is reasonable to analyze the

progressive ideas of foreign countries, in particular, the US experience of the journalistic education system and to substantiate the prospects of its use in the conditions of domestic university education. The USA is the country that has reached a leading position in training journalism personnel, has one of the most effective modern educational systems that meet international standards, a wide network of educational institutions, and also guarantees graduates' competitiveness in the international labour market.

According to the results of the study, the research of domestic and foreign scientists on the problems of theoretical and practical aspects of the professional journalists' training is of great importance, namely: methods and forms of training journalists (Berret & Phillips (2016), Gyori & Charles (2018) , Goodman, & Steyn (2017), Hallin, & Mancini (2004), Kutner, Greenberg, Jin, Boyle, Hsu, & Dunleavy (2007); content of professional journalists' training (Hobbs (2009), Holovchenko (2012), Mellado, Moreira, Lagos, & Hernández (2012); forms of organizing educational activities and applying innovative technologies in the process of training journalists (Anderson (2013), Carlson (2015), Chemerys (2008) Habor (2018), Gavrilova (2014), Konovalchuk (2010), Rizun (2004), Smelkovova (2004); public research studying of journalists (Britt (2012), Saltmarsh & Zlotkovsky (2011).

In recent years comparative and pedagogical studies of various aspects of education abroad, including globalization and integration processes, have been elaborated by Bidyuk (2015), Brazhnik (2005), Barabash, Busko, Istomina, Mukan & Shiyka (2018), Lytovchenko (2018), Lokshina (2015), Sbrueva (2001), Sysoeva (2013), Tsuru (2013). Comparative pedagogy research on the higher professional US education have been carried out by Ukrainian scholars Bratko (2017), Kozubovska & Stoika (2015), Lutsenko & Polyvana (2016), Tarasova (2011), Vachevskyy (2014), Vitvytska (2008), however the system of professional journalists' training at the US universities has not been the subject of the scientific research yet.

The monograph includes abstracts in Ukrainian and in English, an introduction, three chapters, chapter conclusions, resume in Ukrainian and in English, and references.

In the introduction topicality and relevance of the research are justified.

The first chapter The Professional Training of Future Journalists: theoretical framework addresses the professional training of specialists in journalism as a scientific and pedagogic issue, conceptual research framework, and theoretical conditions of professional training Bachelors in Journalism.

The second chapter Professional Training of Bachelors in Journalism at the US Universities: organizational specificity reveals peculiarities of quality organization of journalism education, characterizes the system of professional training of future

journalists in the USA; presents the model of professional training Bachelors in Journalism at the US universities.

The third chapter Comparative Pedagogical Analysis of Professional Training of Bachelors in Journalism at the Universities of USA and Ukraine dwells upon the state of training Bachelors in Journalism at the universities of Ukraine; presents comparative pedagogical analysis of professional training of Bachelors in Journalism in the USA and Ukraine; the possibilities of using constructive ideas of the US experience of professional training of Bachelors in Journalism in the university education system of Ukraine.

The prospects of further pedagogical researches have been identified.

Key words: Bachelor, future journalist, journalism, professional training, educational and professional program, USA, university.