

National Technical University «Kharkiv Polytechnic Institute»

Business and Finance Faculty

Cross-Cultural Communication and Foreign Languages Department





Major «Media communication»

Qualification «Master of Journalism»

Speciality "Journalism"



Job prospects



Having received a degree it is possible to obtain employment in:

- the sphere of mass-media, TV and broadcasting;
- advertising and PR Agencies;
- press services of various organizations and enterprises;
- Centers of Mass-Media Analytics and Expertise.







Main academic disciplines

- History and Theory of Media
- New Media and Communication Strategies of Information Society
- Actual Problems of Media
- Internet Marketing
- Advertising Communication and Branding
- Information Law in the Field of Media
- Visual Communication and Infographic Bases
- Journalism of New Media
- PR
- Principles of Web Design
- Principles of Press Service
- Power and Media

Bases of practice

- TV Agency «News»
- Information Agency "Status Quo"
- Full-cycle PR-Agency «Press-centre "Profile"»
- Kharkiv regional public TV and radio









The Head of the Department -

Goroshko Olena Igorivna

Doctor of Sociology, Professor





Academic staff

- Zemliakova Olena PhD in Philology, Associate Professor
- Larchenko Victoria PhD in Philosophy, Associate Professor
- Pavlova Larisa PhD in Philology, Associate Professor
- Salionovych Liudmyla PhD in Philology, Associate Professor
- Tomilin Oleksandr PhD in Philology, Associate Professor
- Khyzhniak Kateryna PhD in Philology, Associate Professor



