

PROGRAM OF EXAMINATION
for those applying to study at the Master Program ‘JOURNALISM’
(curriculum nomenclature 42.04.02 ‘JOURNALISM’),
curriculum profile ‘Global Communication and International Journalism’
for Russian and foreign applicants

PORTFOLIO EXAMINATION

SECTION 1. General Conditions of Application

- 1.1. The Portfolio consists of the documents described in SECTION 2 of the Program of Examination as laid out in the Agreement and amending Protocols between Saint Petersburg State University and Freie Universität Berlin. No additional documents are to be provided by an applicant.
- 1.2. The Portfolio is assessed according to the criteria described in SECTIONS 2 and 3 of the Program of Examination.
- 1.3. Applicants who get the mark equal to 0 as a result of the assessment of Portfolio, are not allowed to take part in the second examination for the Master Program ‘JOURNALISM’, curriculum profile ‘Global Communication and International Journalism’.

SECTION 2. Criteria for Assessment of Portfolio

#	Documents / proven facts to be assessed The portfolio is submitted via the Personal Account of the applicant.	Assessment criteria	Points assigned
Part 1. Motivation letter and CV			Maximum points for Part 1: 10
1.1	Motivation letter (see Appendix 1)	<p style="text-align: center;"><i>Compulsory to supply.</i></p> <p style="text-align: center;"><i>In case the motivation letter is not provided, the overall portfolio mark is assigned ‘0’ regardless of points gained in other sections.</i></p> <p>For the assessment criteria and general guidelines for writing a Motivation Letter, see Appendix 1.</p> <p>The Motivation letter is graded in the</p>	10

		<p>following way:</p> <p>10 points = 10 9 points = 9 8 points = 8 7 points = 7 6 points = 6 - 0 to 5 points = 0 for Motivation letter.</p>	
1.2	Curriculum Vitae (CV)	<p><i>Compulsory to supply.</i> <i>In case the CV is not provided, the overall portfolio mark is assigned '0' regardless of points gained in other sections.</i></p> <p>The CV is not graded but is necessary to judge overall performance of an applicant and the dynamics of his/her career progress. The CV is written in free form; using templates that state dates and types of occupations is highly recommended. The CV must include sections on:</p> <ul style="list-style-type: none"> - Full name, birthdate, residency, and contacts; - Education; - Career; - Other types of work engagement (volunteering, non-paid work etc.); - Achievements (academic, professional, other). <p>All other parts of possible CVs are optional.</p>	0
Resulting points for Part 1			10
Part 2. Bachelor/Specialist Diploma (with Supplement/Annex)			Maximum points for Part 2: 65
2	Bachelor/Specialist Diploma (with Supplement/Annex)	<p><i>Compulsory to supply.</i> <i>In case the Diploma with Supplement/Annex is not provided, the overall portfolio mark is assigned '0' regardless of points gained in other sections.</i> <i>If the Diploma is not available till the end of the application period, the current Academic Record (the list of marks for the period of Bachelor studies signed and sealed by the university of Bachelor studies) may be provided instead of the Diploma with Supplement/Annex.</i></p> <p>- Bachelor/Bachelor with Honors/Specialist Diploma with average score of over 4,2 of 5 or higher in the area of journalism, communication, PR, advertising, social sciences, political science, regional studies, or international relations – 65 points - Bachelor/Bachelor with Honors/Specialist Diploma with average score of lower than 4,2 of 5 or higher in the area of journalism, communication, social sciences, political science, regional studies, or international</p>	65

		<p>relations – 60 points</p> <ul style="list-style-type: none"> - Bachelor/Bachelor with Honors/Specialist Diploma with average score of over 4,2 of 5 in areas other than journalism, communication, PR, advertising, social sciences, political science, regional studies, or international relations – 60 points - Bachelor/Bachelor with Honors/Specialist Diploma with average score of lower than 4,2 of 5 in areas other than journalism, communication, PR, advertising, social sciences, political science, regional studies, or international relations – 55 points <p>It is recommended that the applicant provides a sheet explaining the national scale of grading at higher school relevant for the Diploma or Academic Record provided.</p>	
Resulting points for Part 2			65
Part 3. Scientific Research			Maximum points for Part 3: 5
3	<p>Proof of print and/or electronic research publications <i>(digital copies of publications or active proof links are provided)</i></p>	<p style="text-align: center;"><i>Non-compulsory to supply.</i></p> <ul style="list-style-type: none"> - articles or short statements in scientific journals belonging to RINZ (see eLibrary.ru), Scopus, or Web of Science journal listings - 3 points; - articles in other scientific volumes (journals, collections etc.) – 2 points; - short statements (including the ‘research theses’ / extended abstracts in Russian tradition), reviews, annotations, presentations and similar works – 1 point <p><i>The supplied documents are evaluated against the best position only; points for various documents for Section 3 are not summed up. The Committee reserves the right to choose the priority document for expert evaluation.</i></p>	3
4	<p>Documents/materials proving applicant’s scientific activities (conferences, seminars, scientific summer schools etc.)</p>	<p style="text-align: center;"><i>Non-compulsory to supply.</i></p> <ul style="list-style-type: none"> - Partaking in one or more scientific events, proved by the published theses of report - 2 points; - Partaking in one or more than one scientific event(s), proved by the organizing committee of the event(s) or another document certified by the organizing university or scientific body, but without the theses published - 1 point 	2

6	Documents/materials proving applicant's research activities	--	No need to provide
Resulting points for Part 3			5
Part 4. Practical Experience in the Area of Study			Maximum points for Part 4: 10
7	Documents proving applicant's official work affiliation	<i>Non-compulsory to supply.</i> - editorial (signed and sealed) proof of work affiliation for over 6 months – 2 points; - editorial (signed and sealed) proof of work affiliation for less than 6 months – 1 point.	2
8	Examples of professional works in the area of study (digital copies of press publications, or screenshots with active proof links listed, or digital copies of audiovisual publications (or their fragments at least 30 seconds long) with a list of date-lines and descriptions of role played by the applicant in each publication are provided. Materials of other sorts are provided in a similar way)	<i>Non-compulsory to supply.</i> Professional portfolio includes 6 to 10 professional works published in registered media OR a description of a working start-up media project launched not later than 4 months before the admissions exams. The works demonstrate the picture of sustainable occupation in a given media and/or performance of editorial functions – 8 points The portfolio includes 6 to 10 works in registered or online media, but these works do not form a whole picture that would allow for suggesting high-level editorial responsibilities or sustainable author's work for a media – 5 points The portfolio includes 5 or less journalistic materials that create an impression of sporadic presence of the author in the media industry – 3 points No professional portfolio supplied – 0 points <i>Professional portfolio may include works in the area of journalism and adjacent types of activities: works in media design, layouting, typographics, media photography, PR, advertising, editing and correcting, web design, and new media. Works in other fields of activity cannot be equal to these and needn't be included into the portfolio.</i>	8
Resulting points for Part 4			10

Part 5. Additional Documents Proving Qualification			Maximum points for Part 5: 10
9	Documents on raise-of-skills events (<i>schools, seminars etc.</i>)	--	No need to provide
10	<p>The English language proficiency proof (see Appendix 2)</p> <p>The English language proficiency must be proved by one of the following international examination certificates: IELTS, TOEFL, Cambridge ESOL</p> <p>Categories of the applicants that do not need to provide the English language proficiency proof, are described in Appendix 2</p>	<p>Compulsory to supply. <i>In case the required certificate is not provided or the level of English proficiency equals 0, the overall portfolio mark is assigned '0' regardless of points gained in other sections.</i></p> <p>TOEFL - 590 points or higher, iBT of 97 or higher – 5 points; - 580-587 points, iBT 92-96 – 4 points; - 574-579 points, iBT 80-84 – 3 points; compulsory minimum level Lower proficiency level equals 0 points</p> <p>IELTS - 7.0 or higher – 5 points; - 6,5 – 4 points; - 6 – 3 points; compulsory minimum level Lower proficiency level equals 0 points</p> <p>Cambridge ESOL: FCE/CAE Level higher than B2.2/C1.1 CEFR - 5 points B2.2/C1.1 level CEFR – 3 points; compulsory minimum level Lower proficiency level equals 0 points</p> <p>Points for more than one document are not to be summed up.</p>	5
11	<p>Documents proving the fact of education abroad</p> <p><i>The applicant reserves the right of choosing the priority document for expert evaluation</i></p>	<p>Education abroad for a semester or longer – 2 points Education abroad for less than a semester / Participation in a summer school abroad – 1 point</p> <p><i>Points are not to be summed up.</i></p>	2
12	Laureate diplomas of student competitions, scientific or project awards in the area of study	Diplomas of I, II, III degree of major international or nation-scale competitions (including student competitions) in the area of communication, journalism, media production, design, applied communication, or photo – 1 point	1

	<i>The applicant reserves the right of choosing the priority document for expert evaluation</i>	<i>Provision of several documents does not raise the overall points gained</i>	
13	Personal stipends and awards <i>The applicant reserves the right of choosing the priority document for expert evaluation</i>	Proof of a personal stipend officially assigned in Russia, Germany or abroad – 1 point <i>Provision of several documents does not raise the overall points gained</i>	1
14	Documents proving the fact of allocation of personal grants by state offices, agencies, and other state, private, or charity organizations <i>The applicant reserves the right of choosing the priority document for expert evaluation</i>	Reference letters, certificates, or other documents issued by a university or other body proving the fact of reception of nominal (personal) grant by the applicant – 1 point <i>Provision of several documents does not raise the overall points gained</i>	1
Resulting points for Part 5			10
TOTAL:			100

SECTION 3. Appendices

Appendix 1. Guidelines for writing a Motivation Letter

In the Motivation Letter, the applicant is expected to address at least several questions of the following list:

- Why study global communication and/or international journalism? What do you hope to gain? What will be new, interesting, useful, or challenging to you?
- How studying global communication and/or international journalism connects to your prior (Bachelor- or specialist-level) education? What skills do you plan to improve? Do you plan to change, expand, or enhance your professional stance?
- Why choose to study in two countries as diverse as Russia and Germany? What is the most challenging to you in studying on a two-country Master Program?
- How studying global communication and/or international journalism is connected to the academic (teaching and research) world? What do you expect from inter-/transnational

comparative media research? Why is this area interesting, or challenging, or attractive to you? What do you know about it?

- Are there areas in practical journalism or media & communication research that you're particularly interested in? What is your final goal of study? What position would you wish to take in the professional life after graduation? Or, if you prefer to stay in academia, what your research could be about?

The standard volume of the letter is 1 to 2 A4 pages. The text needs to be laid out in Times New Roman font of size 14, double-spaced.

All motivation letters are assessed by minimum two exam board members; aggregated mean points are accredited to each letter.

Assessment criteria for the Motivation letter:

	Assessment criteria	Points allocated
I	<i>Motivation letter: contents assessment</i>	Up to 10
1	Well-advocated motivation of the applicant to study at this Master Program ('Global Communication and International Journalism' as a profile of Master Program 'Journalism'), including (optionally) description of clear aims of education, expectations upon the program and future occupation of the applicant, connection of the Program to prior education, specific interests towards Russia and/or Germany, experience with these countries and/or international education, relevant working experience and/or other relevant issues. The description is detailed enough, argumentation is clear and non-controversial, and the goals of personal education are clearly consistent with the goals of the Program.	10
2	Well-advocated motivation of the applicant to study at this Master Program ('Global Communication and International Journalism' as a profile of Master Program 'Journalism'), including (optionally) description of clear aims of education, expectations upon the program and future occupation of the applicant, connection of the Program to prior education, specific interests towards Russia and/or Germany, experience with these countries and/or international education, relevant working experience and/or other relevant issues. The description has some logical flows, it is not very clear whether the goals of personal education are compatible with the goals of the Program.	8
3	Statements on particular aims of education, expectations upon the profile, its connection with prior education and other relevant issues based on guiding questions listed above are provided but not well-grounded, no connection between the wish to study and other relevant factors of motivation is shown. Focusing on just one question of those listed above.	5
	Some educational aims are stated; the motivation letter is not providing anything beyond the basic facts on the applicant's prior educational and/or working experience. The letter is inconsistent in terms of explaining the full scope of education; it is not possible to reconstruct the future imaginary	3

	career of the applicant from the letter.	
4	Failing to describe particular aims of education, expectations upon the profile, its connection with prior education and other relevant issues based on guiding questions listed above, as well as to provide any argumentation for the wish to study at the Program.	0
II	<i>Deduction of points for language use</i>	Up to -5
1	1 to 3 lexicon/grammar errors or typos	-1
2	3 to 5 lexicon/grammar errors or typos which do not threaten the overall understanding of the Letter	-2
3	Over 5 lexicon/grammar errors which do not threaten the overall understanding of the Letter but blur some of its meaning	-3
4	Two or more serious lexicon/grammar mistakes that endanger understanding of the Letter and/or many lexicon/grammar mistakes which do not threaten the overall understanding of the Letter	-5
In case the aggregate mean point is below 0, the relevant section of the Criteria is assigned '0'.		

Appendix 2. Guidelines for certification of proficiency in the English language

1. For the applicants who do not reside in the countries with English as title language, the level of proficiency in the English language must be tested and certified. The certifying systems acknowledged by the Program are the certificates issued by IELTS, TOEFL and Cambridge ESOL. The necessary proficiency levels are stated above.
2. Three categories of applicants do not need to provide their English proficiency certification:
 - native English speakers (those who were born and grew up in a country with the majority of English-speaking population);
 - those who have resided for three years or more in a country with English as the title language (residency proof is needed, police registration documents may be provided);
 - holders of Bachelor/Specialist degrees completed in English.

At the portfolio assessment procedures, the exam board assigns the maximum point (5 points) to the respective Section of the Criteria.
3. None of the applicants ought to anyhow certify their Russian or German language proficiency.