

The Ministry of Science and Higher Education of the Russian Federation

Irkutsk National Research Technical University

Baikal School of BRICS

Руководитель программы “Журналистика  
и коммуникативные технологии”  
“Journalism and communication”

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УТВЕРЖДАЮ  
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### PROGRAM

Admission test (Statement of Purpose) for foreign entrants applying for the program  
"Journalism and communications"

Irkutsk, 2020

## **PROGRAM CONTENT**

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2. ESSAY REQUIREMENTS
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The program and methodological recommendations are compiled in accordance with the standards of general higher education of the Russian Federation and based on the experience of admissions tests of leading Russian and foreign universities.

## **GENERAL INFORMATION**

Baikal School of BRICS requires applicants to write an essay (Statement of Purpose) which explains the nature of interest in Journalism and reasons for pursuing the degree at INRTU. This program helps applicants get the requirements of the university and prepare for the admission test (Statement of Purpose).

The program is based on the experience of admissions tests of leading Russian and foreign universities.

The **purpose of the admission test** (Statement of Purpose) is to assess the applicant's creative abilities and interest in practical journalism.

### **Objectives:**

- to identify the nature of interest in Journalism;
- to evaluate the ability to think independently;
- to evaluate the candidate's proficiency in current affairs, general knowledge, analytical skills and comprehension skills.

Enrollment in the program based on the results of admission English language test (or provide TOEFL iBT 80, IELTS 6.0 or equivalent) and essay (Statement of Purpose).

## ESSAY REQUIREMENTS

The essay (Statement of Purpose) should be specific and detailed enough to give the admissions committee a concrete sense of who applicant are as a potential Journalist. It should address the following questions:

- What aspects of your background and experience are most relevant to your interest in the Journalist?
- What kind of writing/filming/blogging have you done?
- Which issues and phenomena most engage you (Politics, Economics, Social life, Culture) and why?
- What do you expect to get from Baikal School of BRICS?

Applicants can include any other ideas he/she consider relevant to essay (Statement of purpose).

On this stage applicants also can submit samples of their Journalistic work. Each work should demonstrate an appreciation for the basic standards of good Journalism and an exceptional aptitude for advanced writing/reporting/filming/blogging.

Essay (Statement of purpose) length: 3 pages, double-spaced (500-750 words)

## EVALUATION CRITERIAS

Evaluation criterias	Points
Motivation and interest in Journalism	30
Social, political and academic activities	20
Arguments and examples	10
Independence of position, maturity of views	10
Logics, literacy and persuasiveness	10
Total:	80

## ESSAY (STATEMENT OF PURPOSE) SAMPLE

I have for as long as I can remember had a fascination with people and different cultures which has manifested itself in the areas of work I have chosen during my time in travel, a national advertising company and at a filming company. The aspects of these jobs I have enjoyed the most are the research and analysis element as there is always something new to learn and conveying that information to a varied audience both written and verbally, be it researching a holiday destination for a client with special needs in travel, designing a business's advertising campaign or researching and developing a holiday destination film. The tsunami and September 11th broadcast, press coverage and the issues raised highlight just some of the reasons why I am pursuing a career in journalism. The world through tragedy was united in a common goal from what we witnessed from broadcasts and press coverage and the issues raised Journalism links our worlds together from local to international. It is a platform from which we can share our experiences, views, news and culture. I aim to become a skilled journalist that can generate an interest within my readers in order that they can make informed choices and build their own views in the world in which they live. I believe the freedom of the press is fundamental we as a society enjoy.

Since leaving school I have undertaken a variety of jobs largely in travel. On a day to day basis as a travel agent my main role was researching holidays for individual clients. I particularly enjoyed booking families anniversary's and weddings as they usually wanted something a little bit special or different and it really gave me something to get my teeth into. My success in travel can largely be attributed to the excellent communication and analytical skills I have developed both written and verbally listening and detailed notes I took from clients. Researching areas, costs and cultures, tailoring a holiday to their needs and conveying my findings to them in a jargon-free way.

My role within filming furthered my interest in journalism. As a project manager my main duties were to research accommodation to appear in a tourist destination DVD of Norfolk and on our website. Working within a multi skilled team and using my knowledge and experience in travel we compiled a tourist information film of over 100 different business's . From initial contact with the client to filming schedule and content and I was responsible for who and what was included in the DVD and website. The job satisfaction I gained in this role was in knowing what we featured not only gave the viewer clear understanding of what they could expect and enjoy whilst visiting the area but also the positive affect it had on promoting smaller lesser know attractions.

I have chosen this university course in particular because firstly it is close to home and convenient and also the course is offered to people like myself who would like to pursue a career in journalism .As a mature student I have acquired and will utilise in my studies aspects of self motivation, excellent time management and conscientious approach to my work . Relevant work skills I will use include those already mentioned and also the ability to work under pressure and meet deadlines, analysis and collation of complex data and can manage a wide variety of software.

*Reference: <https://www.studential.com/personal-statement-examples/journalism-personal-statement-1>*

## **RESOURCES**

1. International Federation of Journalists - <https://www.ifj.org/>
2. The elements of journalism - <https://www.americanpressinstitute.org/journalism-essentials/what-is-journalism/elements-journalism/>
3. Journalism Personal Statement Examples - <https://www.studential.com/personal-statement-examples/journalism-personal-statements>
4. Application Process for a Journalism Degree - <https://www.internationalstudent.com/study-journalism/application-process-for-a-journalism-degree/>
5. Official website of INRTU (English) - <https://www.istu.edu/apply/>