

INTERNATIONAL PARTNER'S REVIEW
for the Educational and Professional Program of Specialty
186 "Publishing and Printing"
Department of Media Systems and Technologies,
Kharkiv National University of Radio electronics

The Educational and Professional Program "*Publishing and Printing*" of specialty 186 "*Publishing and Printing*", presented by Kharkiv National University of Radio Electronics, makes an exceptionally positive impression. The program has a modern, balanced, and innovative content that combines fundamental disciplines with relevant information, multimedia, and web technologies. It equips students with comprehensive competencies necessary both for the traditional publishing and printing industry and for the fields of digital media and contemporary design. Of particular value is the practical component: working with modern software, developing management skills, and focusing on innovative development. This ensures high competitiveness of graduates in the international labor market.

It is worth highlighting the long-term and fruitful cooperation between the Department of Media Systems and Technologies of Kharkiv National University of Radio Electronics and the University of Economy (Wyższa Szkoła Gospodarki – WSG, Bydgoszcz, Poland). Our universities are connected by official cooperation agreements under which double degree programs, student and teacher exchanges, international internships, conferences, and competitions are carried out. Students of the specialty "*Publishing and Printing*" have the opportunity to study in the double degree program, participate in winter and summer schools, as well as in joint international projects, which promotes integration into the European educational space.

Students of specialty "186 (G20) *Publishing and Printing*" at Kharkiv National University of Radio Electronics have repeatedly visited our university in Bydgoszcz within the Erasmus+ programs, participated in lectures, educational events, as well as in schools specially organized for Ukrainian participants. This contributed to the development of intercultural competencies, professional integration, and the enrichment of experience. The teaching staff of the Department of Media Systems and Technologies underwent scientific and pedagogical internships at WSG, improved their qualifications, and obtained international certificates, which confirms the high level of educational interaction.



The Educational and Professional Program “*Publishing and Printing*” of specialty 186 (G20) at Kharkiv National University of Radio Electronics is distinguished by its modern approach to student training, combining fundamental theoretical knowledge with a strong practical component. The structure of the program covers disciplines in publishing technologies, printing processes, multimedia, and information systems, forming comprehensive competencies in students for work both in traditional printing and in the dynamic digital environment.

It is also important to emphasize interdisciplinary projects, among them — the promotion of the tourist potential of the Skole district in the Lviv region. The joint development of electronic publications, guidebooks, tourist websites, and databases has become an example of the practical integration of academic knowledge and modern information technologies. Students of Kharkiv National University of Radio Electronics have repeatedly taken part in educational activities organized by our university in Bydgoszcz within Erasmus+ programs and specialized summer and winter schools. Such experience contributed to the development of intercultural competencies, professional adaptation, and the expansion of students’ educational horizons. The teaching staff of the Department of Media Systems and Technologies completed scientific and pedagogical internships at WSG, which allowed them to improve teaching methodologies, familiarize themselves with European educational practices, and obtain international certificates. This, in turn, has a positive impact on the quality of the implementation of the “*Publishing and Printing*” program.

Thus, the “*Publishing and Printing*” program of Kharkiv National University of Radio Electronics demonstrates a high level of compliance with modern educational and professional requirements. It prepares competitive specialists capable of innovative activity and integration into the international educational and professional environment.

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