



**SOUTHWESTERN UNIVERSITY "NEOFIT RILSKI"**

**FACULTY OF ARTS**

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**DEPARTMENT OF CULTURAL STUDIES**

**ECTS Information Pack**

Major "Culture and Media"

Educational qualification: Bachelor's degree

Professional qualification: Bachelor of Culture and Media

Form of education: regular

Duration of study: 4 years

**QUALIFYING CHARACTERISTICS**

The preparation of students in the "Culture and Media" major includes the acquisition of knowledge and skills in a number of theoretical and applied fields:

- cultural theory;
- cultural anthropology;
- sociology and psychology of culture;
- modern communications;
- the theory and history of art;
- European integration processes;
- management and administration of culture;
- cultural management, marketing, cultural policies;
- empirical research in the field of culture;
- advertising of cultural products;
- public relations in the field of culture;
- entrepreneurship and project creation and management;
- organization and holding of cultural holidays and events, etc.

**Organization of training.**

Education in the specialty "Culture and Media", educational qualification degree "Bachelor" is structured in three parts - mandatory, elective and optional subjects.

### **Compulsory disciplines**

During the first five semesters, the training is aimed at mastering fundamental disciplines related to the theory and history of culture and is conducted jointly with the "Cultural Studies and Cultural Management" and "Culture and Cultural Tourism" majors. The specialization in the field of media takes place from the sixth to the eighth semester.

### **Elective disciplines**

Within the framework of the study, for each semester students choose, according to their interests, a number of disciplines determined in the Curriculum of the specialty, through which they deepen their desired theoretical and practical knowledge.

### **Practice**

An important part of the training is the practices in various institutions on the territory of Blagoevgrad and beyond. The purpose of the educational process, combining theoretical knowledge and practical skills, is to form professional competencies in the field of media and culture, which will increase the opportunities for successful realization of future specialists.

### **Professional implementation**

Graduates of the "Culture and Media" specialty with a "Bachelor" educational qualification and a "Bachelor in Culture and Media" professional qualification can work in the professions listed below:

- as culture specialists in print and electronic media;
- in cultural management and animation;
- as public relations specialists in the field of culture;
- in the capacity of: experts, managers, editors, press officers, public relations specialists in cultural organizations and institutes.

The fields in which it is possible to realize the bachelor's degree in "Culture and Media" are described in the National Classifier of Professions with indexes: 2642-7001, 2642-7002, 2642-7003, 2642-7004, 2642-6005, 2642-4007, 2642-4008, 2642-6009, 2642-6010, 2642-6011, 2642-6014, 2642-6015, 2642-6016, 2642-6017, 2642-5018, 2642-5019, 2642-6020, 2422 - 6004, 2445, 2451, 2452, 2471, 2472, 2473, 3431, 3441, 3442, 3443, 3444, 3445, 3446, 3447, 3448, 3474, 3478.

More specifically, specialists are being trained for the following professional fields:

- in the national, regional and municipal cultural institutions; in the media;
- television, radio, periodicals, Internet agencies, etc.;
- theater, music, library, community center, museum and other cultural institutes and organizations;
- in media, PR-agencies, advertising units related to culture;
- in non-governmental organizations dealing with culture and media;
- in organizations engaged in problems of prejudice and intolerant attitudes and behavior in the sphere of ethnic, religious, cultural differences;
- in the field of management of cultural institutions and media;

- in the free creative professions - art critics, publicists, reporters, editors, etc.;
- in the field of cultural production;
- in the field of business related to the cultural sphere; in the creative industries; in new professional niches and positions created by themselves, etc.;
- as teachers in virtual education and internet communication courses.

# CURRICULUM

FIRST YEAR			
First semester	ECTS credits	Second semester	ECTS credits
<b>Compulsory disciplines</b> Theory of culture 6.5 Ancient cultures - 1 part 6.5 Cultural anthropology - 1 part 6.5 Art and communication 6.5 Sport /selectable type of sport/		<b>Compulsory disciplines</b> Ancient cultures - part 2 6.0 Cultural Anthropology - Part 2 6.0 European cultural policies 6.0 Culture and personality 6.0 Practice 1 3.0 Sport /selectable type of sport/	
<b>Optional disciplines (choose one of the proposed ones)</b>		<b>Elective disciplines (choose three of the proposed ones)</b>	
Foreign language 2.0 Academic writing 2.0 Written and spoken culture 2.0 General and applied ethics 2.0		Foreign language 2.0 How to understand visual art 2.0 Culture of the Etruscans 2.0 Creation and management of projects in the field of culture and tourism 2.0 Written and spoken culture - part 2 2.0 Theory and practice of verbal communication 2.0 European institutions in the field of culture and tourism 2.0	
	<b>Total: 30</b>		<b>Total: 30</b>
SECOND YEAR			
Third semester	ECTS credits	Fourth semester	ECTS credits
<b>Compulsory disciplines</b> Culture of the Renaissance 4.5 Ancient cultures on the Bulgarian lands 4.5 Culture and communication - 1 part 4.5 Anthropology of the Middle Ages 4.5 Culture and Social Criticism - Part 1		<b>Compulsory disciplines</b> Culture of modernity – 1 hour /XVII-XVIII centuries / 5.0 Visual culture 5.0 Culture and communication - part 2 5.0 Culture and Social Criticism - Part 2 5.0 Culture and sustainable development 4.0 Practice /2/ 1.0	
<b>Elective disciplines (choose two of the proposed ones)</b>		<b>Elective disciplines (choose two of the proposed ones)</b>	
Foreign language 2.5 Corporate culture 2.5 Ancient Thracian heritage in Bulgarian folk culture 2.5 Cultural tourism 2.5 Means of expression in cinema 2.5 Regional specificity and museum expositions 2.5 An Introduction to Thracian Archaeology 2.5		Foreign language 2.5 Fashion and lifestyle 2.5 Persuasive communication 2.5  Historical demography and cultural heritage 2.5 Contemporary interpretation of cultural heritage 2.5	
	<b>Total: 30</b>		<b>Total: 30</b>
THIRD YEAR			
Fifth semester	ECTS credits	Sixth semester	ECTS credits
<b>Compulsory disciplines</b> Culture of modernity – part 2 /XIX-XX century/ 5.5 Semiotics of culture 5.5 Religion and culture 5.0 Socialization of cultural heritage 5.0 Everyday culture 4.0 Practice /2/ 1.5		<b>Compulsory disciplines</b> Periodicals and Culture 4.5 Popular culture 4.5 Advertising Basics 3.5 The arts in the Internet space 3.5 Media, Bulgarian culture and language – 1 part 4.5 Practice /3/ 2.0	
<b>Elective disciplines (choose two of the proposed ones)</b>		<b>Elective disciplines (choose two of the proposed ones)</b>	
Foreign language 2.5 Cultural animation of folklore 2.5 Internet communication 2.5  Culture and music 2.5 Christian art in the Bulgarian lands 2.5 The Myth of the Earthly Paradise 2.5 Applied semiotics – Brand management 2.5 The theater of the 20th century		Foreign language 2.5 Intercultural communications 2.5 Workshop for career guidance in the media/cultural industries 2.5 Bulgarian folk art 2.5 Public Relations and Promotion in the Arts 2.5 Culture of Southeast Europe 2.5 Field research 2.5 Media genres and culture 2.5	
	<b>Total: 30</b>		<b>Total: 30</b>

FOURTH YEAR				
Seventh semester	ECTS credits		Eighth semester	ECTS credits
<b>Compulsory disciplines</b>			<b>Compulsory disciplines</b>	
Radio and culture	6. 5		New media and civil society	4.0
Visual Anthropology	5.0		Visual Media and Culture - Part 2	4.0
Visual Media and Culture - Part 1	6. 5		Public speech	3.5
Media, Bulgarian culture and language - part 2	5.0		Intangible cultural heritage and media	3.5
Practice /4/	2.0			
<b>Elective disciplines (choose two of the proposed ones)</b>			<b>Optional disciplines (choose one of the proposed ones)</b>	
Balkan folklore	2. 5		Television journalism	2. 5
Media and audiences	2. 5		Politics of identity and difference	2. 5
Advertising in the media	2. 5		Financing and crediting of culture	2. 5
Radio journalism	2. 5		Media and civic culture	2. 5
Electronic culture and electronic society	2. 5		The text in the media	2. 5
Entrepreneurship in the field of culture	2. 5		Computer programs and web design	2. 5
Marketing - audience development	2. 5			
Media regulation	2. 5			
	<b>Total: 30</b>			<b>Total: 30</b>

**Of the four years of study: a total of 240 credits**

# ANNOTATIONS OF STUDY DISCIPLINES

## I. MANDATORY DISCIPLINES

### THEORY OF CULTURE

**ECTS credits:** 6.5

**Weekly horarium:** 3 hours of lectures, 1 hour of exercise

**Knowledge check form:** current control

**Type of exam:** written and oral

**Semester:** I

**Methodological guide:** Department of Cultural Studies, Faculty of Arts

**Lecturer:** Assoc. Prof. Dr. Lachezar Antonov

**Abstract:** "Theory of culture" is a fundamental theoretical discipline studying the issues related to understanding the nature of culture as a social phenomenon, its multifaceted interpretation and interpretations. The "Theory of Culture" course traces the main historical stages of the development of the scientific discourse on culture, as well as the related interdisciplinary research approaches to the problems of culture.

**Content of the course:** The concept of "culture" in a historical perspective: Antiquity, Middle Ages, Modern times. Classification of definitions of culture. Culture and Civilization. Anthropological and sociological concepts of culture. Culture and tradition. Culture and human activity. Symbolic and psychoanalytic concepts of culture. Culture and art. Culture, myth, religion. The nature of artistic culture. The playful nature of culture. System, structure and functions of culture. Prerequisites, essences development of the phenomena "mass culture", "subculture", "anticulture".

**Teaching and assessment:** The educational process is based on an interactive methodology, which implies the participation of students in the critical analysis of various cultural texts, which have a key role in the formation and understanding of one or another aspect of the concept of culture. Students do two tests during the semester. The requirements for certification of the semester are regular attendance at classes, completion of assigned tasks and participation in discussions.

## ANCIENT CULTURES – PART 1

**ECTS credits:** 6.5

**Weekly horarium:** 3 hours of lectures, 1 hour of exercise

**Knowledge check form:** current control

**Type of exam:** written and oral

**Semester:** I

**Methodological guide:** Department of Cultural Studies, Faculty of Arts

**Lecturer:** Prof. DSc Vasil Markov

**Abstract:** The study discipline aims to: introduce students to the main characteristics, peculiarities and problems related to the development of the cultures of the Ancient East; to stimulate their creative thinking; to prepare students for independent work with written, archaeological and visual art sources, as well as with modern scientific literature; to prepare students for independent development of an essay on a certain scientific problem;

**Content of the course:** In the course, the cultures of ancient Egypt and the Medopotamia, of Ancient Persia, the cultures of the ancient peoples of Asia Minor and Asia Minor, the Aegean culture are studied. Particular attention is paid to both the specific features and achievements of individual cultures, their mutual influences, both in time and space. An attempt was made to outline the directions of movement, as well as the complex process of accumulation of cultural values in the Old World, which became the basis for the construction of European civilization.

**Teaching and assessment:** The lecture course is conducted both in the traditionally established way with the use of multiple materials and texts, and with the help of multimedia and video materials, graphic maps and schemes, plans of ancient architectural monuments, reconstructions of cultural monuments, reproductions of ancient artistic monuments. Current issues raised and debated in the science of antiquity are discussed. Extracurricular employment includes independent training, which provides for: studying the literature on the discipline; independent development of optional tasks; independent development and defense of a course project. Students take one test per semester and one term paper. The requirements for certification of the semester are regular attendance at classes, completion of assigned tasks.

## CULTURAL ANTHROPOLOGY – PART 1

**ECTS credits:** 6.5

**Weekly horarium:** 3 hours of lectures, 1 hour of exercise

**Knowledge check form:** current control

**Type of exam:** written and oral

**Semester:** I

**Methodological guide:** Department of Cultural Studies, Faculty of Arts

**Lecturer:** Assoc. Prof. Dr. Dimitriya Spasova

**Abstract:** A major emphasis in the offered course in cultural anthropology is the relationship between the development of forms of social organization and systems of control and regulation in different societies using a variety of symbolic means.

The lecture course is structured in modules presenting sequentially: the emergence of classical anthropology and main stages in the development of anthropological science from the middle of the 19th to the middle of the 20th century, while the development of the most significant anthropological ideas and their deployment in leading currents and schools of the science of man and his culture; evolution of the human-nature relationship; man as a social being and the symbolic assimilation of the world by the "savage " (the peculiarities of "savage thought").

**Course content:** Through the history and theoretical research of anthropology from the middle of the 19th century to the first half of the 20th century (approaches, schools, paradigms); principles and methods of field research; on the beginnings of human culture: the syncretic world, the "poetic" thinking and magical behavior of "primitive" man; totems, taboos, prehistoric "art"; transmission of information among literate peoples; memory culture; dialectics of myth; primary forms of social organization: theories of the family and types of marriage; genus, clan, tribe, ethnic group; emergence of the nation as a social organization of cultural differences.

**Teaching and assessment:** theoretical articles, audio and video materials, press publications and research results are used within the framework of the lecture course. Some of the topics require the use of computers and different types of projectors. The independent preparation provides for: familiarization with the literature on the discipline; preparation of an abstract on a theoretical work related to the issue under consideration; development of a cultural-anthropological analysis on an issue related to the studied theory, requiring its application and creative adaptation in a different cultural framework; conducting own empirical research on a project previously agreed with the teacher. The assessment depends on the degree to which the student: knows the scientific literature on the problem; deals adequately with the scientific terminology related to the topic; is able to consider the problem in its entirety and in different aspects; demonstrates an ability for critical and original thinking.



## ART AND COMMUNICATION

**ECTS credits:** 6.5

**Weekly horarium:** 3 hours of lectures, 1 hour of exercise

**Knowledge check form:** current control

**Type of exam:** written and oral

**Semester:** I

**Methodological guide:** Department of Cultural Studies, Faculty of Arts

**Lecturer:** Assoc. Prof. Dr. Anton Genov

**Abstract:** The discipline is aimed at revealing the main methodological and general theoretical problems related to clarifying art as a communication system, its place in the system of sciences, the role of aesthetics in integrating knowledge about art. The lecture course presents a panorama of scientific knowledge about art with a logically justified aspiration to systematize it in two ways. On the one hand, as part of the general system of scientific knowledge and on the other - as a special scientific system that epistemologically covers artistic practice in the past and in its modern development. Students are offered a working model for the total system of scientific knowledge about art, which includes as its main components: the knowledge about art obtained from individual private sciences in social science and natural science; the theories and concepts brought out in the artistic practice itself; the philosophy of art and aesthetics, insofar as the latter is organically related to it. In the exercises students master various competences related to the nature of art and the critical interpretation of knowledge about art acquired from different scientific fields. The exercises are based on pre-assigned questions supplementing the lecture material.

**Content of the study discipline:** Versatility and integrity of art; Art as a subject of aesthetics; The problem of the essence of the aesthetic in the history of theoretical thought; Essence of the aesthetic; Art as a manifestation of the aesthetic attitude; Art as a specific human activity; Specificity of the artistic image; Art content and form; Art as an object of cultural studies; Art in the subject of sociology; Art in the system of psychology; Art and Epistemology; Art from the point of view of semiotics; Art in Information Theory; Art and pedagogy; The private (professional) sciences of art; Art and integrity; For the complex approach in the study of art; The system of art sciences.

**Teaching and assessment:** The following teaching aids are offered: 1/Bibliography (attached to the current curriculum) 2/ Multimedia and video materials. Seminar exercises include the following components: introduction of new information, summary and discussion, presentation and analysis of self-performed tasks, consolidation of knowledge through various activities - business games, work on authentic texts and in a computer laboratory. Students make creative analyzes on a selected topic from the studied material; independently develop abstracts, essays, etc., defend a course project, etc. Two tests are planned during the semester.

The requirements for certification of the semester are regular attendance at classes, completion of assigned tasks.

## ANCIENT CULTURES – PART 2

**ECTS credits:** 6.0

**Weekly horarium:** 3 hours of lectures, 1 hour of exercise

**Knowledge check form:** current control

**Type of exam:** written and oral

**Semester:** II

**Methodological guide:** Department of Cultural Studies, Faculty of Arts

**Lecturer:** Prof. DSc Vasil Markov

**Abstract:** The study discipline aims to: introduce students to the main characteristics, peculiarities and problems related to the development of ancient cultures; to stimulate their creative thinking; to prepare students for independent work with written, archaeological and visual sources, as well as with modern scientific literature; to prepare students for independent development of an essay on a certain scientific problem.

**Content of the course:** The course covers the cultures of Ancient Hellas and Ancient Rome. Special attention is paid both to the specific features and achievements of individual cultures, and to their mutual influences, both in time and in space.

An attempt was made to outline the directions of movement, as well as the complex process of accumulation of cultural values, which became the basis for the construction of European civilization. With the seminars in the studied discipline, the aim is both to condense and detail the information that the students receive from the course lectures, as well as to build in them practical skills for working with the monuments of architecture and visual arts, with written sources and with modern scientific literature.

The development of students' independent skills is sought for a comprehensive cultural-historical analysis of ancient culture.

**Teaching and assessment:** The lecture course is conducted both in the traditionally established way with the use of multiple materials and texts, and with the help of multimedia and video materials, graphic maps and schemes, plans of ancient architectural monuments, reconstructions of cultural monuments, reproductions of ancient artistic monuments. Current issues raised and debated in the science of antiquity are discussed. Extracurricular employment includes independent preparation of students, which provides for: studying the literature on the discipline; independent development of optional tasks; independent development and defense of a course project.

Students take one test per semester and one term paper. The requirements for certification of the semester are regular attendance at classes, completion of assigned tasks.

## CULTURAL ANTHROPOLOGY – PART 2

**ECTS credits:** 6.0

**Weekly horarium:** 3 hours of lectures, 1 hour of exercise

**Knowledge verification form:** current control

**Type of exam:** written and oral

**Semester:** II

**Methodological guide:** Department of Cultural Studies, Faculty of Arts

**Lecturer:** Assoc. Prof. Dr. Lachezar Antonov

**Abstract:** The offered course traces the substantive and methodological reorientations of anthropology in the 20th century modern societies on the territory of the modern city; the restructuring of traditional forms of belonging (family, kinship, national territory and the "anthropological place" in general) and the development of new identities. Special attention is paid to the perspectives of the anthropology of modernity and the possibility of legitimizing this science in the absence of the so-called "primitive cultures".

**Course content:** Development of urban anthropology. Origin and history of the city as a cultural institution; the city as a territory of modern society: public spaces of the city. City and universal exchange: the market, the shop window, the arcade, the mall, the "second-hand" shops. Change of position: from shopper to flâneur. City and consumption: "I buy - therefore I exist". Female and male sphere of consumerism. City and Body: The Body in the Ancient City. Geometry of the Body in the Roman City. The compassionate body of the Christian community. Moving Bodies: The Fear of Touch. Festivals and release of the body. The civilized body: difference and indifference. The postmodern metropolis; the cities on the "edge". Place, identity and memory: the city as palimpsest and terrain for politics of memory and forgetting.

**Learning technology and assessment:** Within the course, students are required to regularly attend lectures and take part in seminars and discussions, thus fulfilling the requirements for certification of the semester. The current assessment is determined by the activity and quality of student participation in the seminars and discussions and by the results of the test establishing the general level of preparation. To shape their final assessment, students must (optionally) develop an 'analysis' type coursework on pre-assigned topics or conduct their own micro-field research, the results of which they present in a presentation.

## EUROPEAN CULTURAL POLITICS

**ECTS credits:** 6.0

**Weekly horarium:** 3 hours of lectures, 1 hour of exercise

**Knowledge verification form:** current control

**Type of exam:** written and oral

**Semester:** II

**Methodological guide:** Department of Cultural Studies, Faculty of Arts

**Lecturer:** Chief Assist. Prof. Dr. Anastas Ifandiev

**Abstract:** The lecture course is aimed at revealing the nature and development of cultural policies in the European Union. The study material is structured as follows: 1) historical development of the idea of cultural policy; 2) the institutions of the European Union (EU); 3) legislation and cultural programs; 4) Programs funding arts and culture. The goal is for students to gain in-depth knowledge of the theoretical and practical problems of European cultural policy and to become familiar with the main approaches to its implementation in modern conditions. The main tasks that should be solved during the implementation of the curriculum are: acquiring knowledge about the theoretical foundations and the development of the cultural policies of the EU.

**Course content:** The role of culture and the arts in strategies for socio-cultural development. Definition of cultural policies. Institutional prerequisites for the development of cultural policies in the EU. European legislation in the field of arts and culture. Cultural programs. Cultural industries. Cultural diversity. European regions, regional culture. European capital of culture.

**Teaching and assessment:** Teaching in the subject is carried out in the form of lectures. Mandatory, a short introduction is made at the beginning of each lecture, providing the necessary connection between the topics. In the process of familiarizing the students with the new topic, a discussion is carried out with them in order to achieve continuity between the individual lectures and for them to come to their own conclusions to introduce in the new material. The information and resource provision of the seminar classes is reduced to the use of multimedia for the visualization of specific educational contents, models, schemes, diagrams and tables, which will be subject to discussion in the seminar classes. In the semester, within the framework of the seminar classes, there are two control checks. In order to provide quality education to students, the course "European Cultural Policies" combines interactive and traditional methods and forms of learning: lectures on the main topics and independent work in the form of course work or power point presentations. The forms of control are also in line with the nature of the discipline – conducting ongoing assessments, working in groups during seminar classes and a written exam to verify knowledge.

## CULTURE AND PERSONALITY

**ECTS credits:** 6.0

**Weekly horarium:** 3 hours of lectures, 1 hour of exercise

**Knowledge verification form:** current control

**Type of exam:** written and oral

**Semester:** II

**Methodological guide:** Department of Cultural Studies, Faculty of Arts

**Lecturer:** Assoc. Prof. Dr. Anton Genov

**Abstract:** The study discipline "Culture and personality" introduces students to different types of interpretation of the relationship between personality and culture within the framework of different psychological directions, essence and structure of personality, personal development, etc.

**Content of the course:** Culture and personality - content of the concepts, changes in their relation in historical terms. The subject approach in culture. Behaviorism and Cultural Studies. Theory of psychoanalysis and its relation to culture. Sigmund Freud on the structure of the personality, basic types of personal self-defense, stages in psychosexual development, the relationship between culture and personality. KG Jung's views on personality structure. Collective Unconscious and Archetypes. Major archetypes and their presence in mythology, folklore, art and everyday life. Human life as a quest for development and perfection - A. Adler. Culture and the Collective Unconscious Human Development – Individuation and Transcendence. The Genesis Mode - Erich Fromm. The Sense of Creation - Erik Erikson. Self-actualization theory - E. Maslow. The Fully Functioning Man: The Ideas of Carl Rogers.

**Teaching technology and assessment:** Modern teaching methods are used in lectures and seminar exercises - discussion, discussions, application of theoretical statements for interpretation of life cases, etc. Current assessment is based on active participation in lectures and exercises; presentation of a scientific text - annotation, abstract and term paper. A test is also conducted.

## CULTURE OF THE RENAISSANCE

**ECTS credits:** 4.5

**Weekly horarium:** 3 hours of lectures, 1 hour of exercise

**Knowledge verification form:** current control

**Type of exam:** written and oral

**Semester:** III

**Methodological guidance:** Department of Sociology; Faculty of Philosophy

**Lecturer:** Assoc. Prof. Dr. Zhana Pencheva

**Abstract:** The course introduces students to the diverse presence of the visual - from the book miniature to the impact of the urban environment; with the social microenvironments in which works of art are commissioned and performed; with projects to create cities. An interpretation

of the social function (urbanistic, political, aesthetic) of the visual images and the organization of the urban space is proposed.

**Course content:** The aim of the course is to acquaint students with the concept of visual culture in historical terms from the 14th to the end of the 18th century, as well as with the reflection in History of the concepts Renaissance, Baroque, Early Modernity. Geography of the culture of the Late Middle Ages in Europe. The place of Italy. Social position of the artist in the 14th - 16th centuries. Relations with the authorities. Contractors. The master and the studio, work organization, training. Fresco cycles in Italy in the 14th century: Assisi, Padua, Siena, Florence. Religious and political significance. The relationship between image and word: the images of St. Francis of Assisi 13th-14th centuries. Body and space in the images of the 15th century. The central perspective; experiment and form, the artist-scientist. The Impact of Humanism on the Visual Image. The Renaissance city: the square, housing, social scenes, infrastructure. Views on God's, Earth's, and Utopian Cities. Architectural treatises. Interaction and appropriation: northern artists and Italy in the 15th and 16th centuries. Original and edition: reproduction techniques - woodcut, engraving, letterpress. The social function of image replication. The crisis at the end of the 15th and the beginning of the 16th century. Visual images of the end of the world. Albrecht Dürer. Religion, Politics and the Visual Image - Michelangelo. David, The Creation (the Sistine Chapel panel), Tomb of Julius II, Tomb of the Medici. Religion, politics and the visual image. Raphael in the Vatican 1508-1520. Last Judgment, Late Work. Michelangelo's religiosity, a return to the spirituality of the Late Middle Ages. Michelangelo and the Italian Reformation Movement. The Reformation in Central and Western Europe and the social function of the circulated visual image. The Catholic Reformation and the Presence of the Visual. The Jesuit Order and Art. The Church of Jesus in Rome. The construction of the church "St. Peter" in Rome. The urban reconstruction of Rome under Pope Sixtus V (1585-90). Comparison with the reconstructions of Vienna and Paris in the mid-19th century. Images and architecture in Venice in the 16th-17th centuries - palaces, public spaces, churches. The emergence of the first female artists. Lavinia Fontana, Sofonisba Anguisola. Parks and gardens in the 16th and 17th centuries – relation to nature in early modernity. The expansion of the European world in the 16th and 17th centuries. The circulation of images. The problem of the other, of violence and tolerance. Colonization and the ideology of images. Dutch visual culture in the 17th century. The representation of the worker. The goods, the journeys. Rembrandt and Vermeer – the artist as merchant. Baroque Ideology and Theatricality. Centers of the European Baroque. Baroque as the first pan-European phenomenon. Balthazar Neumann. The Bishop's Palace in Würzburg. Images of absolutism and the national - Versailles, Schönbrunn, Sanssouci. Archaeological excavations in the middle of the eighteenth century and classicism. Winckelmann History of Ancient Art. Difference with Giorgio Vasari's Biographies. Depiction of the classical and the national in the middle and second half of the 18th century. What is European?

**Teaching and assessment:** The lecture course is fully multimedia. The lectures are supported by numerous visual, textual examples from the cultural history of the Renaissance. Current research in the representation of Renaissance culture is also discussed. The goal is for students to acquire skills to apply the acquired knowledge. Students are given an assignment on which they must prepare a written essay. The independent preparation provides for: getting to know the necessary literature, making sense of the theoretical statements and developing topics (lists

of topics are attached separately). In the process of studying the discipline, students develop a coursework. The goal is for students to acquire practical skills for collecting, processing and analyzing data on a specific practical issue and developing specific management solutions for entrepreneurial activity. The course work involves the study of a specific problem. The exam is written. It includes questions from all the study material. The final assessment takes into account the results of the current control and the assessment of the exam in a ratio of 2: 3 conditional parts.

## **ANCIENT CULTURES IN THE BULGARIAN LANDS**

**ECTS credits:** 4.5

**Weekly horarium:** 3 hours of lectures, 1 hour of exercise

**Knowledge verification form:** current control

**Type of exam:** written and oral

**Semester:** III

**Methodological guide:** Department of Cultural Studies, Faculty of Arts

**Lecturer:** Prof. DSc Vasil Markov

**Abstract:** The course aims to: introduce students to the main characteristics, features and problems related to the development of the ancient Thracian, proto-Bulgarian and Slavic culture in the Bulgarian lands. to stimulate their creative thinking; to prepare students for independent work on the written, archaeological, pictorial and folklore sources for the ancient cultures of the Bulgarian lands to build in them skills for analysis and synthesis when working with scientific texts to prepare students for independent development of an essay on a certain scientific problem.

**Content of the course:** The course should provide basic knowledge of the cultural history of the ancient peoples who inhabited the Bulgarian lands, in its dynamics - both in time and in space. The study of the origin, development and demise of ancient cultures, the interrelationships and mutual influences both with the highly developed civilizations of the Eastern Mediterranean and with the cultures of the peoples inhabiting the neighboring lands of the northwest, north and northeast. The subject of special attention is the heritage left by the ancient cultures in the Bulgarian culture. Emphasis is also placed on the prehistoric cultures of the Bulgarian lands, as well as on the cultures of the three main ethnic groups - Thracians, Proto-Bulgarians and Slavs, which formed the basis of the modern Bulgarian nation.

**Teaching and assessment:** The lecture course is conducted both in the traditionally established way with the use of multiple materials and texts, and with the help of multimedia and video materials, graphic maps and schemes, plans of ancient architectural monuments, reconstructions of cultural monuments, reproductions of ancient artistic monuments. Current issues raised and debated in the science of antiquity are discussed. Extracurricular employment includes independent preparation, which provides for: studying the literature on the discipline; independent development of optional tasks; independent development and defense of a course project. Students take one test per semester and one term paper. The requirements for certification of the semester are regular attendance at classes, completion of assigned tasks.

## CULTURE AND COMMUNICATION – PART 1

**ECTS credits:** 4.5

**Weekly horarium:** 3 hours of lectures, 1 hour of exercise

**Knowledge check form:** current control

**Type of exam:** written and oral

**Semester:** III

**Methodological guide:** Department of Cultural Studies, Faculty of Arts

**Lecturer:** Chief Assist. Prof. Dr. Anastas Ifandiev

**Abstract:** The discipline is dedicated to the mutual influence of two interconnected social phenomena - culture and communication. The logic in revealing the consistent understanding of the discipline is built according to: I. The place of communication in modern society and its essential characteristics. II. Interaction between culture and communication. III. Mass as the main feature of modern culture. In the lecture course, the problems of the communicative process and its main units are covered, the role of communication in the information society is indicated, the mass as the main feature of modern culture is thoroughly examined, special attention is paid to the cultural aspects of mass communications. In the exercises students master basic knowledge and competences about the main and established in life aspects of the "culture-communication" relationship, the real and theoretical problems arising from it, as well as the concepts prevailing in science about them. The exercises are based on pre-assigned questions supplementing the lecture material.

**Content of the course:** Relevance of culture and communication topics; The relationship between culture and communication - modern scientific concepts; Nature of culture; Nature of communication; The culture-communication relationship - Unity and individuality; The role of communication in the information society; The right to communicate; Communication patterns; Basic units and structure of the communication process; Types of communications; Communication and Society; Nature and specificity of mass communication; Social functions of mass communication; Interaction between culture and mass communication; Mass as the main feature of modern culture; Cultural aspects of mass communications.

**Teaching and assessment:** The following teaching aids are offered: 1/Bibliography (attached to the current curriculum) 2/ Multimedia and video materials. Seminar exercises include the following components: introduction of new information, summary and discussion, presentation and analysis of self-performed tasks, consolidation of knowledge through various activities - business games, work on authentic texts and in a computer laboratory. Students make creative analyzes on a selected topic from the studied material; independently develop abstracts, essays, etc., defend a course project, etc. Two tests are planned during the semester. The requirements for certification of the semester are regular attendance at classes, completion of assigned tasks.



## ANTHROPOLOGY OF THE MIDDLE AGES

**ECTS credits:** 4.5

**Weekly horarium:** 3 hours of lectures, 1 hour of exercise

**Knowledge verification form:** current control

**Type of exam:** written and oral

**Semester:** III

**Methodological guide:** Department of Ethnology and Balkan studies, Faculty of Philology

**Lecturer:** Chief Assist. Prof. Dr. Ventsislav Bozhinov

**Abstract:** The program on general history of medieval culture informs students about the main phenomena of the Middle Ages as a cultural-historical era and about the fundamental categories of medieval culture. In accordance with established academic traditions, the teaching process takes place in the form of lectures; The study course contains a methodological and content plan. Methodologically, the course aims to shed light on: 1) The Middle Ages as an era of formation of a unified European culture with specific development in Western Europe and in Byzantium. 2) European culture during the Middle Ages is clarified as a history of cultural phenomena - religious, mental, political and social. In terms of content, the course is organized around the problem of the formation of the main cultural and political regions in medieval Europe and their specific features.

**Course content:** The appearance of medieval culture? Periodization and chronology. Late Antiquity and the Early Middle Ages. The New Testament tradition and Neoplatonism. The Age of Constantine. The great migration of peoples - cultural and historical aspects.

The Carolingian Empire. The culture of the North. Kievan Rus. Theology in Greek, theology in Latin. The Crusades. The heretical movements.

The medieval castle. The medieval city. Education in the Middle Ages. Merchants and Bankers in the Middle Ages. Chivalry in Western Europe. Medieval poetry. The Muslim Contribution to Europe. Alchemy as a medieval cultural phenomenon. Medieval labor. Medieval administration of justice. The medieval family. Space and time in medieval culture. Body and soul. Europe in 1492. Middle Ages and Modernity.

**Teaching and assessment:** The lecture course uses theoretical studies, reproductions of medieval paintings, and translations into Bulgarian of texts from the Middle Ages. Current issues related to the nature of medieval Western European culture and contemporary everyday stereotypes about it are also discussed. Students are assessed with a rolling assessment and exam. There is an opportunity for independent development of a coursework type.

## CULTURE AND SOCIAL CRITICISM – PART 1

**ECTS credits:** 4.5

**Weekly horarium:** 3 hours of lectures, 1 hour of exercise

**Knowledge verification form:** current control

**Type of exam:** written and oral

**Semester:** III

**Methodological guide:** Department of Cultural Studies, Faculty of Arts

**Lecturer:** Assoc. Prof. Dr. Lachezar Antonov

**Abstract:** The discipline aims to reveal and make sense of the two-dimensional nature of culture, resulting from the dialectical opposition between the dimension of culture that affirms the established social order and the critical dimension that rejects the dominant system of values and norms and appeals to radical, often utopian, social transformations. Within the framework of the course, culture is seen both as the main corrective to the patterns of social progress established since the Enlightenment and the resulting social pathologies, and at the same time as the main source of their existence. The course on "Culture and Social Criticism" traces the main historical stages of the development of the idea of social criticism, as well as the related interdisciplinary research approaches to the problems of cultural development.

**Course content:** What is criticism? Basic forms of critical thinking. Sources of social criticism. Meaning and functions of social criticism. Traditional and critical social theory. The activities of the Institute for Social Research in Frankfurt. The Critical Analysis of Industrial Society. The birth of the culture industry. The critical potential of art. The aesthetic dimension. One-dimensionality and two-dimensionality of culture. The affirmative nature of culture in modern society. The repressive nature of modern civilization. The New Left Revolt. The subcultures of the second half of the 20th century and the rebellion of the young generation. Critique of Disciplinary Society.

**Teaching and assessment:** The learning process is based on an interactive methodology, which implies the participation of students in the critical analysis of various cultural texts, which have a key role in the formation and understanding of the idea of social criticism. Students do two tests during the semester. The requirements for certification of the semester are regular attendance of classes, completion of the assigned tasks.

## **CULTURE OF MODERNITY – PART 1 / 17th – 18th century/**

**ECTS credits:** 5.0

**Weekly horarium:** 3 hours of lectures, 1 hour of exercise

**Knowledge verification form:** current control

**Type of exam:** written and oral

**Semester:** IV

**Methodological guidance:** Department of Sociology; Faculty of Philosophy

**Lecturer:** Assoc. Prof. Dr. Zhana Pencheva

**Abstract:** The course introduces students to: the forms of life in the city and in the village in the 17th-18th centuries in Western Europe; with religious practices; with the diverse presence of the visual and its impact in the urban environment; in interiors, secular and religious; with the social microenvironments in which works of art are commissioned and performed; with changes in the social structure of cities; with religious migration to Europe and from Europe to North America. An interpretation of the social function (urbanistic, political, aesthetic) of the visual images and the organization of the urban space is offered. Major historical events and cultural events are presented. The aim of the course is to acquaint students with the concept of culture in historical terms from the 17th to the end of the 18th century, as well as the reflection on the variety of visual forms and practices.

**Course content:** Characteristics of Early Modernity. The expansion of the European world in the 16th and 17th centuries. The circulation of images. The problem of the other, of violence and tolerance. Western Europe in the 17th century. Europe and the Ottoman Empire. The Dutch visual culture in the 17th century. Centers of the Italian Baroque: Rome, Bologna, Naples, Genoa. Centers of the European Baroque. Balthazar Neumann. Images of absolutism and nationalism in the 17th and 18th centuries: Versailles, Schönbrunn, Sanssouci. The Thirty Years' War 1618-1648. Archeological excavations in the 18th century. Winkelmann "History of the Art of Antiquity". What is a "Grand Tour". Geographies of culture and values. Changes in the depiction of nature and the city in the middle and second half of the 18th century. What is European? The enlightened monarchy in the 18th century. The Enlightenment and the Encyclopedia: concepts of man, society and knowledge.

**Teaching and assessment:** The lecture course is fully multimedia. The lectures are supported by numerous visual, textual examples from the cultural history of Early Modernity. Current research in the representation of Early Modern culture is also discussed. The goal is for students to acquire skills to apply the acquired knowledge. Students are given an assignment on which they must prepare a written essay. The independent preparation provides for: getting to know the necessary literature, understanding the theoretical statements and developing topics (lists of topics are attached separately). In the process of studying the discipline, students develop a coursework. The goal is for students to acquire practical skills for collecting, processing and analyzing data on a specific practical issue and developing specific management solutions for entrepreneurial activity.

## VISUAL CULTURE

**ECTS credits:** 5.0

**Weekly horarium:** 3 hours of lectures, 1 hour of exercise

**Knowledge verification form:** current control

**Type of exam:** written and oral

**Semester:** IV

**Methodological guide:** Department of Cultural Studies, Faculty of Arts

**Lecturer:** Chief Assist. Prof. Dr Silvia Petrova

**Abstract:** The study discipline aims to: compare the possibilities of different approaches for historical understanding of the culture created by means of visual media; to stimulate efforts to understand different visual images in terms of type, function and context and to provoke reflection on the experiences and behaviors of people in different historical periods; to prepare students to independently develop analyzes of the various aspects of visual culture.

**Course content:** The course introduces students to: the concept of visual culture and related contemporary topics in the humanities (the understanding of visual image and visual twist, visual experience... ); main schools and problems in the interpretation of visual culture – German-speaking, French-speaking and English-speaking; with the diverse presence of the visual – the work of art, advertising, cinema, images in science; with the social microenvironments in which visual images and their modes of visual representation are assigned and performed. The course offers an interpretation of the social function (aesthetic, political, media, urbanistic) of visual images and the organization of urban space. The aim of the course is to familiarize students with the concept of visual culture, thought in historical terms, as well as with the reflection on the variety of visual forms and practices. Authors, schools and texts, research techniques that play an important role in interpreting the "visual turn" of the humanities and social sciences are discussed.

**Teaching and assessment:** The course consists of a cycle of lectures on specialized topics and problems central to the field of visual culture. The lecture course is conducted entirely with multimedia. The lectures are supported by numerous examples from cultural practice. Results of empirical studies are also presented. Current issues in the field of visual culture are also discussed. The independent preparation provides for: getting to know the necessary literature, understanding the theoretical statements and their practical applicability in real cultural life. collection and analysis of visual material. preparation for control works; development of topics with a theoretical and practical focus (lists of topics are attached separately).

## CULTURE AND COMMUNICATION – PART 2

**ECTS credits:** 5.0

**Weekly horarium:** 3 hours of lectures, 1 hour of exercise

**Knowledge check form:** current control

**Type of exam:** written and oral

**Semester:** IV

**Methodological guide:** Department of Cultural Studies, Faculty of Arts

**Lecturer:** Chief Assist. Prof. Dr. Anastas Ifandiev

**Abstract:** The discipline is aimed at uncovering the main methodological and general theoretical problems related to clarifying the questions about the types of media and the relationship "media - art", for the various manifestations of the activity of the mass media in the field of art. The connection and relationships of art with communication, the interaction between art and mass media, the essence of mass art are understood. In the lecture course, special attention is paid to the interrelationship of technical means and systems of communication with the system of artistic activity. In the exercises students master basic knowledge and skills for analyzing the modern media landscape, the communication and artistic aspects of the mass media, the main artistic genres in SMC. The exercises are based on pre-assigned questions supplementing the lecture material.

**Course content:** Types of media. Language, thought and culture; Literacy and Culture; Book and book publishing; Printing and book printing; Radio and radio communication; The television being of culture; Interaction between art and mass media; Art and popular culture; Problems of the creation and functioning of art in the age of SMC.

The work of art in the age of SMC; Nature of artistic consumption in the age of SMC; Book art; Fine art photography; Cinema in mass media; Art and Radio Communication; Television and art.

**Teaching and assessment:** The following teaching aids are offered: 1/Bibliography (attached to the current curriculum) 2/ Multimedia and video materials. Seminar exercises include the following components: introduction of new information, summary and discussion, presentation and analysis of self-performed tasks, consolidation of knowledge through various activities - business games, work on authentic texts and in a computer laboratory. Students make creative analyzes on a selected topic from the studied material; independently develop abstracts, essays, etc., defend a course project, etc. Two tests are planned during the semester.

The requirements for certification of the semester are regular attendance at classes, completion of assigned tasks.

## CULTURE AND SOCIAL CRITICISM – PART II

**ECTS credits:** 5.0

**Weekly horarium:** 3 hours of lectures, 1 hour of exercise

**Knowledge check form:** current control

**Type of exam:** written and oral

**Semester:** IV

**Methodological guide:** Department of Cultural Studies, Faculty of Arts

**Lecturer:** Assoc. Prof. Dr. Lachezar Antonov

**Abstract:** "Culture and Social Criticism - Part II" is a theoretical discipline studying critical reflection on the processes characterizing the development of culture in the second half of the twentieth century. The purpose of the discipline is to reveal and understand the factors influencing the dynamics and development of contemporary social and cultural-historical processes on a global scale. The course examines various controversial and up-to-date topics in the field of social and cultural studies, such as the struggles for cultural recognition and the affirmation of multiculturalism, the challenges of cultural globalization and cultural hybridization, the ideologies of anti-globalism, etc.

**Course content:** The cultural processes of late modernity. Social apathy and the end of ideologies. The McDonaldization of society. The transition from industrial to post-industrial society. The society of hyperconsumption. The revolt against the Americanization of the world. The incarnations of ethnocentrism. The Multiculturalism Debate. The struggles for cultural recognition after the end of the Cold War.

**Teaching and assessment:** The educational process is based on an interactive methodology, which implies the participation of students in the critical analysis of various cultural texts, which have a key role in the formation and understanding of modern cultural-historical processes. Students do two tests during the semester. The requirements for certification of the semester are regular attendance at classes, completion of assigned tasks and participation in discussions.

## CULTURE AND SUSTAINABLE DEVELOPMENT

**ECTS credits:** 4.0

**Weekly horarium:** 3 hours of lectures, 1 hour of exercise

**Knowledge verification form:** current control

**Type of exam:** written and oral

**Semester:** IV

**Methodological guide:** Department of Cultural Studies, Faculty of Arts

**Lecturer:** Assoc. Prof. Dr. Anton Genov

**Abstract:** The course aims to: acquaint students with basic theories and practices related to sustainable development and culture as a factor for its stimulation; to present good examples related to culture as a generator and factor for sustainable development in different spatial

sections (city - region - European cultural space); to prepare students for independent analysis and evaluation of problem cases, assuming resolution through complex interdisciplinary innovative projects related to the sustainable development of a certain settlement or region.

**Course content:** The course offers a sociological reading on one of the leading challenges for humanity at the end of the 20th and the beginning of the 21st century - the achievement of sustainable development as a problem node in which economic, environmental and social issues are intertwined, discussing and the possible contributions of culture. There are three lecture blocks: the first is dedicated to the socio-economic and cultural factors that led to the need for a new type of development, demonstrated in theories of globalization and the risk society; the second examines international, European and regional policies in which culture is beginning to emerge as a factor for sustainable development; the third is dedicated to the European model for sustainable development, in which culture begins to play an increasingly decisive role.

**Teaching and assessment:** Scientific articles, video materials, press publications, case studies and empirical research results are discussed within the lecture course. Topics are presented in the form of PP-presentations. The independent preparation provides for: familiarization with the literature on the discipline; preparation of an abstract on a theoretical work related to the issue under consideration; developing an analysis on an issue related to the studied theory, requiring its application and creative adaptation to another cultural framework; conducting field observation on a project previously agreed with the teacher. The students' practical and independent work is a priority in training. The knowledge, skills and competence are evaluated during the seminar classes, during the implementation of the current control, and the results achieved in the tasks for independent work are of decisive importance. The exam is written. It involves the development of one randomly drawn question from the syllabus.

## **CULTURE OF MODERNITY - Part 2 / 17th and 18th century /**

**ECTS credits:** 5.5

**Weekly horarium:** 3 hours of lectures, 1 hour of exercise

**Knowledge check form:** current control

**Type of exam:** written and oral

**Semester:** V

**Methodological guidance:** Department of Sociology; Faculty of Philosophy

**Lecturer:** Assoc. Prof. Dr. Zhana Pencheva

**Abstract:** The course analyzes the social, cultural and economic changes in Europe from 1789 to 2001. The attention in the activities is distributed equally between the analysis of the concepts and the material organized by them. Particular attention is paid to (dis)continuities in social and cultural attitudes and values. The course offers a critical history of the specified period. The study discipline aims to: compare the possibilities of different approaches for historical understanding of culture during the specified period; to stimulate efforts for a more complex understanding of the experiences and behaviors that people have had in different historical settings; to prepare students for independent development of topics in the history of European modernity and postmodernity.

**Content of the course:** Clarifying the concepts: era, process, discontinuity, tradition, change. What is modernity - characteristics; social geography. How was the creation of the American States related to political and social ideas in Europe? The Napoleonic campaigns (1799-1813). Impact on the structure of society in France, Italy, Austria-Hungary and the German states. Reaction and Restoration in Europe 1815-1848.

Strive for sustainability. Social and National Movements and Rebellions 1805-1848. Technology and industrialization. Antimodernity: Values and Institutions. Reform movements and revolutions in the 19th and 20th centuries. Nations and nationalisms. Modern art. Vanguardism and "returns to order". Authoritarian and totalitarian regimes in Europe 1920-1990. The years 1945, 1956, 1968, 1989-1991. Capitalism and socialism. What is postmodernity? Sanity and Madness; (in)correctness, perspective and rhizome; details instead of wholeness; disunity instead of unity. Postmodern architecture and art. Environmental movements and values.

**Teaching and assessment:** The lecture course is conducted entirely with multimedia. The lectures are supported by numerous visual and textual examples from the cultural history of the 19th and 20th centuries. Current research in the representation of modernity and postmodernity is also discussed. The independent preparation provides for: getting to know the necessary literature, understanding the theoretical statements and developing topics (lists of topics are attached separately).

## SEMIOTICS OF CULTURE

**ECTS credits:** 5.5

**Weekly horarium:** 3 hours of lectures, 1 hour of exercise

**Knowledge check form:** current control

**Type of exam:** written and oral

**Semester:** V

**Methodological guide:** Department of Cultural Studies, Faculty of Arts

**Lecturer:** Assoc. Prof. Dr. Dimitriya Spasova

**Abstract:** The discipline offers a comprehensive overview of the semiotics of culture. The course introduces students to the issues of semiotics of culture. Culture is seen as a sign system. Theoretical aspects of the problem are studied: essence and directions in semiotics and in particular the semiotics of culture, essence of the sign, sign and symbol, semiotic systems. The second part of the course has a certain scientific and practical emphasis, considering issues such as: semiotics of non-verbal communication, visual semiotics, semiotics and online communication, etc.

**Course content:** Introduction to the problem. Emergence of semiotics as a science; Nature of the mark; Classification of signs; Sign and symbol; Semiotic systems; Sign systems of culture; Religious and ritual semiotic systems; Semiotics of non-verbal communication; Visual semiotics; Semiotics and online communication; Semiotics and everyday life; Semiotics and tourism.

**Teaching and assessment:** The lecture course is conducted both in the traditionally established way with the use of multiple materials and texts, and with the help of multimedia and video



materials. During the current control, the knowledge, skills and competence demonstrated during the practical classroom classes are evaluated, with the results achieved from the tasks and tests being of serious importance. The current grading is illustrated in the following table, which gives the maximum number of points of each component in the grading. The final grade is formed based on the grade from the current control and the exam grade. Current control constitutes 60% of the final grade. The final exam consists of a written development of a topic from the synopsis and has a weight of 40% of the final grade.

## **RELIGION AND CULTURE**

**ECTS credits:** 5.0

**Weekly horarium:** 3 hours of lectures, 1 hour of exercise

**Knowledge check form:** current control

**Type of exam:** written and oral

**Semester:** V

**Methodological guide:** Department of Cultural Studies, Faculty of Arts

**Lecturer:** Assoc. Prof. Dr. Anton Genov

**Abstract:** The program on religion and culture introduces the students of the specialty "Cultural Studies" to the main religions in the space of modern Bulgaria, Europe and the world. Religions are considered in a chronological aspect in evolution: paganism, monotheism, Christianity, Islam. The influences between religion and socio-anthropological phenomena and the interpenetrations of religion and art are traced. In accordance with established academic traditions, the teaching process takes place in the form of lectures and exercises.

**Course content:** Religious and transcendental thinking. Animism, ritual, norm and taboo. Mythology as a form of culture. Primitive religious practices in archaic societies. Mythologies of the Mediterranean World. Greco-Roman mythology. Paganism and writing. The Jewish holy books. The monotheistic idea and God's chosen people. The son of God as the Savior of mankind and a watershed in European culture. The Eucharist as a religious practice and a church institution as a social phenomenon. Acts of the Apostles and early Christian history, sainthood and canonization. Christian theology and formation of the main postulates of faith - the Holy Trinity. The Christian world after the schism of 1054. Catholicism and Orthodoxy. The Reformation in Europe and the Protestant denominations. The teachings of the Prophet Muhammad. Spread of Islam. The Holy Book Koran. Islamic cultural heritage in Bulgaria, Europe, the Middle East and Central Asia. Contemporary religious currents, cult practices of sectarian movements. Neopaganism. A temple is a house of prayer. Cave, catacomb, church, mosque, synagogue. Construction of the sacred building. Image – image of the sacred. Icon, mural, decoration, painting. Construction of the sacred image. Food - religious consumption. Communion, sacrifice, unleavened bread. Constructing the religious acceptance of the sacred through the body.

Family - religious interpersonal relations. Marriage and celibacy, kinship, godship, monastic brotherhood. Constructed of sacred kinship.

Life in the afterlife - religious use of death. Heaven and hell, ideas and images of the afterlife, funeral customs and practices, dwelling and grave. Prayer is sacred communication between man and God. Individual and collective prayer, written and oral prayer.

Religion and literature. The Old Testament, the Gospel and the Koran in world literature and Bulgarian literature. Religion and painting. Abraham's sacrifice, the kiss of Judas, the return of the prodigal son, pieta, etc. Religious scenes in world masterpieces.

Religion and politics. Religious wars, martyrdom and non-martyrdom in the world. Self-sacrifice as a form of salvation. Religion and national identity. Religion and civic identity. Atheism.

**Learning technology and assessment:** The Religion and Culture program introduces students from the "Cultural Studies" major to the main religions in the space of modern Bulgaria, Europe and the world. Religions are considered in a chronological aspect in evolution: paganism, monotheism, Christianity, Islam. The influences between religion and socio-anthropological phenomena and the interpenetration of religion and art are traced. In accordance with established academic traditions, the teaching process takes place in the form of lectures and exercises. The requirements for certification of the semester are regular attendance of the classes, completion of assigned tasks and participation in the collective activity.

## **SOCIALIZATION OF THE CULTURAL HERITAGE**

**ECTS credits:** 5.0

**Weekly horarium:** 3 hours of lectures

**Knowledge check form:** current control

**Type of exam:** written and oral

**Semester:** V

**Methodological guide:** Department of Cultural Studies, Faculty of Arts

**Lecturer:** Prof. DSc Vasil Markov

**Abstract:** The study discipline aims to: introduce students to the main characteristics, peculiarities and problems related to the development of the cultures of Southeast Europe and their socialization; to stimulate their creative thinking; to prepare students for independent development of projects for the socialization of cultural monuments from Bulgaria in the field of cultural animation and cultural tourism.

**Content of the course:** The course studies the heritage of the cultures of Ancient Hellas and Ancient Rome, the heritage of the Thracian, Byzantine, Medieval and Renaissance cultures in Bulgaria. Attention is paid both to the specific characteristics and achievements of individual cultures, and to their mutual influences, both in time and in space. Particular attention is paid to the most significant monuments of architecture and fine arts, as well as to the significant museum centers that store the most remarkable movable monuments of culture from South-Eastern Europe. This accentuation is related to the consideration of monuments as an object of socialization and cultural animation, as a significant resource for cultural tourism. The problems related to the socialization of the monuments are presented in a comparative plan with the socialization of cultural and historical monuments from Southern Europe.

**Teaching and assessment:** The lecture course is conducted both in the traditionally established way with the use of multiple materials and texts, and with the help of multimedia and video materials, graphic maps and schemes, plans of architectural monuments, reconstructions of cultural monuments, reproductions of ancient and medieval artistic monuments. Current issues raised and debated in science are discussed. Extracurricular employment includes independent preparation of students, which provides for: studying the literature on the discipline; independent development of optional tasks; independent development and defense of a course project. Students take one test per semester and one term paper. The requirements for certification of the semester are regular attendance at classes, completion of assigned tasks.

## **CULTURE OF EVERYDAY**

**ECTS credits:** 4.0

**Weekly horarium:** 2 hours of lectures

**Knowledge check form:** current control

**Type of exam:** written and oral

**Semester:** V

**Lecturer:** Assoc. Prof. Dr. Dimitriya Spasova

**Abstract:** The lecture course is aimed at revealing the essence and development of everyday culture. It focuses on understanding the nature of the living and material world in a modern way. The main emphases cover: social and practical actions, consumption and free time, culture in its subjectivity and objectivity, free time. And cultural consumption. The goal is for students to gain in-depth knowledge of the theoretical and practical problems of everyday life and cultural consumption and to become familiar with the main approaches to its study.

The main tasks that should be solved during the implementation of the curriculum are: assimilation of knowledge about the theoretical foundations and development of everyday culture and modern approaches to consumerism.

**Course content:** Everyday life and living world. Symbolic meaning of material culture. The world of objects. Phenomenology of the object - function, meaning, aesthetics, melancholy and asceticism, speed. The disappearance of objects. Fetishism - the new modernity. Capital, taste and difference. Lifestyles. Theories of consumption. Cultural consumption.

**Teaching and assessment:** Teaching in the subject is conducted in the form of lectures. Mandatory, a short introduction is made at the beginning of each lecture, providing the necessary connection between the topics. In the process of familiarizing the students with the new topic, a conversation takes place with them in order to achieve continuity between the individual lectures and for them to come to their own conclusions to introduce in the new material. The information and resource provision of the seminar classes is reduced to the use of multimedia for the visualization of specific educational contents, models, schemes, diagrams and tables, which will be subject to discussion in the seminar classes. In the semester, within the framework of the seminar classes, there are two control checks. In order to provide quality education to students, the discipline combines interactive and traditional methods and forms of learning: lectures on the main topics and independent work in the form of course work or power

point presentations. The forms of control are also in line with the nature of the discipline – conducting ongoing assessments, working in groups during seminar classes and a written exam to verify knowledge.

## **PRINT PERIODICALS AND CULTURE**

**ECTS credits:** 4.5

**Weekly horarium:** 3 hours of lectures, 1 hour of exercise

**Knowledge check form:** current control

**Type of exam:** written and oral

**Semester:** VI

**Methodological guide:** Department of Cultural Studies, Faculty of Arts

**Lecturer:** Chief Assist. Prof. Dr Silvia Petrova

**Abstract:** The course aims to provide students with the necessary information and knowledge about the theory, practice and development of periodical printing, as well as to form their own attitudes and reflexes towards the main types of press. The logic in revealing the consistent understanding of the discipline is built according to the place of the press in modern society and its characteristics.

**Content of the curriculum:** The lecture course covers the issues of the processes in the periodical press and its main units, the role of the press in the information society is indicated, and how culture is reflected in the print media is thoroughly examined. In the exercises, students master basic competences about the "periodical press-culture" relationship and about the real and theoretical problems arising from it. The aim is: to understand the essence of the periodical press phenomenon and its role in the information society at the given stage; to understand the press as inextricably linked to culture; to present their place in the modern world.

**Teaching and assessment:** Lectures on the main topics - duration 45 hours The lecture course is carried out in the traditional way, supported by multimedia. Theoretical texts and journalistic printed materials are discussed during the lecture course. Issues related to the specifics of various manifestations of periodical printing are discussed. Students give presentations on pre-assigned and discussed topics. Tasks are set for independent work or team work in extracurricular employment. Exercises on pre-assigned questions supplementing the lecture material – 15 hours. Tasks are set for independent work or team work in extracurricular employment. Independent work related to the development of set tasks from the following proposals: preparation of a bibliographic reference; preparation of creative analyzes on a selected topic from the studied material; preparation for tests and control checks of knowledge; referencing literature related to the studied topics (and reviewing the referenced article, studies, part of a monograph); preparing a critical analysis of a text; preparation of discussions on predetermined topics.

## POPULAR CULTURE

**ECTS credits:** 4.5

**Weekly horarium:** 3 hours of lectures, 1 hour of exercise

**Knowledge check form:** current control

**Type of exam:** written and oral

**Semester:** VI

**Methodological guide:** Department of Cultural Studies, Faculty of Arts

**Lecturer:** Assoc. Prof. Dr. Dimitriya Spasova

**Abstract:** The course aims to provoke students' academic interest in the field of popular culture, which is traditionally underestimated as a field for scientific research. Attention is focused on several basic problems: what transformations the author, the work and the audience undergo when they become part of the culture industry; what tensions arise between "low" and "high" spheres of cultural production; what strategies of dominance and resistance develop between the ideologies of popular culture and its consumers; what forms of hybridization are observed when different types of art fall into the market regime of popular culture.

**Course content:** "Mass" and/or "popular" culture: theoretical debates; the cultural industry - specifics of production and consumption; transformations of the author, the work and the audience; politics of popular culture; formation of mass taste; subcultural identities; cultural canon, dominance and resistance; myths of popular culture.

**Teaching and assessment:** Seminar exercises include PowerPoint presentations and analysis of popular culture phenomena from the fields of literature, cinema, music, sports, and the entertainment industry. Students do two tests during the semester. The requirements for certification of the semester are regular attendance at classes, completion of assigned tasks and participation in discussions.

## BASICS OF ADVERTISING

**ECTS credits:** 3.5

**Weekly horarium:** 3 hours of lectures

**Knowledge check form:** current control

**Type of exam:** written and oral

**Semester:** VI

**Methodological guide:** Department of Cultural Studies, Faculty of Arts

**Lecturer:** Chief Assist. Prof. Dr Silvia Petrova

**Abstract:** The course "Basics of Advertisement" is aimed at studying the basics of advertising communication, its elements and regular interactions, as well as the varieties of advertising according to the media channel through which it is broadcast. The course aims to: introduce students to the scientific field related to media advertising; to stimulate the development of critical attitudes towards printed or electronic advertising messages; to prepare students for the

independent development of analyzes and projects related to specific advertising campaigns, according to a pre-determined goal.

**Course content:** The lecture course examines the peculiarities of advertising in print media, traditional electronic media - radio and television, as well as the presence in the hypertext space of the Internet. The emphasis is placed on the specifics of the Bulgarian advertising model, marked by belonging to the Balkan cultural area, and the consequences of European integration and globalism in the field of market relations and advertising practices are also commented on. In this spirit, changes in different codes of linguistic and visual advertising messages are analyzed. The socio-cultural consequences of advertising communication for the individual consumer are analyzed.

**Learning technology and assessment:** Seminar classes are focused entirely on practical activities to help students acquire specific skills for working in the advertising practice of different media environments. Recommendations are given for high efficiency in the construction of different types of advertisements. The current assessment is determined by the activity and quality of student participation in the seminars and discussions. The requirements for certification of the semester are regular attendance at classes, completion of assigned tasks.

## THE ARTS ON THE INTERNET SPACE

**ECTS credits:** 3.5

**Weekly horarium:** 3 hours of lectures, 1 hour of exercise

**Knowledge check form:** current control

**Type of exam:** written and oral

**Semester:** VI

**Methodological guide:** Department of Cultural Studies, Faculty of Arts

**Lecturer:** Chief Assist. Prof. Dr. Anastas Ifandiev

**Abstract:** The discipline pays attention to the development of information technologies and the transition to ubiquitous digitalization, which brings significant changes to the culture and art of modern society. A cultural interpretation of the Internet as a phenomenon of the modern information society is given. The network presents itself as a unique environment in which the possibilities of convergence of different types of means – text, sound, video and graphics – leading to the development of new media arts are potentially unlimited. The lecture course aims to reveal the main methodological and general theoretical problems related to the formation of the world computer network (Internet) and to the real changes that the media sector and related arts undergo in it. The contours of a new type of media arts and the new conditions for their existence and functioning stand out. The changes that occur in the way of creation, distribution and assimilation of artistic products are also considered. In the exercises, students master various knowledge about the arts in the Internet space and skills to analyze the arts in the new technological and web environment. The exercises are based on pre-assigned questions supplementing the lecture material.

**Content of the course:** Peculiarities of the Internet space; Internet – the new means of mass communication; Aesthetics of the new digital environment; Printing on the Web; Internet radio;

Interactive TV; Internet art; Digital art; computer and video games; Computer animation; Computer Arts.

**Teaching and assessment:** The following teaching aids are offered: 1/Bibliography (attached to the current curriculum) 2/ Multimedia and video materials. Students make creative analyzes on a selected topic from the studied material; independently develop abstracts, essays, etc., defend a course project, etc. Two tests are planned during the semester. The requirements for certification of the semester are regular attendance at classes, completion of assigned tasks.

## **RADIO AND CULTURE**

**ECTS credits:** 6.5

**Weekly horarium:** 3 hours of lectures, 1 hour of exercise

**Knowledge check form:** current control

**Type of exam:** written and oral

**Semester:** VII

**Methodological guide:** Department of Cultural Studies, Faculty of Arts

**Lecturer:** Chief Assist. Prof. Dr Silvia Petrova

**Abstract:** The course presents basic features of radio communication. The specifics and possibilities of different radio genres for convincing presentation of cultural products are examined. Students get acquainted with elements of the technology of organizing and making a radio broadcast, with the specifics of the creative process in radio.

**Course content:** Basic features of radio communication. Types of radio genres: informational genres; analytical genres / radio interview, radio correspondence, reportage, review; review of letters; talk radio; radio commentary, radio review, discussion/. Documentary-artistic genres. Peculiarities of the creative process – preparation and broadcasting of radio forms; sound editing. Development of a show about culture and a cultural overview. Cultural criticism and artistic journalism in radio.

**Teaching and assessment:** The lecture course includes 45 hours of lectures and 15 hours of exercises. Modern teaching methods are used; prominent radio presenters are invited to share their personal experiences of working in radio. Students visit a radio studio in Blagoevgrad.

## VISUAL ANTHROPOLOGY

**ECTS credits:** 5.0

**Weekly horarium:** 3 hours of lectures, 1 hour of exercise

**Knowledge check form:** current control

**Type of exam:** written and oral

**Semester:** VII

**Methodological guidance:** Department of Sociology; Faculty of Philosophy

**Lecturer:** Assoc. Prof. Dr. Zhana Pencheva

**Abstract:** Since modernity is a culture of images, the study of the visual world becomes the study of modern culture per se, which in turn requires the acquisition and application of research techniques and methods corresponding to the nature of the studied subject. Through this course, students will deepen their knowledge of contemporary culture revealed through the lens of the visual, as well as the strengths and limitations of different methods of visual research (ethnographic film, photo-observation, photo-diary, etc.)

**Course content:** The society of the spectacle: the totalitarianism of the market of images and the dictatorship of the Homo Spectator. Commodification of time, space and the human environment. The power of the image. Exploring the Visual: Through the History of Visual Anthropology. The death of drawing. The birth of the democratic image of the photograph. First attempts at visual anthropology (contributed by Margaret Mead). The role of photography in ethnological research. "The Camera Never Lies": The Anthropologist as Image Collector and the Positivist Dream of the "Whole Truth." Potential capabilities and limitations of photographic evidence. The documentary on the small screen (a cross-cultural analysis. ) The man and the camera. The Everyday Man Behind the Camera - The Artless Art of Photography (Pierre Bourdieu). The Man in Front of the Camera - Killing the Moment (Susan Sontag). The Observer Without a Camera (Roland Barthes). Beyond the watching eye. The "memory" of the image. Audio and video recordings as mnemonic tools. The reconstructed "memory". Image and identity. Strategies for building the national iconosphere. The ethnocentrism of anthropological research. The view from outside and inside. "Exoticizing" otherness. Visual documents, human cognition, and the future of visual anthropology.

**Learning technology and assessment:** Within the course, students are required to regularly attend lectures and participate in seminars and discussions, thus fulfilling the requirements for certification of the semester. The current assessment is determined by the activity and quality of student participation in the seminars and discussions. To shape their final assessment, students must (optionally) develop an 'analysis' type coursework on pre-assigned topics, a presentation or a short documentary film.



## VISUAL MEDIA AND CULTURE – PART I

**ECTS credits:** 6.5

**Weekly horarium:** 3 hours of lectures, 1 hour of exercise

**Knowledge check form:** current control

**Type of exam:** written and oral

**Semester:** VII

**Methodological guide:** Department of Cultural Studies, Faculty of Arts

**Abstract:** The course focuses on the phenomenon of visual media in the mass communication media system - and more specifically, in Part I, on the phenomenon of television. Objectives: to acquaint students with the history and theory of television, with the main genres and functions of the media; to create skills for finding and making sense of the interrelationships and influences between different media in the system of mass communication; to form a critical view of the phenomenon of television and the media in general; to create practical skills in the field of television journalism; to create a motive for independent research and research on television.

**Course content:** The lectures focus on key moments in the history and theory of television, the influence of photography and cinema on the development of the media. The specifics of television's assimilation of the world and the impact of television on the audience are explored. Attention is paid to the construction of celebrity in television. The main television genres, the connections and mergers between them are studied. Attention is paid to the changes that have occurred in television since the advent of the Internet, as well as the interactions between the two phenomena. In the exercises, students learn the basic skills necessary for the profession of a television journalist. A connection is made between theoretical theses and their practical application in journalism.

**Teaching and assessment:** The lecture course includes 45 hours of lectures and 15 hours of exercises. Modern teaching methods are used. Theoretical texts and visual materials are discussed during the lecture course. Issues related to the specifics of the various manifestations of television are discussed. Students give presentations on previously assigned and discussed topics. The current assessment is determined by the activity and quality of student participation in the seminars and discussions.

## NEW MEDIA AND CIVIL SOCIETY

**ECTS credits:** 4. 0

**Weekly horarium:** 3 hours of lectures

**Knowledge check form:** current control

**Type of exam:** written and oral

**Semester:** VIII

**Methodological guide:** Department of Cultural Studies, Faculty of Arts

**Lecturer:** Assoc. Prof. Dr. Lachezar Antonov

**Abstract:** The course on "New Media and Civil Society" traces the main phases in the development of the idea of civil society from the Age of Enlightenment to today, with the main emphasis being placed on the last stages of this development, related to the rise of the network media environment and the massification of new information and communication technologies. The subject of the course is the different manifestations of civil society in an online environment, the different possibilities for political and social mobilization of citizens through the new media, the different influences of digital technologies and social networks on the relations between citizens, politicians and the state. Within the discipline, theories about the Internet as an "electronic agora" with democratizing potential, free from both the harmful influences of the coercive institutions of the state and the manipulations and commercialism of traditional media, are problematized.

**Course content:** Civil society: basic theories and concepts. Historical development of ideas about civil society. The transition from totalitarianism to civil society. Civil society on the Internet. New media and the formation of new publicity. New media and e-democracy. The deliberative-democratic potential of the Internet.

**Teaching and assessment:** Current control is carried out through the following methods: Oral discussion, expression of one's own reasoned opinions regarding the treated topic in seminar classes; Oral presentation and defense of theses embedded in the assigned written work; Verification of acquired knowledge by solving tests and control checks on the taught material; Ability to present and successfully defend own ideas; Using a creative approach in solving the cases.

## **VISUAL MEDIA AND CULTURE – PART II**

**ECTS credits:** 4.0

**Weekly horarium:** 3 hours of lectures

**Knowledge check form:** current control

**Type of exam:** written and oral

**Semester:** VIII

**Lecturer:** Chief Assist. Prof. Dr Silvia Petrova

**Methodological guide:** Department of Cultural Studies, Faculty of Arts

**Abstract:** The course focuses on the phenomenon of visual media in the mass media system - and more specifically, in Part II, on the phenomenon of the Internet and new media. In the

lectures, attention is paid to the emergence and development of new media and the related processes reflecting on culture. The identities that are created in online environments, the new forms of communities and the changes that occur in the field of communication as a result of the influence of social media are explored.

**Course content:** The lecture course examines the birth and functioning of social networks, changes in interpersonal communication and in traditional media. The concepts of modernity and postmodernity, identity, reflexive self-project are defined. Attention is paid to the new way of constructing communities - on the basis of difference. The mechanisms of the network society, the Web 2.0 phenomenon, the impact of technology on culture, the emergence and effects of "open source culture" are analyzed. The course focuses on the specific hypostases of various virtual communities – Facebook, Twitter, YouTube, fashion blogs, citizen journalism, etc. and their specific instruments of influence. Individual aspects of social networks are investigated such as: their ability to activate political goals and civil movements; the body in a virtual environment, the new dimensions of gender identity; the new look of Fashion; the ultimate blurring of the boundaries between public and private, etc.

**Teaching and assessment:** Theoretical texts and visual materials are discussed during the lecture course. Issues related to the specifics of the various manifestations of television are discussed. Students give presentations on previously assigned and discussed topics.

## **PUBLIC SPEECH**

**ECTS credits:**3.5

**Weekly horarium:** 2 hours of lectures

**Knowledge check form:** current control

**Type of exam:** written and oral

**Semester:** VIII

**Methodological guidance:** Department of Preschool and Primary School Pedagogy, Faculty of Pedagogy

**Lecturer:** Prof. Dr. Gergana Dyankova

**Abstract:** The Public Speech course is aimed at revealing the basic general theoretical knowledge and the necessary competences to achieve verbal interaction and effective impact, related to both personal and professional culture in the process of verbal communication. The lecture course reveals basic theoretical concepts of communication and basic determinants of interaction with an audience; the main forms and varieties of public speech are analyzed, the effects of argumentation and manipulation in public speech are interpreted. The main goal of the course is to introduce and improve the skills for purposeful and effective public speaking. The course has the following tasks: to introduce students to the theoretical concepts and specific features of public speaking; to expand students' knowledge of basic principles in public speaking; to stimulate the attitude of precise and effective verbal impact; to prepare students for independent development and implementation of tasks related to public speaking.

**Content of the course:** Basic theoretical concepts in the science of communication (psychodynamic, behavioristic, humanistic); Persuasion as an emotional-psychological and

cognitive process; Communication effects. Persuasive impact. Attitudes, stereotypes, change; Persuasion and influence; Communicative aspects of verbal impact; Interrelationships and dynamics in the realization of public speech; Stability in the process of public speaking. Specific communicative toolkit; Objective determinants of persuasive communication; Specific characteristics and structural components of public speech; Resistance theory. Types of resistance, nature of resistance; Public Speaking and Argumentation. Classification of arguments. Argumentative Tactics; Organicity and normativity in public speech; Persuasive communication and manipulation in public speaking; Censorship and transparency – the paradox of prerequisites; Generally valid objective barriers in public speech; Behavior in front of an audience - non-verbal means, coding and decoding of audience feedback; Techniques for persuasive impact (in mass media, advertising, propaganda, PR).

**Teaching and assessment:** Teaching methods: lectures, discussions, various interactive methods, group and small group work, discussion of case studies, simulation games, etc. Training in the discipline is carried out in the form of lectures. Pre-prepared communicative situations and modern audio-visual means are used to illustrate the learning process; Students independently: prepare and defend an essay based on a researched literary source on the topic covered in the curriculum; develop course assignments on main components of the educational content. If the student does not gain the required number of conditional units to receive credits for the semester, the teacher determines the following additional tasks for admission to the remedial or liquidation session: preparation of a bibliography on 3 topics of the academic content; preparation and defense of 2 essays on selected topics from the study material.

## INTANGIBLE CULTURAL HERITAGE AND MEDIA

**ECTS credits:** 3.5

**Weekly horarium:** 2 hours of lectures

**Knowledge check form:** current control

**Type of exam:** written and oral

**Semester:** VIII

**Methodological guide:** Department of Cultural Studies, Faculty of Arts

**Lecturer:** Assoc. Prof. Dr. Dimitriya Spasova

**Abstract:** The discipline is dedicated to intangible cultural heritage in the media. The international and Bulgarian institutions for the preservation of intangible cultural heritage, its digitization and presentation in a virtual environment are examined. Attention is drawn to the intangible heritage in print and electronic media and to the Bulgarian intangible cultural heritage. The course aims to introduce students to: the issue of intangible cultural heritage; digitization and its presentation in a virtual environment; the possibilities for the use of print and electronic media for the promotion and preservation of the intangible cultural heritage and its inclusion in electronic tourism.

**Content of the course:** Intangible cultural heritage under the auspices of UNESCO; Intangible cultural heritage institutions; Digitization of intangible cultural heritage; Virtual institutions for presenting intangible cultural heritage; Intangible cultural heritage in Bulgaria; Intangible

cultural heritage and print media; Social networks and intangible cultural heritage; Intangible cultural heritage and social sites; Intangible cultural heritage and Internet tourism.

**Teaching and assessment:** 30 hours of lectures on the main topics covered in the curriculum. The lecture course, along with the classical presentation of the material, is illustrated with photographic material, multimedia and video materials. Extracurricular employment lasting 75 hours: studying the literature on the discipline; referencing a literature article or book on a topic of the studied material; coursework preparation; exam preparation.

## II. ELECTIVE DISCIPLINES

### ACADEMIC WRITING

**ECTS credits:** 2.0

**Weekly horarium:** 1 hour of lecture

**Knowledge check form:** current control

**Type of exam:** written

**Semester:** I

**Methodological guide:** Department of Fine Arts, Faculty of Arts

**Lecturer:** Assoc. Prof. Dr. Tatyana Hristova

**Abstract:** The course introduces students to the basics of writing short scientific texts, to the ways of using sources in academic reports, abstracts, and theses. The goal is for students to understand how they should use sources effectively and responsibly, how to arrive at the presentation of original ideas in their written texts. Understanding the information presented in the course outlines an important step in the student learning process and answers the question of how students can engage with and interpret the ideas of other scholars. In the course, students are introduced to the basics of information literacy and its requirements in the learning process. Attention is also paid to library literacy related to finding and using the printed and electronic resources of the university library.

**Course content:** What is academic writing? Student Academic Writing; Using the sources of information in scientific texts; Introduction to Information Literacy; Library work; What is plagiarism? Quoting, paraphrasing and summarizing; Citation systems.

**Teaching and assessment:** Teaching methods and tools: 1. Lectures; 2. Discussion of questions led by the teacher; 3. Debating (informal) on current issues by students; 4. Reading assignments in articles, magazines, monographs, etc. 5. Referencing parts of a book. Students are expected to take a test to finalize the grade.

### WRITTEN AND SPEAKING CULTURE - PART I

**ECTS credits:** 2.0

**Weekly horarium:** 1 hour of lecture

**Knowledge check form:** current control

**Type of exam:** written

**Semester:** I

**Methodological guide:** Faculty of Philology

**Abstract:** The training is carried out according to a curriculum, situated in two modules - lecture and seminar classes. The lecture module includes a set of basic theoretical topics, specially selected from the field of spelling and legal speech in the modern Bulgarian literary

language. The course aims to form in students the ability to correctly use the spelling and grammar rules in force in the modern Bulgarian literary language. To form in the students the ability to explain the mechanism of the assumed spelling or legal language inaccuracy and the reasons that led to it - assimilation or dissimilation process, dialectal influence, etc. To cultivate respect for the creative genius of the Bulgarian, embodied in the Bulgarian language.

**Course content:** Spelling rules. Rules of legal discourse. Syntactic agreement rules.

**Teaching and assessment:** Classroom employment is made up of lectures and seminars. During them, students master theoretical knowledge and practical skills in the field of modern Bulgarian spelling and modern Bulgarian legal speech. The extracurricular employment of the student consists of: independent work in a library; consultations with the teacher. preparation for the seminar class; preparation for control work; written development of tasks and topics (abstracts) set by the teacher; written coursework development; field work (collection and processing of material). The assessment of the acquired knowledge in the discipline is carried out through ongoing control. Current control is carried out during classes with practical tasks and control works.

## GENERAL AND APPLIED ETHICS

**ECTS credits:** 2.0

**Weekly horarium:** 1 hour of lecture

**Knowledge check form:** current control

**Type of exam:** written

**Semester:** I

**Methodological guide:** Faculty of Philosophy

**Abstract:** The discipline "General and applied ethics" clarifies the "practical" meaning of philosophy and is closely related to the problems of the essence of man, considered in philosophical anthropology. The ethical aspects of being are an inseparable part of religious doctrines, and this predetermines the kinship of ethics with the philosophy of religion. In the history of philosophy, the solutions to the question about the essence of the good and the beautiful, i.e. about the ethical and the aesthetic, are often intertwined. All this emphasizes the importance of the course in classical and applied ethics, which should clarify the historical development and the current state of ethical studies.

**Content of the course:** Emphasis in the course is placed on the conditioning of ethics by the socio-cultural features of the eras and the empirical drift they leave in moral teachings. Ethical categories such as "good" and "evil", "duty" and "due", "freedom", "choice", "behaviour", etc., apart from their theoretical presence, are also sought at the level of practical validity in certain situations that also set the subject of the item so-called applied ethics.

**Teaching and assessment:** Priority in learning is given to the practical and independent work of students. In order to be admitted to the exam, the following minimum conditions must be met: a) attendance at a minimum of 10 hours of lectures; b) presentation of an essay on a topic determined by the teacher; c) a minimum score of "average" in the control test. For each absence in more than the permissible, the student is obliged to present a synopsis of a text specified by the teacher. The final grade for the study discipline "General and applied ethics" is formed at

the end of the semester course of study, summing up in the ratio 6: 1: 3 the grades from: a) written exam, b) previously prepared essay, c) the results of the control test.

## **HOW TO UNDERSTAND VISUAL ART**

**ECTS credits:** 2.0

**Weekly horarium:** 1 hour of lecture.

**Knowledge check form:** current control

**Type of exam:** written

**Semester:** II

**Methodological guide:** Department of Fine Arts, Faculty of Arts

**Lecturer:** Assoc. Prof. Dr. Tatyana Hristova

**Abstract:** The discipline is aimed at revealing the main methodological and general theoretical problems related to clarifying the nature of visual art and its types. The main emphasis is placed on the presentation of knowledge about specific artists and periods of the development of visual art. Objectives of the discipline: Presentation of art as a complex separate structure in the spiritual life of humanity; Introducing students to the principles, features and possible problems related to the development of visual arts; Understanding the changes that occur in the way of existence and functioning of works of art in the new conditions of technical reproducibility; Gaining knowledge about specific artists and periods of the development of visual art; Acquiring skills to express thoughts and ideas through discussions and written analysis to illustrate the basic knowledge for understanding the visual arts; Preparation of students for successful inclusion in cultural and media practice.

**Content of the course:** The lecture course starts from the examination of the communicative nature of art, the "artist-audience" relationship, and further attention is focused on the questions: about the role of the aesthetic ideal as a criterion for determining the creativity of artists belonging to different historical periods of the development of visual art; about the secret of artistry, which manifests itself in a specific way in works of art; about the specificity of art in the age of technical productivity and the inclusion of photography and cinema in the new cultural situation. Specific artistic works of painting, photography and cinema belonging to different cultures are identified.

**Teaching and assessment:** The course is made up of lectures, exercises and independent extracurricular work of the students: Lectures on the main topics - duration 15 hours. The lecture course is carried out in the traditional way with the use of multiple materials and texts, as well as with the help of multimedia and video materials. The main didactic form is PowerPoint. Tasks are set for independent work or team work in extracurricular employment. Current control is carried out through the following methods: Oral discussion, expression of one's own reasoned opinions concerning the treated topic in seminar classes; Oral presentation and defense of theses embedded in the assigned written work; Verification of acquired knowledge by solving tests and control checks on the taught material.



## CULTURE OF THE ETRUSCANS

**ECTS credits:** 2.0

**Weekly horarium:** 1 hour of lecture

**Knowledge check form:** current control

**Type of exam:** written

**Semester:** II

**Methodological guide:** Department of Cultural Studies, Faculty of Arts

**Lecturer:** Assoc. Prof. Dr. Anton Genov

**Abstract:** The course of lectures examines the mythology, art, architecture and cultural heritage of the Etruscans, who lived in the 1st millennium BC. the territory of the modern Italian regions of Umbria and Tuscany. Emphasis is placed on the period of flourishing in the 7th and 6th centuries BC, when they created a high spiritual and material culture that had a great impact on the Roman culture that followed it.

**Content of the course:** Introduction to the problem; Etruscan mythological representations; notions of the afterlife; religious, magical, divination ritual practices; Etruscan kingship; the Etruscan city; Etruscan art; Etruscan tomb architecture.

**Teaching and assessment:** The lecture course, along with the classical presentation of the material, is illustrated with photographic material, multimedia and video materials. Independent preparation includes: studying the literature on the discipline; preparation for the current control; exam preparation. The current control foresees the conduct of a test at the end of the study of the academic discipline. The final assessment for the study discipline "Bulgarian customary ritual system" is formed at the end of the training by evaluating the students' answers to a written question on one topic from the synopsis, and reporting the results of the current control (i.e. the independent work).

## WRITTEN AND SPEAKING CULTURE – PART II

**ECTS credits:** 2.0

**Weekly horarium:** 1 hour of lecture

**Knowledge check form:** current control

**Type of exam:** written

**Semester:** II

**Methodological guide:** Faculty of Philology

**Abstract:** The lecture module includes a set of basic theoretical topics, specially selected from the field of spelling and legal speech in the modern Bulgarian literary language. The course is a continuation of Written and spoken culture - 1st part. The course aims to form in students the ability to correctly use the spelling and grammar rules in force in the modern Bulgarian literary language; to form an ability to explain to each other the mechanism of the assumed spelling or legal language inaccuracy and the reasons that led to it - assimilation or dissimilation process,

dialectal influence, etc.; to cultivate respect for the creative genius of the Bulgarian embodied in the Bulgarian language.

**Content of the course:** Topics in spelling, legal speech and rules for syntactic agreement.

**Teaching and assessment:** Classroom employment is made up of lectures and seminars. During them, students master theoretical knowledge and practical skills in the field of modern Bulgarian spelling and modern Bulgarian legal speech. The extracurricular employment of the student consists of: independent work in a library; consultations with the teacher; preparation for the seminar class; preparation for control work; written development of tasks and topics (abstracts) set by the teacher; written coursework development; field work (collection and processing of material). The student completes the topics and tasks for each specific development in writing. The topic of the written work is determined by the teacher only after an interview with the student. The content of the development is directly dependent on the topic. The topic is determined by the student and the teacher, and the teacher can also assign a topic from the periphery of the studied discipline - for example, searching for wrong (compared to the norm) headlines from newspapers, searching for and collecting dialectisms, foreign or slang units, etc. The assessment of the acquired knowledge in the discipline is carried out through ongoing control. Current control is carried out during classes with practical tasks and control works.

## **THEORY AND PRACTICE OF VERBAL COMMUNICATION**

**ECTS credits:** 2.0

**Weekly horarium:** 1 hour of lecture

**Knowledge check form:** current control

**Type of exam:** written

**Semester:** II

**Methodological guidance:** Department of Public Relations, Faculty of Law and History

**Lecturer:** Chies Assist. Prof. Dr. Slavka Popova

**Abstract:** Training in the subject provides an opportunity for students to acquire theoretical and practical knowledge and skills for working with the spoken word. The course in Theory and Practice of Verbal Communication is aimed at revealing the main general theoretical and practical problems in working with the spoken word, related to both personal and professional culture in the process of verbal interaction. In the lecture course, verbal communication is considered as a socio-cultural phenomenon. The research approaches for the analysis of verbal communication are revealed, its prerequisites and applied-constructive aspects are outlined, the projections of verbal expression are categorized, the effects of culture and etiquette in relation to verbal communication are interpreted. The main goal of the course is familiarization and practical improvement of public speaking skills. The course has the following tasks: to introduce students to the theoretical concepts, specifics and possible problems related to work with the spoken word; to expand students' knowledge of the basic principles in working on verbal communication; to stimulate the attitude of precise and effective verbal communication; to prepare students for independent development and practical implementation of tasks related

to public speaking; to improve the students' individual skills for adequate verbal communication in view of the established cultural rules and etiquette norms in modern speech practice.

**Course content:** Transformations of the communication system and conceptualization of the human language paradigm. Applied-constructive aspects of the human linguistic modality. Theoretical statements and practical manifestations of verbal communication. Functions of verbal communication Basic determinants of verbal communication. Analytical Emphasis in Verbal Communication Research. Representative characteristics of verbal communication

**Teaching and assessment:** The lecture course is carried out in the traditional way, supplemented with multimedia presentations and with video recordings (or direct performances of pre-prepared teams) in accordance with certain topics; Extracurricular employment - following the technology developed and demonstrated in the lectures, students prepare independently for a control work or test. The independent preparation provides for: familiarization with the literature on the subject; development of a speech map; teamwork – preparation and participation in a verbal sketch; solving tests related to the problems of the course; The course in the academic discipline ends with a current assessment, which is formed as a general result of the semester assessment forms. A condition for forming a current assessment is that the student scores a minimum of 50 points. Otherwise, the teacher sets additional tasks for independent work until the required minimum number is reached.

## **EUROPEAN INSTITUTIONS IN THE FIELD OF CULTURE AND TOURISM**

**ECTS credits:** 2.0

**Weekly horarium:** 1 hour of lecture

**Knowledge check form:** current control

**Type of exam:** written

**Semester:** II

**Methodological guide:** Department of Cultural Studies, Faculty of Arts

**Lecturer:** Chief Assist. Prof. Dr. Anastas Ifandiev

**Abstract:** Through this course, students will gain information about the existing institutions and organizations in the EU and in the world supporting the development of cultural tourism, resources and technologies for the development of cultural routes. They will become familiar with international documents on the issue of cultural routes and their categorization, as well as with European policies for sustainable development in the field of tourism, cultural heritage and cultural monuments; will receive information about the existing "European Routes for Cultural Tourism" categorized by the Council of Europe; they will be introduced to virtual cultural tourism routes in the form of documentaries and presentations and will have the opportunity to develop their own alternative route in a pre-selected area.

**Content of the course:** Cultural and historical prerequisites for the emergence of tourism as an organized activity; differences in American and European approaches to cultural tourism; peculiarities of cultural tourism in the European Union. Link between tourism, education, regional development, employment, environment, new technologies, transport and services. Institutional strengthening of tourism in Europe: an action plan for a more sustainable European

tourism. The Council of Europe and its role in the development of European cultural routes ideas. The non-governmental sector in support of cultural tourism: role and tasks of the Institute of Cultural Routes in Luxembourg.

Functions of cultural heritage for the development of tourism: potentials and problems; European legislation on matters of culture, cultural heritage and the preservation and exhibition of cultural monuments. Management of cultural tourism in places of historical importance. International charter for cultural tourism. Cultural tourism in the EU. Council of Europe Resolution (98)4 on cultural routes. Cultural tourism and cultural heritage in Europe as tools for creating a European identity: European Heritage Day, European Capital of Culture, European Heritage Label, etc.

**Teaching and assessment:** Lectures on the main topics - duration 30 hours. Non-auditory employment: text annotation; referencing text; consultations; research on a given question. Requirements for admission to the exam: Regularity of classroom attendance (activity during lectures and quality of participation during exercises). Independent work related to the development of one of the following optional tasks: referencing literature related to the studied topics; project on a topic chosen from the studied material (discussion, offering a motivated thesis and solutions. Defense of the developed topic with a PP-presentation is foreseen.

## **ANCIENT THRACIAN HERITAGE IN BULGARIAN FOLK CULTURE**

**ECTS credits:** 2.5

**Weekly horarium:** 1 hour of lecture

**Knowledge check form:** current control

**Type of exam:** written

**Semester:** III

**Methodological guide:** Department of Cultural Studies, Faculty of Arts

**Lecturer:** Prof. DSc Vasil Markov

**Abstract:** The study discipline aims to: introduce students to the main characteristics, peculiarities and problems, related to the ancient Thracian heritage in Bulgarian folk culture. to stimulate their creative thinking; to prepare students for independent development of an essay on a certain scientific problem.

**Course content:** The course offers an overview of theoretical issues, sources and history of research. Training in interdisciplinary field research methods and desk analysis is offered. The training is focused on the ancient Thracian heritage in Bulgarian folk legends and rites, as well as on the ancient Thracian holy places associated with them. It is focused on the symbolism, functions and genealogy of the motifs: Origin, movement in time and space, of the processes of the inclusion and adaptation of individual mythological representations in the Bulgarian folk culture.

**Teaching and assessment:** The lecture course is conducted both in the traditionally established way with the use of multiple materials and texts, and with the help of multimedia and video materials, graphic maps and schemes, plans of ancient architectural monuments,

reconstructions of cultural monuments, reproductions of ancient artistic monuments. Current issues raised and discussed in science are discussed. The independent preparation provides for: studying the literature on the discipline; independent development of optional tasks; independent development and defense of a course project. Students take one test per semester and one term paper. The requirements for certification of the semester are regular attendance at classes, completion of assigned tasks.

## **CULTURAL TOURISM**

**ECTS credits:** 2.5

**Weekly horarium:** 1 hour of lecture

**Knowledge check form:** current control

**Type of exam:** written

**Semester:** III

**Methodological guide:** Department of Cultural Studies, Faculty of Arts

**Lecturer:** Assoc. Prof. Dr. Anton Genov

**Abstract:** Through this course students will acquire general theoretical knowledge in the field of cultural tourism, resources and technologies for developing cultural routes. They will familiarize themselves with the international documents on the issue of cultural routes and their categorization, as well as with the Bulgarian national legislation in the field of cultural heritage and cultural monuments; will receive information about the existing "European Routes for Cultural Tourism" categorized by the Council of Europe; they will be introduced to virtual cultural tourism routes in the form of documentaries and presentations and will have the opportunity to develop their own alternative route in a pre-selected area.

**Course content:** Cultural-historical prerequisites for the emergence of tourism as an organized activity. Differences in American and European approaches to cultural tourism. Tourism in the European Union. Link between tourism, education, regional development, employment, environment, new technologies, transport and services. Functions of cultural heritage for the development of tourism: potentials and problems. National legislation on matters of culture, cultural heritage and the preservation and display of cultural monuments. Cultural-historical heritage: characteristics, types, structure. Council of Europe Resolution (98)4 on cultural routes. Categorization of routes. Potential of cultural tourism: advantages and dangers. Subjects of cultural tourism - the role of the third sector (ICOMOS, European Institute for Cultural Routes, etc.) Management of cultural tourism in places of historical importance. International charter for cultural tourism. Sample routes for cultural tourism in Europe: The Way of Santiago de Compostela; Hanseatic route; the project "Architecture without borders" - the rural habitat from West to East. Resources for the development of cultural tourism routes: animation of the cultural-historical heritage in development.

**Teaching and assessment:** Within the course, students are required to regularly attend lectures and participate in seminars and discussions, thus fulfilling the requirements for certification of the semester. The current assessment is determined by the activity and quality of the students' participation in the seminars and discussions. To shape their final assessment, students must

(optionally) develop an 'analysis' type coursework on pre-assigned topics, a presentation or a short documentary film.

## **MEANS OF EXPRESSION IN CINEMA**

**ECTS credits:** 2.5

**Weekly horarium:** 1 hour of lecture

**Knowledge check form:** current control

**Type of exam:** written

**Semester:** III

**Methodological guide:** Department of Department of Television, Theater and Cinema Arts, Faculty of Arts, Faculty of Arts

**Lecturer:** Assoc. Prof. Dr. Irina Kitova

**Abstract:** The discipline is aimed at uncovering the main methodological and general theoretical problems related to the clarification of cinema as a form of mass communication and a type of art and its rich system of linguistic means for communicating with the audience. The course aims to: introduce students to the peculiarities and possible problems related to the development of means of expression in cinema; to cover different periods of the development of the specific expression system of the cinema; to build students' understanding of the specifics of the film language by giving them knowledge about the creative role of the film camera, film apparatus, lighting, sound, editing, etc.

**Content of the course:** In the lecture course, attention is paid to the issue of the specifics of the film process and the relationship between author - film work - audience. In historical terms, the emergence and enrichment of the film language with various means of expression is examined for a more complete presentation of the contemporary reality of filmmakers and for a more effective impact on the general public.

**Teaching and assessment:** Methods and means of teaching: Lectures; Discussion of questions led by the teacher; Debating current affairs by students; Students' written reports on the referenced chapters of the book; Solving problems or cases; Use of slides; The use of educational films, video materials, etc. Use of multimedia; Meetings with experts on cinema issues. Current control is carried out through the following methods: Oral discussion, expression of one's own reasoned opinions concerning the treated topic in seminar classes; Oral presentation and defense of theses embedded in the assigned written work; Checking the acquired knowledge by solving a test on the taught material; Ability to present and successfully defend own ideas; Using a creative approach in solving the cases.

## REGIONAL SPECIFICITY AND MUSEUM EXPOSITION

**ECTS credits:** 2.5

**Weekly horarium:** 1 hour of lecture

**Knowledge check form:** current control

**Type of exam:** written

**Semester:** III

**Methodological guide:** Department of Cultural Studies, Faculty of Arts

**Lecturer:** Assoc. Prof. Dr. Anton Genov

**Abstract:** The course offers extensive information about museum exhibits. Lectures cover the theoretical part about expositions: the goals, types and most famous world expositions and their construction history. The practical part concerns the construction of an exhibition and the stages it must go through, as well as the legislation currently in force in the Republic of Bulgaria regarding the construction and management of exhibitions. Special attention will be paid to new technologies applied in building modern expositions to make them attractive and accessible to the maximum number of visitors, as well as modern means for their promotion.

**Course content:** Museum exposition: purpose, typology of museum expositions. Expositions in major world museums; Stages of construction of the museum exposition. Documentation of the museum exposition. New technologies in museum expositions. Interactive approach in museum expositions. Future of museum exhibitions. Promotion of museum exhibitions. Audiences at museum exhibitions.

**Teaching and assessment:** Lectures on the main topics - duration 30 hours. Methods and means of teaching 1. Lectures; 2. Discussion of questions led by the teacher; 3. Debating (informal) on current affairs by students. The students' practical and independent work is a priority in training. Knowledge, skills and competence are evaluated during the seminar classes in the implementation of the current control, and the results achieved from the assigned tasks and tests are of serious importance.

## FASHION AND LIFESTYLE

**ECTS credits:** 2.5

**Weekly horarium:** 1 hour of lecture

**Knowledge check form:** current control

**Type of exam:** written

**Semester:** IV

**Methodological guide:** Department of Cultural Studies, Faculty of Arts

**Lecturer:** Chief Assist. Prof. Dr Silvia Petrova

**Abstract:** The course focuses on two of the most significant phenomena in modern mass culture - fashion and lifestyle, refracted through the lens of the media. In the lectures, definitions of the main concepts are given, the various manifestations of the considered phenomena are investigated, a critical view is built, and practical skills in the media sphere are formed. The

manifestations of fashion and lifestyle in the media in the age of Web 2.0 (social networks, blogs, etc.) are investigated. The phenomena of fashion and lifestyle are key to the modern existence of the media, which is why they can serve as a starting point for the analysis of a number of media phenomena not only among entertainment, but also among informative and interpretive genres. Objectives: Getting to know the basic theoretical developments on mass culture, fashion, identity and lifestyle; Research of the media manifestations of the considered phenomena - in traditional and new media; Development of interpretive skills in the sphere of lifestyle and fashion media.

**Content of the course:** 1. The debate high (elitist) - mass culture. The birth of the concept of mass culture through its negation; 2. Functions of mass culture. Formation of behavioral patterns. Receptive models of mass culture: projection - identification. 3. Identity and lifestyle. The reflective project of the self. Models of imagining the self. 4. Fashion as a cultural phenomenon. 5. Lifestyle media: features of language and image.

**Teaching and assessment:** Theoretical texts and visual materials are discussed during the lecture course. Issues related to the specifics of the various manifestations of fashion are discussed and

lifestyle in the media. Students give presentations on pre-assigned and discussed topics. The independent preparation provides for: Acquaintance with the literature on the discipline. Preparation of abstracts. Preparing a critical analysis of a text. Preparation for discussions on predetermined topics.

## THE SIGN SYSTEM IN THE BULGARIAN MIDDLE AGES

**ECTS credits:** 2.5

**Weekly horarium:** 1 hour of lecture

**Knowledge check form:** current control

**Type of exam:** written

**Semester:** IV

**Methodological guide:** Department of Cultural Studies, Faculty of Arts

**Lecturer:** Assoc. Prof. Dr. Anton Genov

**Abstract:** The course introduces students to research on non-verbal communication and the current state of medieval studies. Leading in the lectures is the concept of the Middle Ages as a highly semiotic age, where gestural behavior is one of the main means of expression.

**Content of the course:** The lectures are dedicated to the attested gestures in the different spheres and activities in the Bulgarian medieval culture: medieval literature - biographical, oratorical, apocryphal, chronicles, etc.; the church liturgy, medieval painting - wall paintings, miniatures, iconography, metal and stone sculptures. Also the sustained gestures and bodily behavior in labor activities and in folk ritual and dance. Work with students focuses on theoretical aspects of gestural expression through a small number of but highly meaningful gestures and their arrangement in a system. The course aims to: Through the course on gestural behavior, students become familiar with medieval Bulgarian culture, in its official, religious, heretical, folk, social and gender-differentiated aspect. The basic principles of non-verbal



communication and especially of gestural expression are mastered, with a huge implicit reflection in modern times in interpersonal and intercultural communication.

**Teaching and assessment:** The lecture course uses theoretical and scientific research in semiotics, kinesics and proxemics. Body language in modern times and gestures in cultural history are examined. Texts from the Middle Ages are used. Issues related to the Bulgarian sign language and the gestures of the professional and social classes are discussed. The independent preparation provides for: familiarization with the literature on the discipline; preparation of an abstract on a theoretical work related to the problem of non-verbal communication; developing an analysis of a medieval work with a view to presenting the described gestures and other forms of non-verbal communication.

## **MODERN INTERPRETATION OF CULTURAL HERITAGE**

**ECTS credits:** 2.5

**Weekly horarium:** 1 hour of lecture

**Knowledge check form:** current control

**Type of exam:** written

**Semester:** IV

**Methodological guide:** Department of Cultural Studies, Faculty of Arts

**Lecturer:** Prof. DSc Vasil Markov

**Abstract:** The discipline offers an analysis of the current state of Bulgarian cultural heritage. The possibilities, forms and good practices for the successful inclusion of cultural heritage in modern cultural life are studied. A special place is devoted to the forms of cultural animation, as well as to the place of the new electronic technologies used to popularize and culturally animate the cultural heritage.

**Content of the course:** Introduction to the problem. Contemporary state of the Bulgarian cultural heritage. Issues and good practices. Problems of the study of cultural and historical monuments. Problems of the socialization of monuments of cultural and historical heritage. Good practices. Opportunities for cultural animation of cultural heritage monuments. Good practices. Possibilities of modern technologies for socialization and cultural animation of cultural heritage.

**Teaching and assessment:** The lecture course and exercises are conducted both in the traditionally established way with the use of multiple materials and texts, and with the help of multimedia and video materials. Current issues of folk art, raised and discussed in ethnographic art studies, are also discussed. The independent preparation provides for: studying the literature on the discipline; preparation of an essay on a selected topic from the studied material; independent development of optional tasks; independent development and defense of a course project. The final assessment for the course "Modern interpretation of cultural heritage" is formed at the end of the training by evaluating the students' answers to a written question on one topic from the synopsis, and reporting the results of the current control.

## CULTURAL ANIMATION OF FOLKLORE

**ECTS credits:** 2.5

**Weekly horarium:** 1 hour of lecture

**Knowledge check form:** current control

**Type of exam:** written

**Semester:** V

**Methodological guide:** Department of Cultural Studies, Faculty of Arts

**Lecturer:** Assoc. Prof. Dr. Dimitriya Spasova

**Abstract:** The course offers an introduction to the main directions in cultural animation and museology. Within the framework of cultural animation, cultural institutions and their role in public life are studied. Various mechanisms of promoting cultural achievements are presented depending on the type of cultural product and user, as well as the latest challenges in cultural animation. Special emphasis is placed on the methods of promoting the cultural, historical and natural heritage of Bulgaria.

**Course content:** Museology is divided into two parts: theoretical and practical. In the theoretical part, the theory of museology and museography, history of development of this discipline, as well as of museums, legislation in global and local aspect is studied. In the practical part, the activities of the modern Bulgarian museum, the way of storing museum objects, their documentation, restoration and exhibition are studied. Special attention is paid to new challenges in museology, to virtual museums, interactive expositions, as a new way of contacting museum exhibits.

**Teaching and assessment:** Teaching methods and tools: 1. Lectures; 2. Discussion of questions led by the teacher; 3. Debating (informal) on current issues by students; By following the technology developed and demonstrated in lectures and exercises, students prepare independently for a test or test. Independent work related to the development of set tasks from the following proposals.

## INTERNET COMMUNICATION

**ECTS credits:** 2.5

**Weekly horarium:** 1 hour of lecture

**Knowledge check form:** current control

**Type of exam:** written

**Semester:** V

**Methodological guide:** Department of Cultural Studies, Faculty of Arts

**Lecturer:** Assoc. Prof. Dr. Dimitriya Spasova, Chief Assist, Prof. Dr. Silvia Petrova, Chief Assist, Prof. Anastas Ifandiev

**Abstract:** The discipline provides knowledge about the transition to the knowledge society, which is distinguished by a qualitatively new structure, organization and social relations. It is a relationship based on global access to knowledge, education, communication and culture. The

cultural interpretation of the Internet as a phenomenon of the modern information society and cultural environment is presented. The Internet is considered from a cultural point of view as the first interactive media that gives a new look (thanks to digitalization), new opportunities for the development of culture.

The web is presented not simply as one of the means of preserving and translating cultural experience, but also as a means of organizing cultural content, which brings about a significant change in the architectonics of culture itself. The lecture course reveals the main methodological and general theoretical problems related to the development of the Internet as the newest and rapidly changing information environment of modern culture. Some important questions pointing to the changes caused by the new communication and information technologies in the culture, art and education of the 21st century are considered. Consideration of the Internet as a means of storage and translation of cultural-historical experience is also an object of attention. Students are introduced to various programs and initiatives of the European Union to create a single European cultural space. Special attention is paid to the role of e-books, e-libraries and e-museum for building an active creative personality.

**Content of the course:** The knowledge society - a source of development; Europe in the age of the Internet; The Internet revolution and the challenges to culture; European cultural heritage in the digital 21st century; E-museum; The educational policy of the knowledge society; The new information and communication technologies in the education of the 21st century; E-books and web publishers; E-libraries in the information society; New communication technologies and human rights; Media literacy and Internet safety.

**Teaching and assessment:** The following teaching aids are offered: 1/Bibliography (attached to the current curriculum) 2/ Multimedia and video materials. By following the technology developed and demonstrated in the lectures, students independently prepare for control work. Two tests are planned during the semester. Students make creative analyzes on a selected topic from the studied material; independently develop abstracts, essays, etc., defend a course project, etc. The requirements for certification of the semester are regular attendance at classes, completion of assigned tasks.

## CULTURE AND MUSIC

**ECTS credits:** 2.5

**Weekly horarium:** 1 hour of lecture

**Knowledge check form:** current control

**Type of exam:** written

**Semester:** V

**Methodological guide:** Department of Music, Faculty of Arts

**Lecturer:** Prof. DSc Ivanka Vlaeva

**Abstract:** The Culture and Music course aims to acquaint students with the nature and characteristics of musical art and its relationship with other types of art. It examines the historical development and the most general philosophical problems of music and music-

making. This basic musical awareness of future culturists is a necessary part of their general professional training.

**Content of the course:** The lecture course reveals the basic principles and regularities related to the essence of music as a form of art, as a form and manifestation of social consciousness. Concepts are formed about different types and styles of music and its application in people's lives. Some features affecting the tradition and evolution of different musical genres are considered. The ideas of education through music are realized on an empirical level. The study discipline aims to: Form students' knowledge of the stylistic - ideological characteristics of various musical styles such as baroque, classical, romanticism, realism, impressionism and other musical trends formed in the 20th century. To explain to the students the processes accompanying musical-artistic creation: interpretation, improvisation and perception of music. To realize on an empirical level the ideas of education through music.

**Teaching and assessment:** Lectures on the main topics - duration 15 hours. Methods and means of teaching: 1. Analysis and synthesis of information on a certain topic; 2. Discussion of questions led by the teacher; 3. Debating (informal) on current issues by students; 4. Monitoring and, if possible, included monitoring; 5. Cultural analysis. Independent work related to the development of set tasks from the following proposals: preparation of a bibliographic reference; preparation for tests and control checks of knowledge; referencing literature related to the studied topics (and reviewing the referenced article, studies, part of a monograph); practical observation of cultural events (if possible); working with databases.

## THE MYTH OF PARADISE ON EARTH

**ECTS credits:** 2.5

**Weekly horarium:** 11

**Knowledge check form:** current control

**Type of exam:** written

**Semester:** V

**Methodological guide:** Department of Cultural Studies, Faculty of Arts

**Lecturer:** Assoc. prof. Dr. Lachezar Antonov

**Abstract:** The course "The Myth of Paradise on Earth" traces the historical development of the mythologeme of the earthly paradise, which could be found in one form or another in almost every culture and era. Within the course, various ideas about the lost earthly paradise, about its search, discovery, recreation, reconstruction and invention are discussed and interpreted. The course pays special attention to the cultural and historical prerequisites for the emergence and development of socio-political utopias in the era of Modernity, as well as to the influence that different religious and mythological representations of the world have on these utopias.

**Content of the course:** The myth of paradise /"golden age"/ in the cultural-historical context of traditional societies. The biblical version of paradise and its interpretations in the Middle Ages and the Renaissance. The search for paradise on earth. Paradise Lost and Found. Cartography and imagination. attempts to spatially locate and visualize the earthly paradise. The myth of the earthly paradise and the birth of utopia. The earthly paradise in the totalitarian

ideologies of the twentieth century. The bright future and the new world order. Market Uses of the Biblical Garden of Eden Plot. Mythology in advertising. The modern incarnations of heavenly abundance.

**Teaching and assessment:** The learning process is built on an interactive methodology, which implies the participation of students in the critical analysis of texts, advertisements, video materials, tourist brochures, films, literary works. Students develop and present one presentation per semester. The requirements for certification of the semester are regular attendance at classes, completion of assigned tasks and participation in discussions.

## **APPLIED SEMIOTICS - BRAND MANAGEMENT**

**ECTS credits:** 2.5

**Weekly horarium:** 1 hour of lecture

**Knowledge check form:** current control

**Type of exam:** written

**Semester:** V

**Methodological guide:** Department of Cultural Studies, Faculty of Arts

**Lecturer:** Assoc. Prof. Dr. Dimitriya Spasova

**Abstract:** The discipline examines aspects of the problematic of brand management, which has gained great popularity in recent decades in its various varieties. The lectures have a more practical focus, concentrating on personal brand management strategies. On this basis, each student must make a personal development concept - awareness of skills, experience, qualifications; setting goals in the field of professional realization, formulating specific steps to achieve them, etc.

**Content of the course:** The importance of brand management in the modern world - types of theoretical aspects of the problems of personal brand management; Stages in creating a personal brand image Creation of a personal brand portfolio.

**Teaching and assessment:** 15 hours of lectures on the main topics covered in the curriculum. The lecture course, along with the classical presentation of the material, is illustrated with photographic material, multimedia and video materials. Students are actively involved in practical tasks to shape a personal brand image. Knowledge, skills and competence are evaluated during the classroom classes, during the implementation of the current control, and the results achieved from the assigned tasks and tests are of serious importance. The assessment of the student provides for the conduct of tests during the semester and at the end of the study of the academic discipline.

## THE THEATER 20th century

**ECTS credits:** 2.5

**Weekly horarium:** 1 hour of lecture

**Knowledge check form:** current control

**Type of exam:** written

**Semester:** V

**Methodological guide:** Department of Department of Television, Theater and Cinema Arts, Faculty of Arts, Faculty of Arts

**Lecturer:** Assoc. Prof. Dr. Milena Aneva

**Abstract:** The course introduces students to the trends in the development of modern theatre. The course aims to expand the students' horizons, their terminological and cognitive baggage and to activate their empathy towards the searches and processes of the great world stage. It is important for students to be "in step" with the most current demands of contemporary theater, to be aware of the context of what is happening outside the borders of Bulgaria. In an accessible form, the aim is to acquaint students with the mandatory minimum of knowledge, theater techniques and language imposed in the 20th century.

**Course content:** Classical and modern. The cultural signs of the 20th century - the new myths, searches and patterns of behavior; The new manifestos in the culture of the 20th century, dynamics of currents of modern demand; Politics and culture. The political theater in the 1930s and 1940s. Brecht and his system of representation, alienation Art and the subconscious impact /Freud/. Maeterlinck's symbolism - "The Blind". Direction finding; The social role of the experiment. Peter Brook and his international theater company; The European intellectual - the foreigner /Camus/. The Absurdist - Beckett and Ionesco, the great Spaniards in Paris - Picasso, Dalí, Buñuel; Modern man and choice. Jean Paul Sartre and existentialism; The social role of the experiment. Peter Brook and his international theater company; Laughter, provocation - a means for a broad dialogue with the audience. The Theater of Dario Fo; Postmodernism- Harold Pinter; Art as a therapy of personality and society. The psychodrama; The cultural festival - exchange, searches, experimenters - Avignon, Edinburgh, Cannes and Venice.

**Teaching and assessment:** The uniqueness of the course is that it is built on the basis of materials - video films with study studies of Marcel Marceau, with the expedition of the Odeon theater of Eugenio Barba in Peru, of the actor's vocabulary of Grotowski and Barba, of Patrice Pavis's Theater Dictionary, of extracts from Peter Brook's book The Goldfish and interviews and articles of the course lecturer, resulting from his personal encounters with the innovators of the late twentieth century. The author of the current course is the author of the two-volume book with the legacy of Luben Groys "Eternally Living Theater" and for the first time offers a Bulgarian version of the processes in the theater of the 20th century.

**Methods of Teaching:** Reading lectures, discussions, watching video materials. Preparation of an abstract. 1. Auditory occupation of the students - presentation of the lecture material, used technique, software products, time for questions and answers, for discussion, etc. forms; seminar exercises and the need for preliminary preparation of students; tasks of practical exercises; other specific forms. Mandatory: attendance at lectures; preparation of the coursework for the relevant semester. The minimum number of points for assessment are

obtained according to the following parameters: 1. Attending lectures; 2. Quality of completed written assignments; 3. Completed all mandatory independent tasks; 4. Quality of course work. *Credits are earned on the basis of:* participation in thesis discussions during classes: course work on a proposed topic.

## INTERCULTURAL COMMUNICATIONS

**ECTS credits:** 2.5

**Weekly horarium:** 1 hour of lecture

**Knowledge check form:** current control

**Type of exam:** written

**Semester:** VI

**Methodological guidance:** Department of Bulgarian Language, Faculty of Philology

**Lecturer:** Prof. Dr. Stiliyan Stoyanov

**Abstract:** The "Intercultural Communications" course addresses a wide range of issues related to intercultural exchange. Emphasis is placed on situations where dialogue can be blocked. Special attention is paid to topics such as:

the relationship ethnic majorities - ethnic minorities, subcultures - dominant cultures, center and periphery, local and global, national and universal, the role of the new media environment, the direction of cultural flows in the globalizing culture, issues of cultural homogenization and synchronization, of cultural racism and etc. Tolerance in intercultural relations is the main moral and pedagogical horizon of the course.

**Course content:** The lecture course examines the potential for conflict inherent in ethnic stereotypes. The emphasis is placed on three aspects of the problem: 1) technologies for reproducing stereotypes; 2) legitimizing them as a market product that brings revenue; 3) spaces of publicity in which discriminatory discourses are tabooed or legalized accordingly.

**Teaching and assessment:** The lecture course uses theoretical articles, advertisements, press materials and tourist brochures reproduced for student use. Some of the topics require the use of video materials and the Internet. The main didactic form is PowerPoint. The office of the "Cultural Studies" department, equipped with computers and Internet access, offers excellent conditions for this type of study. The independent preparation provides for: familiarization with the literature on the discipline; developing a cultural analysis of a tourist brochure, website or periodical article.

## **CAREER ORIENTATION WORKSHOP IN THE MEDIA/CULTURAL INDUSTRIES**

**ECTS credits:** 2.5

**Weekly horarium:** 1 hour of lecture

**Knowledge check form:** current control

**Type of exam:** written

**Semester:** VI

**Methodological guide:** Department of Cultural Studies, Faculty of Arts

**Abstract:** The course helps students navigate the media and cultural industries and guides them for their future career growth. The lectures focus on the media and cultural industries and the development opportunities they offer. Students receive theoretical knowledge related to the various sectors of the media and cultural industries – television, radio and new media, print media. Attention is paid to the nature, character, development strategies, political, economic and legal aspects of these industries. Objectives: to form theoretical knowledge about media/cultural industries; develop a certain mindset and navigate the contemporary media/cultural industries; to stimulate independent scientific work in the individual manifestations of the media/cultural institutions.

**Course content:** 1. Cultural industries - book publishing, radio, television and new media, print media, film industry, music industry, software and video games. 2. The media in the aspect of cultural industries – radio, television, new media. 3. Analysis of specific examples from the Bulgarian cultural industry. Analysis of reality. 4. New spaces for experimentation, innovation and entrepreneurship in the media/cultural industries.

**Teaching and assessment:** Teaching in the subject is conducted in the form of lectures. Theoretical texts and visual materials are discussed during the lecture course. Issues related to the specifics of the various manifestations of the media/cultural industries are discussed. Students give presentations on pre-assigned and discussed topics. The independent preparation provides for: familiarization with the literature on the discipline; preparation of an abstract; preparing text analysis. Preparation for discussions on predetermined topics. Students are admitted to the semester exam with a minimum of 50 points from the current control, otherwise they submit an additional independent development until the required minimum number is obtained.



## **BULGARIAN FOLK ART**

**ECTS credits:** 2.5

**Weekly horarium:** 1 hour of lecture

**Knowledge check form:** current control

**Type of exam:** written

**Semester:** VI

**Methodological guide:** Department of Cultural Studies, Faculty of Arts

**Lecturer:** Prof. DSc Vasil Markov

**Abstract:** The discipline offers a comprehensive overview of Bulgarian folk art. Its formation from the ethnic traditions of Thracians, Slavs and proto-Bulgarians, its development during the Middle Ages and the Renaissance are studied. Special attention is paid to folk aesthetics, given the specialty in which it is taught, as well as to East and West as cultural influences. It is focused on the symbolism of motifs in Bulgarian folk art: Origin, movement in time and space, the processes of inclusion and adaptation of individual symbols. An important place is also given to the internal connections between the individual types of art and especially to the mutual influences between folklore and Bulgarian folk art during the Renaissance.

**Course content:** 1. Prehistoric, ancient and medieval layers in Bulgarian folk art; 2. Plastic on ritual breads; 3. Stone sculpture; 4. Artistic wood carving; 5. Folk ceramics; 6. Artistic processing of iron and copper; 7. Bulgarian folk jewelry; 8. Art fabrics; 9. Bulgarian folk costumes and embroidery.

**Teaching and assessment:** The lecture course is conducted both in the traditionally established way with the use of multiple materials and texts, and with the help of multimedia and video materials. Current issues of folk art, raised and discussed in ethnographic art studies, are also discussed.

## **PUBLIC RELATIONS AND PROMOTION IN THE ARTS**

**ECTS credits:** 2.5

**Weekly horarium:** 1 hour of lecture

**Knowledge check form:** current control

**Type of exam:** written

**Semester:** VI

**Methodological guidance:** Department of Public Relations, Faculty of Law and History

**Abstract:** The course offers the study of basic tools, strategies and perspectives in communications and the communication policy (internal and external) of the cultural organization. These communications are considered depending on the opportunities for forecasting and consulting in the field of "public relations", image building and promotion of cultural products, services and organizations. The lecture course introduces the use and application of communication programs in the arts. The tasks of the training are the acquisition of knowledge on communicating with the media, creating a specific PR program and practical

skills in the process of organizing press conferences and promoting cultural products, events, exhibitions. In addition to purely theoretical knowledge of the discipline, students can gain an orientation to the place of the role of communication policy and acquire practical skills for preparing communication programs.

**Course content:** Public relations - in their role as compass, seismograph and mediator in cultural life; Criteria for defining the profession "Public Relations". Self-awareness and competence of the professional; Importance and role of corporate communication - strategically constructed communication; Why do cultural organizations apply the practice and theory of Public Relations? Observations and definition of audiences – key, internal, external and target; Planning – identifying communities. Intermediate goals and assessments; The development of communication programs with a view to identifying different audiences and communities; The role of image in Public Relations; Achieving goals by designing, developing and implementing a communications strategy program; Principles of professional communication with journalists; Public relations in the cultural organization (museum, university, theater, etc.)

**Teaching and assessment:** The course examines topics and spheres of activity covered by the categories of the discipline "public relations" It focuses on the main dimensions in the external and internal communications of the cultural organization in the modern world - information, communications, PR campaigns, communication strategies. The dialogue between students and teachers takes place with a view to identifying the developing opportunities for the purposeful construction of communications in the cultural activity, allowing what has been learned to be articulated, and later applied to the construction of specific communicative competence. The lecture course is conducted both in the traditionally established way with the use of numerous practical examples from the field of public relations in the field of arts, and with the use of audiovisual forms and interactive approaches. The independent preparation provides for: studying the literature on the discipline; preparation of a communication program for a cultural organization; independent development of optional tasks; independent development and defense of a course project.

## **FIELD RESEARCHES**

**ECTS credits:** 2.5

**Weekly horarium:** 1 hour of lecture

**Knowledge check form:** current control

**Type of exam:** written

**Semester:** VI

**Methodological guide:** Department of Cultural Studies, Faculty of Arts

**Lecturer:** Assoc. Prof. Dr. Dimitriya Spasova

**Abstract:** The course of lectures has mainly a practical orientation. The methods of collecting, processing and systematizing information in the field on certain problems are considered. The course aims to acquaint students with field research, with the different forms of collecting material, with the carding of the collected material, etc.

**Content of the course:** Basic concepts in the field of field research Types of field research and methodology of field work; The interview as a form of field trips; Surveys in field research; Field research. Surveys; Included observation as a method in field research; The photo report as field research.

**Teaching technology and assessment:** The course of lectures on "Field studies" consists of lectures and independent extracurricular work of the students: preparation of a field study on a predetermined topic; independent field research on a predetermined topic presentation of the conducted research. Knowledge, skills and competence are evaluated during the classroom classes, during the implementation of the current control, and the results achieved from the assigned tasks and tests are of serious importance.

## **MEDIA GENRES AND CULTURE**

**ECTS credits:** 2.5

**Weekly horarium:** 1 hour of lecture

**Knowledge check form:** current control

**Type of exam:** written

**Semester:** VI

**Methodological guide:** Department of Cultural Studies, Faculty of Arts

**Lecturer:** Chief Assist. Prof. Dr Silvia Petrova

**Abstract:** The course introduces students to the issues of media genres. In the lectures attention is paid to the genres characteristic of individual media, as well as to the evolution of genre forms. Students acquire theoretical and practical skills related to the main characteristics of media genres. Attention is paid to the mixing and penetration between different genres, to the migrations of genre forms, to the fashion (hierarchy) of genres. Objectives: to form knowledge about the main genre forms characteristic of different media (traditional and new); to develop a critical attitude towards the phenomenon of genre in contemporary media culture; to develop a sensitivity to processes and genre mixing; to stimulate independent scientific work on individual manifestations of media genres.

**Content of the course:** The genre in the history of culture. Genre in the media: print, electronic, new; informational genres. Fact, news, message; Interpretive genres. Reality Analysis; Artistic and entertainment genres.

**Teaching and assessment:** Theoretical texts and visual materials are discussed during the lecture course. Issues related to the specifics of various manifestations of media genres are discussed. Students give presentations on pre-assigned and discussed topics. The independent preparation provides for: Acquaintance with the literature on the discipline. Preparation of abstracts. Preparing a critical analysis of a text. Preparation for discussions on predetermined topics.

## **MEDIA AND AUDIENCES**

**ECTS credits:** 2.5

**Weekly horarium:** 1 hour of lecture

**Knowledge check form:** current control

**Type of exam:** written

**Semester:** VII

**Methodological guide:** Department of Cultural Studies, Faculty of Arts

**Lecturer:** Chief Assist. Prof. Dr Silvia Petrova

**Abstract:** The course focuses on the interrelationship between audiences and mass media. The lecture examines various theoretical studies on the audience. Developments in audience research, levels of impact between audiences and popular culture, strategies for audience impact on content are traced. Attention is paid to the techniques of creating and controlling mass taste and to the influence of fashion on these processes. The structure, functions and formation of public opinion are studied, as well as the role of the media in these processes. Special attention is paid to the specific forms of formation and functioning of publics in new media (social networks, blogs, etc.), as well as to the fate of the work of art and the creator in the era of Web 2.0.

**Course content:** The place of the concept of audience in mass communication studies. Mass culture and audiences. Mass audience influence on content. Creating mass taste. Public opinion: structure, functions, formation. Audiences in the Age of Web 2.0. Strategies for Content Creation and Perception in an Open Source Culture. The work of art in new media: the new relationship between artist and audience.

**Teaching and assessment:** Theoretical texts and visual materials are discussed during the lecture course. Issues related to the specifics of media audiences are discussed. Students give presentations on pre-assigned and discussed topics. The students' practical and independent work is a priority in training. Knowledge, skills and competence are evaluated during the seminar classes, during the implementation of the current control, and the results achieved from the assigned tasks and tests are of serious importance.

## **ADVERTISING IN THE MEDIA**

**ECTS credits:** 2.5

**Weekly horarium:** 1 hour of lecture

**Knowledge check form:** current control

**Type of exam:** written

**Semester:** VII

**Methodological guide:** Department of Cultural Studies, Faculty of Arts

**Lecturer:** Chief Assist. Prof. Dr Silvia Petrova

**Abstract:** The course is aimed at studying the basics of media advertising communication, its elements and regular interactions, as well as the types of advertising according to the type of media channel on which it is broadcast. The course aims to: introduce students to the scientific

field related to television advertising; to stimulate the development of critical attitudes towards electronically transmitted advertising messages; to prepare students for the independent development of analyzes and projects related to specific advertising campaigns, according to a pre-determined goal.

**Course content:** The lecture course examines the peculiarities of advertising in television networks, their affiliates, in independent television stations and local cable television, in public television and in the globalized television environment. The emphasis is placed on the specifics of Bulgarian advertising television practices, marked by belonging to the Balkan and at the same time to the European cultural area, while also commenting on the consequences of European integration and globalism in the television business. In this spirit, changes in different codes of linguistic and visual advertising messages in television are analyzed. The socio-cultural consequences of advertising communication for the individual user from the television audience are also analyzed. The lecture course provides an opportunity to acquire practical skills in preparing the various types of television advertising strategies. Recommendations are given for high efficiency in the construction of different types of advertisements.

**Teaching and assessment:** Theoretical texts and visual materials are discussed during the lecture course. Issues related to the specifics of various forms of advertising in the media are discussed. Students give presentations on pre-assigned and discussed topics. The independent preparation provides for: Acquaintance with the literature on the discipline. Preparation of abstracts. Preparing a critical analysis of a text. Preparation for discussions on predetermined topics.

## **RADIO JOURNALISM**

**ECTS credits:** 2.5

**Weekly horarium:** 1 hour of lecture

**Knowledge check form:** current control

**Type of exam:** written

**Semester:** VII

**Methodological guide:** Department of Cultural Studies, Faculty of Arts

**Lecturer:** Chief Assist. Prof. Dr Silvia Petrova

**Abstract:** The course aims to: understand journalism as inextricably linked to radio; to present the place of journalism in radio and more broadly in the modern world; to understand its essence and its role in the information society at the given stage; to prepare students for independent activity as radio journalists.

**Content of the course:** The course is dedicated to a certain genre of the social phenomenon radio-journalism. The place of journalism in modern radio and its characteristics are considered. The interaction between journalism and other radio activities is monitored. Types of radio journalism are also studied. The lecture course covers the issues of processes in radio journalism and its subtypes, its role in the information society is indicated, how it affects the electronic media radio. In practical terms, the specific features of working with a microphone and communicating with the radio audience are considered.

**Teaching and assessment:** The teaching material will be presented in the form of lectures on key topics. There will be time for questions and discussions. Different active forms of learning are used - interviews, discussions, assignment of developments for students' independent work or team work in extracurricular employment. Use of modern technical means, software products, etc. Extracurricular employment is aimed at learning the lecture material for the purpose of ongoing control - working with literature, listening to the radio, preparing for tests and checking knowledge. Students are assigned self-study tasks as part of their exam preparation.

## **ELECTRONIC CULTURE AND ELECTRONIC SOCIETY**

**ECTS credits:** 2.5

**Weekly horarium:** 1 hour of lecture

**Knowledge check form:** current control

**Type of exam:** written

**Semester:** VII

**Methodological guide:** Department of Cultural Studies, Faculty of Arts

**Lecturer:** Assoc. Prof. Dr. Lachezar Antonov

**Abstract:** The course “Electronic culture and electronic society” discovers through a systematic integrative approach the interdisciplinary field of knowledge about the transformations of human society and culture in the modern electronic communication space. The proposed course is in the field of philosophy of culture. Specific emphasis is placed on the linguistic and textual aspects of electronic culture and the criteria for effective exposition. Writing and translation for the Internet, construction of ontologies, work with the Internet corpus of texts are considered in a practical-applied plan. The open nature of the theoretical-methodological scheme allows the formation of research groups and practicums based on interests, and the challenges posed by the problem stimulate the organization of student research and creativity in a research course project. Theoretical objective: to provide the theoretical and methodological framework for the accumulation of knowledge about the modern electronic society, cultural transfer and cultural transformation in the virtual communication space. Analytical objective: to build skills in corpus analysis, research organization, trend tracking and forecasting. Building a critical appraisal of the contemporary practice of electronic communication.

**Course content:** The scope of electronic communication; History of the global electronic network; Social prerequisites for the development of electronic culture; Communication prerequisites for the development of electronic culture; Economic foundations of globalism; Virtual freedom and the limits of existence; The contradictions of the virtual and the physical world; Models of electronic culture; Ethics in virtual space; Possibilities for extensions of spirituality in virtual space; Education and upbringing; Cultural Symbolism and Models of Cultural Cyberspace Research; Artistic aspects of virtual culture; Projections of ideas from the ages in modern electronic culture;

**Teaching and assessment:** The organization of classroom employment is based on the interactive lecture using multimedia and involving students in a dialogue on the practical and theoretical issues of the topics under consideration. Organization of the evaluation and collection of credits from the current control during the semester: Development of a group project in extracurricular hours with monitoring and consultations during the lectures - 30%: 1.5 credits; Oral presentation during the seminars – 20%; Participation in lectures – 1 credit; Development of individual coursework with observation and demonstration during lectures - 30% - 1.5 credits.

## **ENTREPRENEURSHIP IN THE FIELD OF CULTURE**

**ECTS credits:** 2.5

**Weekly horarium:** 1 hour of lecture

**Knowledge check form:** current control

**Type of exam:** written

**Semester:** VII

**Methodological guide:** Faculty of Economics

**Lecturer:** Prof. Dr. Vyara Kuyrova

**Abstract:** The lecture course on the discipline "Entrepreneurship in the field of culture" was developed in accordance with the general goals of the curriculum of the specialty "Cultural Studies". The aim of the study discipline "Entrepreneurship in the field of culture" is for students to gain in-depth knowledge in the development and approach to the formation and management of cultural initiatives and creative collectives, as well as in the absorption and realization of the received funds, by becoming familiar with the main methods of the European management in the field of culture and the possibilities of their application in modern economic conditions. The main tasks that should be solved during the implementation of the curriculum are: Acquisition of knowledge about the legal and economic status of cultural institutions and their managers, financial sources and the main organizational problems. Learning about entrepreneurial initiatives in the field of culture, cultural industries and their role in the modern economy.

**Course content:** Structurally, it covers both the main characteristics of cultural entrepreneurship within the EU and specific problems of its implementation and management within individual companies and organizations.

**Teaching technology and assessment:** The material is selected in accordance with the planned timetable and the specifics of the specialty, and within the framework of a reasonable compromise between the theoretical and practical-applied material, priority is given to the practical side of the subject under consideration. The developed rich textual material, case studies and practical tasks are aimed at consolidating the knowledge obtained within the lecture course, further developing it and looking for its real application in practice.

## **MEDIA REGULATION**

**ECTS credits:** 2.5

**Weekly horarium:** 1 hour of lecture

**Knowledge check form:** current control

**Type of exam:** written

**Semester:** VII

**Methodological guide:** Department of Department of Television, Theater and Cinema Arts, Faculty of Arts, Faculty of Arts

**Lecturer:** Chief. Assist. Prof. Dr. Nonka Obreshkova

**Abstract:** Media regulation has a short regulatory history. It is related to European legislation and relevant media regulations and directives. In essence, media regulation on a European scale started in 1989 and coincided with the democratic changes in our country. The creation of the European Convention for Cross-Border Television and the European Platform of Regulatory Authorities /EPRA/, as well as the inclusion of Bulgaria in them, became prerequisites for real media regulation in our country. The course examines the principles and rules of media regulation, the institutionalization of regulatory bodies, and the implications of media regulation. Objectives of the course: revealing the role and importance of media regulation; familiarization with the institutional bodies for media regulation.

**Course content:** Delineation of the essential dimensions of national and European directives and regulations for the regulation of media activities and initiatives. Case studies of media regulatory practice.

**Teaching and assessment:** Teaching in the subject is conducted in the form of lectures. According to the content of the lecture material, the lectures are illustrated with tabular, graphic and audiovisual material, presented in PowerPoint presentations specially prepared for each lecture (topic) using a multimedia projector. Extracurricular employment is limited to learning the lecture material, working with textbooks and other literary sources, in order to prepare documents for licensing analog and digital radio broadcasting, documents for registering cable and satellite, etc. Part of the non-auditory employment also includes preparation for taking a semester exam in the discipline.

## **TELEVISION JOURNALISM**

**ECTS credits:** 2.5

**Weekly horary:** 1 hour of lecture

**Knowledge check form:** current control

**Type of exam:** written

**Semester:** VIII

**Methodological guide:** Department of Cultural Studies, Faculty of Arts

**Lecturer:** Chief Assist. Prof. Dr Silvia Petrova

**Abstract:** The purpose of training in television journalism is for students to know the main stages in the development of television, understood as a technology and a creative process; to



master basic concepts related to television as a media and cultural institution, as a means of mass communication. Along with the knowledge of different television genres, to acquire practical skills to apply them. The television journalism course is an opportunity to multiply the knowledge and culture of young people, to acquire specialized knowledge and skills in the field of television journalism. The discipline has a significant place in the process of forming the system of scientific knowledge, skills and habits of students acquiring a bachelor's degree in the specialty "Culture and Media".

**Teaching and assessment:** The teaching material will be presented in the form of lectures on key topics. Modern technical means, software products and others are used, as well as active forms of training - interviews, discussions, assignment of developments for independent work or team work in extracurricular employment. Extracurricular activities are aimed at learning the lecture material through: working with literature, watching TV, preparing for tests and checking knowledge. Students are assigned self-study tasks as part of their exam preparation. The current control is carried out through the following methods: Checking the acquired knowledge by solving tests and control checks on the taught material; Implementation of practical tasks, presentation skills and successful defense of own ideas.

## **FINANCING AND CREDIT OF CULTURE**

**ECTS credits:** 2.5

**Weekly horarium:** 1 hour of lecture

**Knowledge check form:** current control

**Type of exam:** written

**Semester:** VIII

**Methodological guide:** Faculty of Economics

**Abstract:** The discipline "Financing and crediting of culture" has the task of presenting students with basic knowledge in the field of financing of institutions working in the field of culture, the problems of their financial and tax policy, management of own capital and assets, as well as efficiency of investment decisions. The expected results are expressed in the acquisition by the students of knowledge about the basic rules of financing, crediting and investing, valid for an organization working in the socio-cultural sphere and skills for independent application of the theoretical material in practice.

**Teaching technology and assessment:** The material is selected in accordance with the planned timetable and the specifics of the specialty, and within the framework of a reasonable compromise between theoretical and practical material, priority is given to the practical side of the topics under consideration. The developed rich textual material, case studies and practical tasks are aimed at consolidating the knowledge obtained within the lecture course, further developing it and looking for its real application in practice.

## **MEDIA AND CIVIL CULTURE**

**ECTS credits:** 2.5

**Weekly horarium:** 1 hour of lecture

**Knowledge check form:** current control

**Type of exam:** written

**Semester:** VIII

**Methodological guide:** Department of Cultural Studies, Faculty of Arts

**Lecturer:** Assoc. Prof. Dr. Lachezar Antonov

**Abstract:** The course on "Media and Civic Culture" traces the main phases in the development of the idea of civil society from the Age of Enlightenment to today, with the main emphasis being placed on the last stages of this development, related to the rise of the network media environment and the massification of the new information and communication technologies. The subject of the course is the different manifestations of civil society in an online environment, the different possibilities for political and social mobilization of citizens through the new media, the different influences of digital technologies and social networks on the relations between citizens, politicians and the state. Within the discipline, theories about the Internet as an "electronic agora" with democratizing potential, free from both the harmful influences of the coercive institutions of the state and the manipulations and commercialism of traditional media, are problematized.

**Course content:** Civil society: basic theories and concepts. Civil society on the Internet. New media and the formation of new publicity. New media and e-democracy. The deliberative-democratic potential of the Internet.

**Teaching and assessment:** Teaching in the subject is conducted in the form of lectures. Pre-prepared communicative situations and modern audio-visual means are used to illustrate the learning process; Students independently: prepare and defend an essay based on a researched literary source on the topic covered in the curriculum; develop course assignments on major components of the learning content.

## **THE TEXT IN THE MEDIA**

**ECTS credits:** 2.5

**Weekly horarium:** 1 hour of lecture

**Knowledge check form:** current control

**Type of exam:** written

**Semester:** VIII

**Methodological guide:** Department of Cultural Studies, Faculty of Arts

**Lecturer:** Chief Assist. Prof. Dr Silvia Petrova

**Abstract:** The course focuses on the formation of theoretical and practical skills related to the text in the media. The lectures offer knowledge and skills regarding the creation and editing of text in a journalistic environment. Basic concepts such as text, discourse, genre, fact, media

analysis are considered. Different levels of media manipulation are explored. Strategies for countering media manipulations at the text level are discussed. Along with theoretical knowledge, practical skills are developed for preparing media monitoring and expert analysis of media phenomena. Objectives: to form knowledge about the specifics of the media text; to develop practical skills at the text level in the media; to form a critical perspective on the manipulative strategies embedded in the media text; to stimulate independent work related to media monitoring and text analysis in the media.

**Content of the course:** 1. Text and media text. Media reality. 2. The fact. Reflecting the fact in the media text. Theatricalization of the fact. 3. Media and power. The ability of social media in the age of Web 2.0 to influence civic activities. "Pististina" and "echo chambers" 4. Strategies for deciphering and constructing textual media messages. Lifestyle identity as a text.

**Teaching and assessment:** Theoretical texts and visual materials are discussed during the lecture course. Questions related to the specifics of the different manifestations of the text in the media are discussed. Students give presentations on pre-assigned and discussed topics. The independent preparation provides for: Acquaintance with the literature on the discipline. Preparation of abstracts. Preparing a critical analysis of a text. Preparation for discussions on predetermined topics. Students are admitted to the semester exam with a minimum of 50 points from the current control, otherwise they submit an additional independent development until the required minimum number is obtained.

## **COMPUTER PROGRAMS AND WEB DESIGN**

**ECTS credits:** 2.5

**Weekly horarium:** 1 hour of lecture

**Knowledge verification form:** current control

**Type of exam:** written

**Semester:** VIII

**Methodological guide:** The Faculty of Mathematics and Natural Sciences

**Abstract:** The course introduces the main theoretical concepts, means and principles in the development of projects in the field of graphic design, planes and spatial figures are considered. The course provides theoretical and practical guidance for preparing any type of company documents. These are the necessary means and elements in building a positive image and supporting good company communication. The aim of the course is to clarify the theoretical and practical positions in the field of graphic design as an advertising and PR tool. After completing the course, students should: know the main purpose, areas of application, varieties and capabilities of programs for working with graphic images and recognize the file formats used in these programs; can create different plane and spatial figures, use them together with color solutions as means of expression; create and edit a graphic image; copy graphic objects from various electronic sources, including the Internet, and use them for subsequent processing; to acquire knowledge and skills for preparing company documents; use the work with graphic objects in the development of course projects in other academic disciplines.