



SOUTH-WEST UNIVERSITY "NEOFIT RILSKI"

FACULTY OF ARTS

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DEPARTMENT OF CULTURAL STUDIES

ECTS Information Pack

Speciality: "Internet, New Media and Culture"

Educational and qualification degree: Master

Professional qualification: Internet, New Media and Culture

Form of study: full-time, part-time

Term of study: 2 years

The creation of the Master's program "*Internet, New Media and Culture*" in the Department of *Cultural Studies*, Faculty of Arts, professional field "*Sociology, Anthropology and Cultural Sciences*", is determined by the constantly growing public need for the training of a new type of specialist, equipped with the necessary knowledge, skills, and competencies for implementation in the ever-developing field of Internet communications and new media culture. Of particular importance is the acquisition of practical skills for work in various spheres of socialization and creativity in the new communication environment. The effective professional realization of students in the socio-cultural sphere requires the use of skills for working with the resources of this sphere, with those resources and servers that have gained recognition among specialists, users, and the public. The proposed Master's program emphasizes the development of these skills. Master's students must acquire the knowledge and skills necessary for the new professions offered by the Internet, to be oriented in the modern issues of information culture, and to develop an attitude toward a research-based approach to socio-cultural processes in the new technological and information environment.

The preparation of the Master's degree in *Internet, New Media and Culture* implies: providing basic cultural knowledge in the field of the Internet and virtual culture; acquiring knowledge and skills for using the latest information and communication technologies in the field of culture; building abilities to master the basic terminology, key techniques, and approaches for successful work in the digital environment; gaining knowledge about the modern application of digital technologies in image creation and their use in various areas of life; obtaining knowledge about new ways of creating, distributing, and consuming media products in the Internet space; expanding the possibilities for applying the acquired knowledge and skills in research practice.

The Master's program lasts four semesters and is open for students who have acquired a Bachelor's degree in the professional fields of *Natural Sciences, Mathematics and Informatics, Technical Sciences, Health and Sports, Arts*.

Graduates of the Master's program *Internet, New Media and Culture* acquire professional skills and habits for working in and through the Internet, related to new types and forms of communication and culture. The educational tasks are aimed at developing in students the necessary knowledge and competencies to:

- understand modern problems of the information society and Internet culture
- apply analytical and critical thinking, and use theoretical concepts and methods in analyzing contemporary communication and cultural processes related to the development of the Web;
- understand different approaches to contemporary cultural and communication phenomena and problems, and plan alternative ways of solving them;
- independently discover, analyze, and research contemporary communication and cultural phenomena through creative rethinking of pedagogical information;
- practice adequate self-assessment and optimal self-regulation of their behavior in interpersonal relations and teamwork;
- take initiative in making original, constructive, and prognostic decisions;
- explore digital space, virtual culture, and the information society;
- develop critical attitudes toward social, economic, cultural, educational, and ethical issues that shape the life of virtual communities;
- acquire knowledge and skills for obtaining, using, and creating information, and for working with new communication tools in the digital cultural space;
- understand how to use various Internet resources in the socio-cultural sphere;
- create and implement research and practical projects in the field of Internet culture;
- apply modern digital technologies in image creation and their use in various areas of life;
- animate cultural and historical heritage monuments and include them actively as sites of cultural tourism;
- acquire knowledge and skills in graphic design;
- gain knowledge of new ways of creating, distributing, and consuming media products on the Internet.

Studying a set of fundamental academic disciplines develops high-quality theoretical and practical knowledge and skills for analyzing the cultural profile of modern systems and means of communication, for working in the fields of the Internet and new media, interactive advertising, multimedia, digital photography, e-tourism, entrepreneurship, e-marketing, etc. In selecting disciplines and academic content, the criterion of social significance of the issues is followed, and Internet culture is considered an important resource for the development of the knowledge society in the 21st century.

Areas for professional realization of graduates of the master's program Internet, New Media and Culture:

Specialists who have completed the Master's program *Internet, New Media and Culture* receive the educational and qualification degree *Master* with the professional qualification *Internet, New Media and Culture*. They are prepared for employment in areas requiring the respective education, such as:

- specialists in the field of new media culture;
- sociologists and psychologists in the field of Internet communications;
- specialists in the field of new media culture;
- sociologists and psychologists in the field of Internet communications;
- researchers in the field of digital space, virtual culture, and the information society;
- specialists in e-marketing and interactive advertising;
- analysts, content providers, and other Web-related specialists;
- specialists in e-tourism;
- teachers in courses on virtual education and Internet communication;
- specialists in creative and online media industries;
- specialists in digital photography, photographic advertising, scientific and applied photography, etc.;

Master's students graduate with a thesis defense or a state exam in accordance with the Higher Education Act.

CURRICULUM
MASTER'S PROGRAM "INTERNET, NEW MEDIA AND CULTURE"
TWO YEARS OF REGULAR AND PART-TIME TRAINING

FIRST YEAR			
First semester	ECTS credits	Second semester	ECTS credits
Compulsory subjects		Compulsory subjects	
Globalization and culture	8	Postmodern Identities	8
Culture and communication	8	Media and civic culture	8
Media policy – cultural policy	8	Creating multimedia products	3
Elective course 1	3	Elective course 1	3
Elective course 2	3	Elective course 2	3
Elective courses (choose two from the offered ones)		Elective courses (choose one of the offered courses)	
Media literacy	3	New technologies and music	3
Semiotics and hypertext	3	Media regulation	3
E-libraries	3	The arts in a digital environment	3
Manipulative language strategies in the media		Fashion and lifestyle in the media	
	Total: 30		Total: 30
SECOND YEAR			
First semester	ECTS credits	Second semester	ECTS credits
Compulsory subjects		Compulsory subjects	
Graphic design	4	Digital photography	4
Internet – the new communication environment	4	Cultural heritage and the internet	4
Working with text in digital media	4	Sociology of virtual reality	4
Web design	4	Elective course 1	3
Virtual communities	4	State exam or thesis defense	15
Entrepreneurship	3,5		
Internet advertising	3,5		
Elective course 1	3		
Elective courses (choose two from the offered ones)		Elective courses (choose one of the offered courses)	
From the manuscript to the e-book	3	Business English	3
Digital media forms	3	Psychological aspects of internet communication	3
New media, politics and civil society	3	The new thinking of the 21st century	3
E-marketing	3	Production of cultural events in the modern electronic environment	3
	Total: 30		Total: 30

From the two years of study: a total of 120 credits

ANNOTATIONS OF STUDY DISCIPLINES

I. Compulsory subjects

GLOBALIZATION AND CULTURE

ECTS credits: 8

Weekly schedule: 2l+0s+1lu+0pu+p

Knowledge test form: ongoing assessment

Type of exam: written and oral

Semester: 1

Methodological guidance: Department of Cultural Studies, Faculty of Arts

Lecturers: Assoc. Prof. Dr. Lachezar Antonov

Abstract: The course is aimed at revealing the essence of the concepts of globalization and media, emphasizing socio-cultural and economic relations in the world, where the media are both a transmission channel of globalization processes and, at the same time, a leading socio-cultural factor in shaping the modern image of societies. Through an integrated approach, globalization, including the media, is viewed as a multidirectional active process of cross-border cooperation, which moves unevenly, asymmetrically, and bidirectionally on a global scale. In this sense, the functioning of the media in the global environment is regarded as a process, not as final and completed states and findings. A broader definition of media is introduced, encompassing the entire global communication system as a modern socio-cultural phenomenon, along with telecommunications, information services, and mass media (including interactive multimedia communication). The course aims to:

- introduce students to the scientific field related to globalization processes;
- build analytical skills for examining the globalization of the media market as a global system of cultural identity, accompanied by atomized models of culture and identity;
- provide basic knowledge for the practical analysis of media messages on local, national, and global levels.

Course content: The course consists of two modules: *Parameters of Globalization* and *The Media–Globalism Symbiosis*.

Teaching and assessment: The course combines different methods and forms of training: lectures on key topics, seminars, and independent work. Control is ensured through checks at the end of each module, tests, and discussions of cases during seminars. The final exam is written and based on a question from the syllabus. Current assessment results are taken into account in forming the exam grade

CULTURE AND COMMUNICATION

ECTS credits: 8

Weekly schedule: 2l+0s+1lu+0pu+p

Knowledge test form: ongoing assessment

Type of exam: written and oral

Semester: 1

Methodological guidance: Department of Cultural Studies, Faculty of Arts

Lecturers: Senior Assistant Professor Dr. Anastas Ifandiev

Abstract: The discipline is dedicated to the mutual influence of two interconnected social phenomena – culture and communication. The logic of the course is built as follows:

- The place of communication in modern society and its essential characteristics.
- Interaction between culture and communication.
- Massification as a main feature of modern culture.

The lecture course examines the communicative process and its main units, highlights the role of communication in the information society, explores mass culture as a key feature of modernity, and pays special attention to the cultural aspects of mass communication.

In practical exercises, students acquire fundamental knowledge and competencies concerning the relationship culture–communication, the real and theoretical problems it generates, and prevailing scholarly interpretations. Exercises are conducted on pre-set topics that complement the lecture material.

Course content: The essence of communication. The relationship between culture and communication – unity and distinctiveness. The right to communication. Models of communication. Basic units and structure of the communication process. Types of communication. The essence and social functions of mass communication. Culturological aspects of mass communication.

Teaching and assessment: Teaching aids include: Bibliography (attached to the curriculum); Multimedia and video materials. Students prepare creative analyses, develop abstracts and essays, and defend a course project. Two tests are conducted during the semester. Certification requires regular attendance and completion of assigned tasks.

MEDIA POLICY – CULTURAL POLICY

ECTS credits: 8

Weekly schedule: 2l+0s+1lu+0pu+p

Knowledge test form: ongoing assessment

Type of exam: written and oral

Semester: 1

Methodological guidance: Department of Philosophical and Political Sciences, Faculty of Philosophy

Lecturers: Assoc. Dr. Daniela Pastarmadzhieva

Abstract: The course is aimed at understanding the nature of the effective and strategic role of public policy in the field of media and the management of cultural resources and support for the arts. The main modules structure the content of the course according to its own logic in revealing the subject of understanding of the discipline, covering: The first part pays attention to the main characteristics of cultural policies and focuses on their historical development in Bulgaria and the European Union. The second part covers individual focused topics in contemporary media policies. The third part is dedicated to the development of the media policy of the European Union.

Issues are analyzed in terms of political, administrative, and market processes within national and European contexts. Exercises include discussions, case studies, and analyses of contemporary practices.

Course content: Essence and development of cultural policies. Definitions of culture and politics. Essence of media policy. Media legislation. European cultural policies – EU and CoE roles. European institutions. Media, markets, and democracy – comparative approaches. Pluralism and multiculturalism in public policy.

Teaching and assessment: Lectures combine traditional methods with audiovisual presentations and interactive approaches. Discussions are supported by current examples from political and media practice. The final exam is written, and results from ongoing assessment are included in the overall grade.

POSTMODERN IDENTITIES

ECTS credits: 8

Weekly schedule: 2l+0s+1lu+0pu+p

Knowledge test form: ongoing assessment

Type of exam: written and oral

Semester: 2

Methodological guidance: Department of Cultural Studies, Faculty of Arts

Lecturers: Assoc. Prof. Dr. Lachezar Antonov

Abstract: The course traces major trends in constructing human identity at the end of the 20th century, the transformation of traditional forms of belonging (family, kinship, national territory, and the “anthropological place”), and the rise of new identities shaped by leisure and virtual simulations. The course aims to: introduce students to major 20th-century theories of identity within modernity and their postmodern alternatives; trace socio-historical changes in identity in relation to shifting socio-cultural formats; prepare students for independent research on topics related to media reality and virtual self-expression.

Course content: City, identity, and memory. Identity in dialogue with others (Charles Taylor). From belonging to assimilation: cultural consumption. Identity of place and time. Television, advertising, and identity construction (Douglas Kellner). Fashion and identity. Postmodern nomadism. Success as a cultural characteristic. Identity and crisis.

Teaching and assessment: The course uses theoretical articles, audiovisual materials, press sources, and sociological studies. Students prepare abstracts, cultural analyses, and empirical research projects. Independent work is conducted in agreement with the lecturer.

CREATION OF MULTIMEDIA PRODUCTS

ECTS credits: 3

Weekly schedule: 2l+1su+0lu+0pu+r

Knowledge test form: ongoing assessment

Type of exam: written and oral

Semester: 2

Methodological guidance: Department of Cultural Studies, Faculty of Arts

Lecturers: Dr. Petya Kostadinova

Abstract: The course aims to provide knowledge, skills, and competencies for mastering the basic terminology, techniques, and approaches for creating multimedia products. It introduces the latest information and communication technologies in the field of culture and teaches students to apply them in the creation, distribution, and promotion of digital cultural content.

Course content: Multimedia - basic concepts. Types of media and technical means for processing and forming digital images. Introduction of sound into computer systems. File formats and methods for sound compression and transmission over the Internet - MP3/4. Introduction of images into computer systems. Digital representation of color images. Dynamics in graphics. Graphic file formats of images: JPEG, PNG, etc. Multimedia databases.

Teaching and assessment: The training combines lectures, practical tasks, case studies, and teamwork. Students create their own multimedia project as part of the ongoing assessment. Current grades during the semester are determined on the regular attendance and active participation in seminars and practical work. Independent work can be individual or group. It encourages students to solve the tasks from the laboratory practicum in the field of web design and multimedia applications.

GRAPHIC DESIGN

ECTS credits: 4

Weekly schedule: 2l+0s+1lu+0pu+p

Knowledge test form: ongoing assessment

Type of exam: written and oral

Semester: 3

Methodological guidance: Department of Mechanical Engineering and Technologies, Faculty of Engineering

Lecturers: Assoc. Prof. Dr. Ognyan Georgiev

Abstract: The program offers specialized practical training in the field of multimedia, computer design, 3D modeling, and computer graphics. The training is carried out in three main areas: development and integration of multimedia applications, 3D modeling and design, and computer animation

Course content: The content and structure of the lectures reflect the latest trends in the development of the relevant technologies. Topics include: Introduction to computer graphics. Basic concepts of analytical geometry. Two-dimensional graphics – points, lines, polygons. Objects – positioning, scaling, rotation. Types of applied graphics. Printed graphics. Communicative graphics. Specific requirements and methods used in applied graphics. Color – the main visual tool in applied graphics. Composition in applied graphics – basic elements. Artistic image in harmony with colors and fonts. Balance – the fundamental law in applied graphics and its composition. Balancing graphic images. Balancing through lines, directions, and axes of the visual material. Development of graphic materials – specifics, technologies, file formats, tools. Graphics for the World Wide Web. Development of animation – specifics, animation techniques, technologies, file formats, tools. Web animation. 3D computer graphics software.

Teaching and assessment: The discipline ends with an exam. The priority in the training is the practical and independent work of the students. Knowledge, skills, and competencies are assessed during the seminar classes, through ongoing assessment, with particular importance given to the results achieved from assigned tasks and tests.

INTERNET – THE NEW COMMUNICATION ENVIRONMENT

ECTS credits: 4

Weekly schedule: 4l+0s+0lu+0pu+r

Knowledge test form: ongoing assessment

Type of exam: written and oral

Semester: 3

Methodological guidance: Department of Cultural Studies, Faculty of Arts

Lecturers: Senior Assistant Professor Dr. Anastas Ifandiev

Abstract: The course provides a cultural understanding of the Internet as a phenomenon of the modern information society. It outlines the specificity of the Internet, the contours of a new type of media, and the new conditions for their functioning. It also examines the changes that occur in the creation, distribution, and consumption of cultural products, as well as the transformation of a person's entire way of life, thinking, and behavior in the new technological environment. The teaching material is structured in three modules: 1) the knowledge society and new information technologies, 2) the Internet and mass media, 3) e-culture. The lecture course aims to reveal the

main methodological and general theoretical problems related to the formation of the global computer network (Internet) and the real transformations occurring in the media sector within it.

Course content: Europe in the Internet age. Specificity and main characteristics of Internet communication. Media on the Internet – print, radio, television, books. E-libraries and e-museums. Arts on the Internet – computer games, computer animation, digital cinema, etc.

Teaching and assessment: The lecture course is conducted in the traditional way, supported by multimedia, video materials, and Internet work. Tasks are assigned for independent work or teamwork in extracurricular activities. Following the methodology demonstrated in lectures and exercises, students prepare independently for tests. They must also prepare creative analyses on selected topics, complete practical tasks, and develop and defend a course project. The requirements for semester certification include regular attendance and completion of assigned tasks.

VIRTUAL COMMUNITIES

ECTS credits: 4

Weekly schedule: 4l+0s+0lu+0pu+p

Knowledge test form: ongoing assessment

Type of exam: written and oral

Semester: 3

Methodological guidance: Department of Cultural Studies, Faculty of Arts

Lecturers: Senior Assistant Professor Dr. Silvia Petrova

Abstract: The course *Virtual Communities* is aimed at studying the social organization of cyberspace. The teaching material is structured in three modules: 1) virtual communities – theoretical debates; 2) virtual communities – economics and politics; 3) virtual communities – alternative projects of cyberspace. The course examines the formation of a new type of social collective in cyberspace. Over the past decade, millions of people worldwide have used the Internet to exchange electronic messages, publish articles in newsgroups, and work or have fun together without meeting face-to-face. The course provides an in-depth analysis of a selected sample from the vast number of web-based communities, along with a historical overview of the phenomenon. Lecture topics include the educational uses of virtual communities by children and adults; art and copyright on the Internet; issues of virtual self-government; and problems of security, privacy, and anonymity online. Part of the lecture material is based on the analysis of specific platforms where virtual communities are formed.

Course content: Social interaction in cyberspace: technologies, ideologies, policies. Historical emergence and development of virtual communities. Classification and organization of virtual communities. Representations of identity in virtual communities. Art and virtual communities. Virtual communities and democracy. Virtual communities and forms of inequality in the network. Political activity of virtual communities. Virtual communities – strategies of information and knowledge. Commercial culture and virtual communities.

Teaching and assessment: Students prepare a cultural analysis of the social and cultural norms in a virtual community of their choice, and complete tests related to the course topics. The theoretical assignment (a cultural analysis of the chosen community) is submitted after the completion of lectures and exercises. All assessments are based on written work and tests.

ENTREPRENEURSHIP

ECTS credits: 3,5

Weekly schedule: 2l+0s+1lu+0pu+p

Knowledge test form: ongoing assessment

Type of exam: written and oral

Semester: 3

Methodological guidance: Department of Management and Marketing, Faculty of Economics

Lecturers: Assoc. Prof. Dr. Vyara Kyurova

Abstract:

The lecture course is aimed at revealing the essence, content, management and organization of entrepreneurial business in a market economy. The purpose of the course “Entrepreneurship” is for students to gain in-depth knowledge of the theoretical and practical problems of entrepreneurship and to become familiar with the basic approaches to its implementation in modern conditions. The main tasks that should be solved in the implementation of the curriculum are: acquiring knowledge about the theoretical foundations and development of the economic theory of entrepreneurship. acquiring knowledge about the essence and characteristics of entrepreneurship, its role in solving socio-economic problems and the necessary economic conditions and institutional prerequisites for its development.

Course content: Economic theory of entrepreneurship. Definition of entrepreneurship. Role of entrepreneurship in socio-economic development. Entrepreneurship in small business – essence and features. Institutional prerequisites for the development of entrepreneurship and small business in the USA and EU countries. Development of entrepreneurship and small and medium-sized businesses in the Republic of Bulgaria. Entrepreneurial business in the conditions of globalization. Basic entrepreneurial decisions for the implementation of business activity. Innovation in entrepreneurial activity – essence and importance. Entrepreneurial analysis and assessment of economic resources (factors of production) and optimization of their use. Risk in entrepreneurial activity. Entrepreneurial strategies – types, content, and areas of application. Entrepreneurial associations – essence, importance, organization, and management. Information provision of entrepreneurial activity.

Teaching and assessment: The course is taught in the form of lectures. A brief introduction is mandatory at the beginning of each lecture, ensuring the necessary transition from one topic to another. In the process of introducing students to the new topic, a discussion is held with them in order to achieve continuity between the individual lectures and to enable them to reach conclusions that they can apply to the new material. The information and resource provision of the seminar classes is based on the use of multimedia for the visualization of specific processes, models,

schemes, diagrams, and tables, which are subject to discussion in the seminar classes. During the semester, two control tests are carried out within the seminar classes at the end of each module. In order to provide quality education to students, the discipline *Entrepreneurship* flexibly combines different methods and forms of education: lectures on key topics, seminars, and independent work in the form of coursework. The forms of control are also consistent with the nature of the discipline – conducting control tests at the end of each module, tests, discussion of cases during the seminars, and a written exam to assess knowledge.

INTERNET ADVERTISING

ECTS credits: 3,5

Weekly schedule: 2l+0s+1lu+0pu+p

Knowledge test form: ongoing assessment

Type of exam: written and oral

Semester: 3

Methodological guidance: Department of Cultural Studies, Faculty of Arts

Lecturers: Senior Assistant Professor Dr. Silvia Petrova

Abstract: The course is aimed at a theoretical and practical description of the technology of advertising on the Internet – its essence, stages of implementation, interests of advertisers, and the relationships between site publishers, visitors, and advertisers. The goal of the course is to familiarize students both with the technology of modern Internet advertising and with the complex relationships between the participants in this advertising.

Course content: Essence of advertising on the Internet. Stages of implementing online advertising. Advertisers on the Internet. Relationships between site publishers, advertisers, and online visitors.

Teaching and assessment: The lecture course is conducted in the traditionally established manner, with the use of presentations for visualization. Students, following the lecture material, prepare for work in online advertising, for developing advertising campaigns, and for conducting advertising activities on the Internet. Ongoing assessment is carried out during classes through course assignments, tests, and written tasks, based on a point system. The training in the discipline ends with a written exam (test) on the educational material according to the attached syllabus.

DIGITAL PHOTOGRAPHY

ECTS credits: 4

Weekly schedule: 2l+0s+1lu+0pu+p

Knowledge test form: ongoing assessment

Type of exam: written and oral

Semester: 4

Methodological guidance: Department of Television, Theater and Cinema Arts, Faculty of Arts

Lecturers: Assoc. Prof. Dr. Krum Ivanov

Abstract: The *Digital Photography* course introduces students to the new possibilities of photography, the latest trends in the creative development of individual genres, and the modern methods of image fixation, such as the electronic image. The course clarifies the principles, features, advantages, and disadvantages of digital photography, the types of cameras and their requirements, as well as familiarization with catalog data and the companies that manufacture them. Students will gain extensive knowledge of the modern application of digital technologies in image creation and their use in various fields of life – advertising photography, professional reportage photography, and their potential as artistic photography. The lecture course examines the place of modern photography among other arts – cinema, television, and theater. Modern photography is considered in the context of its transformation from a technical visual art into a highly visual art with strong artistic values, applying new and contemporary methods of artistic expression.

Course content: Photography – a special area of visual creativity, its connection with other arts. Photographic technique. Photographic image and the language of photography. Concept of composition. Light and illumination in artistic photography. Principles of digital photography. Main characteristics of digital photography. How a digital camera works. Additional image processing on a computer. Digital photography and advertising. Other areas of application of digital photography. New trends in the technical development of digital photography and the creation of digital images.

Teaching and assessment: The lectures are illustrated with photo albums, photographs, drawings, slides, and films. In the exercises, an analysis of the compositional, tonal, and lighting solutions of the modern photographic image is carried out. Students take an exam at the end of the *Digital Photography* course. The exam is practical – it includes solving a specific creative task – and theoretical. Theoretical preparation is also assessed by periodically administered tests. The results from ongoing assessment are taken into account when forming the final exam grade.

CULTURAL HERITAGE AND THE INTERNET

ECTS credits: 4

Weekly schedule: 2l+0s+1lu+0pu+p

Knowledge test form: ongoing assessment

Type of exam: written and oral

Semester: 4

Methodological guidance: Department of Cultural Studies, Faculty of Arts

Lecturers: Prof. Dr. Vasil Markov

Abstract: The discipline *Cultural Heritage and the Internet* aims to introduce students to the digitization of the world's cultural and historical heritage, as well as the opportunities this process offers for its study and popularization. The emphasis is on the digitization of Bulgarian cultural heritage, with the goal of introducing it into wide scientific circulation and promoting it as a significant resource for cultural tourism, education, and scientific research. The seminars in this

discipline aim both to consolidate and to expand the information students receive from the lectures, and to develop practical skills for working with archaeological monuments, monuments of architecture and fine arts, written sources, and modern scientific literature published on the Internet. The aim is to develop in students independent skills for comprehensive cultural-historical analysis of ancient cultures, and especially to cultivate skills for animating monuments of cultural and historical heritage and actively including them as sites for cultural tourism.

Course content: Introduction to the issue. Study of cultural heritage and the Internet. Research on cultural heritage and the Internet. Popularization of cultural heritage and the Internet. Bulgarian cultural heritage and the Internet. Digitization of immovable cultural monuments. Digitization of movable cultural monuments.

Teaching and assessment: The lecture course is conducted both in the traditionally established way with the use of numerous materials and texts, and with the help of multimedia and video materials. Independent student preparation includes: studying the literature on the subject; developing projects on the socialization of selected cultural heritage objects using information from digitized monuments available on the Internet; preparing and defending a course project. Ongoing assessment includes two tests at the end of the study of the two separate modules of the course.

SOCIOLOGY OF VIRTUAL REALITY

ECTS credits: 4

Weekly schedule: 2l+0s+1lu+0pu+p

Knowledge test form: ongoing assessment

Type of exam: written and oral

Semester: 4

Methodological guidance: Department of Cultural Studies, Faculty of Arts

Lecturers: Assoc. Prof. Dr. Lachezar Antonov

Abstract: The course is dedicated to the problems of the social construction of identity in a new, technologically modeled, virtually based artificial environment, within which traditional models of social behavior and self-affirmation have largely lost their significance. During the course, both the processes of transformation of traditional social systems in the conditions of the modern information society, and the processes of virtual socialization and the formation of virtual communities are examined and analyzed from a sociological and cultural perspective. Special attention is paid to: the socio-cultural aspects of the processes of virtualization of the social world, which give rise to new, previously unknown forms of social interaction; the main characteristics of this interaction and the opportunities it provides to individual social actors in cyberspace (e.g., anonymity, asynchrony, spatial delocalization, equalization of social statuses, etc.).

Course content: Main stages of transforming Modernity. Prerequisites for the emergence and rise of the knowledge society. The Internet as a factor in the consolidation of the information society. Structural changes in late modern forms of socialization. Main theoretical and methodological problems of the sociology of the information society. The problem of the virtualization of social

reality in the context of modern sociology and other social and human sciences. The concept of “virtual” in a historical perspective. Literal and metaphorical meanings of the concept of “virtual.” The dichotomy “real – virtual” in modern social theories. The social life of the individual in cyberspace. Virtual reality in the sphere of aesthetic experience. Art as virtual reality. Culture on the Internet. Virtualization of cultural and creative activity. Technologized culture. Culturological understanding of the categories “time” (virtual time) and “space” (virtual space).

Teaching and assessment: Within the framework of the lecture course, students are introduced to the basic concepts of the information society and virtual reality, which outline the field of discussion on these topics in the social sciences in recent years. The lectures are supported by numerous examples; current issues raised in the mass media are also discussed. Extracurricular activities include mastering the lecture material, working with literature, obtaining information from the Internet, and independently developing and defending a course project.

II. ELECTIVE DISCIPLINES

MEDIA LITERACY

ECTS credits: 3

Weekly schedule: 2l+0s+0lu+0pu+p

Knowledge test form: ongoing assessment

Type of exam: written and oral

Semester: 1

Methodological guidance: Department of Cultural Studies, Faculty of Arts

Lecturers: Assoc. Prof. Dr. Lachezar Antonov, Senior Asst. Prof. Dr. Silvia Petrova

Abstract: The discipline is aimed at revealing the main methodological and general theoretical problems related to clarifying: individual technical means and systems of communication and their role in socio-cultural life; the essence of mass communication in public life and culture; the specificity and main social functions of mass communications. Special attention is devoted to the main characteristics and social functions of the book, the press, radio, and television. In the lecture course, particular emphasis is placed on the interrelation between technical communication systems and artistic activity. In the exercises, students acquire basic knowledge and skills for analyzing the contemporary media landscape, the communicative and artistic aspects of mass media, and the main artistic genres in the media. Exercises are conducted based on pre-set questions that complement the lecture material.

Course content: Topics include: Emergence and development of mass communication. Mass communication processes. Models of mass communication. Economy and mass communication. Politics and mass communication. The book and publishing. Printing and print production. Radio

and radio communication. The television life of culture. The Internet and new opportunities for the development of mass communication.

Teaching and assessment: The following teaching aids are used: 1) bibliography (attached to this curriculum); 2) multimedia and video materials. Seminar exercises include: introduction of new information, summary and review, presentation and analysis of independently completed tasks, and consolidation of knowledge through various activities – business games, work with authentic texts, and work in a computer laboratory. Students prepare creative analyses on selected topics from the studied material, independently develop abstracts, essays, and other written tasks, and defend a course project. Two tests are provided during the semester. The requirements for semester certification include regular class attendance and completion of assigned tasks.

NEW TECHNOLOGIES AND MUSIC

ECTS credits: 3

Weekly schedule: 2l+0s+0lu+0pu+p

Knowledge test form: ongoing assessment

Type of exam: written and oral

Semester: 2

Methodological guidance: Department of Cultural Studies, Faculty of Arts

Lecturers: Prof. Dr. Ivanka Vlaeva

Abstract: Music has had and continues to have a key role in the cultural system, as it activates extremely powerful socializing resources of non-verbal communication and exerts significant influence in shaping socio-cultural discourse. The course examines the social functions and mechanisms of constituting the specific values and communication stereotypes that form the basis of contemporary music, as a result of the application of new information technologies. Attention is also paid to the role of behaviors shaped by virtual musical culture in influencing the value orientations, attitudes, and standards of different social groups.

Course content: Music as a virtual reality. Modernism and postmodernism in art and information technologies. Computers and music. Processing, composing, and recording. Electronic music as a genre. Music on the Internet. The social structure of cybermusical culture. Language and sign systems of music in the global network. Mass musical culture in the information society. Characteristics of new virtual music subcultures. Music marketing on the Internet. Information technologies and the problem of copyright. Music and the process of globalization.

Teaching and assessment: A comprehensive approach is used, combining traditional lectures with multimedia visualization and direct practical demonstrations of the application of information technologies in the creation and distribution of music. Musical material (audio and video) is analyzed. The main problems are discussed, and students' experience in the field of virtual musical culture is actively used. Independent work is encouraged through the preparation of a course project. Ongoing assessment is carried out through tests.

MEDIA REGULATION

ECTS credits: 3

Weekly schedule: 2l+0s+0lu+0pu+p

Knowledge test form: ongoing assessment

Type of exam: written and oral

Semester: 2

Methodological guidance: Department of Television, Theater and Cinema Arts, Faculty of Arts

Lecturers: Chief Assistant Professor Dr. Nonka Obreshkova

Abstract: The lecture course is aimed at revealing the essence, content, and principles of media regulation, introducing students to the regulatory framework in the field of media, as well as to the regulation of the activities of media service providers, their licensing, registration, and supervision. The aim is: (i) for students to acquire basic theoretical knowledge in the field of media regulation; (ii) to understand the specifics of regulating different types of media; (iii) to become familiar with the functions and activities of the national regulator in the media environment.

Course content: Introduction to media regulation. Normative documents regulating media activities. Media regulation and media services. Regulatory bodies in the media environment. Registration and licensing regime for radio and television operators. Media financing. Financing of BNT and BNR. Advertising and sponsorship. The Code of Ethics of the Bulgarian media. Media regulation and copyright legislation.

Teaching and assessment: The course is taught in the form of lectures and exercises. A brief introduction is mandatory at the beginning of each lecture, ensuring the necessary transition from one topic to another. During the introduction of new topics, discussions are held with students to achieve continuity between lectures and to encourage them to draw their own conclusions, which they can apply to the new material. Lectures are illustrated with tabular, graphic, and audiovisual material, presented in specially prepared PowerPoint presentations for each topic, using a multimedia projector.

ELECTRONIC MARKETING

ECTS credits: 3

Weekly schedule: 2l+0s+0lu+0pu+p

Knowledge test form: ongoing assessment

Type of exam: written and oral

Semester: 3

Methodological guidance: Department of Management and Marketing, Faculty of Economics

Lecturers: Prof. Dr. Dinka Zlateva

Abstract: The increasingly intensive entry of new technologies into socio-economic life has imposed new forms of manifestation and application of marketing. The use of information technologies adds new dimensions to business, opening wide opportunities for entering new markets and successfully promoting companies and brands. Electronic marketing enables companies to defend their market positions effectively against competitive pressure. The new reality, as a consequence of the IT revolution, requires a fundamentally different approach to consumers and their lifestyle. Along with traditional forms of audience influence, electronic marketing is gaining increasing popularity today, allowing for a stronger advertising presence with clear provocation directed at consumers. This is precisely why it requires thorough knowledge, which will expand the opportunities and competitive advantages of students in their professional development.

Course content: Marketing technologies on the Internet. Ways to attract visitors to a site. Web design. Virtual communities. From global to local marketing. Image management through electronic marketing. Advertising formats used on the Internet. Online measurement. Approaches to creating relationships with users. Direct marketing. Choosing an ISP.

Teaching and assessment technology: To provide quality training, the discipline *Electronic Marketing* flexibly combines different teaching methods and forms: lectures on key topics, seminar exercises (with multimedia visualization of the main techniques used on the Internet), and independent work in the form of a course project. The forms of control are consistent with the nature of the discipline – conducting tests, discussing case studies during seminars, and a written exam to test knowledge. The resource provision of seminars is based on the use of multimedia to visualize specific examples, processes, models, schemes, diagrams, and tables, which are subject to discussion. Extracurricular activities include mastering the lecture material, working with literature, obtaining information from the Internet, research in companies, preparing a project, and preparing for tests as part of ongoing assessment, as well as systematic preparation on assigned topics for seminar discussions. Priority in training is given to practical and independent student work. Knowledge, skills, and competences are assessed during seminars, through ongoing assessment, and by evaluating the results of assigned tasks and tests.