



**SOUTH-WEST UNIVERSITY "NEOFIT RILSKI"**

**FACULTY OF ARTS**

*2700 Blagoevgrad, 66 Ivan Mihaylov Street.*

*Tel. +359 73 88 55 05, [www.swu.bg](http://www.swu.bg)*

**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:** 1 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 two semesters and is open for students who have acquired a Bachelor's degree in the professional fields of *Sociology, Anthropology, and Cultural Sciences*, as well as for students from other professional fields in the following fields of higher education - *Pedagogical Sciences, Humanities, Social, Economic and Legal Sciences*.

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"**  
**ONE YEAR OF REGULAR AND PART-TIME TRAINING**

<b>FIRST YEAR</b>			
First semester	ECTS credits	Second semester	ECTS credits
<b>Compulsory subjects</b>		<b>Compulsory subjects</b>	
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		
<b>Elective courses (choose two from the offered ones)</b>		<b>Elective courses (choose one of the offered courses)</b>	
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
	<b>Total: 30</b>		<b>Total: 30</b>

**From the one year of study: a total of 60 credits**

## ANNOTATIONS OF STUDY DISCIPLINES

### I. Compulsory subjects

#### GRAPHIC DESIGN

**ECTS credits:** 4

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

**Knowledge test form:** ongoing assessment

**Type of exam:** written and oral

**Semester:** 1

**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:** 5

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

**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 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:** 6

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

**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. 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:** 6

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

**Knowledge test form:** ongoing assessment

**Type of exam:** written and oral

**Semester:** 1

**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:** 6

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

**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. 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:** 5

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

**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:** 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:** 5

**Weekly schedule:** 2l+0su+1lu+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:** 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:** 5

**Weekly schedule:** 2l+0su+1lu+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:** 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

### ELECTRONIC MARKETING

**ECTS credits:** 4

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

**Knowledge test form:** ongoing assessment

**Type of exam:** written and oral

**Semester:** 1

**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.