



**SOUTH-WEST UNIVERSITY "NEOPHYTHM RILSKI"**  
**FACULTY OF ARTS**  
**DEPARTMENT OF CULTURAL STUDIES**

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Bulgaria, 2700 Blagoevgrad, 66 Ivan Mihaylov Str. Tel. +359 73 20765 E-mail:info@swu.bg

## **ECTS INFORMATION PACK**

**MASTER'S PROGRAM: MEDIA, PRODUCTION AND BUSINESS**  
**EDUCATIONAL AND QUALIFICATION DEGREE: MASTER**  
**PROFESSIONAL QUALIFICATION: MASTER OF MEDIA, PRODUCTION AND BUSINESS**  
**FORM OF TRAINING: FULL-TIME AND PART-TIME**  
**TRAINING PERIOD: 2 YEARS**

### **Short annotation**

The creation of the master's program "Media, Production and Business" in the specialty "Culture and Media" - Faculty of Arts, professional field "Sociology, Anthropology and Cultural Sciences" responds to the growing demand for academically trained media experts with an entrepreneurial mind, capable of making business decisions in the media sphere, able to respond effectively and creatively to changing conditions, to solve complex issues in the field of media, production and business. It is in tune with the need to acquire skills to study the impact of new media technologies on existing business models, as well as their innovative potential for the media business. Tracking and analyzing technological and organizational changes in the media business. The program aims to provide students with skills to effectively produce media, to master the abilities to plan a media strategy, budgeting, skills in solving visual communication tasks, and to understand the principles and theory of graphic design. It is of particular importance that students acquire the necessary critical and technical skills and abilities to produce short creative digital video projects, as well as basic skills in camera work, composition, lighting, audio recording and editing. To align with business needs, the master's program involves the study of such issues as: business environment, business communications and management principles, financial management, business communication skills.

### **Graduates of the master's program have:**

- ✓ a high general culture and communication skills that comply with professional and normative standards, adaptable to the specifics of communication in different social spheres and with different addressees;
- ✓ writing and oral communication skills that employers need;

- ✓ to be able to create, interpret, edit, reference and evaluate different forms of communication messages;
- ✓ to be able to create various informational and entertaining radio and TV formats, as well as multimedia projects in the field of planning and budgeting;
- ✓ to possess skills for successful problem-solving in creating effective media and effective media products;
- ✓ developed skills for analyzing the expressive means of photography and other visual arts – composition, light, color, as well as skills for working on the realization of their own photographic work;
- ✓ to be able to use the latest information and communication technologies in public communications;
- ✓ skills in producing short, creative digital video projects.

**Personal competencies such as:**

- ✓ attitude for maintenance on wide awareness for the news in the areamedia, production and business;
- ✓ skills for further self-study and professional development;
- ✓ professional motivation regarding future profession and realization;
- ✓ analytical thinking and critical assessment, quick orientation in a situation of over-information and multidirectionality of information sources;
- ✓ ability to organize, implement and manage teamwork.

**Professional competencies:**

- ✓ in-depth theoretical and practical preparation for successful implementation in the dynamically developing highly competitive media market;
- ✓ ability to improve the organization of one's own activities and working conditions and willingness to exchange professional experience;
- ✓ theoretical knowledge effectively adapt to the realities of media practice;
- ✓ attitude for adherence to the normative, professional and ethical standards;
- ✓ ability to work with constantly evolving information technologies and changing working conditions.

*The Master's program lasts four semesters (full-time or part-time form of study) for continuing education of students who have acquired the educational and qualification degree "Bachelor"/"Master", other than specialties in the professional fields 3.1. "Sociology, Anthropology and Cultural Sciences"; in specialty "Business Management" in professional field 3.7. "Administration and Management"; "8.4. Theater and Film Arts".*

**Areas for professional development**

The specialist who has completed the master's program "Media, Production and Business" receives the educational and qualification degree "Master" with the professional qualification

"Media, Production and Business". He is prepared for work in modern conditions in the field of production and business, including in the fields of graphic design, videography, photography, media audience research, entrepreneurship, management of media organizations, etc. Graduates of the master's program find themselves as:

- ✓ specialists and producers in the field of media business;
- ✓ specialists in the field of video production;
- ✓ bloggers, editors, reporters;
- ✓ experts in the field of mass communication;
- ✓ specialists in the field of marketing and advertising in the media;
- ✓ analysts, content providers, etc. specialists in online media;
- ✓ graphic designers;
- ✓ specialists in the field of video and photographic image production;
- ✓ specialists for working in social media, etc.

## CURRICULUM

<b>FIRST YEAR</b>			
<b>First semester</b>	<b>ECTS</b>	<b>Second semester</b>	<b>ECTS</b>
Business planning	6.5	Advertising communication	6
Media regulation	6.5	Introduction to Documentary Filmmaking	6
Introduction to electronic media and cinema	6.5	Models of mass culture in cinema and television	6
Electronic commerce	3	Communication skills	6
Elective course 1		Elective course 1	3
		Elective course 2	3
<b>Electives (students choose one discipline)</b>		<b>Elective courses (students choose two courses)</b>	
Text and writing for digital media	3	Media and audiences	3
Virtual communities	3	New media and democracy	3
Manipulative language strategies in the media	3	Visual studies	3
Media policy - cultural policy	3	Business Management	3
	Total 30		Total 30
<b>SECOND YEAR</b>			
<b>First semester</b>	<b>ECTS</b>	<b>Second semester</b>	<b>ECTS</b>
Film production	4	Marketing research	3
Television production	4	Finance in a non-manufacturing environment	3
Introduction to graphic design	4	Radio production	3
Culture and communications in an electronic environment	4	Media manipulation and market manipulation economy	3
Introduction to business	4	Elective course 1	3
Introduction to cinematography and video filming	4	State exam or thesis defence	15
Elective course 1	3		
Elective course 2			
<b>Elective courses (students choose two courses)</b>		<b>Electives (students choose one discipline)</b>	
Web design	3	Entrepreneurship	3
Business English	3	Development of cultural routes tourism	3
Culture and communications in the media organization	3	Fashion and lifestyle in the media	3
Introduction to the production of photography and videography	3	Business communications	3
Management skills	3		
	Total 30		Total 30

**TOTAL FOR 2 ACADEMIC YEARS: 120 CREDITS**

## ANNOTATIONS OF STUDY DISCIPLINES

### I. COMPULSORY COURSES

#### MEDIA REGULATION

**ECTS credits:** 6.5

**Weekly horarium:** 2 hours of lectures, 1 hour of seminar exercise

**Knowledge check form:** current control

**Type of exam:** written and oral

**Semester:** I

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

**Lecturer:** Chief Assistant Professor Dr. Nora Obreshkova

**Abstract:** The discipline “Media Regulation” is intended for students studying for the acquisition of the Master’s degree with the professional qualification “Media, Production and Business”. 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, 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 know the peculiarities of regulating different types of media (iii) to know the functions and activities of the national regulator in the media environment.

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

**Learning technology and assessment:** The training in the subject is carried out in the form of lectures and exercises. A short introduction is mandatory at the beginning of each lecture, ensuring the necessary transition from one topic to another. In the process of familiarizing students with the new topic, a discussion is held with them in order to achieve continuity between the individual lectures and for them to come to conclusions themselves, which they can introduce into the new material. According to the content of the lecture material, the lectures are illustrated with tabular, graphic and audiovisual material, presented in specially prepared PowerPoint presentations for each lecture (topic) using a multimedia projector. The discipline ends with an exam at the end of the 1st semester. The priority in the training is the practical and independent work of the students. Knowledge, skills and competence are assessed during the seminar classes, during the implementation of the current control, and the results achieved from the assigned tasks and essays are of great importance.

## INTRODUCTION TO ELECTRONIC MEDIA AND CINEMA

**ECTS credits:** 6.5

**Weekly horarium:** 2 hours of lectures

**Knowledge check form:** current control

**Type of exam:** written and oral

**Semester:** I

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

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

**Abstract:** The discipline is aimed at revealing the main methodological and general theoretical problems related to clarifying the issues of the types of electronic media and the relationship "media - art", the various manifestations of the activity of the mass media in the field of art. The types of electronic media and their relationships with art are examined. The problems of the creation and functioning of art in the era of electronic means of mass communication are presented.

**Course content:** Problems of the creation and functioning of art in the era of the Soviet Union; Photography as a type of art; Culture and radio communication; Television as an audiovisual means of mass communication and a type of art; Cinema as a mass art; Internet and new opportunities for the development of culture; Computer games as a cultural phenomenon.

**Teaching and assessment:** Lectures on the main topics last 30 hours. The lecture course is conducted both in the traditionally established manner with the use of numerous materials and texts, and with the help of multimedia and video materials. Tasks are set for independent work or teamwork in extracurricular activities. The following teaching aids are used: Bibliography (attached to this curriculum); multimedia and video materials; organizing meetings with media specialists and artists from various fields of media creativity. Current issues raised and discussed in the public space are also discussed. Independent preparation provides for studying the literature on the discipline; preparing an essay on a selected topic from the studied material; independent development and defense of a course project. All assessments are based on written work. The final grade takes into account the results of the current control and the grade from the exam in a ratio of 70 : 30.

## ELECTRONIC COMMERCE

**ECTS credits:** 6.5

**Weekly horarium:** 2 hours of lectures

**Knowledge check form:** current control

**Type of exam:** written and oral

**Semester:** I

**Methodological guide:** Department of Management and Marketing, Faculty of Economics

**Lecturer:** Assoc. Prof. Dr. Dinka Zlateva

**Abstract:** New technologies have transformed the modern face of the familiar forms of trade. In today's dynamic world, where time and information are the most valuable resources, e-commerce facilitates not only the new type of consumer, but also opens up wide opportunities for entrepreneurs to successfully position their products in an online environment. A large part of people today conduct transactions over the Internet (B2C), but a boost is also noticeable in the B2B sector, where the Internet is a powerful tool for improving the quality of management and service of business processes.

**Course content:** Essence and importance of e-commerce. Basic regulations governing e-commerce. Building an online store. Information security and lawful access. Using the online environment to conduct trade. The role of e-marketing in supporting e-commerce. Development of e-commerce in Bulgaria.

**Teaching and assessment:** Lectures are conducted using a computer and multimedia, presenting the main definitions and the content is presented graphically and through multimedia programs - sound and image. Lectures are published on a website on the Internet and can be accessed at any time. Students present a course work on a freely chosen topic (from the attached thematic plan and consulted with the teacher). The work represents an independent development of a problem in the subject of the course, application of the conceptual apparatus developed in the course and definition of the empirical information on the Internet necessary for the study and interpretation of the problem.

## INTRODUCTION TO DOCUMENTARY FILM PRODUCTION

**ECTS credits:** 6

**Weekly horarium:** 2 hours of lectures

**Knowledge check form:** current control

**Type of exam:** written and oral

**Semester:** II

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

**Lecturer:** Prof. Dr. Tsvetan Nedkov

**Abstract:** The course Introduction to Documentary Film Production is intended for students majoring in Culture and Media to obtain the Master's degree in Production, Media and Business. The course lectures are prepared as specialized information on trends in the global television and film industry, with special attention paid to the specifics of the Bulgarian media and film market. The course includes a basic knowledge of documentary film, its specifics, as well as knowledge of the elements that make up a documentary film. Knowledge is gained about the processes through which a documentary film passes from the literary script to the finished film. The course develops visual and emotional memory, creative observation and the ability to tell a story through action, word and picture.

**Course content:** The course aims to introduce students to: the principles on which a documentary film is built. They become familiar with the peculiarities and problems associated with the first stages of the work of the screenwriter and director; with the qualities necessary for a director to work in a team; with the connections that cinema has with other arts; with the skills that a director must possess in order to acquire and draw knowledge and skills from other fields of knowledge and art; it seeks to introduce them to the basics - theoretical and practical - of documentary filmmaking; to teach them to work in a team.

**Teaching and assessment technology:** The course includes 30 lectures and 15 exercises within the second semester. The extracurricular activity is 135 hours. The assessment is carried out through an exam at the end of the second semester. During the training, audio-visual technical aids are used - cameras, sound recording devices, editing tables and projectors. Knowledge, skills and competence are assessed during the seminar classes, during the implementation of the current control, and the results achieved from the assigned tasks and tests are of great importance.

## COMMUNICATION SKILLS

**ECTS credits:** 6

**Weekly horarium:** 2 hours of lectures

**Knowledge check form:** current control

**Type of exam:** written and oral

**Semester:** II

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

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

**Abstract:** The discipline introduces the theory of mass communication text, based on the communicative approach in text linguistics. The categories are presented: text, genre, discourse, social fact, artifact, context, political discourse, presuppositions. The forms of interpreting social fact through different types of texts, as well as through journalistic text forms, are examined. Attention is paid to the problem of understanding the text, as well as to the methods of text analysis. The seminar classes aim to form practical skills for studying text arrays of different volumes from periodicals, radio and television programs. Key concepts: text, genre, textuality, coherence,



coherence, intensionality, acceptability, informativeness, situationality, intertextuality, media text, interview, comment, article, essay.

**Course content:** The course includes the following topics: text linguistics and text construction; general characteristics of the linguistic text; text structure and composition; linguistic mechanisms and means of textual coherence; methods of text analysis; Scientific research and interdisciplinary application

**Teaching and assessment:** In order to provide quality training to students, the course flexibly combines different methods and forms of training: lectures on key topics, seminars and independent work. The forms of control are also tailored to the nature of the course - conducting control checks at the end of each module, tests, discussion of cases during the seminars and a written exam to test knowledge. The exam is written and is taken on a question from the syllabus. The assessment from the current control is taken into account when forming the exam grade.

## FILM PRODUCTION

**ECTS credits:** 3

**Weekly horarium:** 2 hours of lectures

**Knowledge check form:** current control

**Type of exam:** written and oral

**Semester:** III

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

**Lecturer:** Prof. Dr. Stanimir Trifonov

**Abstract:** The discipline “Film Production” is intended for students studying for the acquisition of the Master's degree with the professional qualification “Media, Production and Business”. The course of lectures introduces students to the essence of film production, the functions of the producer and the management of production projects in the film industry. The aim is: (i) for students to acquire basic theoretical knowledge about production in the film industry, (ii) to know the peculiarities of production activity and the specifics of the management of production products, (iii) to know the legislation and regulations in the field of production activity in audiovisual production.

**Course content:** Introduction to production. Normative documents regulating production activities. The producer in the film industry. The audiovisual script work and production. Financing of productions. Other sources of financing the production project. Calendar and production plan. Budget of the audiovisual work. Preparation and layout of the budget. Contractual relations in the film industry.

**Teaching and assessment:** Lectures are conducted using a computer and multimedia, presenting the main definitions and the content is presented graphically and through multimedia programs - sound and image. The discipline ends with an exam at the end of the 1st semester. The priority in the training is the practical and independent work of the students. Knowledge, skills and

competence are assessed during the seminar classes, during the implementation of the current control, and the results achieved by the assigned tasks and tests are of serious importance. The course of training in the discipline includes: - conducting an incoming current control of each seminar class. Current control builds in students responsibility for the assigned tasks, self-discipline, systematicity in preliminary preparation, builds habits for optimizing time, develops logical thinking, skills for selecting and analyzing information acquired from various information sources. Current control is carried out through the following methods: Oral discussion, expression of one's own reasoned opinions regarding the topic treated in the seminar classes; Oral presentation and defense of the theses set out in the assigned written work; Verification of the acquired knowledge by solving tests and control checks on the taught material; Ability to presenting and successfully defending one's own ideas; Using a creative approach when solving cases.

## **TELEVISION PRODUCTION**

**ECTS credits:** 3

**Weekly horarium:** 2 hours of lectures

**Knowledge check form:** current control

**Type of exam:** written and oral

**Semester:** III

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

**Lecturer:** Prof. Dr. Tsvetan Nedkov

**Abstract:** The discipline “Television Production” is intended for students studying for the acquisition of the Master's degree with the professional qualification “Media, Production and Business”. The course of lectures introduces students to the essence of television production, the functions of the producer and the management of production projects in the television industry. The aim is: (i) for students to acquire basic theoretical knowledge about production in the television industry, (ii) to know the peculiarities of production activity and the specifics of managing production products, (iii) to know the legislation and regulations in the field of production activity in public and commercial television.

**Course content:** Historical development of television and television production. Historical development of television in the USA, Europe, Bulgaria. Public and commercial television. Structure of the television industry. Production, distribution, exhibition. Own and independent television production. External and internal television production. Place and role of television production activity. Types of producers. Independent television production. Stages of television production - from the idea to the completion of the pilot television program. Financing of television production. Television programming and production of television programs. Production activity at BNT. Production centers and departments. Rules for financing internal and external television production. Rating thresholds and the production of television programs. Ragging thresholds and internal programs. Rating thresholds and programs of external producers. Rating thresholds and

co-productions. Peoplemetric data. Production of reality formats and their licensing. Franchising of television formats. The challenges facing the television producer in the rapidly changing television industry, the advent of 3D television and new ways, forms and places for watching television.

**Teaching and assessment technology:** A multimedia projector and a video presentation system are used. According to the content of the lecture material, the lectures are illustrated with tabular, graphic and audiovisual material, presented in specially prepared for each lecture (topic) PowerPoint presentations using a multimedia projector. Tabular and graphic materials are used for conducting the seminar classes - sample budgets, in accordance with the requirements of the financing organizations, calendar and production plans, shooting plans, etc. The discipline ends with an exam at the end of the 1st semester. The priority in the training is the practical and independent work of the students. Knowledge, skills and competence are assessed during the seminar classes, during the implementation of the current control, and the results achieved from the assigned tasks and tests are of great importance.

## INTRODUCTION TO GRAPHIC DESIGN

**ECTS credits:** 3

**Weekly horarium:** 2 hours of lectures

**Knowledge check form:** current control

**Type of exam:** written and oral

**Semester:** III

**Methodological guidance:** Mechanical engineering and technologies, Technical Faculty

**Lecturer:** 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, computer animation.

**Course content:** The content and structure of the lectures reflect the latest trends in the development of the relevant technologies. The 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 flowers and font. Balance - the basic 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. Software for three-dimensional computer graphics.

**Teaching and assessment:** The discipline ends with an exam at the end of the first semester. The priority in the training is the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminar classes, during the implementation of the current control, with the results achieved from the assigned tasks and tests being of great importance.

## **CULTURE AND COMMUNICATIONS IN ELECTRONIC ENVIRONMENT**

**ECTS credits:** 3

**Weekly horarium:** 2 hours of lectures

**Knowledge check form:** current control

**Type of exam:** written and oral

**Semester:** III

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

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

**Abstract:** The logic in revealing the consistent understanding of the discipline is built according to: I. Formation of mass communication in modern society and explanation of its essential characteristics. II. Interaction between culture and mass communication in modern society.

**Course content:** The issues of the mass communication process and its main units are covered, the role of mass communication in the information society is indicated, massness as a main feature of modern culture is examined in depth, special attention is paid to the cultural aspects of mass communications. Attention is paid to the relationship of the media with the economy, politics. The specificity of Internet communication and its place in the global media space are examined. The emergence and growth of the Network is considered as one of the most remarkable phenomena in the cultural and communication life of modern humanity.

**Teaching and assessment:** The lecture course is conducted both in the traditionally established manner with the use of numerous materials and texts, and with the help of multimedia and video materials, Meetings with media specialists and artists from various fields of media creativity. The priority in the training is the practical and independent work of the students. Knowledge, skills and competence are assessed during the seminar classes, during the implementation of the current control, and of serious importance are the results achieved by the assigned tasks and tests.

## **MARKETING RESEARCH**

**ECTS credits:** 3

**Weekly horarium:** 2 hours of lectures

**Knowledge check form:** current control

**Type of exam:** written and oral

**Semester:** IV

**Methodological guide:** Department of Management and Marketing, Faculty of Economics

**Lecturer:** Assoc. Prof. Dr. Dinka Zlateva

**Abstract:** The aim of the course is to form knowledge and skills in students regarding the application of modern methods of quantitative and qualitative analysis in marketing research. After completing the course, students should acquire knowledge and skills in understanding the basic marketing metrics and in applying the methods and methodologies of quantitative analysis in marketing research.

**Course content:** Introduction to marketing research. Preparation and conduct of marketing research. Development of a marketing research program. Classification of marketing research methods. Quantitative techniques in researching the image and positions of brands. Application of regression analysis in marketing research. Application of correlation analysis in marketing research. Application of factor analysis in marketing research. Methods for analyzing trends in the market situation.

**Teaching and assessment:** Lectures on the subject are conducted in the established traditional manner, with students being introduced to the material being taught. The information and resource provision of the lecture course is reduced to the use of multimedia for visualization of specific processes, models, schemes, diagrams and tables, which will be subject to discussion. Extracurricular activities are reduced to mastering the lecture material and working with literature, research in companies, preparing a project, preparing for tests to check knowledge for the purpose of current control, systematic preparation on assigned topics for upcoming seminar classes. The subject ends with an exam at the end of the second semester. Priority in the training is given to the practical and independent work of the students. Knowledge, skills and competence are assessed during the seminar classes, during the implementation of current control, and the results achieved from the assigned tasks and tests are of great importance. The training in the subject ends with a written exam /test/ on the study material, according to the attached syllabus.

## **RADIO PRODUCTION**

**ECTS credits:** 3

**Weekly horarium:** 2 hours of lectures

**Knowledge check form:** current control

**Type of exam:** written and oral

**Semester:** IV

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

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

**Abstract:** The discipline is oriented towards preparing competitive young people for work in the dynamically developing media market. The idea of the discipline is to familiarize students with modern trends in the development of radio and radio activity. It is important for students to acquire

knowledge and skills, both about the general features of communication and the specifics of radio communication and the production of radio products.

Course content: The topics included in the curriculum of the master's program, covers the bases the theory of public communication, the specifics of different media. Special emphasis is placed on radio communication. The preparation of students is aimed at acquiring knowledge and skills for the organization, management and implementation of modern radio products. It offers practical classes - techniques of speaking, editing, structuring and presenting texts for news, reportage; interview, survey and other genres. Davaznania for the terminological apparatus which is handled in the radio, for managing processes in the radio organization, financing and managing media projects in the different phases of their creation, media planning and entrepreneurship, knowledge of the working techniques related to the creation of various radio products.

**Teaching and assessment:** The training includes practical and independent work of the students. Knowledge, skills and competence are assessed during the seminar classes, during the implementation of the current control, and the results achieved from the assigned tasks and tests are of great importance.

## II. ELECTIVE COURSES

### TEXT AND WRITING FOR DIGITAL MEDIA

**ECTS credits:** 3

**Weekly horarium:** 2 hours of lectures

**Knowledge check form:** current control

**Type of exam:** written and oral

**Semester:** I

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

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

**Abstract:** Working with text in digital media, on the Internet and in relation to culture is one of the important activities for future specialists in the field, especially in relation to solving essential issues related to the requirements of modernity. Text representation is only one part of the total activities that build the overall picture of the presentation in society of real and virtual events, images, cultural retro values and modernities. Without the deployment of the text - written or oral - the work of television, social media and networks, and especially radio, is unthinkable.

**Course content:** The discipline aims to present the text as the main one when working with language and to situate it in the field of grammar, logic and pragmatics; to present the reasons for the importance of discourse for the quality of communication; to present to students how text works in practice for digital media; to build in students skills for working with texts - in the field of analyzing and practicing building text models for digital media.

**Teaching and assessment:** The classroom work consists of thirty lectures, with the topics supported by discussions or practical examples, case studies or tasks that are solved or discussed during the seminar sessions. Along with this, students are given tasks to complete before the end of the semester, which cover the guidelines given for the extracurricular work - independent work in a library, on the Internet or an example from digital media. Students work individually or in groups to solve a more difficult problem.

## VIRTUAL COMMUNITIES

**ECTS credits:** 3

**Weekly horarium:** 2 hours of lectures

**Knowledge check form:** current control

**Type of exam:** written and oral

**Semester:** I

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

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

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

**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 develop a cultural analysis of social and cultural norms in a virtual community of their choice; solve tests related to the issues of the course. The theoretical development (cultural analysis of a virtual community chosen by the student) is submitted upon completion of lectures and exercises. All assessments are based on written work or tests.



## **MEDIA POLICY – CULTURAL POLICY**

**ECTS credits:** 3

**Weekly horarium:** 2 hours of lectures

**Knowledge check form:** current control

**Type of exam:** written and oral

**Semester:** I

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

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

**Abstract:** The course is aimed at understanding the nature of the effective and strategic role of public policy in the field of media and cultural resource management 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. General issues in the field of media and cultural policies are examined both in terms of political, administrative, market processes and national contexts, and in accordance with the specifics of Bulgarian social development, supported by theoretical and empirical arguments. In the exercises, students discuss the material from the lectures. In addition to the analysis of specific examples from contemporary media practice and cultural policies, they are also built on the solution of case studies.

**Course content:** Nature and development of cultural policies – introduction. What is culture, what is politics? Nature of media policy. Media legislation. European cultural policies – the role of the European Union (EU) and the Council of Europe (CoE). European institutions. Media, markets and democracy – comparative approaches. European Union and media policy. Cultural diversity – consequences for public policy. Cultural industries. Pluralism and multiculturalism – interpretations in public policy.

**Teaching and assessment:** The lecture course is conducted both in the traditionally established manner with the use of numerous publications in the field of cultural policies and case studies in cultural management, and with the use of audiovisual forms, power point presentations and interactive approaches. The lectures are supported by current examples from cultural policy practice and issues raised and discussed in the mass media are discussed. The exam is written and is based on a question from the syllabus. The assessment from the current control is taken into account when forming the exam grade.

## MEDIA AND AUDIENCES

**ECTS credits:** 3

**Weekly horarium:** 2 hours of lectures

**Knowledge check form:** current control

**Type of exam:** written and oral

**Semester:** II

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

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

**Abstract:** The formation of knowledge for the study of the relationship between media and audience is associated with entering the research trajectory of media, respectively in the field of precision journalism and PR activities. As a relatively new direction, precision journalism is associated with the application of various methods for researching the audience, including media content intended for audiences. Precision journalism originated at the beginning of the last century, when empirical research methods in the media began to be viewed with respect, but it reached its full potential in the 1970s. Research units were created within individual media outlets to study the audience and the media themselves.

**Course content:** The course "Media and Audiences" is related to the study of methods for researching the media-audience relationship. It includes 30 academic hours per year. It contains the following topics: 1. Essential dimensions of research methods the media and the audience. 2. Media and audience research - Retrospective dimensions. 3. Types of media and audience research. 4. Theoretical model of media and audience research. 5. Questionnaire, types of questions, rules for questionnaire development. 6. Technical requirements for media and audience research. 8. Organization of media and audience research. 9. Terennia desk research of the media and the audience. 10. Individual direct survey. Temporal dimensions. 11 Interview - standardized, semi-standardized, non-standardized. 12. Content analysis in electronic media. 13. Content analysis in print media. 14. Qualitative methods. Teaching and assessment technology. The assessment of the course is formed at the end of the semester course of study by assessing the research skills of the students using individual methods.

## BUSINESS MANAGEMENT

**ECTS credits:** 3

**Weekly horarium:** 2 hours of lectures

**Knowledge check form:** current control

**Type of exam:** written and oral

**Semester:** II

**Methodological guidance:** Faculty of Economics

**Abstract:** The goal is for students to become familiar with the basic principles of management, refracted through the prism of the specifics of the cultural field. The examples that will be given will help students form their own view of the specificity of management in an activity that is considered a manifestation of the spiritual.

**Course content:** Historical overview of the emergence of management. Strategic management. Building management structures and their relationship with strategy. Essence and role of management decisions. Human resources policy. The manager – a central figure in the management process, personal and conceptual qualities of the manager.

**Teaching and assessment technology:** Knowledge, skills and competence are assessed during the seminar sessions, during the implementation of the current control, and the results achieved from the assigned tasks and tests are of great importance.

## WEB DESIGN

**ECTS credits:** 3

**Weekly horarium:** 2 hours of lectures

**Knowledge check form:** current control

**Type of exam:** written and oral

**Semester:** III

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

**Abstract:** The proposed curriculum examines issues and techniques in the field of Web design. Techniques related to the construction of static and dynamic pages and their unification into complete sites are presented. Current software products for developing web sites are examined, as well as the languages HTML, DHTML and CSS. The course can be a basis for the disciplines "Internet Programming" and "Internet Technologies". Extracurricular work in the discipline includes work in a library, work on the Internet and development of a course assignment. The ratio between classroom and extracurricular work is 1:1.

**Course content:** Introduction to the basics of HTML, DHTML and CSS. Introduction to current web development environments. Development of a complete web site.

**Teaching and assessment:** The course involves the use of a multimedia projector and a computer.

The assessment is carried out on a six-point system. Current control is carried out during laboratory classes through a course assignment (50% of the final grade). The training in the discipline ends with a written exam (50% of the final grade).

## **CULTURE AND COMMUNICATIONS IN THE MEDIA ORGANIZATION**

**ECTS credits:** 3

**Weekly horarium:** 2 hours of lectures

**Knowledge check form:** current control

**Type of exam:** written and oral

**Semester:** III

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

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

**Abstract:** The discipline meets the theoretical and practical need for studying the culture of the organization in the media and the related communication processes and relationships that contribute to strengthening their corporate culture. The lecture course clarifies the features of the communication processes in the media organization and the efforts of the participants in them to increase its effectiveness. Attention is consistently paid to the issues of the nature, types and methods of organizational communication; the concept, functions, main properties and elements of corporate culture; the typology of corporate culture; the communication relationships in the organization that build and strengthen its culture. Students must be introduced to the principles, features and difficulties associated with building and strengthening corporate culture in modern society, as well as the possibilities for achieving communication unity in the media organization. In the exercises, students master basic knowledge and skills for analyzing the culture of the media organization and the communication processes taking place in it.

**Course content:** Organizational communication; Concept and essence of corporate culture; Functions of corporate culture; Main characteristics of corporate culture; Typology of corporate cultures; The role of the founders and leaders of the organization in forming and strengthening corporate culture; Working with the organization's employees and their communication relationships; Communication technologies in support of corporate culture.

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

## INTRODUCTION TO PHOTOGRAPHY PRODUCTION

**ECTS credits:** 3

**Weekly horarium:** 2 hours of lectures

**Knowledge check form:** current control

**Type of exam:** written and oral

**Semester:** I

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

**Lecturer:** Assoc. Professor Dr. Krum Ivanov

**Abstract:** The course aims to provide training in the visual and artistic values of photography. Photography is extremely convenient from a methodological point of view, primarily with its "statics", as it allows for very detailed improvement of the expressive means of this visual art, and in practical exercises to analyze the individual vision of the student author, and in the process of analysis to make corrections for a more complete creation of the photographic artistic image. The course includes clarification of the principles and features of creating photographic images, types of cameras and the requirements for them, familiarization with catalog data and companies that produce them. Students will receive a volume of knowledge on the modern application of digital technologies in creating images and their application in various areas of life - advertising photography, professional reportage photography and possibilities for using them as artistic photography. The lecture course will examine the place of modern photography among other arts - cinema, television, theater. Contemporary photography in the aspect of its transformation from a technical visual art into a highly visual art, with strong artistic values, an art that applies all new and modern methods of artistic expression.

**Course content:** Photography - a special area of visual creativity, its connection with other arts. Photographic technique. Photographic photograph and the language of photography. Concept of composition. Light and illumination in artistic photography. Principle of digital photography. Main characteristics of digital photography. How a digital camera works. Choosing a camera. Additional image processing in 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 a digital image.

**Teaching and assessment:** The lectures are illustrated with photo albums, photographs, drawings, slides and films. The exercises analyze the compositional, tonal and lighting solutions of the contemporary photographic image. Students take an exam at the end of the course. Digital photography. The exam is practical - it involves solving a specific creative task and theoretical. Theoretical preparation is also controlled by periodically conducting tests. The assessment from the current control is taken into account when forming the exam grade.

## ENTREPRENEURSHIP

**ECTS credits:** 3

**Weekly horarium:** 2 hours of lectures

**Knowledge check form:** current control

**Type of exam:** written and oral

**Semester:** IV

**Methodological guide:** Department of Management and Marketing, Faculty of Economics

**Lecturer:** 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 main 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:** The economic theory of entrepreneurship. Definition of entrepreneurship. Role of entrepreneurship for 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 training in the subject is carried out in the form of lectures. A short introduction is mandatory at the beginning of each lecture, ensuring the necessary transition from one topic to another. In the process of familiarizing students with the new topic, a discussion is held with them in order to achieve continuity between the individual lectures and for them to come to conclusions themselves, which they can introduce into the new material. The information and resource provision of the seminar classes is reduced to the use of multimedia for the visualization of specific processes, models, schemes, diagrams and tables, which will be subject to discussion in the seminar classes. During the semester, two control checks are carried out within the seminar classes at the end of each module. In order to ensure quality training for students, the discipline “Entrepreneurship” flexibly combines different methods and forms of training: lectures on key

topics, seminar exercises and independent work in the form of a coursework. The forms of control are also tailored to the nature of the discipline - conducting control checks at the end of each module, tests, discussion of cases during seminar sessions, and a written exam to test knowledge.

## **DEVELOPMENT OF CULTURAL TOURISM ROUTES**

**ECTS credits:** 3

**Weekly horarium:** 2 hours of lectures

**Knowledge check form:** current control

**Type of exam:** written and oral

**Semester:** IV

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

**Lecturer:** Prof. DSc Vasil Markov

**Abstract:** The lecture course presents the principles and possibilities for developing cultural tourism routes. The specifics of different types of cultural tourism are examined; current trends in the motivation, expectations and desires of modern tourists are analyzed, emphasizing the need for attractiveness, complexity, active participation, authenticity, individual profile of tourists, etc. With the help of the lecturer, students develop new cultural tourism routes on a specific topic and for a specific region.

**Course content:** The discipline studies the principles and methods for creating cultural routes. The types of cultural routes are studied, such as creating cultural routes on a geographical basis; creating cultural routes on a chronological basis; creating cultural routes in combination with other types of tourism; developing cultural routes based on intangible cultural heritage, etc.

**Teaching and assessment:** Classroom attendance The lecture course is conducted both in the traditionally established manner with the use of numerous materials and texts, and with the help of multimedia and video materials, graphic maps and diagrams, plans, etc. The following are used: interactive forms of teaching. 2. Extracurricular activities Independent preparation provides for: - work with specialized literature on the discipline; - independent development of optional tasks; - development of a course project. 3. Form of assessment: ongoing assessment based on student activity during classes, results of the test and quality of the course work.

## **FASHION AND LIFESTYLE IN THE MEDIA**

**ECTS credits:** 3

**Weekly horarium:** 2 hours of lectures

**Knowledge check form:** current control

**Type of exam:** written and oral

**Semester:** IV

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

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

**Abstract:** The course introduces students from the master's program "Media, Production and Business" to two of the most significant phenomena in contemporary mass culture - fashion and lifestyle, refracted through the prism of the media. Definitions of the main concepts are given, various manifestations of the phenomena under consideration are examined, a critical view of the issues under consideration is developed, and practical skills in the media sphere are formed.

**Course content:** Introduction to basic theoretical developments on mass culture, fashion, identity and lifestyle; Research into the media manifestations of the phenomena under consideration; Development of interpretive skills in the field of fashion and lifestyle media.

**Teaching and assessment:** The lecture course is conducted in the traditionally established manner with the use of presentations for visualization. Video materials are used; printed materials; guest lecturers - specialists in the topics discussed. Knowledge, skills and competence are assessed during the seminar sessions, during the implementation of the current control, and the results achieved from the assigned tasks and tests are of great importance.