



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

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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: 1 YEAR

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 two semesters for continuing education of students in 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

ONE YEAR OF FULL-TIME AND PART-TIME STUDY			
First semester	ECTS	Second semester	ECTS
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			
Elective courses (students choose two courses)		Electives (students choose one discipline)	
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 1 ACADEMIC YEARS: 60 CREDITS

ANNOTATIONS OF STUDY DISCIPLINES

I. COMPULSORY COURSES

FILM PRODUCTION

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 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: I

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. Rating 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: I

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: I

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: II

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: II

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

WEB DESIGN

ECTS credits: 3

Weekly horarium: 2 hours of lectures

Knowledge check form: current control

Type of exam: written and oral

Semester: I

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: II

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: II

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: II

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.