

ANNOTATION

MA Programme in Journalistic studies

The programme provides proper preparation and complex approaches to journalism. The students study fundamental and specialized disciplines and acquire theoretical and practical knowledge in the following fields: general theory of journalistic studies, social and political sciences, cultural studies and humanities and particularly philology, as well as media technology. They also reach profound philological competence and possibilities for career in the media (print and electronic); this competence gives them the opportunity for future journalistic work routine, as well as possible development of unique approaches appropriate to the changes in the media and social sphere. The extended studies in a foreign language with a 4-semester duration make them adequate in different situations and successful in their career.

The Faculty of Philology gives its students the opportunity to work for the newspaper of “Philologist”, the radio programme of the Faculty of Philology “In the Eyes of the World” in RTVC – Blagoevgrad, as well as in other print and electronic media in the town, which are in collaboration with the faculty and thus they could put into practice the acquired theoretical knowledge and skills.

Curriculum

Subject: Journalistic studies

ECTS		ECTS	
History of Bulgarian Journalism, Part 1	3	History of Bulgarian Journalism, Part 2	2
Theory of communication	3	Media genres	1
Radio as a mass communication system	3	Radio genres	1
TV as a mass communication system	3	Newspapers genres	1
Newspapers as a mass communication system	3	Editing	2
Theory and practice of verbal communication	2	Master Journalism - Observation	1
Sociolinguistic aspects of mass communication	3	Optional subjects	6
Methods of communication researches	2	Diploma thesis	15
Language editing	1		
Master Journalism - Observation	1		
Optional subjects	6		

ECTS **30**ECTS **30****OPTIONAL SUBJECTS**

№	Subjects	ECTS
1	Foreign Language Training	2.0
2	Social psychology	2.0
3	Rhetoric	2.0
4	Law basics of the mass communication	2.0
5	Multimedia and journalistic	2.0
6	Pragmatic	2.0
7	Practical stylistics	2.0
8	Vision in mass media	2.0
		6.0
1	Economic terminology	2.0
2	Political terminology	2.0
3	TERMINOLOGY OF THE SPHERE OF CULTURE	2.0
4	Sports terminology	2.0
5	MASSMEDIA SPEECH BEHAVIOUR STRATEGIES	2.0
6	Media and communications	2.0
7	The Language of Advertising	2.0
8	Grammatical stylistics	2.0
9	IMPLEMENTATION OF JOURNALISM GENRES	2.0
10	Language and ethnopsychology	2.0
11	The journalist – news editor and reporter	2.0

COURSE DESCRIPTION

History of Bulgarian Journalism, Part 1 and 2

(lectures, seminars, extramural activities)

ECTS: 3/2

Classes per week: L-2; S – 0; EA– 4

Classes per week: L-2; S – 0; EA– 2

Assessment type: exam

Course type: compulsory

Course coordinating department:

Faculty of Philology

Lecturer(s):

Prof. Dr. Sc. Magdalena Kostova-Panayotova

Phone: 0885346542; e-mail: panayotova@swu.bg

Annotation

The course consists of two modules, each with 30 hours lecture, 0 hours and 60 seminars (30) hours of extracurricular work.

Training takes place in curriculum for each module.

The course introduces students to basic processes, phenomena, problems in the history of journalism in the country during the 20th century and today it stands trends.

Benchmarking in the context of the interconnections, influences centered around the modernizing process.

Deals with the typologies of the press. Attention is drawn to professionalism, creative journalism handwriting

Emphasis is on the issue of press freedom.

Course content

Key periods in the evolution of journalism. Modern global media trends. Globalization. New Media. First periodicals. Symptomatic features of the portraits of the first periodicals. Typology of management with regard to freedom of the press. Ideological relations in communication. Journalism in totalitarianism. Mass, informative publications. "Yellow press." Signs of modernization processes in periodicals profiling. Investigative Journalism. Types of magazines. Permanent trends in magazines. Place in the structural characteristics of the global media system. Opportunities for the development of cultural diversity.

Teaching and assessment

The course is a combination - combining the traditional method of lecturing with pre topics papers distributed in the course of the discussion which outlines further guidance.

Evaluation of knowledge in the subject is done by monitoring and applying the semester.

ART TECHNIQUE

(lectures, seminars, out-of-auditorium classes)

ECTS credits: 1

Weekly number of classes: L-1; S-0; OAC-1

Assessment type: exam

Subject status: facultative

Methodological guidance:

Department of Bulgarian language

Faculty of Philology

Lecturers:

Assistant Prof. Hristo Hristov

Annotation

The lecture course covers topics the purpose of which is to acquaint students with the technical artistic peculiarities of the equipment used by the modern mass media. Students acquire knowledge of the technical means of implementation of a journalistic project in the printed and electronic media.

Syllabus contents

Principal structure of photo and video camera. Lens. Means of expression in photography and television. Journalist's behaviour in various situations. Trends of development of equipment. New technologies.

Organization of training and control of knowledge

The lecture course combines a narrative on the equipment and technologies with instructions for practice operations. Students' knowledge is assessed by making them solve particular problems typical of journalists' work.

LANGUAGE AND ETHNO PSYCHOLOGY

ECTS: 2

Classes per week: L-1; S-0; IL – 3

Assessment type: continuing assessment

Course type: optional

Course coordinating department:

Bulgarian Language Department

Philological Faculty

Lecturer(s):

Prof. Ivan Kochev PhD

Anotation:

The goal of the topics in this lecture course is to meet the students with the colloquial patterns in the language of newspapers as massmedia resource. This discipline aims to introduce the details of the media colloquial writing genres and the ways of utterance in the different genres of print media. The editions and their national and genre specifics are analyzed. The main

attention exudes on the language style, which is used in the newspapers with regard to the ethno-psychological features of Bulgarian people.

Content of the course A new type of media (especially communication via printed media) communication – in counterbalance of the standard one. Features: different variety of language elements. True national lexemes and phraseologisms: anthroponyms, zoonyms, phytonyms, naturonyms. Independent and phraseological use. Religious lexis which has become national. Pseudo national lexemes lost Turkish words, dialect words, and slang words. Usage – independent and phraseological. Combinability of the dialect lexis with the pseudo dialect and international one. Renomination. Struggle for stylistic homogeneity.

Organisation of the course and evaluation:

This lecture course is combined – The traditional way of lecturing is combined with personal tasks, during the discussion of which, additional aspects are sketched. The students elaborate course papers.

GRAMMATICAL STYLISTICS

ECTS: 2

Classes per week: L-1; S-0; IL – 3

Assessment type: continuous assessment

Course type: elective

Course coordinating department:

Bulgarian Language Department
Philological Faculty

Lecturer(s):

Ass. Prof. Bilyana Todorova, PhD
e-mail: bilyanatodorova@swu.bg

Course outline: The aim of the course is to give the students more detailed information for the stylistic capacity of the morph syntax. Stylistics is usually more interested in lexical language use and their stylistics potential as well as in tropes and figures since the grammatical connotative capacity is less expressive. At the same time the unusual grammatical forms can be more semantically loaded and their manipulative force can be stronger because they are more difficult for recognition.

Course topics: Grammatical stylistics – nature and specifics. Stylistic morphology. Stylistics of nouns. Stylistics of adjectives. Stylistics of pronouns. Verb stylistics. Tense, voice and mood. Stylistic function of repeated, parenthetical, similar parts of sentence. Syntax stylistic figures.

Course organization and assessment: Students are expected to recognize the function of different grammatical stylistic devices in the text as well as to use them in writing. The type of assessment is continuous assessment.

ECONOMIC TERMINOLOGY

(lectures, extramural activities)

ECTS: 2

Classes per week: L-1; S-0; IL – 3

Assessment type: continuous assessment

Course type: Optional

Course coordinating department:

Bulgarian Language Department
Philological Faculty

Lecturer(s):

Ass. Prof. Plamen Patchev, PhD

Course outline:

The aim of the course is to provide theoretical knowledge of:

The most widespread economic concepts and theoretical interpretation. The pragmatic use of economic terminology in specialized and general journalism in interpreting macro- and micro economic topics, facts, tendencies and circumstances.

Course topics:

Market economics principles. Economics theory structure. Approaches and interpretation of topics.

Course organization and assessment:

During the lectures basic theoretical issues are presented but also some particular cases are discussed.

The final assessment is in the form of a test that covers the whole teaching material including theoretical questions and practical cases. The final mark presents 80% of the final test and 20% of active participation in the discussions.

IMPLEMENTATION OF JOURNALISM GENRES

(lectures, out-of-auditorium classes)

ECTS credits: 2

Weekly number of classes: L-1; S-0; CB-3

Assessment type: continuous assessment

Subject status: elective

Methodological guidance:

Departement of Bulgarian language

Faculty of Philology

Lecturers:

Assistant Prof. Hristo Hristov

Annotation

The syllabus is enclosed in a module covering 15 lecture classes. The course covers topic aiming at acquainting the students with the means and methodology of work of the team for the implementation in various journalism genres. Students get acquainted with the ways of implementation of journalistic material in various mass media.

Syllabus contents

Journalism genres. Implementation teams. Stages of implementation. Implementation in the individual genres. Specificities. Methods of work. Team work in life and interior. Work of teams in various situations. Account of the work performed.

Organization of training and control of knowledge

Training is conducted by lectures. Knowledge is assessed through a conversation on a topical issue.

LANGUAGE AND ETHNO PSYCHOLOGY

ECTS: 2

Classes per week: L-1; S-0; IL – 3

Assessment type: continuous assessment

Course type: optional

Course coordinating department:

Bulgarian Language Department

Philological Faculty

Lecturer(s):

Prof. Ivan Kochev PhD

Anotation:

The goal of the topics in this lecture course is to meet the students with the colloquial patterns in the language of newspapers as massmedia resource. This discipline aims to introduce the details of the media colloquial writing genres and the ways of utterance in the different genres of print media. The editions and their national and genre specifics are analyzed. The main

attention exudes on the language style, which is used in the newspapers with regard to the ethno-psychological features of Bulgarian people.

Content of the course:

A new type of media (especially communication via printed media) communication – in counterbalance of the standard one. Features: different variety of language elements. True national lexemes and phraseologisms: anthroponyms, zoonyms, phytonyms, naturonyms. Independent and phraseological use. Religious lexis which has become national. Pseudo national lexemes lost Turkish words, dialect words, and slang words. Usage – independent and phraseological. Combinability of the dialect lexis with the pseudo dialect and international one. Renomination. Struggle for stylistic homogeneity.

Ogranisation of the course and evaluation:

This lecture course is combined – The traditional way of lecturing is combined with personal tasks, during the discussion of which, additional aspects are sketched. The students elaborate course papers.

LAW BASIS OF THE MASS COMMUNICATION

(lectures, extramural activities)

ECTS: 2

Classes per week: L-2; S-0; IL – 2

Assessment type: continuing assessment

Course type: optional

Course coordinating department:

Bulgarian Language Department

Philological Faculty

Lecturer(s):

Professor R. Naumova PhD

Course outline:

The topics of this course aim to introduce the students the law reglamentation of the communication in the contemporary society. The course gives systematical knowledge of the law issues on the communications. The correlation between Bulgarian law and EU law in the sphere of communications and society is discussed.

Course topics:

Social parameters of the informational society. Социални параметри на информационното общество. Globalization. E - division. Management and regulation of the informational society. EU policy in the field of the informational society. Policy and law-making of EU. Act types. The conception of global communication network. Governing and administration of Internet. Information rights. E-government. Freedom of expression rights.

Course organization and assessment:

The course is a combination of the traditional way of lecturing on the one hand, pre-given subjects for lecture classes. The evaluation of knowledge is done through continuous assessment.

MEDIA GENRES

(lectures, extramural activities)

ECTS: 1

Assessment type: exam

Course coordinating department:

Bulgarian Language Department

Philological Faculty

Classes per week: L-1; S-0; IL – 1

Course type: compulsory

Lecturer(s):

Ass. Prof. Evdokia Borisova, PhD

e-mail: evdokiya Borisova@abv.bg

Course outline:

The aim of the course is to provide theoretical knowledge of the main problems in genrology; the specifics of media texts in comparison with literature and scientific ones; genre classification strategies, functioning in electronic and print media; theoretical and practical work with basic genres - news, interview, correspondence, reports etc.; the genre situation in media is analysed; the problems of normativity and creativeness of the journalists are discussed; genre convergations; The parameters of main social roles in discursive media field are presented and the accent is on the media communication.

Course topics:

Genres and problems of their theoretical interpretation in historical aspect. Genre hierarchy and genre dynamics. Genre, style, discourse. Mediatext - history, specifics, classifications (English, German, French, Bulgarian). Massmedia genre system. Information, analytical etc. genres - characteristics, typology, functions, classification. Genres in print and electronic media - informational and interpretative discourse. Informational genres - typological and functional characteristics. Chronicles (sport, political, economical, cultural); informational note; correspondence; interview; report. Interpretative genres - typological and functional characteristics. Analytical correspondence; analytical interview; comments; features; inquiry. Non-journalistic genres. Place of non-journalistic texts in massmedia discourse.

Course organization and assessment:

During the lectures basic theoretical issues are presented but also some particular cases are discussed.

The final assessment is in the form of a test that covers the whole teaching material including theoretical questions and practical cases. The final mark presents 80% of the final test and 20% of active participation in the discussions.

METHODS OF COMMUNICATION RESEARCHES

(lectures, seminars, extramural activity)

ECTS credits: 2

Classes per week: L-2; C-0; IL-2

Assessment form: continuing assessment

Discipline statute: compulsory

Department "Bulgarian language"
Philology faculty

Lecturer:

Assoc.prof. Dr Sc Dobrinka Peicheva

Anotation

Forming of knowledge for studying of communication and journalism activity is connected with precise journalism. As educational journalism direction it have started in the beginning of last century when empirical methods have received a scientific respect and when have began to be used in social researches of reality. In our country it was after 1970 when was created researches centers for any of media organizations – Bulgarian national television, radio etc.

Content of educational discipline

Main dimensions of research methods of communication studies. Communication studies-retrospective dimensions. Basic kinds of communication researches. Theoretical model of communication research. Questionnaires. Different kind of questions. Rules to creating of questionnaires(28) Technical requirements for communication questionnaires. Organizational dimension of communication researches. Research stages. Field work of communication problems. Cabinet research of communications. Concrete methods of communication researches – Individual direct inquiry- temporal dimension; Interview- standard semistandard, instandard Content analysis in electronic media Content analysis in print media Qualitative methods. Analysis of documents.

Technology of teaching and assesment

The course includes traditional elements – lectures, discussions, practical activity in creating and realizing of different communication researches

Selfpreparing of students includes:

- Preparation for field work researches ;
- Creation of theoretical model for empiric research
- Preparation of all needed research documentation

Assessment of received knowledge have been made on the base of current control and practical term examination

Editing

(lectures, seminars, extramural activities)

ECTS-credits: 2

Classes per week: L-2; S – 0; EA –2

Assessment type: exam

Course type: compulsory

Course coordinating department:

Faculty of Philology

Lecturer(s):

Professor Klavdia Kamburova

Course description:

The course on the Editing introduces the main expressions of installation - orientation in space, mounting ties, the basic concepts associated with the frame, mounting types, dramatic and expressive opportunity, types of mounting connections. The lecture course covers topics such as time, space, pace and rhythm in build composition mounting. expressions of assembly language, which are the basis for the work, documentaries and television forms.

Course content

Specificity of Editing in film and television. Types of Plans movie. Dramatic and expressive possibilities. Types of Plans movie of visual expression. Specificity of film frames in television form. Photographic film axis. Ways of passing the film shooting axis. General direction. Orientation in space film. Sequence of directions. Shot- species important. Function of the Shot. Elements of the film Shot. Concatenation of the. Basic rules- static film Shot, deformation of the film Shot. Types of the Editing. Movement in the film Shot, change in space and time. Specificity of the Editing. Stylistic figures Types. Form and content. Transitions. Key Features. Types of effects. Specificity of drama. Specificity of the Editing. Types and forms. Documentary - Types and forms. Poll, Portraitq Interview, News, Reportage
Specificity of training. Film detail – Types, Functions, Character Shot. Meaning of detail to build character, the character of the hero of the film space. Documentary. Types,

Educational Methods:

Education process includes analytical approach to lecture materials based on comparative analysis, theoretical analyses and analyses on art works.

Extracurricular work.

- Storyboard - literary text without dialogue
- Seminar work on material taught in the course;

- Impression - Editing
 - Description of a character set photography;
 - Analysis of the picture;
 - Shooting photostory - "Workflow";
 - Consultation with the teacher;
 - Search and classification of material via the Internet;
 - Development of written essays and term papers
- The themes and objectives for each specific student performs in writing, if possible electronically(establishing a handy kind of file that can be used by other students)

MULTIMEDIA AND JOURNALISM

(lectures, extramural activities)

ECTS: 2

Classes per week: L-2; S-0; IL – 2

Assessment type: continuous assessment

Course type: Optional

Course coordinating department:

Bulgarian Language Department
Philological Faculty

Lecturer(s):

Chief Assist. Prof. Petar Tsonev, PhD

e-mail: pepitsonecv@abv.bg

Course outline:

The aim of the course is to provide theoretical knowledge of:

- Computer and multimedia program in media;
- Journalistic source in internet;
- Multimedia and online journalism;
- Multimedia in news sites;
- The interactive possibilities of web sites;
- Practical work with multimedia materials.

Course topics:

Computer and multimedia program in media. Journalistic source in internet. Multimedia and online journalism. The interactive possibilities of web sites. Multimedia in news sites. Work with media production online. Creating material with combined elements /text, pictures, audio, video, interactive graphics/.

Course organization and assessment:

During the lectures basic theoretical issues are presented but also some particular cases are discussed.

The final assessment is in the form of a test that covers the whole teaching material including theoretical questions and practical cases. The final mark presents 80% of the final test and 20% of active participation in the discussions.

MASTER JOURNALISM - OBSERVATION

ECTS: 1

(seminars, extramural activities)

Assessment type: continuing assessment

Classes per week

Course coordinating department

Observations: L-0; S-1; IL – 1

Bulgarian Language Department

Philological Faculty

Course type: compulsory

Lecturer(s):

Rosinka Prodanova, PhD

e-mail: rossinka@gbg.bg

GSM: 0884 705 346

Annotation:

The observations and the practice are directly related with the discipline. Through them the students consolidate their theoretical knowledge and build clear image of the creative and the technological process in the electronic media, mostly on the basis of practice in Radio Blagoevgrad - the oldest and the most rating regional radio in the South-Western Bulgaria. The aim is the students to experience and to enrich in the real practice of “making” journalism, to acquire independent skills in using different journalistic genres, to learn how to use professional recording equipment, to learn to make records, montages by their own, to process audio material, to recognize and prepare individual elements for the radio program, to explore sources of information. The activities aim to outline the common criteria for “making” radio and for the minimal set of requirements for the people working in the media.

Course topics:

Visitations of the regional media – printed and electronic in Blagoevgrad; observations of the processes of preparation and emissions of the programs; setting and implementations of specific tasks for analysis; practical cases.

Course organization and assessment:

Current control and final exam.

NEWSPAPERS AS A MASS COMMUNICATION RESOURCE

ECTS: 3

Classes per week: L-2; S-0; IL – 4

Assessment type: exam

Course type: compulsory

Course coordinating department:

Bulgarian Language Department

Philological Faculty

Lecturer(s):

Ass. Prof. Bilyana Todorova, PhD

e-mail: bilyanatodorova@swu.bg

Course outline:

The aim of the course is to present to the students the specifics of the print media, which first have come into being for more than two centuries and which still exists. The topics encompass various issues concerning the goals of different newspapers, their audience, and their expressing mode. The focus comes on the change of the language used, on the national and genre specifics of this kind of media. Last, but not least, the course aims to show the stylistic and linguistic characteristics of texts from the print media. At the end of the course students are expected to be prepared theoretically and on practice to create and analyze newspaper texts.

Course topics: Some historical notes on newspaper heralds. First print media in the world and in Bulgaria. The history and the present – newspapers today. The competition with the other classical mass media devices and Internet. Specifics of the newspapers. The future of newspapers. The mass media (and newspaper) influence on society as well as on the recipients – psychological and sociological theories. Media types. Reflective and unreflective media. Popular and serious press media. Newspapers in some countries in Europe and in America – the UK, the USA, Germany, Scandinavia. The newspapers in Bulgaria. Serious issues. Hybrid issues. Yellow issues – main differences in the topics, the audience and the mode. Issue planning. Content organization. Issue production. Genre characteristics of the text. Informative and analytical genres. Comments in the Bulgarian print press. News in the Bulgarian print press. Hard and soft news. The title of newspaper texts. Lead structure. Colloquial devices – topics of everyday life, solidarity relations with the reader. Lexical and grammatical colloquial devices.

Course organization and assessment:

The course combines the lecture exposing and discussion based on previously dealt topics and personal tasks with a well-established bibliography in the area.

PRACTICAL STYLISTICS

ECTS: 2

Classes per week: L-1; S-1; IL – 2

Assessment type: continuous assessment

Course type: elective

Course coordinating department:

Bulgarian Language Department
Philological Faculty

Lecturer(s):

Assistant Prof. Bilyana Todorova, PhD
e-mail: bilyanatodorova@swu.bg

Course outline:

The aim of the course is the presentation of the capability of stylistic devices to give the nuances to the mass media messages. During the seminars the theory is put into practice and students create texts with different pragmatic goals, for different audience and using different language.

Course topics: Stylistic specifics of informative media texts. Lead structure. Lexical devices in informative texts of serious media issues. Grammatical devices in informative texts of serious media issues. Lexical devices in comments of serious media issues. Grammatical devices in comments of serious media issues. Lexical devices in texts of popular media. Grammatical devices in texts of popular media.

Course organization and assessment:

Lectures aims at introducing a theory of media discourse. Except for presentation of media genres and issues, they reveal the interdependence of every part of discourse – field, tenor and mode. During the seminars the capacity of every text type to present the information using specific lexical and grammatical devices is shown on practice.

PRAGMATICS

ECTS credits: 2

(Lectures, seminars, extramural activities)
Classes per week: L-2; S-0; IS - 4

Assessment type: continuous assessment

Course type: optional

Course coordinating department:

Department of Bulgarian Language
Faculty of Philology

Lecturer(s):
Prof. Lilia Ilieva, PhD

Synopsis

The aim of the course is to present pragmatics as a branch of semiotics, which is developed via different theories. The students are introduced to the metalanguage of pragmatics and to the main ideas proposed from different perspectives. Relatively new theories as inferential theories and the theory of relevance are considered. Particular attention is paid to the construction of the context through the efforts of the speaker and hearer.

Content of the course

During the course the separation of pragmatics as a branch of semiotics is traced and the differentiation of linguistic pragmatics is analyzed. The problems are considered in the theoretical framework of the new theories of inference, relevance and language as a tool to restrict the possible inferences in the process of constructing of the context.

Organization of the teaching and the evaluation

Лекционният курс е комбиниран - съчетава се традиционният начин за водене на лекции, от една страна, с обсъждане на конкретни проблеми след наблюдение върху определен медиен материал

The course is combined - the traditional way of lecturing is incorporated into discussions of specific problems raised in the process of the analyses of certain media material.

FOREIGN LANGUAGE TRAINING

(seminars, extramural activities)

ECTS : 2

Classes per week: L-0; S-2; EMA-2

Assessment type: continuing assessment

Course type: elective

Course coordinating department:

Philological Faculty

Lecturer: Team

Abstract:

The course of Foreign Language Training has the following objectives:

- Developing and improving the skills of Writing, Reading, Listening and Speaking as well as enriching the knowledge acquired in the BA course of education;
- Taking part in free conversations on various topics and in discussions on topics prepared in advance or improvised;
- Writing papers on topics after listening to or reading various texts;
- Acquiring knowledge and enriching vocabulary in specialized scientific fields;
- Writing journalistic papers on various topics and in various subgenres.

Course contents:

The course of Foreign Language Training develops the students' skills and knowledge through their integration. The focus is on the four main skills – Writing, Reading, Listening and Speaking (and their combination). The course introduces some basic translation principles.

The final assessment is in the form of oral exam and a written test on the whole course content. For the oral exam every student is expected to read 30 pages by a foreign author (not adapted) and make an individual vocabulary of the newly learned words (their translation into Bulgarian, derivatives, explanation in foreign language). At the oral exam the student will read a passage, translate it orally and then a discussion on the book will follow.

Course organization and assessment:

The course consists of seminars at which the students are supposed to work actively by using the acquired knowledge and preparing papers on given by the lecturer topics. The final test has a written and an oral part. The written part consists of foreign-Bulgarian translation and vice versa and writing a text on a given topic. The written part is eliminating. The oral part includes discussion on the student's examination paper as well as discussion on the book prepared for the exam and the individually developed vocabulary.

PRACTICE

(seminars, extramural activities)

ECTS credits: 1

Assessment type: continuing assessment

Classes per week: L-0; S-1; EA-1

Course type: compulsory

Course coordinating department

Bulgarian Language Department

Philological Faculty

Lecturer(s):

Rosinka Prodanova, PhD

e-mail: rossinka@gbg.bg

GSM: 0884 705 346

Annotation

Practical classes are directly related with extramural activities. Through them the students reinforce their theoretical knowledge and build clear image of the creative and the technological process in the electronic media, mostly on the basis of practice in Radio Blagoevgrad - the oldest and the most rating regional radio in the South-Western Bulgaria.

Course content

Visitations of the local media. Analysis of the performance of homework from the first semester. Setting of practical task for of preparing and implementing a topic of copyright material - optional genre and media type. Independent work tasks. Presentation and analysis of practical tasks. How a journalist is looking for information? – Sources, standards. Introduction and analysis of the web site of electronic media.

Organization of training and assessment

The course is a combination - combining the traditional way of lecturing on one side, with predefined topics for the classes on the other, which are discussed from the point of clarification of the most important postulates, enshrined in them

RADIO GENRES

(lectures, seminars, extramural activities)

ECTS: 1

Assessment type: exam

Classes per week: L-1; S – 0; EA – 1

Course type: compulsory

Course coordinating department:

Faculty of Philology

Lecturer(s):

Prof. Dr. Sc. Magdalena Kostova-Panayotova

Phone: 0885346542; e-mail: panayotova@swu.bg

Course outline:

The course of lectures encompasses some theoretical aspects and its aims are to give the future journalists some basic ideas of the main radio genres and their significance, to acquaint them with the diversity of genres, and to teach them how to apply their knowledge. As the typology of genres is undergoing considerable changes, the course does not set as its goal to teach the genres according to a specific classification. The necessity of studying the radio genres is obvious: despite the sustainable development of such means of mass communication as television and the Internet, the radio still plays a major role in the life of the modern people and modern society as a whole. The course of lectures focuses on the problems of designing a journalistic and information strategy of the radio as a medium of mass communication. Special attention is paid to the genre policy and genre balance in the radio, as well as their specificity in comparison with the others, taking into consideration the constantly changing socio-political context. The course is closely related to all the other courses connected to the means of mass communication, stylistics, history of language, literature, rhetoric, etc. The education is interdisciplinary and closely related to philology.

Course topics:

Genre problems of radio journalism. Transformations. Radio genres.

News, analytical, art-documentary genres. Specificity of the news radio genres. Radio news. The importance of the sound. The effect of the presence of the radio journalist on the spot.

Creating news blocks. Rules of conduct. The performance of the radio journalist. Live broadcast.

Problems and themes. Two types of live broadcast – on the spot and in the radio studio. The role of the presenter. Characteristics of the live broadcast. The genres of radio journalism as a way of reflecting reality.

Course organization and assessment:

The aim of the course is to broaden the students' knowledge and give them a basic idea of the history of genres and radio genres in particular in the system of the means of mass communication. They are expected to acquire the knowledge and skills of defining the typology of radio programmes by analysing them in order to get the planned credits in the framework of the MA programme. The assessment is complex and depends on: the students' contribution to class discussion during the course and their final exam result. Some aspects that are considered in the final assessment are: participation in class discussions; a term paper on a text from a bibliography related to the problem; the exam result.

RADIO AS A MASS COMMUNICATION SYSTEM

(lectures, extramural activities)

ECTS: 3

Classes per week: L-2; S-0; IL – 4

Assessment type: exam

Course type: compulsory

Course coordinating department:

Bulgarian Language Department
Philological Faculty

Lecturer(s):

Chief Assist. Prof. Gergana Padareva-Ilieva, PhD

e-mail: gerypadareva@swu.bg

Course outline:

The aim of the course is to provide theoretical knowledge of:

- radio as a mass communication resource;
- the specific characteristics of radio as electronic media;
- history of radio;
- world's radio models;
- Bulgarian radio system – history and specifics;
- contemporary radio models in Bulgaria;
- radiocommunication.

Course topics:

Radio as a mass communication resource – specifics and functions. Theories for the nature and specifics of radio. History of the radio abroad. History of Bulgarian radio. World's radio models. Radio formats. How is radio organized. Tendencies in contemporary radio. Radio communication. Radio speech – characteristics. Radio speech behavior. Listeners. Target group. Communication between listeners and mediators.

Course organization and assessment:

During the lectures basic theoretical issues are presented but also some particular cases are discussed after listening to a radio program.

The final assessment is in the form of a test that covers the whole teaching material including theoretical questions and practical cases. The final mark presents 80% of the final test and 20% of active participation in the discussions.

RHETORIC**ECTS:** 2**Assessment type:** continuing assessment

(lectures, seminars, extramural activities)

Classes per week: L-1; S-1; IL – 2**Course type:** optional**Course coordinating department:**

Faculty of Philology

Lecturer(s):

Lecturer: Assoc. Dr. Gergana Dyankova, PhD

Landline phone.: +359-73-588 524, e-mail: diankova_g@swu.bg**Course outline:**

The main thematic emphases in the content of the training course are related to the history, theory and practice of the art of speaking. They cover both analytical interpretations of the causes of the rhetoric and various scientific and practical approaches in its development. Different rhetorical patterns are derived. Detailed review of the types of rhetorical expressions, types and argument in opposition rhetoric art. Adequate consideration is given to the specific characteristics and structural components of modern public speech and rhetorical devices.

Course topics:

Rhetoric as a specific form of art and interdisciplinary science. Rhetoric, eloquence, rhetoric. Categorical apparatus and basic aims of rhetoric. Historical aspects - main lines and names. Resistance in the rhetorical act. Types of rhetorical performances. Reasoning art of speaking. Speaker and audience. Specific features and structural components of public speech. Verbal reality in verbal rhetorical expression. Solving rhetorical incidents - for fast respond adequately to the formation and development of a specific rhetorical tact.

Course organization and assessment:

Exercises are taught through lectures and seminars, using traditional methods of teaching, accompanied by a variety of interactive methods, working in small and large groups, conflict resolution and more. During lectures, case studies are practiced and discussions are carried on controversial interpretations in the views of different theoretical schools. Seminars are held in the relevant practical problems. Typically, students commit to participate in "brainstorming"

disputes, debates, comments on rhetorical performances. Evaluation of knowledge in the subject is done by monitoring and by semester exam.

SOCIAL PSYCHOLOGY

(lectures, extramural activities)

ECTS: 2

Classes per week: L-2; S-0; IL – 2

Assessment type: continuous assessment

Course type: optional

Course coordinating department:

Bulgarian Language Department
Philological Faculty

Lecturer(s):

Assoc. Prof. Rozina Popova, PhD

COURSE OUTLINE:

The course in "Social Psychology" includes two content modules: 1) The process of socialization and social-psychological theories about the personality, 2) Small social groups - social influence and interpersonal communication

The course aims to provide systematic information about the origin and development of socio-psychological knowledge relating to:

- The formation of personality in the social world
- Social behavior and psychological phenomena of the immediate and mediated interaction between people
- Improvement of interpersonal communication skills and provision of social influence

The course is consistent with the psychological problems of the disciplines General Psychology, Psychology of Personality and Experimental Ps

COURSE TOPICS:

PART ONE: THE PROCESS OF SOCIALIZATION, SOCIAL AND PSYCHOLOGICAL THEORIES OF PERSONALITY

Lectures

SUBJECT SPHERE OF SOCIAL PSYCHOLOGY

. The personality in terms of social psychology

Educational aims and expected results: The students should know the concepts of personality

Socialisation

Educational aims and expected results: The students should know process of socialization and the deviations from it

Social cognition and the formation of impressions

Educational aims and expected results: The students should know the aspects of understanding and appreciation of the personality

Social attitudes and behavior

Educational aims and expected results: The students should know the mechanisms for changing the social attitudes

Standardized behavior. The social regulators for behavior
Educational aims and expected results: The students should know the regulators for social behavior and the reason for deviation.

Small social groups, social influence and interpersonal communication

Small social groups

Educational aims and expected results: The students should know the different classification criteria, structure and functioning of the groups

Social influence

Educational aims and expected results: The students should know the forms of social influence

The process of human communication

Educational aims and expected results: The students should know (considered) Communication as a social perception and interaction

Verbal and nonverbal communication
Psychosocial characteristics of the communication in Internet.
Educational aims and expected results: The students should know the importance of the verbal and nonverbal forms of communication.

Course organization and assessment:

The **assessment** of the students' results is done accordingly to the ECTS. The rating on each subject is formed at the end of the course on the basis of the rating of a written essay on a topic discussed during the lectures and on the basis of the rating of the student's extra-curriculum activity.

Final grade calculation is done by using a 6-point rating scale: the rating 6 equals level A on ECTS; the rating 5 equals level B on ECTS; the rating 4 equals level C on ECTS; the rating 3 equals level D on ECTS; the rating 2 equals level E on ECTS.

SOCIOLINGUISTIC ASPECTS OF MASS COMMUNICATION

ECTS: 3

Assessment type: exam

Course coordinating department:

Slavic Studies Department

Philological Faculty

(Lectures, seminars, extramural activities)

Classes per week: L-2; S-0; IL- 4

Course type: compulsory

Lecturer(s):

Associate Prof. Petar Vodenicharov

e-mail: petar@swu.bg

Course outline

The program presents the theory and practice of the Critical Discourse Analysis in Media Studies. The social and cultural mechanisms of production, distribution and consumption of popular press texts in Bulgaria in late 1990s-2000s are outlined. The texts are considered as

forms of symbolic power and the means of deconstructing possible power manipulation on morphological, lexical, phrase, syntactic and pragmatic levels are introduced.

Course topics:

Introduction

Mass communication – semiotic theories and models; mass consciousness and mass culture. The public – critical theories of influencing the public; symbolic power – ideologies and utopias. Mediums of communication – the power of the written and electronic mediums.

Press types: tabloid, quality and specialized press; hybrid types – history and common features. Youth press and youth in the popular press. The press texts – types of analyses: cultural, sociological, genre, content, critical.

Critical discourse analysis

- Analysis of the production, distribution and consumption of the press: media property, legislation, market, ethics and supervision.
- Analysis of the type of the publicity of the press – totalitarian, commercial, socially responsible, plebeian.
- Sources of information (first hand and second hand sources), types of text composition.
- Critical content analysis – social and personal topics, the hierarchy of the topics, means of interpretation of the topics.
- Lexicology – critical analysis of the nomination process (co-reference chains, univerbization, personalization) and vocabulary – denotative and connotative (cultural) meanings.
- Phrase analysis – cognitive and connotative power of idioms and metaphors. Deconstructing cultural myths and stereotypes.
- Analysis of grammar – the connotative meanings of the transferred grammar categories.

Syntactic analysis – objective and subjective wording, syntactic transfers

SPORTS TERMINOLOGY

(lectures, extramural activities)

ECTS: 2

Classes per week: L-1; S-0; IL – 3

Assessment type: continuous assessment

Course type: Optional

Course coordinating department:

Philological Faculty

Lecturer(s):

Ass. Prof. Kiril Kostov, PhD

e-mail: kzkostov@abv.bg

Course outline:

The lecture course includes topics, whose main purpose is to introduce students to the basic sports terminology and to principles of its establishment. Many issues are discussed about the

need to achieve an adequate communication between sports journalists and other members of the society, satisfying social needs and interests in the field of sports.

Course topics:

Appearance of the sport as a social phenomenon. Integrative functions of sport. types of sport events and their coverage. Basic principles for the construction of sports terminology. Basic categories and concepts in sports journalism. Features of sports terminology in various sports and sports disciplines - basic sports concepts and terms. Features of sports comments. Specificity of sports language and expression.

Course organization and assessment:

The teaching is organized in a way which combines traditional way of lecturing (preannounced program) with pre-distribution upcoming lecture topics and holding discussions, in order to clarify the basic postulates, parameters and guidelines of studied knowledge, provided for the relevant lecture.

LEVELS STYLE IN LITERATURE AND JOURNALISM

(lectures, seminars, extracurricular employment)

ECTS credits: 1

Assessment type: Examin

Course coordinating department:

Bulgarian Language Department

Philological Faculty

Ass. Professor: Roman Hodzhikosev

Weekly classes: L-1, S-0; IL-1

Course type: optional

Annotation

The curriculum is located in a module consisting of 15 lecture hours.

The course includes topics designed to acquaint students with the literary and journalistic writing style.

Course content:

Nature of linguistic and literary character. Semiotic models. French structuralism - Roland Barthes Specificity of artistic and journalistic text from the analytical point of view. Levels of organization of artistic and journalistic text. Metaphorical structures. Texture. Mechanisms of "dismemberment" of the text. Criteria for differentiating intersexual parts. Function of the author's voice, the descriptive and narrative approach and plans. Organizing system of character. Organization of training and assessment

The course is a combination of the traditional way of lecturing on the one hand and pre-given subjects for lecture classes, on the other, which is discussed in terms of clarifying the most important tenets enshrined in them.

MASSMEDIA SPEECH BEHAVIOUR STRATEGIES

ECTS: 2
Assessment type: continuous assessment
Course coordinating department:
Bulgarian Language Department
Philological Faculty

(lectures, extramural activities)
Classes per week: L-1; S-0; IL – 3
Course type: Optional

Lecturer(s):
Chief Assist. Prof. Petar Tsonev, PhD
e-mail: pepitsonev@abv.bg

Course outline:

The aim of the course is to provide theoretical knowledge of:

- Different “languages” in media;
- Communication rules in media;
- Rules for crating texts in media;
- Social influences in creating media text;
- Successful and non successful speech behavior;
- Verbal and nonverbal communication;
- Persuasion techniques;
- Speech behavior strategies depending on genre, theme, audience;
- Manipulative strategies.

Course topics:

Language and media. Communication in media. Speech behavior models. Successful and non-successful speech behavior. Rules for crating media text in print media. Rules for crating media texts in electronic media. Verbal and nonverbal communication. Persuasion techniques. Manipulative strategies. Speech behavior strategies depending on genre, theme, audience.

Course organization and assessment:

During the lectures basic theoretical issues are presented but also some particular cases are discussed after listening to a radio program.

The final assessment is in the form of a test that covers the whole teaching material including theoretical questions and practical cases. The final mark presents 80% of the final test and 20% of active participation in the discussions.

TERMINOLOGY OF THE SPHERE OF CULTURE

ECTS ECTS: 2

Classes per week: L-1; S-0; IL – 3

Assessment type: continuous assessment

Course type: optional

Course coordinating department:

Bulgarian Language Department

Philological Faculty

Lecturer(s):

Assos. Prof. Tatyana Stoichkova

Course outline:

The aim of the course is to give the knowledge for the nature of culture as a social phenomenon, for its many-sided explanation and interpretation. At the same time the terminological problems in the sphere are discussed. During the lectures the ways of functioning, reception and transmission of culture as well as the correlation with the phenomena like art and routine are presented.

Course topics:

Different theories for the nature and factors of culture. Culture as an autonomous system -the genesis of the idea. Culture as behaviour, practice, mentality. Culture as creation and process. Culture as a fund of artefacts, products, classics, conservation. The language of high culture. The language of popular culture.

Course organization and assessment:

During the lectures basic theoretical issues are presented but also some particular cases are discussed after listening to a radio program.

The final assessment is in the form of a test that covers the whole teaching material including theoretical questions and practical cases. The final mark presents 80% of the final test and 20% of active participation in the discussions.

THE LANGUAGE OF ADVERTISING

ECTS: 2

(lectures, seminars, extramural activities)

Assessment type: continuing assessment

Classes per week: L-1; S-0; IL – 3

Course coordinating department:

Department of Bulgarian Language

Philological Faculty

Lecturer(s):

Assist. Prof. Teodora Kiryakova-Dineva, PhD

Тел: 073/588528; e-mail: teodora.kiriakova @swu.bg

Annotation:

The course „The Language of Advertising” is oriented to students interested in philology in general, and in the visual arts and media in particular. It introduces the students into some very

specific area of the contemporary culture - the relationship between the linguistic sign and the image on the one hand, and between the linguistic and pragmatic code - on the other. Special attention is paid to the specifics of the advertising language according to the communication channel. The training course aims to reveal the compositional features of advertising and to reveal the compositional features of advertising and to show its massive presence in public life, on the one hand, and on the other - to demonstrate the changes in the general model of communication through the communication with trademarks.

Content of the course

Objectives and principles of the advertising text. Appearance. Advertising communication. Advertising - definition and classification. Linguistic and non-linguistic codes in advertising. Advertising types. Classification. Verbal structure of advertising. Ways and means of expressing information in advertising. The narrative in different types of advertising. The inverted pyramid and the language of advertising. Metaphors as a basic tool in the language of advertising. The language of dramatic, scandalous and paradoxical advertising. Advertising context. Noises in advertising. Socio-cultural aspects of advertising. Strategies and techniques in the language of advertising texts. Language trends in advertising. National values and language of advertising. Intercultural language features and advertising.

Course organization and assessment:

The course combines the traditional way of lectures on the theory of advertising, on the one hand, and the practical side of the advertising on the other. Priority in the assessment has the individual work of students, which is done by compiling of an own data-based corpus of selected advertisements - selected type / 30 ads at least/ and of 5 independently created ads of each type and of a Rower Point Presentation for them / the emphasis has the language /. The evaluation of knowledge in the course is the monitoring and the examination, where the most important are the practical skills of students and their ability of analyzing advertising texts of various types of ads, and the discussion with the lecturer on the style and linguistic characteristics of ads.

THEORY OF COMMUNICATION

ECTS: 3

Classes per week: L-2; S-0; IL – 4

Assessment type: exam

Course type: compulsory

Course coordinating department:

Bulgarian Language Department

Philological Faculty

Lecturer(s):

Prof. Plamen Bratanov

e-mail: pibratanov@swu.bg

Course outline: The course presents the communication as a inseparable part of social groups existing. Because of communication the members of the groups strive for reaching common goals and for avoiding conflicts and contradictory situations. If such conflicts are a fact, the rational decisions are made by consensus. The accent is put on the analysis of social

communication elements, on the specifics of their interaction, on the nature and specifics of mass communication.

Some special features of mass communication process can be outlined – the communication object, coding, interference – canal and semantic noise, goal and functional purpose of communication, feedback, etc.

Course topics: Social communication; the object of communication, coding and decoding, transmission, interpretation, communication levels, mass communication, mass communication elements, interference, “gate – keeping” process, feedback, stereotypes and myths, mass communication theory, leader, dipodic and multistage mass communication process, functions of mass communication, information community.

Course organization and assessment:

The course combines the lecture exposing and discussion based on previously dealt topics and personal tasks with a well-established bibliography in the area.

THEORY AND PRACTICE OF VERBAL COMMUNICATION

ECTS: 2

Assessment type: exam

Course coordinating department:

Faculty of Philology

Lecturer(s):

Lecturer: Assoc. Dr. Gergana Dyankova, PhD

Landline phone.: +359-73-588 524, e-mail: diankova_g@swu.bg

(lectures, seminars, extramural activities)

Classes per week: L-1; S-1; IL – 2

Course type: compulsory

Course outline:

Training reveals the essential aspects of verbal communication as a specific form of personal and professional self-realization and self-affirmation. This course enables students to acquire theoretical and practical knowledge and skills to work with the spoken word. Students are introduced to the multifaceted significance and specificity of verbal communication; also research approaches to the analysis of verbal communication and the dominant stage in the aspect of function words suggestive of speech. The practical course is aimed at improving the skills of students motivated speech strategy and opportunities for different organizational options of verbal expression and mastering tools to ensure adequate and effective verbal behavior.

Course topics:

Communication and verbal communication. Transformations of the communication system and conceptualization of human language paradigm. Structural components of verbal communication in the aspects of information theory. Categorial and semantic fields of verbal

communication. Individual-communicative attributes. Objective barriers to verbal communication. Objective determinants of verbal communication. Social paradigm and practical levels of verbal communication. The theory of symbolic interactionism (G. Mead) and communicative action (Habermas, J.). Verbal action (K.S.Stanislavski). Stages in the process of verbal communication. Basic forms and principles of verbal communication - informal and formal verbal communication. Culture and etiquette in verbal communication.

Course organization and assessment:

Traditional way of lecturing is combined with active learning methods. The themes are pre-announced - lectures and discussions. Pre-communicative situations and modern audio-visual aids are used to illustrate the learning process. Evaluation of knowledge in the subject is done by monitoring and by semester exam.

TV GENRES

ECTS: 1

Assessment type: exam

Course coordinating department:

Bulgarian Language Department

Philological Faculty

Lecturer(s):

Ass. Prof. Evdokia Borisova, PhD

(lectures, extramural activities)

Classes per week: L-1; S-0; IL – 1

Course type: compulsory

Course outline:

The aim of the course is to provide theoretical knowledge of news texts structure and the functions of journalists as news editors in TV. Collaboration and intertextual connections between the major interpretative and information genres in electronic media.

Course topics:

News` discourse. TV - news texts - principles and quality. News - as journalistic genres. Communicative functions of TV news texts. News text structure. Interpretative TV genres - typological and functional characteristic. Correspondence; analytical interview; comment; features; inquiry. TV program - structure and principles.

Course organization and assessment:

During the lectures basic theoretical issues are presented but also some particular cases are discussed after watching TV program.

The final assessment is in the form of a test that covers the whole teaching material including theoretical questions and practical cases. The final mark presents 80% of the final test and 20% of active participation in the discussions.

TELEVISION AS A MASS COMMUNICATION RESOURCE

(lectures, seminars, extramural activities)

ECTS: 3

Assessment type: exam

Course coordinating department:

Faculty of Philology

Lecturer(s):

Prof. Dr. Sc. Magdalena Kostova-Panayotova

Phone: 0885346542; e-mail: panayotova@swu.bg

Classes per week: L-2; S – 0; EA –4

Course type: compulsory

Course outline:

The course consists of 15 lectures and 15 seminars.

The education is organized in accordance with a syllabus in one module.

The course includes a theoretical part and a practical part and its aims are to give the future journalists some ideas of the basic characteristics of television as a medium of mass communication, to define its significance, to acquaint them with the specificity of television as a means of mass communication and its requirements, and to teach them how to apply their knowledge. It focuses on the problems of designing a journalistic and information strategy of the journalistic presence on television. The course is closely related to all the other courses connected to the means of mass communication, stylistics, the history of language, literature, rhetoric, etc. The education is interdisciplinary and closely related to philology.

Course topics:

Television, terms and combinations. The TV medium. Culture and mass communication. Interviewee at will. Rules of TV reporting. TV communication. Journalism and communication on TV. The TV programme. Journalism of the speech and image.

Media reception. Social time and media narration. The creative process in television. Perspectives and trends in the development of TV journalism.

Course organization and assessment:

The aim of the course is to broaden the students' knowledge and give them a clear idea of the specificity of television in the system of the means of mass communication. They are expected to acquire the knowledge and skills of defining the typology of the programmes in order to get the planned credits in the framework of the MA programme. The assessment is complex and depends on: the students' contribution to class discussion during the course and their final exam

result. Some aspects that are considered in the final assessment are: participation in class discussions; a term paper on a text from a bibliography related to the problem; the exam result.

NEWSPAPER GENRES

(lectures, seminars, extramural activities)

ECTS: 1

Classes per week: L-1; S – 0; EA – 1

Assessment type: exam

Course type: compulsory

Course coordinating department:

Faculty of Philology

Lecturer(s):

Prof. Dr. Sc. Magdalena Kostova-Panayotova

Phone: 0885346542; e-mail: panayotova@swu.bg

Course outline:

The course of lectures encompasses some theoretical aspects and its aims are to give the future journalists some basic ideas of the main newspaper genres and their significance, to acquaint them with the diversity of genres, and to teach them how to apply their knowledge. As the typology of genres is undergoing considerable changes, the course does not set as its goal to teach the genres according to a specific classification. The necessity of studying the newspaper genres is obvious: despite the sustainable development of such means of mass communication as television and the Internet, the newspaper still plays a major role in the life of the modern people and modern society as a whole. The course of lectures focuses on the problems of designing a journalistic and information strategy of a periodical. Special attention is paid to the genre policy and genre balance of the newspaper or magazine taking into consideration the constantly changing socio-political context. The education is interdisciplinary and closely related to philology.

Course topics:

Newspaper genres. Typology. Genre formation. General characteristics. Types and specific features. Techniques for collecting information. News, analytical, art-journalistic genres. Characterization of each one in particular as variations, documentary qualities, verbal means, source of information and ways of providing it, principles of composition, type of analysis, methods of impact, genre formation features and potential for development and transformations.

Course organization and assessment:

The aim of the course is to broaden the students' knowledge and give them a basic idea of the history of genres and newspaper genres in particular in the system of the means of mass

communication. They are expected to acquire the knowledge and skills of defining the typology of the newspaper text by analysing it in order to get the planned credits in the framework of the MA programme. The assessment is complex and depends on: the students' contribution to class discussion during the course and their final exam result. Some aspects that are considered in the final assessment are: participation in class discussions; a term paper on a text from a bibliography related to the problem; the exam result.

VISION IN MASS MEDIA

(lectures, seminars, out-of-auditorium classes)

ECTS Credits: 2

Weekly number of classes: L-1; S-0; IL-2

Assessment type: continuing assessment **Subject status:** elective

Methodological guidance:

Departement of Bulgarian language

Faculty of Philology

Lecturers:

Assistant Prof. Hristo Hristov

Annotation

The syllabus is enclosed in a module covering 15 lecture classes and 15 seminar classes. The lecture course includes themes the purpose of which is to acquaint students with the methods of vision-making in mass media. Students get acquainted with the vision implementation in newspapers and television, as well as with the specific activity of each member of the team.

Syllabus contents

Processes in photography. Principal structure of the photo camera and video camera. Lens – structure and means of expression. Means of expression in photography and television. Genres in newspapers and television. Methods of work. Specificity of vision-making in individual genres. Team work in various situations and circumstances. Trends in vision development. New technologies.

Organization of training and control of knowledge

The lecture course is a traditional one. The practice exercises follow the lecture themes, extending and further illustrating them. The knowledge acquired is assessed through a conversation on particular topics. The student's involvement in the practice seminars conducted is also taken into consideration

THE JOURNALIST – NEWS EDITOR AND REPORTER

ECTS: 2

Assessment type: continuing assessment

Course coordinating department:

Bulgarian Language Department

Philological Faculty

(lectures, extramural activities)

Classes per week: L-1; S-0; IL – 3

Course type: optional

Lecturer(s):

Chief Assist. Prof. Gergana Padareva-Ilieva, PhD

e-mail: gerypadareva@swu.bg

Course outline:

The aim of the course is to provide theoretical and practical knowledge of:

- The professions – news editor and reporter;
- The social role of the journalist;
- Text structure and style of the news and reportage.

Course topics:

The job of news editor and reporter – specific work, requirements, realization. The information in media. The socially important information; the information of interest for the target group. Searching, receiving, “treatment” and interpretation of the information. Basic journalistic genre and style. Writing news and reports. Journalistic rules; ethic rules. Freedom of expressing – possibilities and restrictions. The connection journalist – recipients. The “connection” politics – journalist. Analyses of news, reports, interviews. Technic work. Editing audio files.

Course organization and assessment:

During the lectures basic theoretical issues are presented but also some particular cases are discussed after listening to a radio program.

The final assessment is in the form of a test that covers the whole teaching material including theoretical questions and practical cases. The final mark presents 80% of the final test and 20% of active participation in the discussions.

MEDIA AND COMMUNICATION

(lectures, seminars, extramural activities)

ECTS: 2

Classes per week: L-1; S – 0; EA – 3

Assessment type: continuing assessment

Course type: optional

Course coordinating department:

Faculty of Philology

Lecturer(s):

Assoc.prof. Stiliyan Stoyanov, PhD

e-mail: stilyan@swu.bg

Course outline:

This course focuses on the history of the visual images and the communication. It begins from invention of the camera and the telegraph in the middle of 19 century and finished to Internet. The course focuses on the history of the book as a media depending on the technology. The author describes the appellate possibilities of the book and the visual images and the efforts to govern the influence of media on the people.

Course topics:

Dialog, sermon, book. Enlightener`s forms. Electricity and magnetism in literal and metaphorical meaning. The radio – pragmatism and entertainment. Television, Olympiad, parade. Visual metaphors and topical film. The technics of the new political myths. Literature and cartoon. The culture of sands.

Course organization and assessment:

The training course is organized as a comment of multimedia presentation. The examination is written. The students can be exempt from an examination if they display the activity during the term.