



SOUTHWEST UNIVERSITY "NEOFIT RILSKI" - BLAGOEVGRAD

FACULTY OF ARTS

DEPARTMENT OF CULTURAL STUDIES

ECTS INFORMATION PACK

SPECIALITY "CULTURE AND CULTURAL TOURISM"

Education and qualification degree: Bachelor of Arts

Professional qualification: B.A. in Culture and Cultural Tourism

Mode of study: Full time

Period of training: 4 years

Qualification Characteristic

The main purpose of the training in the specialty "Culture and Cultural Tourism" is to prepare specialists with in-depth knowledge, expertise and competences in the interdisciplinary field of culture and cultural tourism, introducing them, on the one hand, with the theory and the history of culture, with the richness of our material and non-material cultural heritage, with the achievements in the development of modern Bulgarian culture, and on the other hand - with the specifics and trends in the development of cultural tourism, its economic and legal parameters, peculiarities in the organization of tour operator activities, hotel and restaurant management, etc.

This multilateral preparation provides the graduates of "Culture and Cultural Tourism" with high competence and practical skills in the complex sphere of culture and cultural tourism.

This objective defines the direction of training towards:

- comprehensive fundamental, general theoretical, and specialized training that provides integrative and interdisciplinary knowledge in the field of culture and cultural tourism;
- formation of professional skills that conform to contemporary European and world standards;
- creating an educational environment that enables future specialists to master modern methods of research, to express their creative and innovative thinking;
- preparing for the fulfillment of the professional obligations in the contemporary information society, by enriching the knowledge of computer and information technologies;
- acquiring adequate personal experience appropriate to their future professional activity;

- formation of professional-personality qualities, abilities and pursuit of continuous self-improvement and self-education.

The qualification standard of the specialty, including the field and scope of the knowledge and skills of the graduating students, as well as their personal and professional competencies is defined in the qualification characteristic. The graduates of the specialty acquire expertise and skills for analyzes in the sphere of European and Bulgarian culture, and specialized knowledge in the sphere of the national and international cultural heritage, the relations of Bulgarian culture with other cultures through the centuries, the material cultural monuments and the patterns of the non-material cultural heritage, the interpretation of culture through the prism of various social and human sciences, the management and administrative practices in the field of culture. The graduates of the specialty acquire competences in the field of the nature and scope of cultural tourism, economy and legal framework of tourism, tour operator activity; hotel and restaurant management, marketing and advertising in the field of cultural tourism, etc. The graduates of "Culture and Cultural Tourism" have the necessary professional competence to create new cultural and tourist destinations, to organize and manage the activities in the sphere of cultural tourism, the socialization and preservation of the cultural heritage.

Areas for professional development of the "Culture and Cultural Tourism" graduates:

- in national, regional and municipal cultural institutions;
- in centers dealing with research and applied activities in the sphere of cultural tourism and preservation of the cultural heritage;
- in institutions related to the protection of the cultural heritage as national wealth / security institutions, customs, etc.;
- in tourist centers, tour operators, related to the development and practice of cultural tourism;
- in non-governmental organizations dealing with cultural heritage and the efforts to preserve it;
- in museums and other establishments related to the preservation and exhibition of the cultural heritage sites and contemporary cultural values;
- in the sphere of business related to the cultural sphere, tourism, hotels, etc.

The curriculum also provides for extensive scientific-practical training of students related to cultural tourism and corresponded with the requirements and needs of the business and the labor market. It is implemented through novitiate programs divided into four modules (at the end of the second, fourth, sixth and seventh semesters) - in various cultural institutions, media, museums, tour operator companies, hotels, non-governmental organizations, public and private cultural institutions, etc.

THE CURRICULUM OF SPECIALITY “CULTURE AND CULTURAL TOURISM”

First year			
First semester	CTS credits	Second semester	ECTS credits
Theory of Culture	7,0	Ancient Cultures – Part 2	6,5
Ancient Cultures – Part 1	7,0	European Cultural Policies	6,5
Cultural Anthropology – Part 1	7,0	Cultural Anthropology – Part 2	6,5
Art and Communication	7,0	Optional discipline 1	2,5
Optional discipline 1	2,0	Optional discipline 2	2,5
Sport		Optional discipline 3	2,5
		Sport	
		Practice 1	3,0
Optional disciplines (The students choose one discipline)		Optional discipline (The students choose two disciplines)	
Creating Projects in the Sphere of Culture and Tourism		Applied Cultural Studies	
Foreign language		Ancient Thracian Heritage	
Written and spoken culture		Museum Work Technology	
		Cultural Profiling of Tourist Destinations	
		Ancient Cultures of the Italian Peninsula	
		Public Relations	
		History of Tourism	
		Foreign language	
	Total 30		Total 30
Second year			
Third semester	ECTS credits	Fourth semester	ECTS credits

Culture of Renaissance	6,0	Culture of Modernity – 17 and 18 Centuries – Part 1	4,0
Ancient Cultures in the Bulgarian Lands	6,0	Culture and Sustainable Development	4,0
Culture and Communication – Part 1	6,0	Cultural Tourism and Postmodernity	4,0
Anthropology of Middle Ages	6,0	Introduction to Tourism	4,0
Optional discipline 1	3,0	Visual Culture	4,0
Optional discipline 2	3,0	Culture and Communication – Part 2	4,0
Sport		Optional discipline 1	3,0
		Optional discipline 2	3,0
		Sport	
Optional disciplines (The students choose one discipline)		Optional disciplines (The students choose one discipline)	
European Institutions in the Field of Culture and Tourism		Balkan Cultural Centers in the Middle Ages	
Regional Specifics and Museum Exhibitions		Marketing Research in Tourism	
Corporate Culture		Cultural Tourism in the EU – principles, legal basis	
Insurance in Tourist Activity		Foreign language	
Tourist Markets		Historic Demography and Cultural Heritage	
Foreign language			
	Total 30		Total 30

Third year

Fifth semester	CTS credits	Sixth semester	ECTS credits
Everyday Culture	4,5	Bulgarian Folk Culture	4,5
Culture of Modernity- 17 and 18 Centuries – Part 2	4,5	Tour operator activities	3,5
Religion and Culture	4,5	Tourism Exhibitions and Tourism Fairs	3,5
Socialization of Cultural Heritage	4,5	Economy of Tourism	4,5
Semiotics of Culture	4,5	Cognitive Tourism	3,5
Optional discipline 1	3,0	Conjuncture in the Tourism Industry	3,5
Optional discipline 2	3,0	Optional discipline 1	3,0
Practice 2	1,5	Optional discipline 2	3,0
		Practice 3	1,0
Optional disciplines (The students choose two disciplines)		Optional disciplines (The students choose three disciplines)	
Tourism Animation		Financing and Crediting of Tourism	
Hotel and Restaurant Management		Accounting	
National Tourist Sites in Bulgaria		Cultural Monuments in Italy - XIII-XXI Century	
Tourism and Leisure /in English/		Technology and Organization of Tourist Guide Activity	
History of Tourism and Traveling in Europe XV - XX century		Psychology of Culture	
Internet and Culture		Contemporary Interpretation of Cultural Heritage	
Foreign language		Popular Culture	
Adventure tourism /in English/		Advertising in Tourism	
		Foreign language	
	Total 30		Total 30
Fourth year			
Seventh semester	CTS credits	Eight semester	ECTS credits

Culture of Bulgarian Middle Ages	5,5	Europe: Values, Geography, Heritage	4,5
Bulgarian Revival Culture as an Object of Cultural Tourism	5,5	Bulgarian Culture: Traditions and Modernity	4,5
Tourism in the Balkan Region	5,5	Entrepreneurship and Small Business in Tourism	4,5
Culture of the Bulgarian Communities Abroad and of the Ethnic Groups in Bulgaria	5,5	Designing a Tourist Route and Preparation of Tourist Guide	3,5
Optional discipline 1	3,0	Conversation	3,0
Optional discipline 2	3,0	Optional discipline 1	3,0
Practice 4	2,5	Preparation for B.A. thesis defense or State examination	10,0
Optional disciplines (The students choose three disciplines)		Optional disciplines (The students choose two disciplines)	
Information Technologies in Tourism		Basics of law	
Sustainable Management of Tourism		Legal and Regulatory Framework of Tourism	
Ethnological Tourism		Cultural Studies	
Bulgarian Custom-Ritual System		Event Tourism /in English/	
Bulgarian Folk Mythology		Social Psychology and Tourism	
Traditional Bulgarian Crafts and Arts			
Cultural Management			
Entrepreneurship in the Field of Culture			
Christian Art in the Bulgarian Lands			
	Total 30		Total 30

The four years of study: total 240 credits

ANNOTATIONS OF DISCIPLINES

COMPULSORY DISCIPLINES

THEORY OF CULTURE

ECTS credits: 7.0

Type of the course: compulsory

Hours per week: 3 lectures, 1 seminars

Hours Total: 60

Assessment form: written exam

Semester: I

Leading department: Faculty of Arts, Department of Cultural Studies

Lecturer: Chief Assistant Professor, Dr. Lachezar Antonov, Department of Cultural Studies

Annotation:

Theory of Culture is a fundamental theoretical subject, dealing with the problems related to the rationalizing of the nature of culture as a social phenomenon, and its versatile interpretations. The course on "Theory of Culture" traces the main historical stages of the scientific discourse on culture as well as the interdisciplinary research approaches to the problems of culture related to it.

Course content:

The term "culture" in historical perspective: Antiquity, Middle Ages, Modern Times. Classification of the definitions of culture. Culture and civilization. Anthropological and sociological concepts of culture. Culture and tradition. Culture and human activity. Symbolic and psychoanalytical concepts of culture. Culture and art. Culture, myth, religion. The nature of artistic culture. The game character of culture. System structure and functions of culture. Prerequisites, essences and development of the phenomena "mass culture", "subculture", "counterculture".

Technology of education and assessment:

The teaching is based on interactive methodology, which involves the participation of the students in critical analysis of different cultural texts that have a key role in the formation and understanding of one or another aspect of the concept culture. Students make two tests during the semester. Requirements for the certification of the semester are regular attendance, performance of assigned tasks and participation in the discussions.

ANCIENT CULTURES – PART 1

ECTS credits: 7,0

Type of the course: compulsory

Hours per week: 3 lectures, 1 seminars

Assessment form: exam

Semester: I**Leading department:** Faculty of Arts, Department of Cultural Studies**Lecturer:** Prof. Dr. Sc. Vasil Markov, Department of Cultural Studies, e-mail: markov@swu.bg**Annotation:**

The lectures cover the culture of Ancient Egypt, Mesopotamia, Ancient Persia, the culture of Ancient Asia Minor and the Aegean. Special attention is paid to the specific characteristics of those cultures, the ways they have influenced each other through time and space, as well as their achievements. Attempts are made to draw the main directions of cultural influences, and to describe the complex development processes in the Ancient Middle East which then become a foundation for the civilization and culture of Europe.

Content of the course:

Introduction. Historical and cultural approach to learning problems. Sources and research. Basic concepts; Culture of ancient Egypt. Natural geography and population. Periodization. Ancient Egyptian religion, mythology and religion; Ancient Egyptian writing; Ancient Egyptian literature; Scientific knowledge and education in ancient Egypt; Urban Planning and Architecture in Ancient Egypt; Ancient Egyptian sculpture and painting; Culture of ancient Mesopotamia. Natural geographic conditions and population. Periodization; Religion and mythology of ancient Mesopotamia; Literature and education in ancient Mesopotamia; Scientific knowledge in ancient Mesopotamia; Literature of Ancient Mesopotamia; Urban Planning and Architecture in Ancient Mesopotamia; Arts of Ancient Mesopotamia;

Part II

Culture of ancient Asia Minor. Religion and mythology; ;Architecture and art of ancient Asia Minor Culture of Anatolia and the birth of civilization in Europe; Culture of ancient Persia. Religion and Mythology; Urban planning and architecture in ancient Persia; ;Art in ancient Persia; Culture of ancient Phoenicia. Religion and Mythology; ;Writing in ancient Phoenicia; Architecture and art in ancient Phoenicia; Culture of ancient Jews. Religion and mythology; Architecture and art of the ancient Hebrews; Crete-Minoan culture. Religion; Crete-Minoan architecture and art; Crete-Minoan culture

Technology of education and assessment:

1. Auditorium work load

1. The course is conducted by using textual materials. They are also used multimedia and video, graphics and diagrams, plans of ancient monuments, reconstruction of cultural, artistic reproductions of ancient monuments.

Discussed current issues in the science.

2. Extracurricular employment

Self-training provides:

- studying of the literature on the subject;
- alone developing tasks of your choice;
- alone develop and presentation of the project

Students make one test during the semester and one course work. The requirements for the verifying the semester have attended classes regularly, completing assignments.

CULTURAL ANTHROPOLOGY – PART 1

ECTS:	7,0
Type of the course:	compulsory
Hours per week:	3 hours lectures + 1 hour seminar discussions
Hours Total:	60
Form of examination:	Test and oral presentation
Semester:	1 st
Lecturer:	Associate Prof. Dr. Svetlana Hristova, Department of Cultural Studies

Abstract:

The main focus of the proposed course in cultural anthropology is the relationship between the development of different forms of social organization and systems of control and regulation in various communities with the means of a variety of symbolic resources; the evolution of the relationship man – nature; man as a social being with capacity for symbolic production and learning in the “savage world” (characteristics of a "wild thought").

The course is structured in modules that represent successively: the emergence of classical anthropology and milestones in the development of anthropological science from the mid-19th to mid-20th century; the development of the most important anthropological ideas nourishing some of the leading trends and schools of the science of man and his culture.

Course content:

The lectures are structured into 4 modules: the first is dealing with the history of anthropology since the mid of the 19th century; the main anthropological approaches, schools and theoretical paradigms; principles and methods of field research; the second module traces the beginning of human history, the syncretic world, ‘poetic’ thinking and the magic behavior of the primitive (i.e. first) men, including the totems, taboo, prehistoric art and the forms of transmission of information in preliterate societies; the culture of memory and dialectics of the myth; the third module is dealing with different theories about the elementary manifestations of religious behavior, rituals and festivities and the magic economic system (the example of potlatch); the last module reveals the emergence and development of social organization presenting different theories about kinship groups, family and marriage; ethnicity, race and nation as the overarching political organization of cultural differences.

Technology of education and evaluation:

The students are required to attend regularly the lectures; to participate in the seminar discussions with PPP on preliminary determined issue.

The final score of the student will be determined as an average result of the score from his/her seminar presentation and the final test.

ART AND COMMUNICATION

ECTS credits: 7,0

Type of the course: compulsory

Hours per week: 3 lectures, 1 seminars

Assessment form: exam / continuous assessment

Leading department: Faculty of Arts, Department of Cultural Studies

Semester: I

Lecturer: Associate Prof. Dr.Tatiana Shopova, Department of Cultural Studies, e-mail: tansha@swu.bg

Annotation:

This course is aimed at revealing the main theoretical and methodological issues related to the clarification of the art as a communication system, its place in the science system, and the role of aesthetics in integrating knowledge about the art. The lectures presents a view of scientific knowledge about the art with logically justified desire it to be systematized twofold. On the one hand, as a part of the common system of scientific knowledge and the other - as a special scientific system that covers epistemologically the art practice in the past and in the modern development. Students are offered a working model for the overall system of knowledge about art, which includes as its main components: knowledge of art derived from the different private sciences in the social science and natural science, theories and perceptions that are displayed in the art practice; as philosophy of art and aesthetics, insofar as the latter is organically connected with it.

Content of the course:

The problem of the aesthetic attitude in the history of theoretical thought; Essence of aesthetics; Art as a subject of aesthetics; Art as an object of cultural studies; Art in the subject of Sociology; Art in the system of psychology; Art from the perspective of semiotics; The theory of art information; Art and Education; Private (occupational) sciences of art; Scientific system of art.

Technology of education and assessment:

The seminars include the following components: introduction of new information, summary and revision, presentation and analysis of tasks. Students make creative analyzes on chosen theme of the study material, develop reports, essays and write coursework etc. There are two tests during the semester. The requirements for the semester are regular attendance, completion of assigned tasks, self-developing reports, essays and others, writing coursework etc. The following auxiliaries for teaching are offered: 1/bibliography (attached to this syllabus), 2/ Multimedia and video materials.

ANCIENT CULTURES – PART 2

ECTS credits: 6,5

Type of the course: compulsory

Hours per week: 3 lectures, 1 seminars

Assessment form: exam

Semester: II

Leading department: Faculty of Arts, Department of Cultural Studies

Lecturer: Prof. Dr. Sc. Vasil Markov, Department of Cultural Studies, e-mail: markov@swu.bg

Annotation:

This module is focused on the culture of Ancient Greece and Rome – how it develops, how the two have influenced each other in time and space, the exchange and accumulation of cultural values which later become the foundation of European culture. The module includes seminars which help students develop practical experience in dealing with artifacts and works of art and research various sources of

information and the latest academic publications. The students will learn how to carry out independent research and analysis of the culture of Antiquity.

Content of the course:

PART I Culture of Hellas. Natural and social environment. Periodization; Hellenic religion and mythology Hellenic science; Hellenic literature. Greek drama; Urban Planning and Architecture in Hellas; Hellenic art; Hellenistic culture. Religion; Hellenistic science; Hellenistic literature; Architecture and Art in the Hellenistic Age; PART II Culture of the ancient Etruscans. Religion and Mythology; Architecture and art of the ancient Etruscan; Culture of ancient Rome. Social environment periodization; Roman religion; Roman science; Roman literature; Urban Planning and Architecture in Ancient Rome; Art in ancient Rome; Emergence and initial development of Christianity

Technology of education and assessment:

1. Auditorium work load

1. The course is conducted by using textual materials. They are also used multimedia and video, graphics and diagrams, plans of ancient monuments, reconstruction of cultural, artistic reproductions of ancient monuments.

Discussed current issues in the science of antiquity.

2. Extracurricular employment

Self-training provides:

- studying of the literature on the subject;
- alone developing tasks of your choice;
- alone develop and presentation of the project

Students make one test during the semester and one course work. The requirements for the verifying the semester have attended classes regularly, completing assignments.

EUROPEAN CULTURAL POLICIES

ECTS credits: 6,5

Type of the course: compulsory

Hours per week: 2 lectures, 1 seminar

Assessment form: exam / continuous assessment

Leading department: Faculty of Arts, Department of Cultural Studies

Semester: II

Lecturer: Associate Prof. Dr. Tatiana Stoitchkova, Department of Cultural Studies,
e-mail: tastoi@swu.bg

Annotation:

The course aims to provide students with basic insight into the field of cultural policy in the European Union and Europe. First, there will be a focus on theory and models which may be used to gain a better understanding of structures and processes in the field. The relationship among various sectors in the cultural sphere – production, networks, reception - will also be examined. Second, it deals with topics such as financing and governance, regulation and regimes.

Cultural policy as a national and international theory and practice comprise questions concerning politics, financing and governance, regulation and regimes. It draws on the social sciences to articulate

its social and economic role and territorial differences, to understand policy making and influence its future development and implementation.

From the cultural studies it draws on history, contemporary world - to come a concern with concepts like culture, community and nation, European and global culture, identities and representation: definitions and experiences of culture and arts and their role in European societies. From the economics it draws on management, economic potential of arts, creative industries.

The courses and seminars are designed as introduction to European Cultural policy.

Content of the course:

1. Cultural Policy - interpretations and mode of identification.
2. History and Institutions in cultural policy. National policies. The state and the culture.
3. History and Institutions in European cultural policy. Genesis, development and major specifics of the European cultural policies.
4. European Cultural Policy. Genesis, development and major specifics of the institutions in the European Union (EU)
5. European identity, citizenship and community policy-building. The processes of European integration.
6. Legislation and principles of culture/art legislation in EU.
7. Cultural Diversity. The Convention on the Protection and Promotion of the Diversity of Cultural Expressions (Convention). UNESCO's treatment of cultural goods and services.
8. Basic characteristics of EU funding. European programmes in cultural/art sector.
9. Creative Industries. The identification of the main domains and functions such as - production, preservation, creation, dissemination, trade/sales and education, that constitute the "cultural sector" from a creative industry point of view.

Technology of education and assessment:

(a) Practical work (project work) in seminar meetings; (b) the critical reviews

The final evaluation will take into consideration the participation to the discussions of the reading materials and discussion during the seminars (30%), the seminar paper (40%) and written exam (30%).

CULTURAL ANTHROPOLOGY – PART 2

ECTS:	6,5
Hours per week:	3 hours lectures +1 hour seminar discussions
Hours Total:	60
Form of examination:	test and oral presentation
Semester:	2 nd
Lecturer:	Associate Prof. Dr. Svetlana Hristova, Department of Cultural Studies

Abstract:

The course traces the methodological re-orientation of anthropology of the 20th century to the modern city and modern societies; restructuring of traditional forms of social organization (family, kinship, the nation-states, and generally - the "anthropological place") as essential aspect of the

development of modern cultures. Special attention is paid to the perspectives of anthropology of modernity and its ability for legitimization in the absence of the so-called "primitive cultures".

Course content:

The course traces the development of urban anthropological field studies; the emergence and history of city: ancient cities; medieval cities; Renaissance cities; the development of modern cities as spaces of universal exchange: the market, the window-shop, the passage, the mall, the second-hand shops; theories and history of public space; the evolution of the urban spaces of interaction, production and consumption; the postmodern metropolis as a space of difference and indifference (R. Sennett); of places and non-places (M. Augé).

Technology of education and evaluation: The students are required to attend regularly the lectures and to take part in at least one seminar with PPP on preliminary determined issue.

The final score of the student will be determined as an average result of the score from his/her seminar presentation and the final test.

CULTURE OF THE RENAISSANCE

ECTS credits: 6,0

Type of the course: compulsory

Hours per week: 3 lectures, 1 seminar

Assessment form: exam / continuous assessment

Leading department: Faculty of Arts, Department of Cultural Studies

Semester: III

Lecturer: Prof. Dr. Angel V. Angelov, Department of Cultural Studies, e-mail: valentangel@swu.bg

Annotation:

Renaissance in Europe XIV - XVI century

The course is an introduction in the forms of life, in the religious practices, and in the diversity of visual representations in the period.

The course aims to introduce students to the concepts of culture in historical perspective from XIV to the end of the XVI century. The accent will be on the variety of visual forms and practices.

Content of the course:

1. History of concepts Renaissance, Baroque, Early modernity. - 3 h.
2. Visual culture, visual studies, art history. - 2 h.
3. Geography of Culture of the Late Middle Ages in Europe. - 3 h
4. Italy in the fourteenth and fifteenth centuries – 3.
5. Social status of the artist in the fourteenth - sixteenth century. Commissioners and artists. - 2 h.
6. The relationship between image and word. Images of St. Francis of Assisi XIII-XIV century – 2 h.
7. Influence of humanism on the visual image. – 2 h.
8. Cities in the Renaissance: infrastructure of the city. – 2 h.

9. Original and copy: Techniques of multiplying - carving, engraving, typography. Social functions of multiplying of the image and the word - 2 h.
10. Religious and secular forms of life in Northern Europe in the fourteenth and fifteenth century – 2 h.
11. Crisis of the late fifteenth and early sixteenth century. Visual images of the end of the world. Hieronymus Bosch, Albrecht Dürer. – 3 h
12. Religion , politics, and visual image - Michelangelo. David, The Plafond of the Sistine Chapel), the Tomb of Julius II, the Medici Tombs. – 4 h.
13. Religion , politics, and visual image . Raphael in the Vatican from 1508 to 1520 - 2 h.
14. Last Judgment in the Sistine Chapel. Michelangelo's return to the spirituality of the late Middle Ages. Michelangelo and the movement of the Italian Reformation.
15. Reformation in Central and Western Europe.
16. History of the construction of the church "St. Peter" in Rome.

Technology of education and assessment:

The students have to prepare presentations and analysis of contemporary critical and of historical texts, and of different types of images of the period. They also have to write a coursework. The requirements include also regular attendance of the seminars.

ANCIENT CULTURES IN THE BULGARIAN LANDS

ECTS credits: 6,0

Type of the course: compulsory

Hours per week: 3 lectures, 1 seminars

Assessment form: exam

Leading department: Faculty of Arts, Department of Cultural Studies

Semester: III

Lecturer: Prof. Dr. Sc. Vasil Markov, Department of Cultural Studies, e-mail: markov@swu.bg

Annotation:

Course aims:

- To introduce students, characteristics and problems associated with the development of the ancient Thracian and Thracian-Roman culture in the Bulgarian lands.
- To stimulate their creative thinking;
- To prepare students for independent work of written, archaeological, visual and folk sources for the ancient cultures of the Bulgarian lands
- To build their skills in analysis and synthesis work with scientific texts

Content of the course:

The course provides knowledge about the cultural history of the ancient peoples who inhabited Bulgarian lands. Study is the emergence, development and the destruction of ancient cultures. Students are also relationships and mutual influences with highly developed civilizations of the Eastern Mediterranean and the cultures of the peoples inhabiting the neighboring lands. The focus is also the

legacy that they left ancient cultures in the Bulgarian culture. Emphasis is placed on the prehistoric cultures of the Bulgarian lands.

Technology of education and assessment:

1. Auditorium work load

1. The course is conducted by using textual materials. They are also used multimedia and video, graphics and diagrams, plans of ancient monuments, reconstruction of cultural, artistic reproductions of ancient monuments.

Discussed current issues in the science.

2. Extracurricular employment

Self-training provides:

- studying of the literature on the subject;
- alone developing tasks of your choice;
- alone develop and presentation of the project

Students make one test during the semester and one course work. The requirements for the verifying the semester have attended classes regularly, completing assignments.

CULTURE AND COMMUNICATION – PART 1

ECTS credits: 6,0

Type of the course: compulsory

Hours per week: 3 lectures, 1 seminars

Assessment form: exam / continuous assessment

Leading department: Faculty of Arts, Department of Cultural Studies

Semester: III

Lecturer: Associate Prof. Dr. Tatiana Shopova, Department of Cultural Studies, e-mail: tansha@swu.bg

Annotation:

The course is dedicated to the mutual influence of two interrelated social phenomena - culture and communication. Students' attention is focused on issues related to the basic and established life aspects of the relationship "culture - communication" of the ensuing real and theoretical problems as well as dominant in science perspectives on them. The logic of understanding the course is built according to: I. Place of communication in modern society and its essential characteristics. II. Interaction between culture and communication. III. Massiveness as a major feature of contemporary culture. The course covers the issues of the communicative process and its basic units; the role of communication in the information society is indicated. Special attention has been paid to the culture related aspects of the mass communication.

Content of the course:

The relationship between culture and communication - advanced scientific concepts; Essence of culture and the communication ; The role of communication in the information society; human communication, Models of the communication; Basic units and structure of the communication process; Types of communication; Nature and specificity of mass communication; the social functions of mass communication; The cultural aspects of mass communication.

Technology of education and assessment:

The seminars include the following components: introduction of new information, summary and revision, presentation and analysis of tasks. Students make creative analyzes on chosen theme of the study material, develop reports, essays and write coursework etc. There are two tests during the semester. The requirements for the semester are regular attendance, completion of assigned tasks, self-developing reports, essays and others, writing coursework etc. The following auxiliaries for teaching are offered: 1/bibliography (attached to this syllabus), 2/ Multimedia and video materials.

ANTROPOLOGY OF THE MIDDLE AGES**ECTS credits:** 6,0**Type of the course:** compulsory**Hours per week:** 3 lectures, 1 seminars**Assessment form:** exam / continuous assessment**Leading department:** Faculty of Arts, Department of Culture Studies**Semester:** III**Lecturer:** Chief Assistant Professor Grigor Grigorov, Department of Culture Studies, e-mail:**Annotation:**

The program in general history of the mediaeval culture introduces the students of the specialty "Cultural Studies" and "Culture and Media" to the basic phenomena of the Middle Ages in the way of cultural and historic period and the basic categories of the mediaeval culture. Due to the established academic traditions the teaching process proceeds in the form of lectures. The course contains methodic plan and full of matter plan. The purpose of the methodic plan is to enlight the meaning of The Middle Ages as a period of the forming of the integrated European culture with its specific development in Western Europe and Byzantine empire. The European culture in the Middle Ages is represented as the history of cultural, religious, mental, political and social phenomena. In the other plan the course is organized by the problem about the forming of the basic cultural and political areas in Middle Age Europe and their special features.

Content of the course:

The image of the medieval culture is to make periodization and chronology. Late Antiquity and early Middle Ages, new testament tradition and Platonism. The Age of Constantine. Great Migration - the cultural and historical aspects. Empire Carolingian . Culture of the North. Kievan Rus. Theology of Greek theology in Latin Crusades heretical movements. The medieval castle. Medieval town education in the Middle Ages. Salesmen and bankers in the Middle Ages. Chivalry in the West Europe. Medieval poetry. Muslim contribution in Europe. Alchemy as medieval cultural phenomenon . Medieval work. The Middle age family. Space and time in the medieval culture. The body and the soul. Europe in 1492 . Ages and modernity.

Technology of education and assessment:

As part of the course using theoretical studies, reproductions Medieval painting and Bulgarian translations of texts from the era of these Ages. Discuss issues related to the nature of Western European

medieval culture and contemporary living stereotypes thereof. Students are assessed by continuous assessment and examination. There is an opportunity for self-development type of coursework

CULTURE OF MODERNITY – PART 1 /XVII - XVIII CENTURIES/

ECTS credits: 4,0

Type of the course: compulsory

Hours per week: 3 lectures, 1 seminars

Assessment form: exam / continuous assessment

Leading department: Faculty of Arts, Department of Department of Cultural Studies

Semester: IV

Lecturer: Prof. Dr. Angel Angelov, Department of Cultural Studies, e-mail: valentangel@swu.bg

Annotation:

The course is an introduction to different social functions of visual images in historical perspective from XVII to the end of the XVIII century. Its aim is also to offer a critical approach in understanding of the enlargement of the European world and the interactions of European with other cultures.

Content of the course:

1. Characteristics of Early Modernity. The role of visual images.
2. The expansion of the European world in the XVI-XVIII centuries. The problem for the other; violence and tolerance.
3. Western Europe in the Seventeenth century.
4. Europe and the Ottoman Empire.
5. Dutch visual culture in the XVII century. Depiction of everyday life.
6. Rubens, Rembrandt, Vermeer - the artist as entrepreneur .
7. Centers of the Italian Baroque : Rome , Bologna, Naples , Genoa . Ideology and theatricality of the Baroque.
8. Balthasar Neumann . Episcopal Palace in Würzburg . Austrian Baroque. The Belvedere Palaces in Vienna.
9. Images of absolutism and national XVII - XVIII century : Versailles Palace , San Souci .
10. Excavations in Pompeii and in Herculaneum.
11. Winckelmann "History of the Art of Antiquity." Baroque and Classicism. Civic virtues.
12. What is "Grand Tour". Geographies and values.
13. Changes in the representation of nature and the city in the second half of Eighteenth century.
14. Enlightenment and Encyclopaedia.
15. Social presences of the visual image in the Eighteenth century.

Additional questions:

1. The first women artists. Lavinia Fontana, Sofonisba Anguisola , Artemisia Gentileschi.
2. Parks and gardens in the XVII-XVIII centuries.

Technology of education and assessment:

The students have to prepare presentations and analysis of contemporary critical and of historical texts, and of different types of images of the period. They have to write a coursework. The requirements include also regular attendance of the seminars.

CULTURAL TOURISM AND POSTMODERNITY

ECTS credits: 4.0

Type of the course: compulsory

Hours per week: 3 lectures, 1 seminars

Assessment form: written exam

Semester: IV

Leading department: Faculty of Arts, Department of Cultural Studies

Lecturer: Chief Assistant Professor, Dr. Lachezar Antonov, Department of Cultural Studies

Annotation:

The course on "Cultural Tourism and Postmodernity" traces the major historical stages in the development of cultural tourism as well as the phases of the consumer society related to it. During the course the students will become familiar with various philosophical and sociological concepts of Modernity and Postmodernity, and how tourism illustrates the structural transformations of capitalism from modern "Fordist" to postmodern "post-Fordist" models of production. In the frame of the course, cultural tourism will be discussed and analyzed both as a product of Modernity and as postmodern phenomenon, reflecting within its changing dynamics the broader social changes associated with industrialization and deindustrialization, shifting modes of production, marketing and advertising as well as the increasing consumption, both in type and in volume, of cultural heritage.

Technology of education and assessment:

The teaching is based on interactive methodology, which involves the participation of the students in critical analysis of different texts that have a key role in the formation and understanding of one or another aspect of the concept of postmodernity and its reference to the problems of cultural tourism. Students make two tests during the semester. Requirements for the certification of the semester are regular attendance, performance of assigned tasks and participation in the discussions.

CULTURE AND COMMUNICATION – PART 2

ECTS credits: 4,0

Type of the course: compulsory

Hours per week: 3 lectures, 1 seminars

Assessment form: exam / continuous assessment

Leading department: Faculty of Arts, Department of Cultural Studies

Semester: IV

Lecturer: Associate Prof. Dr. Tatiana Shopova, Department of Cultural Studies, e-mail:

tansha@swu.bg

Annotation:

This course is aimed at revealing the main theoretical and methodological issues related to clarifying the issues of media types, the relation „media - art" and the various manifestations of the media activity in the arts. It rationalizes the relationship of art with mass media, the nature of mass art and the social functioning of art in the new social and cultural environment. The course deals with communication and art features of the book, photography, cinema, radio and television. It reveals the mutual influence between the mass media and the traditional arts.

Content of the course:

Books and publishing; Printing and Typography; Radio communication; TV existence of culture; Interaction between art and mass media; Problems of the establishment and functioning of art in the age of the mass media. Art features of the book, Art photography, Cinema as a mass media; Art and radio communication, TV and art; Mutual influence between media and traditional arts.

Technology of education and assessment:

The seminars include the following components: introduction of new information, summary and revision, presentation and analysis of tasks. Students make creative analyzes on chosen theme of the study material, develop reports, essays and write coursework etc. There are two tests during the semester. The requirements for the semester are regular attendance, completion of assigned tasks, developing reports, essays and others, writing coursework etc. The following auxiliaries for teaching are offered: 1/bibliography (attached to this syllabus), 2/ Multimedia and video materials.

EVERYDAY CULTURE

ECTS credits: 4,5

Type of the course: compulsory

Hours per week: 3 lectures

Assessment form: exam / continuous assessment

Leading department: Faculty of Arts, Department of Cultural Studies

Semester: V

Lecturer: Associate Prof. Dr. Tatiana Stoitchkova, Department of Cultural Studies
e-mail: tastoi@swu.bg

Annotation:

The course gives students a grounding in concepts in everyday culture, focusing on the interplay of different social phenomena such as everyday practices, material culture consumption, popular culture, fashion, body. The course is comparative temporally, spatially and conceptually designed . Historical and cultural contexts are described. Current transformations, often characterized along with all the changes in ordinary people’s everyday behavior, values, and attitudes. The study of consumption, as a central aspect of everyday life, cannot only help explain recent developments but can also reflect back usefully on the social and cultural history.

The aims are:

a) To provide students with a historical survey of everyday culture that covers the development of key theoretical ideas and how they related to everyday practice.

b) To provide students the opportunity to examine case material from multiple cultural studies perspectives.

c) To familiarise students with cultural studies assumption underpinning the different theoretical orientation.

Content of the course:

1. Cultural form and practices in the organization of everyday life. Theoretical Concepts
2. Exploring everyday culture of the modern epoch. Various interpretations and mode of identification.
3. Biopolitics as practice of government. Ideology and disciplinary power
4. Private vs state/official - spaces: consumption and leisure
5. How everyday culture and consumption are conceptualized ?
6. How consumerism practices are conceptualized?
7. Constructing dwelling: experience and representations
8. Gender consumers - everyday life and participation.
9. Fashion in everyday culture.
10. Advertising - imagies and representations

Technology of education and assessment:

The course is based both on readings (both primary and secondary literature) as well as discussion. Important readings are included, and students are encouraged to study them in preparation for classes. Participation in discussions is a requirement and therefore attendance also matters. The students are required to present a seminar paper on a topic established from the beginning of the course and will be also asked to present during the seminars critical reviews on a book and on two articles.

(a) practical work (project work) in seminar meetings; (b) the critical reviews

The final evaluation will take into consideration the participation to the discussions of the reading materials and discussion during the seminars (30%), the seminar paper (40%) and written exam (30%).

SOCIALIZATION OF CULTURAL HERITAGE

ECTS credits: 4,5

Type of the course: compulsory

Hours per week: 2 lectures, 1 seminars

Assessment form: exam

Leading department: Faculty of Arts, Department of Cultural Studies

Semester: V

Lecturer: Prof. Dr. Sc. Vasil Markov, Department of Cultural Studies, e-mail: markov@swu.bg

Annotation:

In the course "Socialization of cultural heritage" studying the legacy of the culture of ancient Rome and ancient Hellas, the legacy of the Thracian, Byzantine, medieval and Renaissance culture in Bulgaria. Particular attention is given to the most important monuments of architecture and art, and the museum Centers, sparing remarkable movable cultural monuments. This involves the examination of the monuments as objects of socialization and cultural animation as are source for the development of cultural tourism.

Content of the course:

Significant monuments of ancient Hellenic culture in the Balkans and Bulgaria. Storage and advanced features for their socialization; Significant monuments of the Thracian culture in Bulgaria. Archaeological reserves. Monuments by UNESCO. Storage and advanced features for their socialization; Significant monuments of Roman culture in the Balkans and Bulgaria. Storage and opportunities to adapt them to modern cultural life; Legacy of Byzantine culture in the Balkans. Immovable and movable monuments of culture as an object of cultural animation resource for cultural tourism; Significant immovable and movable monuments of medieval Bulgarian culture. Monuments of architecture and art. Modern methods of socialization and cultural animation; Bulgarian Renaissance culture. Monuments of architecture and art. Architectural Reserves as an object of cultural animation resource for cultural tourism. Bulgarian and Balkan folk culture as an object of cultural animation and resource for cultural tourism.

Technology of education and assessment:

1. Auditorium work load

1. The course is conducted by using textual materials. They are also used multimedia and video, graphics and diagrams, plans of ancient monuments, reconstruction of cultural, artistic reproductions of ancient monuments.

Discussed current issues in the science.

2. Extracurricular employment

Self-training provides:

- studying of the literature on the subject;
- alone developing tasks of your choice;
- alone develop and presentation of the project

Students make one test during the semester and one course work. The requirements for the verifying the semester have attended classes regularly, completing assignments.

RELIGION AND CULTURE

ECTS credits: 4,5

Type of the course: compulsory

Hours per week: 3 lectures, 1 seminars

Assessment form: exam / continuous assessment

Semester: V

Leading department: Faculty of Arts, Department of Culture studies.

Department of Culture studies.

Lecturer: Chief Assistant Professor Dr.Grigor Grigorov, Department of Culture studies, e-mail

Annotation:

The programme in Religion and Culture introduces the students of the speciality “Cultural Studies” to the basic religions in the region of Modern Bulgaria and Europe. The religions are revealed chronologically through the evolutions: Paganism, Monotheism, Christianity, Islam. It is traced the connection between religion and social and anthropologic phenomena and the relation between religion and art. Due to the established academic traditions the course proceeds by the form of lectures and exercises.

Content of the course:

Religion and transcendental thinking. Animism, ritual norm as taboo. Mythology as a cultural form. Primitive practices in archaic societies. Mythology of the Mediterranean world. Greco-Roman mythology. Paganism handwriting. Jewish holy books. Monotheistic idea and God's Chosen People. God's Son as the Savior of mankind, and a watershed in European culture. Eucharist as a religious practice and religious institution as social phenomenon. Acts of the Apostles and early Christian history, holiness and canonization. Christian Theology and the formation of the basic postulates of faith - the Trinity. Christendom after the schism of 1054. Catholicism and Orthodoxy. Reformation of Europe and the Protestant denominations. Teachings of the Prophet Mohammed. Distribution of the Islam. Holy book Quran . Islamic Heritage in Bulgaria , Europe Middle East and Central Asia. Modern religious movements, religious practice essectarian movements. Neo paganism. Temple - the home for prayer. Cave, catacomb church, mosque, synagogue. Construction of the sacred edifice. Image - the image of the sacred. Icon mural decoration picture. Construction of the sacred image. food -religious consumption. Communion, offering, unleavened bread. Construct religious acceptance of the sacred through the body. Family – Religious interpersonal relationship. Marriage and celibacy kinship - baptism , monastic Brotherhood. Constructed of sacred kinship . Life in the world – religious. Use of death. Heaven and hell, concepts and images of the afterlife , funerary customs and practice , home and grave. . Prayer - sacred kind of one - God. individual and collective prayer , written and verbal prayer. Religion and literature. The Old Testament Gospel and the Koran in the world literature and Bulgarian literature. religion and painting. Victim Abram, kiss of Judas , the return of the prodigal son, Pieta and others. Religious scenes in the world's masterpieces. Religion and politics. Religious wars and martyrdom in the world of neo martyrs. Sacrifice as a form of salvation. Religion and nationality . identity. Religion and civic identity . Atheism .

Technology of education and assessment:

Program on Religion and Culture introduces students of " Culture " in major religions in the area of modern Bulgaria, Europe and the world. Considered religions in chronological aspect of evolution : paganism , monotheism , Christianity, Islam. Follow the influences between religion and social and anthropological phenomena and interpenetration of religion and art. In accordance with established academic traditions in teaching process. The requirements for the semester are regular attendance, examination and participation in teamwork.

SEMIOTICS OF CULTURE**ECTS credits:** 4,5**Type of the course:** compulsory**Hours per week:** 4 hours lectures**Assessment form:** continuous assessment and exam**Leading department:** Faculty of Art, Department of Cultural Studies**Semester:** V**Lecturer:** Assistant Prof. Dr. Dimitriya Spasova, Department of Cultural Studies, E-mail:d.spasova@swu.bg**Annotation:**

The course offers a comprehensive overview of the semiotics of culture. Culture is regarded as a system of signs; as a mechanism for storing and organizing information in the human consciousness. Students learn about theoretical aspects such as essence of semiotics, directions, semiotics of culture, essence of the sign, sign and symbol, semiotic systems etc. The second part of the course has some theoretical and practical focus.

Content of the course:

Introduction; essence of semiotics; semiotics of culture; essence of the signs, types of signs; sign and symbol; semiotics systems; mythological symbols of ancient culture; semiotics of the ancient Thracian culture; mythological symbols of medieval art in the Eastern Mediterranean; semiotics aspects of Bulgarian folk art.

Technology of education and assessment:

The lecture course is conducted through the use of multiple materials and texts, multimedia and video. Students discuss current issues. The evaluation of the results is consistent with the requirements of Ordinance No 21 of the Ministry of Education, (September 30, 2004). The current control provides a test check. The final assessment is made at the end of the course. The final grade is based on the results of written examination and current control.

BULGARIAN FOLK CULTURE

ECTS credits: 4.5

Type of the course: compulsory

Hours per week: 2 hours lectures

Assessment form: exam

Leading department: Faculty of Art, Department of Cultural Studies

Semester: VI

Lecturer: Assistant Prof. Dr. Dimitriya Spasova, Department of Cultural Studies, E-mail: d.spasova@swu.bg

Annotation:

The discipline is intended to:

- introduce our students to the problems of ethnogenesis and development of Bulgarian material, social, legal and spiritual culture;
- stimulate their creative thinking;
- develop a course work on specific problem.

Content of the course:

The course offers a comprehensive overview of the Bulgarian folk culture - its formation by the ethnic traditions of the Thracians, Slavs and Bulgarians; its development in the middle Ages and Renaissance etc. Special attention is given to the spiritual life and the influences of the Eastern and the Western cultures. Emphasis is put on the symbolism and the genealogy of the usual and ritual practices.

Technology of education and assessment:

The lecture course is conducted through the use of multiple materials, multimedia and video. Students discuss current issues. The evaluation of the results is consistent with the requirements of Ordinance No 21 of the Ministry of Education, (September 30, 2004). The current control provides a test

check. The final assessment is made at the end of the course. The final grade is based on the results of written examination and current control.

THE CULTURE OF THE BULGARIAN MIDDLE AGES

ECTS credits: 5,5

Type of the course: compulsory

Hours per week: 3 lectures, 1 seminars

Assessment form: exam / continuous assessment

Leading department: Faculty of Arts, Department of Culture studies.

Semester: VII

Lecturer: Chief Assistant Professor Dr. Grigor Grigorov, Department of Culture studies, e-mail:

Annotation:

The programme is meant for students in 'Cultural Studies'. It is invented to make study of two basic problems. It systematizes in cultural and historic aspects, reveals and enlightens the main period in the development of the Bulgarian culture in the period 8th-11th century, which in national plan is the fundament of the Bulgarian civilization. It takes away the typology of the cultural processes in the Middle Ages in South- West Europe. It traces the processes of universalization. Classifies the cultural models according to their function in the general cultural European perspective. The exercises are built on modern cultural researches and exact texts from the Middle Ages. The main goal is for the students to get to know the basics of the Middle Ages as a fundament in the Bulgarian cultural mentality.

Content of the course:

What is Old Bulgarian culture? Periodization . Genotype of Old Bulgarian culture. Types of cultural memory in the Balkans: ritual -shaped (Thracian, Bulgar); verbal (Greek and Roman) . Cultural traditions in the Bulgarian lands in the creation of Bulgarian State 681 Bulgars: ethno genesis, language, religion, calendar, institutions, statehood. Slavs: bit, productive and military skills genesis faith, verbal culture. Old Bulgarian folk culture. Adoption of Christianity state religion in 864. Culture of the book. New and Old Testament -Eastern Mediterranean cultural contributions. Byzantine theology Roman theology . Work of the Holy Apostles , Constantine the Philosopher, called Cyril and his brother Methodius. Universalization of Old Bulgarian culture. Process sanctifications of Old Bulgarian literary language. Old Bulgarian – international language in medieval Europe. Golden Age of Old Bulgarian culture IX -X c Discussion, terms content. Church life in the Bulgarian state. Monastery temple icon. Library of Simeon. Original Old Bulgarian Literature IX - XI century Heretical movements in Bulgaria .

Technology of education and assessment:

As part of the course using theoretical studies, reproductions of Medieval painting and Bulgarian translations of texts from the era of Ages. And discuss issues related to the nature of Western European medieval culture and contemporary living stereotypes thereof. Students are assessed by continuous assessment and examination. There is an opportunity for self-development type of coursework

BULGARIAN REVIVAL CULTURE AS AN OBJECT OF CULTURAL TOURISM

ECTS credits: 5,0

Type of the course: compulsory

Hours per week: 3 hours lectures and 1 hour exercises

Assessment form: continuous assessment and exam

Leading department: Faculty of Art, Department of Cultural Studies

Semester: VII

Lecturer: Assistant Prof. Dr. Dimitriya Spasova, Department of Cultural Studies, E-mail: d.spasova@swu.bg, Department of Cultural Studies

Annotation:

The course is focused on studying of the transition from traditional to modern society, and on the process of formation of the Bulgarian nation in the Renaissance. The material is divided into two modules as follows: 1) the everyday world and the religious culture of the Renaissance; 2) Nation and National Identity in the Renaissance. Emphasis is placed on the analysis of various codes of everyday culture like cuisine, clothing and the family hierarchy. Special attention is paid to the functions of the education system and the press as a basic mechanism for consolidating the collective imagination in the age of modernity.

Content of the course:

Culinary codes, dress code, family hierarchy, status and functions of the Orthodox Church, nations and their formation, specifics of the National Revival education system, emergence and development of the periodical press, construction of historical narrative, the idea of homeland, the idea of Europe in the Renaissance imagination.

Technology of education and assessment:

Seminars are built on the analysis of specific texts from the Revival period. Students acquire an idea of the debates on the key elements of the concept of Bulgarian national identity. Students take two tests during the semester. For the verifying the semester requirements are regular attendance, execution of assigned tasks and participation in discussions.

THE CULTURE OF THE BULGARIAN CITIZENS ABROAD AND THE ETHNIC GROUPS IN BULGARIA

ECTS credits: 4,0

Type of the course: optional

Hours per week: 2 h.+1 h.

Assessment form: exam / continuous assessment

Leading department: Faculty of Arts, Department of Culture studies.

Semester: VII

Lecturer: Chief Assistant Professor Grigor Grigorov, Department of Culture studies, e-mail:

Annotation:

This discipline shows the view on the distribution of the Bulgarian culture outside the political borders of Bulgaria. It studies the historic formation of the Bulgarian groups abroad. The Balkans and the different levels of formation of the ethnic and the national cultures. It studies the minorities in Bulgaria and their culture. It analyzes the problem about the ethnic and national culture. It researches the variety of the calendar, the labour and family holidays, the everyday life, structure of the house, the crafts, the clothing and so on.

Content of the course:

Theoretical and methodological questions. The Bulgarian political territory Bulgarian ethnic territory Bulgarian historic territory and Bulgarian linguistic territory. Problems and contradictions correspondences. Historical use of Bulgarian territory. native Bulgarians outside Bulgaria . The case of Macedonia. Macedonia in the Middle Ages and the Ottoman period. Ohrid Archbishopric . Macedonian language and dialect division "Macedonian speak". Macedonian cultural history in the context of ethno differences and comparison with the Balkan countries Moldova , Cyprus, Kosovo. Bulgarians in Albania Kosovo. Territory south of Ohrid. The Bulgarians in Serbia. Bulgarian- Serbian culture. Historical destiny of the western suburbs . Legal status Bulgarian minority in Serbia and culture centers . Bulgarians in Greece. Slavic heritage and Greek culture. Bulgarian "Pomaks" and "Slavic Macedonian" language in Greece. Bulgarian Monastery St. George Zograph of Mount Athos. Bulgarians in Turkey. Constantinople and Asia Minor Bulgarians. Pomaks villages in Turkey. Bulgarian Turkish migrants in Turkey. Bulgarians in Romania. Bulgarian villages around Bucharest. Banat region . Serbian Banat . Religion and language. Local linguistic norm of Bulgarian language. Bulgarians in Central Europe .

Technology of education and assessment:

The course is conducted as a traditional manner approved the use of multiple materials and text and with the aid of multimedia and video material and satellite maps from Internet www.GoogleEarth discussed and issues of geographical distribution of Bulgarians abroad. The exercises in the curriculum practically oriented and aim to create skills to recognize and stability throughout the variability of Bulgarian culture in different conditions , different linguistic, political and geographical environment. Students acquire skills to store the ethnic cultural wealth Community with non-Bulgarian origin in terms of Bulgarian and European civilization. Students are assessed by examination and continuous assessment.

OPTIONAL DISCIPLINES

ANCIENT THRACIAN HERITAGE IN BULGARIAN FOLK CULTURE

ECTS credits: 2,5

Type of the course: optional

Hours per week: 1 lectures,

Assessment form: exam

Semester: III

Leading department: Faculty of Arts, Department of Cultural Studies

Lecturer: Prof. Dr. Sc. Vasil Markov, Department of Cultural Studies, e-mail: markov@swu.bg

Annotation:

Course aims:

- To introduce students to the main features, characteristics and problems associated with the ancient Thracian heritage in Bulgarian folk culture.
- To stimulate their creative thinking;
- To prepare students to paper on a certain scientific problem;

Content of the course:

The course provides an overview of the theoretical issues, sources and history studies. Offered training on interdisciplinary methods of field research and cabinet analysis. Training is focused on ancient Thracian heritage in Bulgarian folk legends and rituals, as well as ancient Thracian sacred places associated with them.

Technology of education and assessment:

1. Auditorium work load

1. The course is conducted by using textual materials. They are also used multimedia and video, graphics and diagrams, plans of ancient monuments, reconstruction of cultural, artistic reproductions of ancient monuments.

Discussed current issues in the science of antiquity.

2. Extracurricular employment

Self-training provides:

- studying of the literature on the subject;
- alone developing tasks of your choice;
- alone develop and presentation of the project

Students make one test during the semester and one course work. The requirements for the verifying the semester have attended classes regularly, completing assignments.

PUBLIC RELATIONS IN CULTURAL/ ART SECTOR

ECTS credits: 2,5

Type of the course: elective

Hours per week: 1 lectures, 1 seminar

Assessment form: exam / continuous assessment

Semester: V

Leading department: Faculty of Arts, Department of Cultural Studies

Lecturer: Prof. Assoc. Tatiana Stoitchkova, Department of Cultural Studies, e-mail:

Annotation:

The course aims to provide students with basic insight into the field of public relations (PR) in the cultural/art sector. First, there will be a focus on PR theory and models which may be used to gain a better understanding of structures and processes in the field. Second, it deals with topics such as PR practices, communications development and PR programs

The course is aiming to systematise the ideas that explore aspects like press release, press conference campaign.

The course is based both on project work as well as discussion. Important issues are included, and students are encouraged to study them in preparation for classes. Participation in discussions is a requirement and therefore attendance also matters. The students are required to present a project work on a topic established from the beginning of the course and will be also asked to present during the seminars.

Content of the course:

1. Basic characteristics of the discipline public relations?.'
2. Communication policy in the art organization.
3. PR as management function.
4. Media contacts. Identifying media characteristics
5. Press release
6. PR Campaign
7. Audience research
8. Press conference
9. Museums PR
10. Library PR

Technology of education and assessment:

(a) Practical work (project work) in seminar meetings; (b) the critical reviews

The final evaluation will take into consideration the participation to the discussions of the reading materials and discussion during the seminars (30%), the seminar paper (40%) and written exam (30%).

INTERNET AND CULTURE

ECTS credits: 3,0

Type of the course: optional

Hours per week: 1 lectures

Assessment form: exam / continuous assessment

Semester: V

Leading department: Faculty of Arts, Department of Cultural Studies

Lecturer: Associate Prof. Dr. Tatiana Shopova, Department of Cultural Studies, e-mail: tansha@swu.bg

Annotation

The actuality of the course is determined by highlighting of the Internet as an important stage in the information transformations. In the modern conditions of deployment of ICT in life and work, new situation is being outlined, which puts it in front of other priorities, different from the traditional understandings. The role of creative and intellectual abilities of man increases. Particular importance in this regard is the development of the Internet. The course aims to reveal the main theoretical and methodological issues related to the formation of a global computer network (the Internet).

The course outlines the basic methodological and general theoretical issues related to the development of the Internet as the latest and rapidly changing information environment of the contemporary culture. The lecturer focuses on important issues, pointing to changes that cause new communication and information technologies in culture, art and education of the XXI century. The focus is also on the Internet as a means of preservation and translation of cultural and historical experience. Students are introduced to various programs and initiatives of the European Union to create a common European cultural space. A special attention is paid to the role of e-books, e-library and museum for active creative personality.

Content of the course:

Emergence and development of the global network; Specificity and the main characteristics of the Internet communication; internet and new opportunities for cultural development; European policy in the field of cultural heritage; E-books and web publishers; E-Libraries; Virtual Museum; Virtual heritage in the educational process; Art and virtual environment.

Technology of education and assessment:

The course is fulfilled in the traditional manner, supported by multimedia. The lecturer sets tasks for independent work or teamwork in extracurricular workload. Following the lectures students get ready for exam. They make creative analyzes on chosen theme of the study material, self-developed reports, essays and write coursework, and etc. As auxiliaries for teaching are offered: 1/bibliography (attached to this syllabus), 2/ Multimedia and video materials. 3/ Meetings with representatives of various organizations.

CORPORATE CULTURE

ECTS credits: 3,0

Type of the course: optional

Hours per week: 1 lecture

Assessment form: exam / continuous assessment

Semester: III

Leading department: Faculty of Arts, Department of Cultural Studies

Lecturer: Associate Prof. Dr. Tatiana Shopova, Department of Cultural Studies, e-mail: tansha@swu.bg

Annotation:

This course is aimed at revealing the main theoretical and methodological issues related to clarifying the issues of organizational culture and the communication processes and relationships that contribute to strengthening the corporate culture. The course clarifies the characteristics of the communication processes within the organization and the efforts of the participants to increase its efficiency. It pays consecutively attention to the questions of nature, type and methods of organizational communication; concept, function, basic properties and elements of corporate culture; typology of the corporate culture; communication relationships within the organization. Students should be introduced to the principles, characteristics and difficulties related to the building and strengthening of the corporate culture in the contemporary society, as well as opportunities to achieve communication unity within the organization.

Content of the course:

Organizational communication; Concept and essence of corporate culture; Functions of the corporate culture; Key features of the corporate culture; Typology of corporate cultures; The role of the founders and leaders of the organization to form and strengthen the corporate culture; Working with the associates and their communication relationships; Communication technologies in support of the corporate culture.

Technology of education and assessment:

The course is fulfilled in the traditional manner, supported by multimedia. The lecturer sets tasks for independent work or teamwork in extracurricular workload. Following the lectures students get ready for exam. They make creative analyzes on chosen theme of the study material, self-developed reports, essays and write coursework, and etc. As auxiliaries for teaching are offered: 1/bibliography (attached to this syllabus), 2/ Multimedia and video materials. 3/ Meetings with representatives of various organizations.