



SOUTHWEST UNIVERSITY "NEOFIT RILSKI" - BLAGOEVGRAD

FACULTY OF ARTS

DEPARTMENT OF CULTURAL STUDIES

ECTS INFORMATION PACK

**SPECIALITY "CULTURAL STUDIES AND CULTURAL
MANAGEMENT"**

Education and qualification degree: Bachelor

Professional qualification: B.A. in Cultural Studies and Cultural Management

Mode of study: Full time

Period of training: 4 years

Qualification Characteristics

Requirements for professional skills and competencies of graduates with educational and qualification degree "Bachelor of Arts":

As a result of the overall education in the specialty "Cultural Studies and Cultural Management" students acquire wide-range knowledge in the sphere of the theory and history of culture and contemporary cultural management. They acquire general and specific skills, attitudes and viewpoints that are in the line with the current status and trends in the governance, social and humanitarian studies in the sphere of culture and arts.

The graduates with a bachelor's degree in Cultural Studies and Cultural Management are prepared to perform specific competent analyses of the cultural phenomena and the organization of culture in the context of the overall social development. They develop the capacity for critical judgment and heuristic thinking. They acquire self-development skills and the ability for adaptation to a rapidly changing world. They acquire motivation for professional support of Bulgarian cultural values and value systems.

Students acquire knowledge and skills in a number of application areas:

- Administration of culture, cultural management, marketing;

- Cultural policies, applied studies in the field of culture, promotion of cultural products public, relations in the field of culture, entrepreneurship, project management, organization and carrying out of cultural events and festivals.

Scope and level of professional knowledge and skills that students develop:

- a) Interpretation of culture through the prism of various humanitarian and social sciences: theory of culture, anthropology, sociology, theory and history of art;
- b) Competences in the field of cultural management with an emphasis on organizational and mediation skills to work in a dynamic and interactive socio-cultural environment;
- c) Theoretical and practical aspects of modern communications environment: specificity of contemporary communications in a general socio-cultural context, art and mass media, public relations in the sphere of culture, etc .;
- d) Management and administrative practices in the field of culture; cultural marketing; preparation and management of projects - at national, regional and European level;
- e) Cultural animation and socialization of cultural heritage;
- f) Knowledge and skills for designing, implementing and analyzing applied studies, entrepreneurship in the sphere of culture, etc..

The graduates with a bachelor's degree in Cultural Studies and Cultural Management have knowledge and competence in several key areas:

- They can interpret develop and implement existing management and administrative experience in the field of culture, and build their own optimal approaches to solving problems;
- They are able to do theoretical analysis and various applied researches of cultural practices;
- They can plan, prepare and implement projects, prepare promotional strategies and use entrepreneurial approaches in the field of culture;
- They can plan and carry out events and other organizational activities using interdisciplinary approaches;
- They are able to apply the knowledge of cultural studies in practice;
- They have the ability to communicate positively and constructively in the business sphere;
- They are able to think critically and heuristically, with an approach based on professional knowledge;
- They possess practical foreign language abilities and computer skills;
- They have aptitude for a career development and leadership based on a continuous improvement of their professional competences.

Areas for professional development of the graduates with a bachelor's degree in Cultural Studies and Cultural Management

- a) National, regional and local cultural institutions, non-governmental and the private sector;
- b) Theatre, music, library, community centres, museums and other cultural institutions and organizations;
- c) In the field of cultural tourism and cultural animation in the field of tourism, at school, on a regional and national level;
- d) Publishing and museum work and archaeological research;
- e) Research institutes, secondary schools and universities;
- f) Media and PR-agencies dealing with culture;
- g) Periodicals, radio and television;

- h) As an expert, manager, publicist, editor, press official, entrepreneur in the field of culture and arts, etc.;
- i) As expert in new professional niches and positions created by themselves

THE CURRICULUM OF SPECIALITY “CULTURAL STUDIES AND CULTURAL MANAGEMENT”

First year			
First semester	CTS credits	Second semester	ECTS credits
Theory of Culture	6,5	Ancient Cultures – Part 2	5,5
Ancient Cultures – Part 1	6,5	Culture and Personality	5,5
Cultural Anthropology – Part 1	6,5	European Cultural Policies	5,5
Culture and Communication	6,5	Cultural Anthropology – Part 2	5,5
Optional discipline 1	2,0	Optional discipline 1	2,0
Optional discipline 2	2,0	Optional discipline 2	2,0
		Optional discipline 3	2,0
Optional disciplines (The students choose one discipline)		Optional discipline (The students choose two disciplines)	
Foreign language		Foreign language	
Academic writing		Images of Earthly Paradise	
Written and spoken culture		Introduction in the Thracian archeology	
General and applied ethics		How to understand visual art	
		Etruscan culture	
		Creating and managing projects in the sphere of culture	
		Theory and practice of the verbal communication	
	Total 30		Total 30
Second year			
Third semester	ECTS credits	Fourth semester	ECTS credits

Culture of Renaissance	4,5	Culture of Modernity- 17 and 18 Centuries – Part 1	5,0
Ancient cultures in the Bulgarian lands	4,5	Visual Culture	5,0
Culture and Communication – Part 1	4,5	Culture and sustainable development	4,0
Anthropology of Middle Ages	4,5	Culture and Communication – Part 2	5,0
Culture and Social Criticism – Part 1	4,0	Culture and Social Criticism – Part 2	5,0
Optional discipline 1	2,5	Optional discipline 1	2,5
Optional discipline 2	2,5	Optional discipline 2	2,5
Optional discipline 3	2,5		
Optional disciplines (The students choose one discipline)		Optional disciplines (The students choose one discipline)	
Foreign language		Foreign language	
Creating and Managing EU Projects		Arts and creative economy	
Is there a common European culture?		Gestures system in the Bulgarian Middle Ages	
Corporate culture		Marketing - Audience Development	
Business management		Expressions of the Cinema	
Ancient Thracian heritage in the Bulgarian folk culture			
Balkan folklore			
Culture and music			
Cultural Tourism			
	Total 30		Total 30

Third year			
Fifth semester	CTS credits	Sixth semester	ECTS credits
Everyday Culture	4,5	Psychology of personality	4,5
Culture of Modernity- 17 and 18 Centuries – Part 2	4,5	Culture of South East Europe	6,0
Semiotics of Culture	4,5	Bulgarian Folk Culture	4,5
Socialization of Cultural Heritage	4,5	Strategic management in arts and culture	5,0
Religion and Culture	4,5	Optional discipline 1	2,5
Optional discipline 1	2,5	Optional discipline 2	2,5
Optional discipline 2	2,5	Optional discipline 3	2,5
Optional discipline 3	2,5		

Optional disciplines (The students choose two disciplines)		Optional disciplines (The students choose three disciplines)		
Foreign language		Foreign language		
Historical demography and cultural heritage		Public Speaking		
Public relations and promotion in the Arts		Intercultural communications		
Cultural animation of folklore in the field of tourism and in school		Workshop for career guidance in media / cultural industries		
Cultural periodicals		Arts on the Web		
Internet and Culture		Bulgarian folk art		
Cultural animation and museology		Museum management		
The theater of the twentieth century		Folklore mythological motives in plastic arts of Bulgaria		
	Total 30		Total 30	
Fourth year				
Seventh semester		CTS credits	Eight semester	ECTS credits
Culture of Bulgarian Middle Ages		5,0	20th Century Bulgarian Cultural History	4,0
Bulgarian National Revival Culture		5,0	Cultural Studies	3,5
Culture of the Bulgarian Communities Abroad		4,0	Europe - Values and Imagined Geographies	4,0
Entrepreneurship in the Field of Culture		3,5	Cultural Industries	3,5
Integrated marketing in arts and culture		4,0	Optional discipline 1	4,0
Optional discipline 1		2,5	Optional discipline 2	2,5
Optional discipline 2		2,5	B.A. thesis defense or State examination	10,0
Optional discipline 3		2,5		

Optional disciplines (The students choose three disciplines)		Optional disciplines (The students choose two disciplines)	
Christian art in Bulgarian lands		Public speaking	
Orientalism in 19 th Century Art of France and Italy		Identity and difference policies	
Capacity building for cultural organizations		Computer programs and web design	
Cinema and contemporary culture		Financing and Lending to Culture	
Marketing in screen arts		Cultural branding	
Management in the field of cultural heritage		Myths of consumer society	
Electronic marketing in culture		History of religions	
	Total 30		Total 30

The four years of study: total 240 credits

ANNOTATIONS OF DISCIPLINES

COMPULSORY DISCIPLINES

THEORY OF CULTURE

ECTS credits: 6.5

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: 6,5

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, they 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:	6,5
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.

CULTURE AND COMMUNICATION – PART 1

ECTS credits: 4,5

Type of the course: compulsory

Hours per week: 3 lectures, 1 seminars

Assessment form: exam / continuous assessment

Leading department: Faculty of Arts, Department of 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.

ANCIENT CULTURES– PART 2

ECTS credits: 5,5

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.

CULTURE AND PERSONALITY

ECTS credits: 5.5

Hours per week: lectures (3 h), seminar (1h)

Assessment: test

Type of examination: oral and written examination

Semester: II

Lecturer: Associate Prof. Maria Valkova, Department of Cultural Studies

Summary:

The 'Culture and personality' course introduces the students to different types of interpretation of the interaction between the personality and culture as described by the main psychology theories. It also focuses on the nature and structure of human personality, personal development, etc.

Course content:

Culture and personality – development and meaning of the main terms used in historical context. Subjective approach to culture studies. Behaviourism and cultural studies. Theory of psychoanalysis and its links with culture. Sigmund Freud on the structure of the human psyche, main types of psychological self-defences, stages of psycho-sexual development, the relationship between culture and the individual. The views of K.G. Jung on the structure of the psyche. The collective subconscious and archetypes. Main archetypes and their presence in mythology, folklore, art and everyday life. The human life as an endeavour towards improvement and perfection – A. Adler. Cultural development – individualization and transcendence. Erich Fromm and the being mode. The sense of creativity – Erik Erikson. Theory of self-actualization – E. Maslow. Carl Rogers and the fully functioning person.

Methods of teaching and assessment:

During the course of lectures and seminars we use up-to-date teaching methods, including discussions, practical application of theoretical points, interpretation of real-life situations, etc. There is continuous assessment, based on active participation in the lectures and seminars, a written test and course work presentation.

EUROPEAN CULTURAL POLICIES

ECTS credits: 5,5

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).¹ 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:	5,5
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: 4,5

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.

PSYCHOLOGY OF PERSONALITY

ECTS credits: 4.5

Hours per week: lectures (2 h),

Assessment: test

Semester: VI

Type of examination: oral and written examination

Leading department: Faculty of Arts, Department of Cultural Studies

Lecturer: Associate Prof. Dr. Maria Valkova, Department of Cultural Studies

Summary:

The 'Personality Psychology course covers the common ground between psychology and culture; the impact of psychological and socio-psychological processes on the character and development of culture on both individual and group level, as well as the impact culture has on basic psychological and socio-psychological processes.

Course content:

Psychological and socio-psychological factors and influences on the cultural development of the individual. Self-concept and cultural development; group influences; conformism; cultural attitudes; cultural values, interests and motivation. Concepts of creativity; psychology of art. Main theoretical and practical aspects of cultural psychology in everyday life; the sphere of communication and business culture in a single- and multi-cultural environment; gender problems, psychology of art and culture –

effect, taste, interests, etc. Motivation for development in the contemporary cultural environment, psychological aspects of the origin and development of prejudice.

Methods of teaching and assessment:

The course includes 30 hours of lectures. During the course of lectures and seminars we use up-to-date teaching methods, including discussions, practical application of theoretical points, interpretation of real-life situations, etc. There is continuous assessment, based on active participation in the lectures and seminars, a written test and course work presentation.

ART AND COMMUNICATION

ECTS credits: 6,5

Type of the course: compulsory

Hours per week: 3 lectures, 1 seminars

Assessment form: exam / continuous assessment

Leading department: Faculty of Arts, Department of 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.

ANTROPOLOGY OF THE MIDDLE AGES

ECTS credits: 4,5

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: III

Lecturer: Chief Assistant Professor Grigor Grigorov, Department of Culture Studies, e-mail: rogirg@abv.bg

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 AND SOCIAL CRITICISM

ECTS credits: 4,5

Type of the course: compulsory

Hours per week: 3 lectures, 1 seminars

Hours Total: 60

Assessment form: written exam

Semester: III

Leading department: Faculty of Arts, Department of Cultural Studies

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

Annotation:

The course aims at revealing and understanding the two-dimensional nature of culture resulting from the dialectical opposition of the dimension of culture affirming the established social order and critical dimension, rejecting the dominant system of values and norms and appealing to radical, often utopian, social transformations. Within the framework of the course, culture is seen as a basic corrective of the established, since the Enlightenment, models of social progress and the resulting from them social pathologies, and alongside with this as a major source of their existence. The course on "Culture and Social Criticism" follows the major stages of the historical development of the idea of social criticism as well as related interdisciplinary research approaches to the problems of cultural development.

Course content:

What is social criticism? Basic forms of critical thinking. Sources of social criticism. Meaning and function of social criticism. Traditional and critical social theory. The Institute for Social Research in Frankfurt. Critical analysis of industrial society. The emergence of cultural industries. Critical potential of art. Aesthetic dimension. The one-dimensional and two-dimensional character of culture. The affirmative character of culture in contemporary society. The repressive character of modern civilization. The revolt of the "New Left". The subcultures of the second half of the 20th century, and the revolt of the younger generation. Criticism of disciplinary society.

Technology of education and assessment:

The teaching is based on interactive methodology, which involves the participation of students in the critical analysis of different cultural and socio-critical texts having a key role in the formation and understanding of the idea of social criticism. Students perform two tests during the semester. The requirements for the semester are regular attendance, performance of assigned tasks and participation in the discussions.

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

ECTS credits: 5,0

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.

SOCIOLOGY OF CULTURE

ECTS:	5,0
Hours per week:	3 hours lectures +1 hour seminar discussions
Hours Total:	60
Form of examination:	test and oral presentation
Semester:	4 th
Lecturer:	Associate Prof. Svetlana Hristova, Department of Cultural Studies

Abstract:

The course represents up-to-date interpretation of the sociological inquiries in the sphere of culture since the mid 19 century till nowadays approaching sociology of culture as meta-science offering an alternative perspective on the social development: the society as various forms of life, regulation and self-regulation, i.e. as culture.

The teaching is realized in four modules of lectures and seminars:

- (1) Introduction into the subject: about the limits of sociological knowledge of culture;

- (2) Social differentiation of culture: development of social structure and cultural differentiations;
- (3) Symbolic forms of social inequalities and cultural diversity;
- (4) Cultural identity and social change.

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.

GULTURE AND COMMUNICATION – PART 2

ECTS credits: 5,0

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.

CULTURE AND SOCIAL CRITICISM – PART 2

ECTS credits: 5,0

Type of the course: compulsory

Hours per week: 3 lectures, 1 seminars

Hours Total: 60

Assessment form: written exam

Semester: IV

Leading department: Faculty of Arts, Department of Cultural Studies

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

Annotation:

"Culture and Social Criticism – part 2" is a theoretical discipline deals with the processes characterizing the development of culture in the second half of the twentieth century. The discipline aims at revealing and understanding the factors that influence the dynamics and the development of contemporary social and historical processes on a global scale. The course considers various controversial topics in the field of social and cultural studies, such as - the struggle for cultural recognition and promotion of multiculturalism, the challenges of cultural globalization and hybridization of culture, the ideologies of anti-globalism etc.

Course content:

Cultur processes of late modernity . Social apathy and the end of ideology. MacDonalidization of society. The transition from industrial to post-industrial society. Consumer and Hyper-consumer society. The rebellion against the Americanization of the world. Metamorphosis of ethnocentrism. The debate about multiculturalism. The struggle for cultural recognition after the Cold War.

Technology of education and assessment:

The teaching is based on interactive methodology, which involves the participation of students in the critical analysis of different cultural anthropological texts that have a key role in the formation and understanding of contemporary cultural and historical processes. Students take two tests during the semester. The requirements for the certification of the semester are regular attendance, performance of assigned tasks and participation in the discussions.

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:

-   Cultural form and practices in the organization of everyday life. Theoretical Concepts
-   Exploring everyday culture of the modern epoch. Various interpretations and mode of identification.
-   Biopolitics as practice of government. Ideology and disciplinary power
-   Private vs state/official - spaces: consumption and leisure
-   How everyday culture and consumption are conceptualized ?
-   How consumerism practices are conceptualized?
-   Constructing dwelling: experience and representations
-   Gender consumers - everyday life and participation.
-   Fashion in everyday culture.
-   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. Immoveable and movable monuments of culture as an object of cultural animation resource for cultural tourism; Significant immoveable 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.

ANCIENT CULTURES IN THE BULGARIAN LANDS

ECTS credits: 4,5

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.

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: rogirg@abv.bg

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.

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.

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.

THE CULTURE OF THE BULGARIAN MIDDLE AGES

ECTS credits: 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: rogirg@abv.bg

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

REVIVAL CULTURE

ECTS credits: 5

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

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: rogirg@abv.bg

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.

20TH CENTURY BULGARIAN CULTURAL HISTORY

ECTS credits: 4

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: VIII

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

Annotation:

The course gives students a grounding in concepts in Bulgarian cultural history over the last century, focusing on the interplay of artistic, social and intellectual developments. It will offer also a comparative survey of the cultural history and social developments, critical analysis of cultural concepts through the exploration of key developments in thought and politics in the formation of modern Bulgaria. The main emphasis will be placed on: Culture and Modernity, Identity, Themes in Contemporary Bulgarian History, Approaches to Bulgarian Cultural History. Both the courses and seminars are aiming to systematize the ideas that explore these themes.

The objective of the course is to acquaint students with modern Bulgarian cultural history and intellectual currents. The major periods, movements and cultural studies perspectives will be covered and the most important aspects of each will be discussed. The course seeks to foster intellectual appreciation of historical events and processes and the particularity of Bulgarian intellectual life. In so doing, it is expected to develop students' critical and analytical skills.

Content of the course:

1. Exploring Bulgarian society and culture of the modern epoch. Various interpretations and mode of identification..The transition from tradition to modernity shaped the country in the first decade of the twentieth century. Contradictions in the process of modernization. Tradition and modernity.
2. Inventing of cultural, political and social institutions. The genesis, development and major specifics of the key modern institutions that construct the infrastructure of the Bulgarian public sphere.
3. Culture and arts as an instrument of national building and identity.
4. The intellectuals and the importance of cultural knowledge. The definition of „Bulgarianness” and the nature of Bulgaria's role in Europe as fundamental issues for Bulgarian intellectuals.
5. Developments in visual arts at the beginning of 20 the century. From academism to modern art expressions.
6. Cultural interpretation of socialism - between cultural and individual memory.
7. Representations of Bulgarian socialism in films, textbooks, visual arts, popular culture.
8. Gender politics in socialist Bulgaria.
9. Rebuilding and transforming the Bulgarian society at the end of 20th century.

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%).

CULTURAL STUDIES

ECTS credits: 3,5

Hours per week: lectures (3 h), seminar(1h)

Assessment: preparation of empirical study

Semester: VIII

Type of examination: oral and written examination

Lecturer: Associate Prof. Maria Valkova, Department of Cultural Studies

Summary:

The Cultural Studies course focuses on theoretical and practical methods of empirical research in the sphere of culturology.

Course content:

Connections between theoretical and empirical knowledge. Sources of empirical data. Preparation of a programme for empirical research – methods of registration and sample; main forms of data collection. Observation and experiment. Life path research. Questionnaires. Content analysis. Other methods. Statistical data analysis techniques. Psychological tests as part of empirical research. Quality of the psychological text. Types of psychological tests and how to work with them. Complex analysis of the data gathered through different methods.

Methods of teaching and assessment:

The course includes 45 hours of lectures and 15 hours of seminars. During the course of lectures and seminars we use up-to-date teaching methods – discussions, etc. The students will work independently on every empirical method studied by preparing a research tool and putting it into practice. The course work involves the preparation of a full empirical study programme, conducting the research and analyzing the results.

EUROPE: VALUES AND IMAGINED (SYMBOLIC) GEOGRAPHIES

ECTS credits: 4

Type of the course: compulsory

Hours per week: 2 lectures, 1 seminar

Assessment form: exam / continuous assessment

Semester: VIII

Leading department: Faculty of Arts, Department of Cultural Studies

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

Annotation:

In the course we discuss what is "Europe " as values, behaviours, social geographies, histories in the modernity. We seek answers to the following questions:

- Can we speak of a culture that is "European"?
- Can we speak of a historical unity of Europe? Or of unity in diversity?

We analyse the concepts of continuities and breaks in European culture from the XVI to the XXI century.

A special attention is given to discussions of values such as solidarity, responsibility, tradition, understanding and/or recognition of the other; what is identity. We discuss the relationship between national and European culture, both understood in dynamics, as undergoing constant transformation. We ask how actual values and forms of life are connected to or influenced by historical experiences.

Content of the course:

1. What is an "imagined or symbolic geography"?
2. Where does "Europe" begin and end?
3. Ancient Greece - geography and values (VI - III c. BC).
4. Rome - Republic and Empire (first century BC . - II. AD). . Roman citizenship , infrastructure, cultural mixing.
5. East and West in the European Middle Ages (VIII - XV c.).
6. Europe and the Ottoman Empire (XV - XVII c.)
7. Europe and the world around 1600.
8. Concepts of Europe XVI - XVIII c. The values of the Enlightenment.
9. Europe from the late XVIII to mid- nineteenth century - industrialization, revolutions, colonization.
10. Europe from the mid-nineteenth century to 1914 - progress, science, social changes.
11. Europe and the Mediterranean. Where is the border of Europe to the East and the South? Orientalism and Occidentalism.
12. Balkans and Europe.
13. Projects in Europe since 1945. Treaties of Rome in 1957 and the development of the EEC until 1973.
14. EEC to the EU. Institutions of the European Union.
15. Is there a European culture and European identity?

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.

OPTIONAL DISCIPLINES

BULGARIAN FOLK ART

ECTS credits: 2,5

Type of the course: optional

Hours per week: 1 hours lectures

Assessment form: continuous assessment

Semester: VI

Leading department: Faculty of Art, Department of Cultural Studies

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

Annotation:

The course is focused on the pagan heritage in Bulgarian folk legends, tales and songs. Special attention is paid on the semiotics of Bulgarian folk art.

Content of the course:

Bulgarian folk legends, tales and poetry; folk music, stone sculptures, woodcarving, embroideries etc.

Technology of education and assessment:

The lecture course is conducted through the use of multiple materials, multimedia and video. 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 tests check. The final assessment is made at the end of the course. The final grade is based on the results of the current control.

IMAGES OF EARTHLY PARADISE

ECTS credits: 2,0

Type of the course: optional

Hours per week: 1 lectures

Hours Total: 15

Assessment form: written exam

Semester: II

Leading department: Faculty of Arts, Department of Cultural Studies

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

Annotation:

The course "Images of Earthly Paradise" traces the historical development of the myth of earthly paradise that could be found in one form or another in almost every culture and era. Different ideas about the lost paradise, about its search, detection, description, reconstruction and invention are discussed and interpret within the framework of the course. The course pays particular attention to the cultural and historical preconditions for the emergence and development of the socio-political utopias in the era of Modernity as well as the impact that religious and mythological concepts of the world, different in their origin, have on these utopias.

Course content:

The myth of Paradise (the "golden age") in the cultural and historical context of traditional societies. The biblical version of paradise and its interpretation in the Middle Ages and the Renaissance. The search for earthly paradise. The Lost and regained paradise. Cartography and imagination. Attempts at spatial localization and visualization of the earthly paradise. The myth of earthly paradise and the birth of utopia. Earthly paradise in the totalitarian ideologies of the 20th century. The bright future and the new world order. Market usage of the biblical story of the Garden of Eden. Mythology in advertising. Modern incarnations of paradise abundance.

Technology of education and assessment:

The teaching is based on interactive methodology, which involves the participation of students in critical analysis of texts, ads, videos, tourist brochures, films, literary works. Students work out and give a PowerPoint presentation during the semester. The requirements for the semester are regular attendance of classes, performance of assigned tasks and participation in the discussions.

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.

CULTURE OF THE ETRUSCANS

ECTS credits: 2,0

Type of the course: optional

Hours per week: 1 hours lectures

Assessment form: continuous assessment

Semester: II

Leading department: Faculty of Art, Department of Cultural Studies

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

Annotation:

During the lecture course "Culture of the Etruscans" students learn about the mythology, art, architecture and cultural heritage of the Etruscans. The Etruscans were the first inhabitants of central Italy (contemporary Tuscany and Umbria) in the 1st millennium BC. Sophisticated Etruscan culture reached its zenith in the 6th and 5th centuries BC, dominating Italy and the Mediterranean area until being assimilated into the Roman Republic about 200 BC. The Etruscans created a highly spiritual and material culture that has a major impact on the subsequent Roman culture.

Content of the course:

Etruscan mythology, Etruscan art, Etruscan architecture, Etruscan heritage

Technology of education and assessment:

The lecture course is conducted through the use of multiple materials, multimedia and video. 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 tests check. The final assessment is made at the end of the course. The final grade is based on the results of the current control.

CULTURAL TOURISM

ECTS: 2,5

Hours per week: 1 hours lectures

Hours Total: 15

Form of examination: written analysis and PP-presentation

Semester: 3th

Lecturer: Associate Prof. Svetlana Hristova, Department of Cultural Studies

Abstract: With this course students will acquire general knowledge about basis and principles of cultural tourism; the resources and technologies of elaboration of cultural routes and the international documents regulating this process. Information will be presented about the legal basis and practical organization of the European cultural routes and their categorisation, and European policies in the field of cultural heritage and cultural monuments. The students will learn about existing European cultural routes, categorized by the Council of Europe. They will get acquainted with virtual routes of cultural tourism in the form of documentaries and presentations and will have the opportunity to develop their own alternative route in pre-selected area.

Course content:

The main topics of the course are:

- Cultural and historical prerequisites for the development of cultural tourism as organized activity;
- Difference between the American and the European approaches to cultural tourism;
- Economic aspects of cultural tourism;
- Functions of cultural heritage, European trends of development;
- Resolution of the European Council (98)4 about cultural routes ;
- Agents of cultural tourism - ICOMOS, European Institute of Cultural Routes, etc.)
- The International Charter of Cultural Tourism.
- Exemplary European Routes of Cultural Tourism: Santiago de Compostela; the Hanseatic Route; Vernacular architecture without borders;
- Resources for elaboration of cultural route.

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

The final score of the student will be determined as an average result of the score from his/her seminar participation and a presentation of a project for cultural route on a preliminary determined topic.

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: tastoi@abv.bg

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%).

CULTURAL ANIMATION OF FOLKLORE IN THE SPHERE OF TOURISM AND SCHOOL

ECTS credits: 2,5

Type of the course: optional

Hours per week: 1 hour lectures

Assessment form: continuous assessment

Semester: V

Leading department: Faculty of Art, Department of Cultural Studies

Lecturer: Dr. Dimitriya Spasova, Department of Cultural Studies

E-mail: d.spasova@swu.bg

Annotation:

During the course students are introduced to the animation of folklore in the cultural tourism and in school. Special attention is paid to cultural institutions and their role in public life; to preservation and promotion of Bulgarian folklore in school; to methods and forms for inclusion of Bulgarian folk rituals, customs, tales, songs, proverbs etc. in cultural tourism.

Content of the course:

Folklore animation and cultural tourism. Folklore animation and education. Cultural institution and public life. Preservation and promotion of Bulgarian folklore. Bulgarian folk rites, songs, tales and cultural tourism.

Technology of education and assessment:

The lecture course is conducted through the use of multiple materials, multimedia and video. 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 tests check. The final assessment is made at the end of the course. The final grade is based on the results of the current control.

INTERNET AND CULTURE

ECTS credits: 2,5

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: 2,5

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.

ARTS ON THE WEB

ECTS credits: 2,5

Type of the course: optional

Hours per week: 1 lectures

Assessment form: exam / continuous assessment

Semester: VI

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 course aims to reveal the main theoretical and methodological issues related to the formation of a global computer network (the Internet) and real changes that it undergoes in the media sector and arts. Outlined the contours of a new type of media arts and new conditions for their existence and operation.

It is presented a cultural understanding of the Internet as a phenomenon of the modern information society. Network is represented as a unique environment in which potentially are unlimited possibilities of convergence of different types of tools - text, audio, video and graphics, leading to the development of new media arts.

Content of the course:

Features of the internet communication; Aesthetics of the new digital network environment; The printing on the Web; Internet radio; Interactive television; New media arts; Digital cinema; Video games; Computer Animation.

Technology of education and assessment:

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

IDENTITY AND DIFFERENCE POLICIES

ECTS credits: 2,5

Type of the course: optional

Hours per week: 1 lectures

Hours Total: 15

Assessment form: written exam

Semester: VIII

Leading department: Faculty of Arts, Department of Cultural Studies

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

Annotation:

The discipline deals with the study of the latest trends in the social, political and spiritual development of humanity in the 21st century, as well as the basic ideas and processes of the late 20th century, which set the appearance of the modern epoch. The course opens to debate and interpretation the most significant events of the new century (e.g. Sept., 11's attacks), and the processes stemming from them in light of an interdisciplinary approach, adhering to the conceptual frameworks of cultural studies and cultural theory .

Course content:

The decline of modern project and the new cultural and historical perspectives in front of humanity. The postmodern condition. The world after the "end of history". The clash of Civilizations in the late 20th and early 21st century. The world after September, 11, 2001. New forms of social control. Globalization and its opponents. Cultural contradictions of the 21st century. Issues of identity. Genetic engineering and the future of human nature: illusions and realities. Bioethical debates. Futurology and the theory of culture.

Technology of education and assessment:

The teaching is based on interactive methodology, which involves the participation of students in the critical analysis of articles, films, literary works. Students do a test during the semester. The

requirements for the semester are regular attendance, performance of assigned tasks and participation in the discussions.