



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

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

MASTER PROGRAMME: INTERNET, NEW MEDIA AND CULTURE

PROFESSIONAL DIRECTION: SOCIOLOGY, ANTHROPOLOGY AND CULTURAL SCIENCES

SCIENTIFIC SPECIALITY: CULTURAL STUDIES

FACULTY OF ARTS

DEPARTMENT OF CULTURAL STUDIES

EDUCATIONAL-QUALIFICATION DEGREE: MASTER

PROFESSIONAL QUALIFICATIONS: INTERNET, NEW MEDIA AND CULTURE

DURATION OF TRAINING: 1 YEAR

FORMS OF STUDY: REGULAR AND EXTRAMURAL

Brief Annotation

The Master Programme "INTERNET, NEW MEDIA AND CULTURE" is designed for students who have completed undergraduate degree in professional direction "Sociology, Anthropology and Cultural Sciences" and who wish to proceed for master level study. This Programme is managed by the Department of Cultural Studies in Faculty of Arts; it offers a professional training of a new type of specialists equipped with the necessary knowledge, skills and competencies to work in the continuously expanding field of Internet communications and new media culture. The effective professional development of students in the socio-cultural sphere requires the use of skills for working with the resources of this area, with these resources and servers that have received recognition among professionals, consumers and the public. The proposed Master Programme puts its emphasis on building these skills. Master's students must be orientated in the modern problems of information culture and have aptitude for research, and approach to socio-cultural processes in the new information and communication environment.

The preparation of Master in "Internet, New Media and Culture" involves: providing basic knowledge in the Internet and virtual culture, knowledge and skills using the latest information and communication technologies in the field of culture; building capacities to absorb the basic terminology, main techniques and approaches for successful work in the digital environment; absorbing new knowledge of modern use of digital technologies in image creation and their application in various fields of life; providing knowledge for the new ways of creation, dissemination and utilization of media products on the web; expanding the opportunities for the application of this knowledge and skills in the overall research practice.

Master in Internet, New media and Culture (MA) program lasts for one year and two semesters for continuing education of students who have acquired Professional Bachelor's degree in specialties of professional direction "Sociology, Anthropology and Cultural Sciences" as well as students from other professional fields to following areas of higher education - Pedagogical Sciences, Humanities, Social, Economic and Law Sciences.

Competencies of Master Graduates

Graduates of the master program "INTERNET, NEW MEDIA AND CULTURE" acquire professional skills and competencies for working in and through the Internet, related with new types and forms of communication and culture.

The educational tasks are related to build the necessary knowledge and competencies of the students. They acquire:

- Understanding the modern problems of information society and Internet culture;
- Successful participation in critical debates about new media and information technology;
- Understanding of various approaches to cultural and communication phenomena and problems and planning alternative ways of solving them;
- Adequate self-esteem and optimal self-regulation of their behaviour in the personal relationships and teamwork;
- Creative use of modern trends and ideas in Internet communication and media culture;
- Work experience in the new media environment with various online forms; Understanding the social, economic, cultural, educational and ethical issues that define the lives of virtual communities;
- Managing an entrepreneurial business to implement entrepreneurial approaches and strategies in the online environment;
- Capability to analyze the expression of photography and other visual arts - composition, light, colour, and skills in implementing their own photographic work;
- Capability to animate the monuments of the cultural heritage and active inclusion as sites for cultural tourism;
- Understanding how to use the various online media resources;
- Capability to create and implementation of research and applied projects in the field of the Internet culture;
- Capability to research the digital space, virtual culture and information society;
- Knowledgeable about online marketing research and analysis;
- Capability to conduct advertising campaigns on the Internet;
- Knowledge of graphic design;
- Understanding the languages HTML, DHTML, CSS and ability to build websites.

Areas for professional development of master graduates in "Internet, New media and Culture":

The study of complex fundamental disciplines builds quality theoretical and applied knowledge and skills to analyze the cultural aspect of modern systems and communication tools for working in the field of Internet, new media, and other modern means of communication, including the interactive advertising, multimedia, digital photography, e-tourism entrepreneurship, e-marketing, etc.

Master Graduates in "Internet, New Media and Culture" are prepared as:

- a) Specialists in the field of new media culture;
- b) Sociologists and psychologists in the field of Internet communications;
- c) Researchers in the field of virtual culture and information society;
- d) Specialists in the field of e-marketing and interactive advertising;
- f) Analysts, content providers and others professionals associated with networking on the Web;
- g) Professionals working in the field of e-tourism;
- h) Teachers in virtual education courses and Internet communication;
- i) Specialists in the field of the digital photography, photographic advertising scientific and applied photography and more;
- k) Web designers, etc.

The master's students graduate with thesis defense or State Examination in accordance with the Law on Higher Education.

MA PROGRAMME "INTERNET, NEW MEDIA AND CULTURE" - CURRICULUM

ONE YEAR REGULAR AND EXTRAMURAL STUDY

First semester	ECTS credits	Second semester	ECTS credits
Graphic Design	4	Digital Photography	4
Internet - The New Communication Environment	4	Cultural Heritage and Internet	4
Digital Media Discourse	4	Sociology of Virtual Reality	4
Web Design	4	Elective course 1	3
Virtual Communities	4		
Entrepreneurship	3,5		
Internet Advertising	3,5		
Elective course 1	3		
Elective courses (students choose one subject)		Elective courses (students choose one subject)	
First group		Second group	
From Manuscript to E-book	3	Business English	3
E-libraries	3	Psychological Aspects of Internet	
New media, Policy and Civil Society	3	Communication	3
E-marketing		Post-Metaphysical Thinking	3
	3	Media Regulation	3
	Total		Total
	30		30

The total number of credits for 2 semesters is 60 or 30 credits per semester.

ACADEMIC COURSE DESCRIPTIONS

Course name: **GRAPHIC DESIGN**
 Semester: **I semester**
 Type of Course: **Lectures**
 Hours per week: **3**
 Number of Credits: **4 credits**
 Lecturer: **Assoc. Professor Ivan Trenchev, PhD**
 Department: **Informatics**

**SWU “Neofit Rilski”
Blagoevgrad, 2700**

**Compulsory course from the educational curriculum in "Internet,
New Media and culture"- Master degree.**

Course status in the
Educational
Curriculum:

Course description:

The course offers specialized training in the field of multimedia, computer design, three-dimensional modeling and computer graphics. The training is carried out in three main areas - development and integration of multimedia applications modeling dimensional and design, computer animation.

Course Aim:

The main objective of the course is to clarify the theoretical and practical performances in graphic design.

Contents:

Introduction to computer graphics. Basic concepts of analytical geometry. Two-dimensional graphics points, lines, polygons. Objects - positioning, scaling rotation. Types of applied graphics - print graphics - Communicative graphics. Specific requirements and methods used in applications graphics - color - mainly pictorial means in applied graphics. Composition in applied graphics - essential elements. Artistic image in harmony with flowers and font. Balance - the main law in graphic design and its composition. Balancing the graphic images. Balancing through lines directions and axes of painting materials. Development of graphic materials - specificity, technologies, formats, tools. Schedule World Wide Web. Development of animation - specifics, animation techniques, technologies, formats, tools. Web animation. Software for three-dimensional computer graphics.

Educational
Methods:

Priority in training is the practical and independent work of students.

Prerequisites:

Computer and information literacy skills.

Evaluation:

Knowledge, skills and competence during seminars in the course of the current control, it is importance the results achieved by the set assignments and tests.

Course Educational
Enrollment:

After attesting the previously taken exams.

Exam Enrollment:

Coordinated with a lecturer and students inspector.

Literature:

1. Beyn, St. CorelDraw 11: Ofitsialno r"kovodstvo. SoftPres, Sofiya, 2003
2. Vulkanova, V. Grafichen dizayn. UI “Sv. Kl. Okhridski”, Sofiya, 2007
3. Lolur, B. Dizayn, predpechat i pechat – ofitsialno r"kovodstvo. SoftPres, Sofiya, 2006
4. Uud, Alan B. Tsifrova palitra na grafichniya dizayner, Duo Design, Sofiya, 2007
5. Parkur, R. Profesionalen dizayn v reklamata. SoftPres, Sofiya, 2004

Course name:

DIGITAL MEDIA DISCOURSE

Semester:

I

Kind of Course:

Lectures and seminars

Hours per week:

2-1-3

Number of Credits:

3 credits

Lecturer:	Slavka Popova, PhD
Department:	Public Relations Law and History Faculty SWU "Neofit Rilski", Blagoevgrad, 2700
Course status in the Educational Curriculum:	Elective course from the educational curriculum in "Internet, New Media and Culture"- Master degree.
Course description:	It is important for the future specialists to be able to deal with texts, especially with the digital media texts because communication skills are based and successfully organized and developed due to the verbal perception. Discourse representation is a part of the overall picture of activities which help people be successful in the social sphere. Knowing the techniques how to read, write and understand TV, Radio and Cyber texts is obligatory for each future specialist in the sphere of Media producing and in the business sphere.
Course Aim:	This course has the idea to present and place the text within the sphere of grammar, logics, and pragmatics. It will develop some further knowledge on the discourse reasons for the quality of the communication. Students will learn to analyze and practice certain discourse models which serve perfectly the digital media.
Educational Methods:	Lecturing, Discussions, Direct Own Learning, Case studies.
Preliminary Conditions:	Students are expected to have basic grammar knowledge acquired during the secondary school education, be aware of the standard of the language and of certain deviations due to dialect forms, digital language, jargons and slang.
Evaluation:	There will be a written exam at the end of the first semester. Priority is given to the experimental work. The lecturer will evaluate the students' participation and argumentation during seminar discussions and case studies, the students' tests, and home assignments. Creativity will be highly appreciated. The final result will have the proportion of 1:1 between the written exam and the semester students' activities.
Course Educational Enrollment:	After attesting the previously taken exams.
Exam Enrollment:	Coordinated with a lecturer and students inspector.
Bibliography:	<ol style="list-style-type: none"> 1. Boyadzhiev T., (kolektiv), Pravopis i punktuatsiya na b"lgarskiya yezik. Osnovni pravila, BAN, Prosveta, Sofiya, 2011 2. Vodenicharov P., Sotsiolingvistika, Sema RSH, Sofiya, 2003 3. Dobрева, YE., Problemi na izgrazhdaneto na teksta, Shumen, 1998 4. YEftimova A., Mediyen yezik i stil: teorii i s"vremenni praktiki, „Sv. Kl. Okhridski”, Sf., 2014 5. Ognenska N., Godishnik Nauka – Obrazovaniye – Izkustvo, Tom 1, Chast 1 i 2, Universitetsko izdatelstvo „N. Rilski”, Blagoyevgrad, 2007 6. Pencheva-Apostolova G., Retorikata i yelektronната kultura, Bukvite, 2014 7. Buchvarova B., Georgiyev B., Ignatov Vl., YEzikova kultura. Kak da pishem uspeshno po pravilata., NBU, Sofiya, 2006 8. Popova S., Blogut – PR instrument za komunikatsiya,

- Disertatsionen trud za pris"zhdane na obrazovatelna i nauchna stepen „Doktor” , Blagoyevgrad, 2012
9. Shopova T., Izkustvoto v sistemata na naukite, YUZU „N. Rilski”, Blagoyevgrad, 2003Crystal D., Txtng The gr8 db8, Oxford University Press, 2008
 10. Halliday M., Hasan R., Language, context, and text: aspects of language in a social-semiotic perspective, OUP, Hough G., News Writing, The University of Georgia, Boston, 1984
 11. Kaplan A., M. Haenlein, Users of the World unite! The Challenges and Opportunities of Social Media, Business Horizons Magazine, Vol. 53, 2010, p.61
 12. Linell, Per. "Discourse across boundaries: On recontextualizations and the blending of voices in professional discourse," Text, 18, 1998
 13. <http://www.chomsky.info/>

INTERNET – THE NEW COMMUNICATION ENVIRONMENT

Course name:	
Semester:	I-st semester
Type of Course:	Lectures
Hours per week:	3 – 0 - 3
Number of Credits:	4 credits
Lecturer:	Assoc. Prof. Tatiana Shopova, PhD
Department:	Cultural Studies, SWU, 1th campus, 5th floor, tel. +359 73 588 501 Faculty of Arts SWU “Neofit Rilski”, Blagoevgrad, 2700 tansha@swu.bg
Course status in the Educational Curriculum:	Compulsory course from the educational curriculum in "Internet, New Media and Culture "- Master degree.
Course description:	The topicality of the subject is determined by the highlighting of the Internet as an important step in the information mapping. The course is a cultural understanding of the Internet as a phenomenon of the modern information society. The network is seen as a versatile tool for mass communication, which allows moving the discourse of mainstream media in cyberspace.
Course Aim:	The course aims to reveal the general theoretical and methodological key issues shaping the global computer network and the actual changes that the media sector undergoes. It outlines the specifics of the Internet as well as the contours of the new media and new conditions for their operation.
Contents:	Europe in the Internet age. Emergence and development of the Global Network. Specificity and basic characteristics of the Internet communication. Internet media. Web digital libraries and museums. Computer games. Computer Animation.
Educational Methods:	Lectures with using of multimedia and video. The main didactic form is power point. Promoting critical discussions and critical analysis of the problems.
Prerequisites::	Background knowledge on modern culture and communication

processes concerning Internet development; good communication and internet literacy skills.
Evaluation: Evaluation will be on the basis of prescribed learning outcomes: (a) Tests – 30%, b) Essays, reports, project, presentation, etc. - 40%; (c) written exam – 30%.

Course Educational Enrollment: After attesting the previously taken exams.

Exam Enrollment: Coordinated with a lecturer and students inspector.

Literature:

1. Castells, Manuel. The Rise of the Network Society: The Information Age: Economy, Society and Culture, 2001
2. Castells, Manuel. The Internet Galaxy: Reflections on the Internet, Business and Society. Oxford: Oxford University Press ,2004
3. Manovich L. Post-media Aesthetics, 2001
4. Manovich L, The Language of New Media, The MIT Press, San Diego, California, 2001.
5. McLuhan M. The Global Village: Transformations in World Life. A Media in the 21st century. N.Y., 1989
6. Porter, David. Internet Culture. Routledge, 1997
7. Toffler, Alvin. Future Shock Bantam Books, 1970

Course name: **INTERNET ADVERTISING**

Semester: **I-st semester**

Type of Course: **Lectures and seminars**

Hours per week: **2 – 1 - 3**

Number of Credits: **3,5 credits**

Lecturer: **Assist. Prof. Radostina Mihailova, PhD**

Department: **SWU “Neofit Rilski”**

Blagoevgrad, 2700

Course status in the Educational Curriculum: **Compulsory course from the educational curriculum in "Internet, New Media and Culture"- Master degree.**

Course description: The course is devoted to the theoretical and practical description of the technology of Internet advertising - nature, stages of implementation, interests of advertisers, relationship between publishers, site visitors and advertisers.

Course Aim: The course aims to familiarize students with both the technology of modern advertising - the Internet-sites and the complex relationships between the participants in it.

Educational Methods: Lectures and practice

Prerequisites: Good internet literary skills

Evaluation: Project work

Course Educational Enrollment: After attesting the previously taken exams.

Exam Enrollment:

Coordinated with a lecturer and students inspector.

Course name: WEB DESIHG N
Semester: I-st semester
Type of Course: Lecture and seminars
Hours per week: 2 – 1 - 3
Number of Credits: 4 credits
Lecturer: Professor Nina Sinjagina, PhD
Department: Informatics
Faculty of Mathematics and Natural Sciences
SWU “Neofit Rilski”
Blagoevgrad, 2700

Course status in the Educational Curriculum: Compulsory course from the educational curriculum in "Internet, New Media and Culture "- Master degree.

Course description: The proposed curriculum is dealing with issues and techniques in the field of Web design. There are presented techniques associated with construction of static and dynamic pages and their merging into full websites. It deals with current software for developing websites, as well as languages such as HTML, DHTML and CSS. The course may be grounds for discipline "Internet Programming" and "Internet technologies".

Course Aim: The objective is to form students total volume of knowledge and skills for understanding the basics of the languages HTML, DHTML and CSS. Understanding the current environment for developing web sites. Developing a comprehensive website.

Educational Methods: Lectures and practice.

Prerequisites:: Decent computer literacy skills

Evaluation: Current control is performed during the laboratory sessions through coursework (50% of final grade). The course ends with a written exam (50% of final grade).

Course Educational Enrollment: After attesting the previously taken exams.

Exam Enrollment: Coordinated with a lecturer and students inspector.

Literature:

1. Jennifer Niederst Robbins and Aaron Gustafson. Learning Web Design: A Beginner's Guide to (X)HTML, StyleSheets, and Web Graphics. Paperback, 2007
2. Patrick McNeil. The Web Designer's Idea Book: The Ultimate Guide To Themes, Trends & Styles In Website Design. Paperback, 2008
3. Ethan Watrall and Jeff Siarto. Head First Web Design. Paperback, 2008

Course name: DIGITAL PHOTOGRAPHY
Semester: II-nd semester
Type of Course: Lecture and practice
Hours per week: 2 – 1 - 3
Number of Credits: 4 credits
Lecturer: Professor Pavel Milkov
Department: Theatre, Cinema and Television Arts, SWU, 4th campus, 5th floor, +359 73 88 78 44

**Faculty of Arts
SWU "Neofit Rilski"
Blagoevgrad, 2700**

Course status in the Educational Curriculum:	Compulsory course from the educational curriculum in "Internet, New Media and Culture "- Master degree.
Course description:	The material on Digital photography will acquaint students with the new capabilities of photography, with the new trends in the creative development of individual genres of photography, in the development of modern methods of fixing the image as an electronic - digital image.
Course Aim:	The objective is to form students' total volume of knowledge and practical skills necessary in achieving the tasks for the practical implementation of the photographic image through digital camera.
Educational Methods:	Lecture, demonstration, practice.
Prerequisites::	All students in Master degree have to know how digital photography works, how to obtain image.
Evaluation:	Coursework examination
Course Enrollment:	Educatic After attesting the previously taken exams.
Exam Enrollment:	Coordinated with a lecturer and students inspector.
Literature:	<ol style="list-style-type: none">1. Freemman, Michael. THE PHOTOGRAPHER'S EYE, Composition and Design for Better Digital Photos, 20072. Johnson, Dave. How to Do Everything Digital Camera, Fifth Edition, 20063. Johnson, Dave. Digital Camera, Second Edition , 20024. Langford, M, Andrews, Philip. Langford's Starting Photography, The guide to great images with digital or film, Fifth Edition, AMSTERDAM, 20075. Long, Ben. COMPLETE DIGITAL PHOTOGRAPHY, FOURTH EDITION, 20096. Hedgecoe, John. The art of digital photography, 20067. Hedgecoe, John. The book of photography, LONDON, NEW YORK, UNICH, MELBOURNE, DELHI. 20058. McCartney, Susan. Photographic Lighting Simplified, 20039. Praker, D. Basics Photography, 2007.10. Ralph E. Jacobson, Sidney F. Ray, Geoffrey G. Attridge, Norman R The Manual of Photography, Photographic and digital imaging, Ninth edition, 2000, Oxford11. Saffir D. Mastering Digital Color A Photographer's and Artist's Guide to Controlling Color, 200612. Scott Kelby, The Digital Photography Book: The Step-By-Step Secrets for How to Make Your Photos Look Like the Pros' ,200613. Tarrant J. Understanding Digital Cameras, AMSTERDAM, 200714. Ward, Peter. Picture Composition for Film and Television, 2002

Course name: **CULTURAL HERITAGE AND INTERNET**

Semester: **II-nd semester**
Type of Course: **Lectures and seminars**
Hours per week: **2 - 1 - 3**

Number of Credits: **4 credits**
 Lecturer: **Professor DScs Vasil Markov**
 Department: **Cultural Studies, SWU, 1th campus, 5th floor, tel. +359 73 588 501**
Faculty of Arts
SWU "Neofit Rilski",
Blagoevgrad, 2700

Course status in Educational Curriculum: **Compulsory course from the educational curriculum in "Internet, New Media and Culture"- Master degree.**
 Course description: The course presents the digitization of the Bulgarian cultural heritage and its implementation in a broad scientific turnover and promoting it as an important resource for cultural tourism, educational and research process.

Course Aim: The course "Cultural Heritage and the Internet" aims to acquaint students with digitize the world's cultural heritage, as well as possibilities for learning and promoting it.

Contents: Exploring cultural heritage and the Internet. Research of the cultural heritage and the Internet. Promotion of cultural heritage and the Internet. Bulgarian cultural heritage and the Internet. Digitization of immovable monuments. Digitalization of movable monuments of culture.

Educational Methods: Lecture, demonstration, practice.

Prerequisites: All students of Master program should know the digitization of Bulgarian cultural heritage and the possibilities for presentation promotion.

Evaluation: Coursework examination
 Course: EducativeAfter attesting the previously taken exams.

Enrollment:
 Exam Enrollment: Coordinated with a lecturer and students inspector.

Literature:

1. Slateva, M; A. Slateva. Bulgarien Cultural Heritage: Interpretation and Presentation Problems and Prospects – www.arcchip.cz/w05/w05_zlateva.pdf
2. Alexandrov, E. 1980. International Protection of Cultural Values and Sites, Sofia
3. Chavrakov, C. 1978. Bulgarian Monastiries , Second Impresson, Sofia
4. Delev, K. Vulaesability of Bulgarien Cultural Heritage to Hazards. Paper to Workshop, Ariadne 4, Prague, August 2001
5. Petkova, D. 2000. National Identity and Globalization, Compass P, Plovdiv
6. Fol, Al. 1990. Politics and Culture in Ancient Thrace, Sofia
7. Kitov, G. New Discoveries in the Valley of Kings. In: Anali, 1-4, p. 37-68
8. Kondrev, N; Sirakov, St; Cholakov, P. National Cultural Community Centres in Bulgaria. Vol.1 and 2, Sofia 1991

Course name: **ENTREPRENEURSHIP**
 Semester: **I-st semester**
 Type of Course: **Lectures and seminars**
 Hours per week: **2 – 1 - 3**
 Number of Credits: **3,5 credits**
 Lecturer: **Prof. Raja Madgerova, PhD**

Department: **Management and Marketing, SWU, 3th campus
Economic Faculty
SWU "Neofit Rilski"
Blagoevgrad, 2700
2 Krali Marko Str
Tel. +359/73/88 59 52
E-mail: stopfak@aix.swu.bg**

Course status in the Educational Curriculum: **Compulsory course from the educational curriculum in "Internet, New Media and Culture"- Master degree.**

Course description: The course is aimed at revealing the nature, content, management and organization of entrepreneurial business in the market economy.

Course Aim: The aim of the course "Entrepreneurship" is to give students a thorough knowledge of the theoretical and practical problems of the entrepreneurship and to explore the basic approaches to its realization in the modern world. All students in Master degree have to know the theoretical foundations and development of economic theory of entrepreneurship; learning about the nature and characteristics of entrepreneurship, its role in solving economic problems and the necessary economic conditions and institutional preconditions for its development.

Educational Methods: Lectures

Prerequisites: Background knowledge of economic processes

Evaluation: Coursework; Written exam

Course Educational Enrollment: After attesting the previously taken exams.

Exam Enrollment: Coordinated with a lecturer and students inspector.

Literature:

1. Brigitte Berger The Culture of entrepreneurship, 1991
2. Peter H. Werhahn. DER UNTERNEHMER. SEINE ÖKONOMISCHE FUNKTION UND GESELLSCHAFTSPOLITISCHE VERANTWORTUNG
Editor: ORDO SOCIALIS Publishing Company: Paulinus-Verlag, Trier, 1990
3. Peter F. Drucker .Innovation and Entrepreneurship, 1993

Course name: **VIRTUAL COMMUNITIES**

Semester: **I-st semester**

Type of Course: **Lectures and seminars**

Hours per week: **3 – 0 - 3**

Number of Credits: **4 credits**

Lecturer: **Assoc. Prof. Desislava Lilova, PhD**

Department: **Part-time lecturer**

Course status in the Educational Curriculum: **Compulsory course from the educational curriculum in "Internet, New Media and Culture"- Master degree.**

Course description: The course is focused on studying the social organization of cyberspace. The course examines the formation of a new type of social groups in cyberspace. It provides in-depth analysis of a selection of the vast amount of community based on the web as well as a historical overview of the development of the phenomenon.

Course Aim:	The course aims to: Introduce students in the scientific field related with the virtual communities and the mechanisms that regulate the formation of this new type of social groups; Encourage the development of critical attitudes towards the social, economic, cultural, educational and ethical issues that define the life of virtual communities; Prepare students for developing self-analysis and projects related to wider issues of cyberspace.
Contents:	Lectures include educational uses of virtual communities from children and adults; art and copyright on the Internet; problems of the virtual self-government; security issues, private sector and anonymity on the Web.
Educational Methods:	Lectures with use of multimedia; web work.
Prerequisites:	All students in Master degree have to know how to work on the Web
Evaluation:	Coursework examination
Course Educational Enrollment:	After attesting the previously taken exams.
Exam Enrollment:	Coordinated with a lecturer and students inspector.
Literature:	<ol style="list-style-type: none"> 1. Boyd, Danah "Identity Production in a Networked Culture: Why Youth Heart MySpace" http://www.danah.org/papers/AAAS2006.html 2. Castells, Manuel (ed.) 2003. <i>The Internet Galaxy: Reflections on the Internet, Business and Society</i>. Oxford: Oxford University Press 3. Castells, Manuel (ed.) 2005. <i>The Network Society: A Cross-Cultural Perspective</i>. Cheltenham: Edward Elgar 4. O'Reilly, Tim 2005. "What is Web 2.0?" http://www.oreillynet.com/pub/a/oreilly/tim/news/2005/09/30/what-is-web-20.html 5. Rheingold, Howard 2000. <i>The Virtual Community: Homesteading on the Electronic Frontier</i>, 2nd ed., New York: MIT Press http://www.rheingold.com/vc/book/.htm 6. Вагнер, Герхард 2004. „Световното общество като общество на мрежите”, <i>Социологически проблеми</i>, кн. 3-4, с. 27-49 7. Спасов, Орлин 2004. „Интернет в България: другият преход”, <i>Социологически проблеми</i>, кн. 3-4, с. 162-190

Course name:	SOCIOLOGY OF VIRTUAL REALITY
Semester:	II-nd semester
Type of Course:	Lectures and seminars
Hours per week:	2 – 1 - 3
Number of Credits:	4 credits
Lecturer:	Assistant Prof. Lachezar Antonov, PhD
Department:	Cultural Studies, SWU, 1th campus, 5th floor, tel. +359 73 88 78 Faculty of Arts SWU "Neofit Rilski", Blagoevgrad, 2700
Course status in the Educational Curriculum:	Compulsory course from the educational curriculum in "Internet, new media and culture"- Master degree.
Course description:	The course is devoted to the problems of social construction of identity in the conditions of a new, technologically modeled, virtual in nature,

Course Aim:	artificial environment in which traditional patterns of social behavior and self-assertion have totally lost their relevance. During the course both the transformation of traditional social systems in a modern informational society and the processes of virtual socialization and formation of virtual communities will be discussed and analyzed in sociological perspective. The objective is to form students' total volume of knowledge and skills for understanding of the socio-cultural aspects of the process of virtualization of the social world, which mark a new, unknown up to now forms of social interaction; to the main characteristics of this interaction and the opportunities it provides to different social actors interacting with each other in cyberspace, (e.g. the opportunity for anonymity, asynchrony, space delocalization, equalization of social status, etc.).
Educational Methods:	Lectures with using of multimedia; discussions; work on the Internet
Prerequisites:	Decent internet literacy skills
Evaluation:	Coursework examination; Written exam
Course Educational Enrollment:	After attesting the previously taken exams.
Exam Enrollment:	Coordinated with a lecturer and students inspector.

Course name: **POST-METHAPHISICAL THINKING**

Semester: **II-nd semester**

Type of Course: **Lectures**

Hours per week: **2 – 0- 2**

Number of Credits: **3 credits**

Lecturer: **Assoc. Professor Antoaneta Nikolova, PhD**

Department: **Philosophical and Political Sciences, 1st campus, 4th floor**

**Faculty of Philosophy
SWU “Neofit Rilski”, Blagoevgrad, 2700**

Course status in the Educational Curriculum: **Elective course from the educational curriculum in "Internet, New Media and Culture"- Master degree.**

Course description: The Internet culture is connected with reshuffle, reconstruction, or even elimination of the established paradigms of thinking inherent in the Cartesian philosophy, Newtonian physics, and Aristotelian logic. The crisis of modernity led to multiple attempts to reinvent settings and presumptions of Western kind of thinking. The proposed course examines the specifics of these experiments developed in different areas of humanitarian knowledge and seeks to show how thinking in terms of static, differentiation, and particularity is replaced by thinking in terms of dynamism and holism.

Course Aim: The main objective of the course is to reveal the peculiarities of post-metaphysical thinking, which tries to destruct old authorities and values and to remove any paradigms and metaphysical constructions. The course also aims to show how thinking in terms of virtuality and unity ensuing by the Internet, is a result, but also a reason for these new trends.

Contents: The course begins with exploring the basis postulates of metaphysical

thinking. It proceeds presenting the main characteristics of thinking in Non-European cultures, especially peculiarities of mythological thought, idea of dynamism in Chinese thought and understanding of non-duality in Indian thought. Then the non-linear thinking in science is discussed, especially ideas of synergetics, holism, and chaos theory in physics, theory of morphogenetic fields in biology, ideas of transpersonal psychology. The course concerns the key challenges facing theology, based on Judeo-Christian values and beliefs, especially with regard to the understanding of God, the God-humans and human-nature relationships. A special attention is paid to the Post-Metaphysical thinking in philosophy and the attempts of postmodern philosophy to deconstruct the language of metaphysics. In the conclusion part the main trends in the establishment of so-called. "Post-Metaphysical spirituality" as a new way of integrating the achievements of Eastern and Western thought are presented.

Educational

Lecture, demonstration, practice.

Methods:

Prerequisites:

There are no special preliminary conditions although an interest in philosophy would be of benefit.

Evaluation:

Exam

Course Educational

After attesting the previously taken exams.

Enrollment:

Exam Enrollment:

Coordinated with a lecturer and students inspector.

Literature:

1. Derrida, Jacques, *Speech and Phenomena and Other Essays on Husserl's Theory of Signs*, Evanston: Northwestern University Press, 1973.
2. Fritjof Capra, *The Turning Point: Science, Society, and the Rising Culture*, (1982), Simon and Schuster, Bantam paperback 1983:
3. Gadamer, Hans-Georg, *Reason in the Age of Science*. Cambridge, MA: MIT Press, 1981.
4. Grof, Stanislav, *The Holotropic Mind: The Three levels Of Human Consciousness And How They Shape Our Lives* (1992) with Hal Zina Bennet
5. Habermas, Jurgen, *The Philosophical Discourse of Modernity*. Cambridge, MA: The MIT Press, 1987.
6. Rorty, Richard, *Philosophy and the Mirror of Nature*. Princeton: Princeton University Press, 1979.
7. Wilber, Ken, *A Brief History of Everything*, 1st ed. 1996, 2nd ed. 2001
8. An Integral Vision for Business, Politics, Science and Spirituality, 2000
9. Grof, Stanislav, *The Holotropic Mind: The Three levels Of Human Consciousness And How They Shape Our Lives* (1992) with Hal Zina Bennet
10. Fritjof Capra, *The Turning Point: Science, Society, and the Rising Culture*, (1982), Simon and Schuster, Bantam paperback 1983:

Course name:

BUSINESS ENGLISH

Semester:

II-nd semester

Kind of Course:	Lectures and seminars
Hours per week:	2
Number of Credits:	3 credits
Lecturer:	Slavka Popova, PhD
Department:	Public Relations Law and History Faculty SWU “Neofit Rilski”, Blagoevgrad, 2700
Course status in the Educational Curriculum:	Elective course from the educational curriculum in "Internet, New Media and Culture"- Master degree.
Course description:	„BUSINESS ENGLISH” is a course connected with some basic topics for the business sphere. Theory and language will go together in this course for it is well known that practice is important in English language acquisition. The core of the business English are topics like Written Business Communication and Correspondence Employment Formalities, some specialized lexicon including Finances, Industrial Matters and Entrepreneurship. Businessman centered topics will persist in the curriculum - International Partners and Communication – verbal, non-verbal; Time Management; Management Styles; Negotiations; Business Contracts; Media Business Management. This course will be in English.
Course Aim:	„BUSINESS ENGLISH” is a university course made especially for students who want to become media specialists, who will overcome cultural differences through language efficiency and will communicate worldwide. Today’s growing necessity of multilingual specialists is the result of the globalization. Open boundaries make people travel intensively, hunt for a better paid job and knowing English for business purposes is not only necessary – it is obligatory. This course will refine students’ knowledge and develop students’ awareness of business English language and culture.
Educational Methods:	Computer projector. Online connection for use on the Internet, handouts, educational audio-video computer aids and mobile applications on "BUSINESS ENGLISH".
Preliminary Conditions:	The students should have preliminary knowledge of English at least at the lower intermediate level.
Evaluation:	There will be an exam at the end of the second semester. Notwithstanding the team work, priority will be given to the individual work in this course because knowing a language is a personal matter. Evaluation will be on complex rather than separate activities as the four skills reading, writing, speaking and listening should be integrated. There will be a written exam at the end of the course. The final mark is formed together with the seminar marks and home assignments accomplished during the semester. The final result will have the proportion of 1:1 between the written exam and the semester students’ activities.
Course Educational Enrollment:	After attesting the previously taken exams.
Exam Enrollment:	Coordinated with a lecturer and students inspector.

Literature:

1. Angelova G., I. Terziyska, English for Tourism Business English, South-West University Publishing House, Blagoevgrad, 2007
2. Burns P., Entrepreneurship and Small Business, Palgrave Macmillan, 2011
3. Cross H., B. McKelcher, Cultural Tourism, Routledge, London and NY, 2015
4. Greener M., Business Dictionary, The Penguin, 1994
5. Benfari R., Understanding and Changing your Management Style, Assessments and Tools for Self-Development, 2013
6. Downes Colm, Cambridge English for Job Hunting, Cambridge University Press, 2010
7. Evans C., Time Management for Dummies, UK Edition, 2008
8. Hasson J., Brilliant Communication Skills: What the Best Communicators Know, Do and Say, Pearson, 2012
9. Hollifield C., G. Sylvie, J. Wicks, W. Lowrey, Media Management, A Casebook Approach, Routledge, London and New York, 2016
10. Jones Leo, R. Alexander, New International Business English, Cambridge University Press, 2010
11. Kalderon I., Management/Mismanagement Styles, George Gendron Editor, 2004
12. Kostadinova D., G. Georgieva, I. Nestorova, I. Sakareva, Specialized Translation, South-West University, Blagoevgrad, 2015
13. Loughheed L., Business Correspondence, Pearson, Longman, 2010
14. Ramsey R., English for International Business, Scott, Foresman and Company, Illinois, 1993
15. Multimedia, Business Correspondence, PONS, Sofia, 2004
16. Business Multimedia, Sofia, 2005
17. Popova S., English for Public Relations, South West University Press, Blagoevgrad, 2011
18. Sylvie G., J. Wicks, C. Hollifield, S. Lacy, A. Sohn, Media Management, Lawrance Erlbaum Associates, 2009
19. Walker S., The Art of Getting Things Done, Kindle edition, 2015
20. Wheeler M., Negotiations, Harvard Business School Press, Boston Massachusetts, 2003
21. <http://www.better-english.com/exerciselist.html>
22. http://www.fifoost.org/bulgarien/recht/en/commerce_law/index.php

PSYCHOLOGICAL ASPECTS OF INTERNET COMMUNICATION

Course name:

Semester:

II-nd semester

Type of Course:

Lectures

Hours per week:

2 hours per week

Number of Credits:

3,0 credits

Lecturer:

Assoc. Professor Maria Valkova, PhD

Department:	Culture Studies, 1st campus, 5th floor, tel. +359 73 588501 Faculty of Arts SWU "Neofit Rilski" Blagoevgrad, 2700
Course status in the Educational Curriculum:	Elective course from the educational curriculum in "Internet, New Media and Culture"- Master degree.
Course description:	The course discusses the socio-cultural and psychological features of cyberspace, related with changes in the overall attitudes, sense of time and space, lifestyle, communication, changes in emotional, cognitive and behavioral sphere. The position of the individual in the cyberspace is analyzed - I-identity, roles, relationships, regressive behavior, and language, the influence of personality traits / such as anxiety, rigidity, aggression, frustration, introversion and extraversion etc / on the behavior in the Internet, attitudes and motivation for its use. The course deals with aspects of the psychology of communication in cyberspace, different situational contexts, anonymity, etc. Also considered are the psychological characteristics of role-playing games in the network, the risk of addiction and ways of overcoming it.
Course Aim:	The course aims to: Clarify the specifics of Internet communication, to reveal the main factors influencing the type of behavior in the network; to reveal those aspects of Internet communication that contribute to the personal development of its participants, but also factors influencing the acquisition of Internet addiction. Students have to acquire practical skills on the communication culture in the Internet, and knowledge, attitudes and skills related to healthy behaviors in Internet communication.
Contents:	Cyberspace as a psychological reality; Self-identity on the Internet; Gaming activities on the Internet; Relationship between interest in the Internet and personal orientations; Depending on the Internet; Specificity of interpersonal communication on the Internet.
Educational Methods:	The course is conducted in the traditionally approved way by using conducting socio-cultural and psychological tests, development of theoretical and practical themes.
Evaluation:	Assignments and tests on relevant points. The course ends with a written exam on the material according to the attached syllabus. The evaluation of the course is formed at the end of the semester course by evaluating responses but students writing essay-questions.
Course Educational Enrollment:	After attesting the previously taken exams.
Exam Enrollment:	Coordinated with a lecturer and students inspector.
Literature:	<ol style="list-style-type: none"> 1. Spears, R., M. Lea, S. Lee De-individuation and group polarization in computer-mediated communication. <i>British Journal of Social Psychology</i>, 29, 121-134. 2. Suler, John The psychology of Cyberspace 1996 http://www.setimes.com/cocoon/setimes/xhtml/bg/features/setimes/articles/2005/03/21/reportage-01 3. Suler, John <i>Why is This Thing Eating My Life? Computer and Cyberspace Addiction at the "Palace"</i>; http://www.rider.edu/~suler/psycyber/eatlife.html

4. Suler, John and Phillips, W *The Bad Boys of Cyberspace: Deviant Behavior in Multimedia Chat Communities*. In *CyberPsychology and Behavior*, 1, 275-294;
5. Suler, J. The Basic Psychological Features of Cyberspace. [Online]. Available: www.rider.edu/users/suler/psycyber/basicfeat.html
6. Дерменджиева, Г. Увод в компютърно-опосредстваната комуникация, София, Университетско издателство “Св. Кл. Охридски”, 2001
7. Кастелс, М., Информационната епоха: икономика, общество и култура София., ЛИК, 2004

Course name:	E-LIBRARIES
Semester:	I-st semester
Type of Course:	Lectures and seminars
Hours per week:	1– 1- 2
Number of Credits:	3,0 credits
Lecturer:	Assoc. Professor Tatiana Shopova, PhD
Department:	Department of Cultural Studies Faculty of Arts SWU “Neofit Rilski” Blagoevgrad, 2700
Course status in the Educational Curriculum:	Elective course from the educational curriculum in "Internet, New Media and Culture"- Master degree.
Course description:	The course can be used for self-study or as an aid in the teaching and learning of new information and communication technologies in the libraries. It presents the main principles and possibilities of using modern technology in the development of theses.
Course Aim:	Students have to acquire basic knowledge and practical skills in information and communication tools and technologies associated with the library organization. Graduates have to know the main features, advantages and disadvantages of different types of libraries (traditional and electronic); they can apply a variety of Internet technologies in the search for scientific publishing and information for educational and research process.
Contents:	Modern organization of libraries in Bulgaria. Library - a public information center. From traditional to virtual interlibrary services. Acquisition and processing of library funds. Virtual library communities. Library networks and consortia. Library formats used on the Internet. Types of information in the public information center. Dissemination of scientific information.
Educational Methods:	Lectures and work in e-library
Evaluation:	Course project – 50%; Written exam – 50%
Course Educational Enrollment:	After attesting the previously taken exams.
Exam Enrollment:	Coordinated with a lecturer and students inspector.

Literature:

1. Cline, Hugh F., Loraine T. Sinnott. *The Electronic Library. The Impact of Automation on Academic Libraries.* – Toronto: LexingtonBooks, 1983. - 187 p.
2. Franks, J. What is an electronic journal? Parts1-4, *PASC-L*, 21 January 1993.
3. Bazili, Karla, Korado Petenati. Virtualnata biblioteka. Dostup"t do informatsionnite resursi na kompyut"rnite mrezi. – Sofiya: Fondatsiya "Otvoreno obshchestvo", 1994. – 170 s.
4. Gulubova, Sevdalina. Spetsializiranoto vishe uchilishche po bibliotekoznaniye i informatsionni tekhnologii – yevropeyska viziya za budeshcheto. – Biblioteka, 2005 , kn.5, 35-41 s.
5. Ranov, Blagoy. Mezhdubibliotechen konsortsium, AZ-Buki, 14-20 fevruari 2007, br.7, s.4.

Course name:	E-MARKETING
Semester:	I-st semester
Type of Course:	Lectures
Hours per week:	2 – 0 - 2
Number of Credits:	3 credits
Lecturer:	Assist. Prof. Dinka Zlateva, PhD
Department:	Management and Marketing, SWU, 3th campus Economic Faculty SWU "Neofit Rilski", Blagoevgrad, 2700 2 Krali Marko Str Tel. +359/73/88 59 52, Fax: +359/73/88 59 52 stopfak@aix.swu.bg
Course status in the Educational Curriculum:	Compulsory course from the educational curriculum in "Internet, New Media and Culture"- Master degree.
Course description:	The course of E-marketing will introduce students with the trends which new technologies force for successful positioning of firms. Electronic marketing allows companies to skillfully defend their market positions and assert to the competitive attacks. The new reality as a result of the revolution in information technology requires a different approach to consumers and their lifestyles. Along with the traditional approaches used by companies to influence audiences, today more intensively is used and electronic marketing. This opens new ways for reaching to consumers and gives a new aspect of the communications with the audience.
Course Aim:	The objective is to form students total volume of knowledge and skills needed for successful implementation of marketing approaches online.
Contents:	Internet marketing technologies. Ways to attract visitors to the site. Web design. Virtual Communities. From global to local marketing. Management of electronic image through marketing. Ad formats used on the Internet. On-line measurement. Approaches to establishing connections with consumers. Direct marketing choice of ISP.
Educational Methods:	Lectures
Prerequisites:	All students in Master degree have to know how to apply marketing approaches online.

Evaluation: Coursework
Course Educational Enrollment: After attesting the previously taken exams.
Exam Enrollment: Coordinated with a lecturer and students inspector.
Literature:

1. A. Amor, D. (R) evolution of e-business InfoDAR, S., 2000.
2. Thoms G., G. Belogusheva, Online Marketing: Mission still possible, Ciela, S., 2007.
3. Thoms G., G. Belogusheva, Web site - mission mandatory, Ciela, S., 2009.
4. G. Toms, Internet advertising. Mission - possible, eds. Ciela, S., 2005
5. Thoms G., D. Georgiev, Successful online marketing with 65 case studies, Ciela, S., 2010
6. Thoms G., K. Georgieva, social networking tools, Ciela, S., 2011
7. Chuprin, A., A. Yakovlev, Contextual Advertising - basics, secrets, tricks, ed. Assen, 2011

Course name: **MEDIA REGULATION**
Semester: **II-nd semester**
Kind of Course: **Lectures**
Hours per week: **2**
Number of Credits: **3 credits**
Lecturer: **Assistant Prof. Nora Obreshkova, PhD**
Department: **Department of theater, television and cinema, SWU, 4th campus, 4th floor, Faculty of Arts
SWU "Neofit Rilski",
Blagoevgrad, 2700**

Course status in the Educational Curriculum: **Compulsory course from the educational curriculum in „Internet, New Media and Culture"- Master degree.**
Course description: The course "Media regulation" is intended for students studying to acquire a degree "Master" with professional qualification "Media, production and business." The course of lectures is aimed at revealing the nature, content and principles of media regulation, which introduces students to the legal framework in the field of media regulation of media service providers, their licensing, registration and supervision.

Course Aim: The aim is: (i) students to acquire basic theoretical knowledge in the field of media regulation, (ii) to know the specifics of regulation of different types of media (iii) to know the functions and activities of the national regulator in the media environment.

Educational Methods: Training course takes the form of lectures and exercises. Mandatory at the beginning of each lecture is a brief introduction, while ensuring the necessary transience from one topic to another. In the process of familiarizing students with the new theme it is carried a talk with them to achieve continuity between lectures and they themselves need to reach conclusions that would bring in new material.

Preliminary Conditions: All students in Master degree have to acquire the basic knowledge and skills to analyze, summarize and interpret issues related to media regulation.

Evaluation: Current control

Course Educational
Enrollment:

Exam Enrollment:

Bibliography:

After attest term and successfully examinations to the moment.

Coordinated with a lecturer and students inspector.

1. Georgieva, M., I. Georgiev., „Za avtorskite prava pri zadalzhitelno razprostranenie na televizionni i radioprogrami” – sp. „Savremenno pravo”, 2007, kn.1.
2. Gradinarov, B., „Mediyno pravo”, V.T., 2010.
3. Kandeveva, E., „Traditsii v zakonodatelnata uredba na periodichniya pechat v Bulgariya, sp. „Pravna misal” 1994, kn. 4.
4. Lozev, E., „Aktualni problemi na avtorskoto pravo i srodnite mu prava”, S., 2007.
5. Mateeva, S. , „Obshtestveno mnienie i pravno regulirane”, Blagoevgrad, 2006.
6. Ognyanova, N., „Mediyno regulirane. Printsipi i sadebna praktika”, S., 2007.
7. Pesheva, M., (sastavitel) „Dumite na mediyniya prehod”, V. T., 2010.
8. Cholakov, R., (sastavitel) „Mediyno pravo – rechnik na osnovnite ponyatiya”. S., 2005.
9. Lazarova, M., Avtorski i srodni prava v audioviziyata, Vodoley, 2015