



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

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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: 2 YEARS

FORMS OF STUDY: REGULAR AND EXTRAMURAL

**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's program lasts four semesters of continuing education of students who have acquired degree "bachelor" in the fields of professional fields to "Natural Sciences, Mathematics and Informatics", "Engineering", "Health and Sports", "Arts".*

According to Article 5/1 of the Regulation on the state requirements for higher education degrees from 6.08.2002 „Master" can accommodate persons who have a bachelor's or master's degree and average grade of the University Graduate Diploma not less than good 4.00.

## **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;
- j) 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**

**SPECIALITY: CULTURAL STUDIES**

**TWO YEARS REGULAR AND EXTRAMURAL STUDY**

<b>First year</b>			
<b>First semester</b>	<b>ECTS credits</b>	<b>Second semester</b>	<b>ECTS credits</b>
Graphic Design	6	Cultural Heritage and Internet	5
Culture and Communication	6	Internet – The New Communication Environment	5
Digital Media Discourse	6	Digital Photography	5
Web Design	6	Sociology of Virtual Reality	5
Elective course 1	3	Creation of Multimedia Products	5
Elective course 2	3	Elective course 1	2,5
		Elective course 2	2,5
<b>Elective courses (students choose two subjects)</b>		<b>Elective courses (students choose two subjects)</b>	
From Manuscript to E-book	3	New Information Technology and Music	2,5
E-libraries	3	Psychological Aspects of Internet Communication	2,5
New media, politics and civil society	3	Business English	2,5
	<b>Total 30</b>		<b>Total 30</b>
<b>Two year</b>			
<b>First semester</b>	<b>ECTS credits</b>	<b>Second semester</b>	<b>ECTS credits</b>
Postmodern Identities	6	E-marketing	4
Internet Advertising	6	Globalization and Media	4
Entrepreneurship	6	Media Policy – Culture Policy	4
Virtual Communities	6	Elective course 1	3
Elective course 1	3	State exam or defense of a diploma work	15
Elective course 2	3		
<b>Elective courses (students choose two subjects)</b>		<b>Elective courses (students choose one subject)</b>	
Media Regulation	3	Semiotics and Hypertext	3
Persuasive Communication	3	Post-Metaphysical Thinking	3
Media Literacy	3		
	<b>Total 30</b>		<b>Total 30</b>

The total number of credits for 4 semesters is 120 or 30 credits per semester.

## ACADEMIC COURSE DESCRIPTIONS

Course name:	<b>GRAPHIC DESIGN</b>
Semester:	<b>I semester</b>
Type of Course:	<b>Lectures</b>
Hours per week:	<b>2- 1- 3</b>
Number of Credits:	<b>6 credits</b>
Lecturer:	<b>Assoc. Professor Ivan Trenchey, PhD</b>
Department:	<b>Informatics SWU "Neofit Rilski" Blagoevgrad, 2700</b>
Course status in the Educational Curriculum:	<b>Compulsory course from the educational curriculum in "Internet, New Media and Culture"- Master degree.</b>
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:	<b>INTERNET ADVERTISING</b>
Semester:	<b>III-rd semester</b>
Type of Course:	<b>Lectures and seminars</b>
Hours per week:	<b>2 – 0- 2</b>
Number of Credits:	<b>6 credits</b>
Lecturer:	<b>Assistant Professor Radostina Mihailova, PhD</b>
Department:	<b>SWU "Neofit Rilski" Blagoevgrad, 2700</b>
Course status in the Educational Curriculum:	<b>Compulsory course from the educational curriculum in "Internet, New Media and Culture"- Master degree.</b>
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.
Bibliography:	<ol style="list-style-type: none"><li>1. Castells, Manuel. <i>The Rise of the Network Society (The Information Age: Economy, Society and Culture, Volume 1)</i>, 2000</li><li>2. Microsoft User's Guide, Windows, Word, Excel, Query etc.</li><li>3. Palmer, S., Microsoft Front Page 2000, Microsoft Press, 1999</li><li>4. Айвънс, К., <i>Интернет – бързо и ефективно</i>, С., 2003</li><li>5. <i>Интернет общество</i> – България, <a href="http://www.isoc.bg">http://www.isoc.bg</a></li><li>6. <i>История на Интернет</i>, <a href="http://timeline.hit.bg">http://timeline.hit.bg</a></li></ol>

Course name:	<b>CULTURE AND COMMUNICATION</b>
Semester:	<b>I semester</b>
Type of Course:	<b>Lectures and seminars</b>
Hours per week:	<b>2 – 1 - 3</b>
Number of Credits:	<b>6 credits</b>
Lecturer:	<b>Assoc. Prof. Tatiana Shopova, PhD</b>
Department:	<b>Cultural Studies, SWU, 1<sup>th</sup> campus, 5<sup>th</sup> floor, tel. +359 73 588501</b> <b>Faculty of Arts</b> <b>SWU “Neofit Rilski”</b> <b>Blagoevgrad, 2700</b> <b>tansha@swu.bg</b>
Course status in the Educational Curriculum:	<b>Compulsory course from the educational curriculum in "Internet, New Media and Culture"- Master degree.</b>
Course description:	The course is devoted to the mutual influence of two interconnected social phenomena - culture and communication. The logic in detection of consistent understanding of the discipline is built according to: I. The place of communication in modern society and its essential characteristics. II. Interaction between culture and communication. The role of communication in the information society is shown. A special attention has been paid to the cultural aspects of the mass communication.
Course Aim:	The objective is to form students' total volume of knowledge and skills for understanding of the relationship and mutual influence between culture and communication in the contemporary world; to prepare students for independent development of analysis of the modern culture and communication environment.
Contents:	Nature of communication; Attitude culture-communication; Right of communication, Futures and structure of the communication process, types of communications; Specificity of mass communication and its social functions; Cultural aspects of the mass communication.
Educational Methods:	Lectures with using multimedia and video materials. The main didactic form is power point. Promoting critical discussions and critical analysis of the problems.
Prerequisites:	Background knowledge on culture and communication processes; good communication and literacy skills.
Evaluation:	Evaluation will be on the basis of prescribed learning outcomes: (a) Tests – 30%, b) Essays, reports, project work, presentations, 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. <i>The Rise of The Network Society: The Information Age: Economy, Society and Culture</i> , 2001 2. Keane, John. <i>The Media and Democracy</i> , 1991 3. Lasswell, Harold. <i>The Signature of Power: Buildings, Communication, and Policy</i> . New Brunswick, NJ: Transaction Books, 1979 4. Macluhan, Marchall <i>The Medium is the Massage: An Inventory of</i>

- Effects*, with Quentin Fiore 1st Ed.: Random House; reissued by Gingko Press, 2001
5. Macluhan, Marshall. *Understanding media*. Toronto, 1964.
6. Morin, Edgar. *The Spirit of Time* (I: Neurosis, 1962; II: Necrose, 1975),
7. Toffler, Alvin. *Future Shock*, Bantam Books, 1970
8. Toffler, Alvin. *Previews&Premises*, William Morrow & Co, 1983

Course name:	<b>WEB DESI HGN</b>
Semester:	<b>I-st semester</b>
Type of Course:	<b>Lecture and seminars</b>
Hours per week:	<b>2 – 1 - 3</b>
Number of Credits:	<b>6 credits</b>
Lecturer:	<b>Professor Nina Sinjagina, PhD</b>
Department:	<b>Informatics Faculty of Mathematics and Natural Sciences SWU “Neofit Rilski” Blagoevgrad, 2700</b>
Course status in the Educational Curriculum:	<b>Compulsory course from the educational curriculum in "Internet, New Media and Culture "- Master degree.</b>
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:	<ol style="list-style-type: none"> <li>1. Jennifer Niederst Robbins and Aaron Gustafson. <i>Learning Web Design: A Beginner's Guide to (X)HTML, StyleSheets, and Web Graphics</i>. Paperback, 2007</li> <li>2. Patrick McNeil. <i>The Web Designer's Idea Book: The Ultimate Guide To Themes, Trends &amp; Styles In Website Design</i>. Paperback, 2008</li> </ol>

3. Ethan Watrall and Jeff Siarto. Head First Web Design. Paperback, 2008

Course name:	<b>DIGITAL PHOTOGRAPHY</b>
Semester:	<b>II semester</b>
Type of Course:	<b>Lecture and practice</b>
Hours per week:	<b>2 – 1 - 3</b>
Number of Credits:	<b>5 credits</b>
Lecturer:	<b>Professor Pavel Milkov</b>
Department:	<b>Theatre, Cinema and Television Arts, SWU, 4<sup>th</sup> campus, 5<sup>th</sup> floor, +359 73 88 78 44 Faculty of Arts SWU “Neofit Rilski” Blagoevgrad, 2700</b>
Course status in the Educational Curriculum:	<b>Compulsory course from the educational curriculum in "Internet, New Media and Culture "- Master degree.</b>
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 Educational Enrollment:	After attesting the previously taken exams.
Exam Enrollment:	Coordinated with a lecturer and students inspector.
Literature:	<ol style="list-style-type: none"><li>1. Freeman, Michael. THE PHOTOGRAPHER'S EYE, Composition and Design for Better Digital Photos, 2007</li><li>2. Johnson, Dave. How to Do Everything Digital Camera, Fifth Edition, 2006</li><li>3. Johnson, Dave. Digital Camera, Second Edition , 2002</li><li>4. Langford, M, Andrews, Philip. Langford's Starting Photography, The guide to great images with digital or film, Fifth Edition, AMSTERDAM, 2007</li><li>5. Long, Ben. COMPLETE DIGITAL PHOTOGRAPHY, FOURTH EDITION, 2009</li><li>6. Hedgecoe, John. The art of digital photography, 2006</li><li>7. Hedgecoe, John. The book of photography, LONDON, NEW YORK, UNICH, MELBOURNE, DELHI. 2005</li><li>8. McCartney, Susan. Photographic Lighting Simplified, 2003</li><li>9. Praker, D. Basics Photography, 2007.</li><li>10. Ralph E. Jacobson, Sidney F. Ray, Geoffrey G. Attridge, Norman R The Manual of Photography, Photographic and digital imaging,</li></ol>



Ninth edition, 2000, Oxford

11. Saffir D. Mastering Digital Color A Photographer's and Artist's Guide to Controlling Color, 2006
12. Scott Kelby, The Digital Photography Book: The Step-By-Step Secrets for How to Make Your Photos Look Like the Pros', 2006
13. Tarrant J. Understanding Digital Cameras, AMSTERDAM, 2007
14. Ward, Peter. Picture Composition for Film and Television, 2002

Course name:	<b>CULTURAL HERITAGE AND INTERNET</b>
Semester:	<b>II semester</b>
Type of Course:	<b>Lectures</b>
Hours per week:	<b>3 + 0 + 3</b>
Number of Credits:	<b>5 credits</b>
Lecturer:	<b>Professor DScs Vasil Markov</b>
Department:	<b>Cultural Studies, SWU, 1th campus, 5th floor, tel. +359 73 588 501 Faculty of Arts SWU "Neofit Rilski", Blagoevgrad, 2700</b>
Course status in the Educational Curriculum:	<b>Compulsory course from the educational curriculum in "Internet, New Media and Culture"- Master degree.</b>
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 Educational Enrollment:	After attesting the previously taken exams.
Exam Enrollment:	Coordinated with a lecturer and students inspector.
Literature:	<ol style="list-style-type: none"><li>1. Slateva, M; A. Slateva. Bulgarien Cultural Heritage: Interpretation and Presentation Problems and Prospects – <a href="http://www.arcchip.cz/w05/w05_zlateva.pdf">www.arcchip.cz/w05/w05_zlateva.pdf</a></li><li>2. Alexandrov, E. 1980. International Protection of Cultural Values and Sites, Sofia</li><li>3. Chavrakov, C. 1978. Bulgarian Monasteries , Second Impression, Sofia</li><li>4. Delev, K. Vulnerability of Bulgarian Cultural Heritage to</li></ol>

- 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:	<b>INTERNET – THE NEW COMMUNICATION ENVIRONMENT</b>
Semester:	<b>II-st semester</b>
Type of Course:	<b>Lectures</b>
Hours per week:	<b>3 – 0 - 3</b>
Number of Credits:	<b>5 credits</b>
Lecturer:	<b>Assoc. Prof. Tatiana Shopova, PhD</b>
Department:	<b>Cultural Studies, SWU, 1th campus, 5th floor, tel. +359 73 588 501 Faculty of Arts SWU “Neofit Rilski”, Blagoevgrad, 2700 tansha@swu.bg</b>
Course status in the Educational Curriculum:	<b>Compulsory course from the educational curriculum in "Internet, New Media and Culture "- Master degree.</b>
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, projects, presentation, etc. - 40%; (c) written exam – 30%.
Course Educational	After attesting the previously taken exams.

Enrollment:  
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: **POSTMODERN IDENTITIES**

Semester: **III-rd semester**

Type of Course: **Lectures and seminars**

Hours per week: **2 – 1 - 3**

Number of Credits: **6 credits**

Lecturer: **Prof. Assoc. Svetlana Hristova**

Department: **Department of Cultural Studies, SWU, 1th campus, 5 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 aim of the course is to reveal the changing mechanism of identity construction by the end of XX century characterized by restructuring of the traditional forms of belonging (family, kinship, nationhood and, generally, *place-bound identities*) and development of new identities based on symbolic self-expression, movement in space and virtual communication with an accent on the special role of new social media in this process. Based on the acquired knowledge about the main 20<sup>th</sup> century theories of identity as an extraction of modernity and their alternative post-modern versions, the students will be prepared to explore and critically reflect upon various patterned models for development of ego- and group identities in a changing world where crisis is a permanent condition.

Contents: Since the preoccupation with identity is inevitable for the modern man (Charles Taylor), we shall trace out in this course how identity is constructed and developed in the present hypermodern fluid world of merging boundaries and new imagined communities. Further more, what was by the end of the 19<sup>th</sup> century a preoccupation of the individual, by the end of the 20<sup>th</sup> century turned to be a question of elaborate political design, offered on the ‘identity market’. The course is highly interdisciplinary encompassing psychological, social-

psychological, sociologist and cultural-social theories of identity, offering to students' deeper understanding of the changing organization of the dominant socio-cultural patterns ranging from national rootedness and modern sedimentation to supranational citizenship and post-modern nomadism.

Educational Methods: Interactive lectures; discussions and seminar-meetings.

Evaluation: Written assignments (80%) and oral presentations (20%). Attendance and participation in the seminars is obligatory.

Course Educational Enrollment: After attesting the previously taken exams.

Exam Enrollment: Coordinated with a lecturer and students inspector.

Literature:

1. Anderson, Benedict (2006) [1983]: *Imagined Communities: Reflections on the Rise and Spread of Nationalism* (New ed.). London, New York: Verso.
2. Appadurai, Arjun (2003) [1996]: *Modernity at Large: Cultural Dimensions of Globalization*. The University of Minnesota Press.
3. Augé, Mark (1995): *Places and Non-Places. Introduction to Anthropology of Supermodernity*. London & New York: Verso.
4. Bauman, Zygmunt (1995): *Life in Fragments. Essays in Postmodern Morality*. Cambridge, MA: Blackwell.
5. Hristova, Svetlana (2011): *European Identity as a Project*. In: *United in Diversity? Cultural Policy and its Dimensions* (2011) Hristova S., T. Knubben and P. Vartiainen (eds) Ludwigsburg
6. Kellner, Douglas (1995): *Media Culture. Cultural Studies, Identity and Politics Between the Modern and Postmodern*. London and New York: Routledge
7. Taylor, Charles (1994): *Multiculturalism: Examining the Politics of Recognition*. With commentary by K. Anthony Appiah, Jürgen Habermas, Steven C. Rockefeller, Michael Walzer, and Susan Wolf. (Amy Gutmann-editor and Introduction) Princeton University Press.

Course name: **DIGITAL MEDIA DISCOURSE**

Semester: **I**  
Kind of Course: **Lectures and seminars**  
Hours per week: **2- 1- 3**  
Number of Credits: **6 credits**  
Lecturer: **Slavka Popova, PhD**  
Department: **Public Relations, Law and History Faculty  
SWU "Neofit Rilski",  
Blagoevgrad, 2700**

Course status in the Educational Curriculum:	<b>Elective course from the educational curriculum in "Internet, New Media and Culture"- Master degree.</b>
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"> <li>1. Boyadzhiyev T., (kolektiv), Pravopis i punktuatsiya na b"lgarskiya yezik. Osnovni pravila, BAN, Prosveta, Sofiya, 2011</li> <li>2. Vodenicharov P., Sotsiolingvistika, Sema RSH, Sofiya, 2003</li> <li>3. Dobрева, YE., Problemi na izgrazhdaneto na teksta, Shumen, 1998</li> <li>4. YEftimova A., Mediyen yezik i stil: teorii i s"vremenni praktiki, „Sv. Kl. Okhridski”, Sf., 2014</li> <li>5. Ognenska N., Godishnik Nauka – Obrazovaniye – Izkustvo, Tom 1, Chast 1 i 2, Universitetsko izdatelstvo „N. Rilski”, Blagoyevgrad, 2007</li> <li>6. Pencheva-Apostolova G., Retorikata i yelektronnata kultura, Bukvite, 2014</li> <li>7. Buchvarova B., Georgiyev B., Ignatov VI., YEzikova kultura. Kak da pishem uspešno po pravilata., NBU, Sofiya, 2006</li> <li>8. Popova S., Blogut – PR instrument za komunikatsiya, Disertatsionen trud za pris"zhdane na obrazovatelna i nauchna stepen „Doktor”, Blagoyevgrad, 2012</li> <li>9. Shopova T., Izkustvoto v sistemata na naukite, YUZU „N. Rilski”, Blagoyevgrad, 2003</li> </ol> <p>Crystal D., Txtng The gr8 db8, Oxford University Press, 2008</p>

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/>

Course name: **CREATION OF MULTIMEDIA PRODUCTS**

Semester: **II-nd semester**

Type of Course: **Lectures and practice**

Hours per week: **2 – 1 - 3**

Number of Credits: **5 credits**

Lecturer: **Prof. Nina Sinjagina**

Department: **Department of 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 course discusses the specific features and technologies for realization, tools for creation and file formats for multimedia information infrastructure - text, graphics, animation, sound, speech and video. All students in Master degree have to acquire the theoretical knowledge of the multimedia - key concepts, types of media and equipment for processing and forming a digital image. The students are acquainted with: File formats and compression methods for audio and broadcast on the Internet - MP3/4; Digital representation of color images; Graphics file image formats: JPEG, PNG and others; Multimedia databases. Students have the opportunity to put into practice some of the most significant methods for designing multimedia applications.

Course Aim: This course aims to give students practical knowledge and develop skills in modern technologies in order to create multi-and hypermedia applications.

Contents: Hypertext Markup Language (HTML); Structure of an HTML document; Control text flow; Formatting characters; Creating Tables. Using the graphic object in HTML pages; Creating hyperlinks; Working with Cascading Style - CSS.and with DHTML; Working with visual tools for designing and developing websites - MS FronPage, Evsoft First Page, etc.

Educational Methods: Lectures and practice.

Prerequisites: Decent computer literacy skills

Evaluation: Current control, Exam

Course Educational: After attesting the previously taken exams.

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

1. Gupta, Vikas. Comdex Multimedia and Web Design Course Kit, 2010
2. Savage , Vogel . An Introduction to Digital Multimedia, 2009
3. Армин Мюлер, Мултимедия и компютри, Техника, 1995
4. Дембовски К. РС сервизен справочник ,том4- Мултимедийни приложения, Техника , София, 2001.
5. Иларионов Р. Мултимедия и WEB дизайн. Габровопринт, 2005.
6. Смрикарова Ст., Мултимедийни системи и технологии-Русе, 1999.

Course name: **ENTREPRENEURSHIP**

Semester: **III-rd semester**  
Type of Course: **Lectures and seminars**  
Hours per week: **2 – 1 - 3**  
Number of Credits: **6 credits**  
Lecturer: **Assoc. 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 VERAN TW OR - TUNG Editor: ORDO SOCIALIS Publishing Company: Paulinus-Verlag, Trier, 1990
3. Peter F. Drucker .Innovation and Entrepreneurship, 1993

Course name:	<b>GLOBALIZATION AND MEDIA</b>
Semester:	<b>IV-th semester</b>
Type of Course:	<b>Lectures and seminars</b>
Hours per week:	<b>2 – 1 - 3</b>
Number of Credits:	<b>4 credits</b>
Lecturer:	<b>Assistant Prof. Radostina Mihaylova, PhD</b>
Department:	<b>PR, SWU, 1th campus, 3th floor, Faculty of Law and History SWU “Neofit Rilski” Blagoevgrad, 2700 e-mail:radost_mihaylova@swu.bg</b>
Course status in the Educational Curriculum:	<b>Compulsory course from the educational curriculum in "Internet, New Media and Culture"- Master degree.</b>
Course description:	The course focuses on studying the analytical development of the relationship between globalization and media in terms of the current socio-political and socio-cultural processes. Globalization, including the media, is seen as an active process of cross-border collaboration.
Course Aim:	The course aims: to introduce students in the scientific fields related to the processes of globalization; to build their skills to analyze and comment on the globalization of the media market as a global system of cultural identity, accompanied by atomistic models of culture and identity; to provide basic knowledge for practical analysis of media messages from local, national and global scale.
Contents:	Lectures on key topics, seminars and individual work of students.
Educational Methods:	Lectures on key topics, seminars and individual work of students.
Prerequisites:	Prior knowledge of the basics of modern communication and ability to work with computer and Web
Evaluation:	Examinations at the end of each module, discussing cases at seminars and written exam
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"> <li>1. Ападурай, А, <i>Свободната Модерност: културни измерения на глобализацията</i>, С., ЛИК, 2006</li> <li>2. Бек, Улрих. <i>Що е глобализация. Заблудите на глобализма – отговори на глобализацията</i>, С., СофтПрес, 2002.</li> <li>3. Кастелс, М. <i>Силата на идентичността</i>, Т. 2, С., ЛИК, 2006.</li> <li>4. Лилов, А. <i>Информационната епоха</i>, Т. 3: <i>Информационното(ите) общество(а)</i>, С., Захарий Стоянов, 2006.</li> <li>5. Олброу, М. <i>Глобалната епоха</i>. София, Обсидиан, 2001</li> <li>6. Пейчева, Д. <i>Медиазираната реалност</i>, Благоевград, ЮЗУ „Н.</li> </ol>



Course name:	<b>VIRTUAL COMMUNITIES</b>
Semester:	<b>III semester</b>
Type of Course:	<b>Lectures and seminars</b>
Hours per week:	<b>2 – 1 - 3</b>
Number of Credits:	<b>6 credits</b>
Lecturer:	<b>Assoc. Prof. Desislava Lilova, PhD</b>
Department:	<b>Part-time lecturer</b>
Course status in the Educational Curriculum:	<b>Compulsory course from the educational curriculum in "Internet, New Media and Culture"- Master degree.</b>
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. 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.
Contents:	Lectures with use of multimedia; web work.
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"><li>1. Boyd, Danah "Identity Production in a Networked Culture: Why Youth Heart MySpace" <a href="http://www.danah.org/papers/AAAS2006.html">http://www.danah.org/papers/AAAS2006.html</a></li><li>2. Castells, Manuel (ed.) 2003. <i>The Internet Galaxy: Reflections on the Internet, Business and Society</i>. Oxford: Oxford University Press</li><li>3. Castells, Manuel (ed.) 2005. <i>The Network Society: A Cross-Cultural Perspective</i>. Cheltenham: Edward Elgar</li><li>4. O'Reilly, Tim 2005. "What is Web 2.0?" <a href="http://www.oreillynet.com/pub/a/oreilly/tim/news/2005/09/30/what-is-web-20.html">http://www.oreillynet.com/pub/a/oreilly/tim/news/2005/09/30/what-is-web-20.html</a></li><li>5. Rheingold, Howard 2000. <i>The Virtual Community: Homesteading on the Electronic Frontier</i>, 2nd ed., New York: MIT Press <a href="http://www.rheingold.com/vc/book/.htm">http://www.rheingold.com/vc/book/.htm</a></li><li>6. Вагнер, Герхард 2004. „Световното общество като общество на</li></ol>

- мрежите”, *Социологически проблеми*, кн. 3-4, с. 27-49
7. Спасов, Орлин 2004. „Интернет в България: другият преход”, *Социологически проблеми*, кн. 3-4, с. 162-190

Course name:	<b>E-MARKETING</b>
Semester:	<b>IV-th semester</b>
Type of Course:	<b>Lectures and seminars</b>
Hours per week:	<b>2 – 1 - 3</b>
Number of Credits:	<b>4 credits</b>
Lecturer:	<b>Assist. Prof. Dinka Zlateva, PhD</b>
Department:	<b>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</b>
Course status in the Educational Curriculum:	<b>Compulsory course from the educational curriculum in "Internet, New Media and Culture"- Master degree.</b>
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:	<b>SOCIOLOGY OF VIRTUAL REALITY</b>
Semester:	<b>II-nd semester</b>
Type of Course:	<b>Lectures and seminars</b>
Hours per week:	<b>2 – 1 - 3</b>
Number of Credits:	<b>5 credits</b>
Lecturer:	<b>Assistant Prof. Lachezar Antonov, PhD</b>
Department:	<b>Cultural Studies, SWU, 1<sup>th</sup> campus, 5<sup>th</sup> floor, tel. +359 73 88 78 Faculty of Arts SWU “Neofit Rilski”, Blagoevgrad, 2700</b>
Course status in the Educational Curriculum:	<b>Compulsory course from the educational curriculum in "Internet, new media and culture"- Master degree.</b>
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, 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.
Course Aim:	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.
Literature:	1. Albrow, Martin .The Global Age: State and Society Beyond

- Modernity, 1996
2. Baudrillard, Jean. *The Illusion of the End*, 1994
  3. Castells, Manuel . *The Power of Identity (The Information Age: Economy, Society and Culture, Volume II)*, 1997
  4. Castells, Manuel. *The Rise of the Network Society (The Information Age: Economy, Society and Culture, Volume 1)*, 2000
  5. Toffler, Alvin. *Future Shock*, Bantam Books: 1970
  6. Toffler, Alvin. *The Third Wave*, Pan Macmillan Published: 1981

Course name:	<b>MEDIA POLICY-CULTURAL POLICIES</b>
Semester:	<b>IV-th semester</b>
Type of Course:	<b>Lectures and seminars</b>
Hours per week:	<b>2 – 1 -3</b>
Number of Credits:	<b>4 credits</b>
Lecturer:	<b>Assoc. Prof. Tatiana Stoitchkova, Ph.D</b>
Department:	<b>Cultural Studies, SWU, 1<sup>st</sup> campus, 5<sup>th</sup> floor, tel. 073/588 501 Faculty of Arts SWU “Neofit Rilski” Blagoevgrad, 2700</b>
Course status in the Educational Curriculum:	<b>Compulsory course from the educational curriculum in Internet culture -Master degree.</b>
Course description:	This course will focus on cultural policy in general, with particular emphasis on the role of the media, old and new (including the Internet and convergent media).The course aims to impart specialised skills for policy development tasks in the field of culture. First, there will be a focus on issues affecting media, arts, and cultural sector. Second, it deals with topics such as concepts of culture within commercial and public service broadcasting.
Course Aim:	At the core of the didactic concept is the effort to see media and cultural policies as one and to focus on specific aspects such as cultural industries and media industry, media industry self-regulation, transnational cultural policy.
Educational Methods:	Lectures, group work, interactive debates on the proposed topics, visual materials and case studies. The principal feature of the course is the practice –oriented approach. The students are required to develop a project on a topic established from the beginning of the course using media policy s instruments. .
Prerequisites:	The student is expected to gain knowledge which determine the media and cultural policy practice
Evaluation:	Evaluation will be on the basis of: (a) Practical work (project work) in seminar meetings – 50% of the final result ; (b) written exam – 50% of the final result
Course Educational Enrollment:	After attesting the previously taken exams.
Exam Enrollment:	Coordinated with a lecturer and students inspector.

- Literature:
1. Bennett, Tony "Putting Policy into Cultural Studies," in Grossberg & Treichler, ed. *Cultural Studies*.
  2. Culture 21. Agenda for culture. United Cities and Local Governments, Committee on culture (2007). [www.agenda21culture.net](http://www.agenda21culture.net)
  3. Hallin, D., & Mancini, P. (2004). Comparing media systems: Three models of media and politics. Cambridge: Cambridge University Press.
  4. Harcourt, A. (2005). The European Union and the regulation of media markets. Manchester: Manchester University Press.
  5. Jameson, Frederic "On 'Cultural Studies,'" *Social Text*, no. 34 (1993), 17-52.
  6. [Webster's World of Cultural Policy](#)
  7. [http://europa.eu/legislation\\_summaries/culture/cu0002\\_en.htm](http://europa.eu/legislation_summaries/culture/cu0002_en.htm)
  8. [http://europa.eu/abc/12lessons/lesson\\_4/index\\_bg.htm/](http://europa.eu/abc/12lessons/lesson_4/index_bg.htm/)
  9. <http://www.europe.bg/htmls/page.php?id=27180&category=223->
  10. [http://ec.europa.eu/culture/index\\_en.htm](http://ec.europa.eu/culture/index_en.htm)
  11. <http://eur-lex.europa.eu/LexUriServ>

Course name:	<b>MEDIA LITERACY</b>
Semester:	<b>III-rd semester</b>
Type of Course:	<b>Lectures</b>
Hours per week:	<b>2 – 0 - 2</b>
Number of Credits:	<b>3 credits</b>
Lecturer:	<b>Assoc. Prof. Tatiana Shopova, PhD</b>
Department:	<b>Cultural studies, SWU, 1<sup>th</sup> campus, 5<sup>th</sup> floor, tel. +359 73 588 501 Faculty of Arts SWU "Neofit Rilski" Blagoevgrad, 2700 tansha@swu.bg</b>
Course status in the Educational Curriculum:	<b>Elective course from the educational curriculum in "Internet, New Media and Culture"- Master degree.</b>
Course description:	The course explains the specificity and major social functions of the mass communications. Special attention is paid to clarifying the basic characteristics and social functions of the book, print, radio and television. The course pays special attention to the interconnection between media and the art systems.
Course Aim:	The objective is to form students' total volume of knowledge and skills for understanding of the different media systems and their role in socio-cultural life.
Contents:	Emergence and development of mass communication; Mass communication processes; Models of mass communication; Books and book publishing; Print; Radio communication; Television; Internet and new opportunities for development of mass communication.
Prerequisites::	Background knowledge on culture and communication processes; good communication and media literacy skills.
Educational Methods:	Lectures with using multimedia and video materials; The main didactic form is PowerPoint; Involving the students in discussions, critiques and analyses of media phenomena.
Evaluation:	Evaluation will be on the basis of prescribed learning outcomes: (a)

Course Educational Enrollment:	Tests – 30%, b) Essays, reports, project, presentation, etc. - 40%; (c) written exam – 30%. After attesting the previously taken exams.
Exam Enrollment:	Coordinated with a lecturer and students inspector.
Literature:	<ol style="list-style-type: none"> <li>1. Benjamin, Walter. <i>The Work of Art in the Age of Mechanical Reproduction</i>, in <i>Illuminations</i>, ed. and tr. Hannah Arendt, Fontana, London, 1968..</li> <li>2. Buckingham, David. <i>Media education: literacy, learning and contemporary culture</i> (Reprinted. ed.). Cambridge [u.a]: Polity Press.2007</li> <li>3. Fiske, John. <i>Television Culture</i> (Studies in Communication Series), 1988</li> <li>4. Macluhan, Marchall. <i>Laws of Media: The New Science</i>, Publisher: University of Toronto, 1989</li> <li>5. Macluhan, Marchall. <i>Understanding Media</i>. Toronto, 1964.</li> <li>6. Media and Information Literacy. Portal.unesco.org.</li> <li>7. The European Charter for Media Literacy, <a href="http://www.euromedialiteracy.eu/">http://www.euromedialiteracy.eu/</a></li> </ol>

Course name:	<b>POST-METHAPHISICAL THINKING</b>
Semester:	<b>IV-th semester</b>
Type of Course:	<b>Lectures</b>
Hours per week:	<b>2 – 0- 2</b>
Number of Credits:	<b>3 credits</b>
Lecturer:	<b>Assoc. Professor Antoaneta Nikolova, PhD</b>
Department:	<b>Philosophical and Political Sciences, 1<sup>st</sup> campus, 4<sup>th</sup> floor Faculty of Philosophy SWU “Neofit Rilski”, Blagoevgrad, 2700</b>
Course status in the Educational Curriculum:	<b>Elective course from the educational curriculum in "Internet, New Media and Culture"- Master degree.</b>
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 Methods:	Lecture, demonstration, practice.
Prerequisites:	There are no special preliminary conditions although an interest in philosophy would be of benefit.
Evaluation:	Exam
Course Educational Enrollment:	After attesting the previously taken exams.
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

Course name:	<b>PSYCHOLOGICAL ASPECTS OF INTERNET COMMUNICATION</b>
Semester:	<b>III-rd semester</b>
Type of Course:	<b>Lectures</b>
Hours per week:	<b>1– 1- 2</b>
Number of Credits:	<b>2,5 credits</b>
Lecturer:	<b>Assoc. Professor Maria Valkova, PhD</b>
Department:	<b>Culture Studies, 1<sup>st</sup> campus, 5<sup>th</sup> floor, tel. +359 73 588501 Faculty of Arts</b>

**SWU "Neofit Rilski"  
Blagoevgrad, 2700**

Course status in the  
Educational  
Curriculum:  
Course description:

**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:

1. Spears, R., M. Lea, S. Lee De-individuation and group polarization in computer-mediated communication. *British Journal of Social Psychology*, 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 *Why is This Thing Eating My Life? Computer and Cyberspace Addiction at the "Palace"*; <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](http://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:	<b>PERSUASIVE COMMUNICATION</b>
Semester:	<b>III-rd semester</b>
Type of Course:	<b>Lectures and seminars</b>
Hours per week:	<b>1– 1- 2</b>
Number of Credits:	<b>3,0 credits</b>
Lecturer:	<b>Assoc. Professor Gergana Dyankova, PhD</b>
Department:	<b>Department of Preschool and Primary School Education, Faculty of pedagogy, Landline phone.: +359-73-588 524, SWU "Neofit Rilski" Blagoevgrad, 2700 e-mail: diankova_g@swu.bg</b>
Course status in the Educational Curriculum:	<b>Elective course from the educational curriculum in "Internet, New Media and Culture"- Master degree.</b>
Course description:	The course reveals basic theoretical concepts of: Persuasive Communication; aspects of influence communication; key determinants of Persuasive Communication, effects of argument and manipulation are interpreted.
Course Aim:	To teach and improve skills for purposeful and effective verbal expression, self-development and practical implementation of tasks related to persuasive communication. Text linguistics and text construction; General characteristics of text language; Articulation and composition of text; Linguistic mechanisms and tools for text connectivity; Methods for analyzing the text; Interdisciplinary scientific research and application.
Contents:	The course deals with: <ul style="list-style-type: none"> <li>- basic theoretical concepts (psychodynamic, behavioural, humanitarian) of persuasive communication</li> <li>- specificities of the components in convincing communication</li> <li>- different states in the process of persuasion</li> <li>- argumentative tactics</li> <li>- nonverbal communication techniques for persuasive impact (mass media, advertising, propaganda, public relations)</li> </ul>
Educational Methods:	Lectures, discussions, interactive activities, simulation games and more.
Evaluation:	Exam
Prerequisites:	Students should familiar with the main emphasis in theory and practice of verbal communication
Course Educational	After attesting the previously taken exams.

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

1. Adair J., Effective communication. The most important tools of all. London, 1997.
2. Bettinghaus E. P., Michael J. Cody, Persuasive Communication. NY., 1994
3. Eastman C. M., Aspect of language and culture. Navato, CA: Chandler&Sharp, Inc., 1990.
4. Garfield M., Get What You Want Without a Gun! London, 2010
5. Storey R., The Art of Persuasive Communication. NY. 1999.
6. Perloff R. M., The Dynamics of Persuasion: Communication and Attitudes in the 21st Century. IL. Boston, 2007.
7. Vasile A. J. Speak with confidence. Allyn & Bacon, 2007.

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**

**e-mail: yordzhev@swu.bg**

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 Lectures and work in e-library

Methods:  
Evaluation: Course project – 50%; Written exam – 50%  
Course Educational: After attesting the previously taken exams.  
Enrollment:  
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. Базили, Карла, Корадо Петенати. Виртуалната библиотека. Достъпът до информационните ресурси на компютърните мрежи. – София: Фондация “Отворено общество”, 1994. – 170 с.
4. Гълъбова, Севдалина. Специализираното висше училище по библиотекознание и информационни технологии – европейска визия за бъдещето. – *Библиотека*, 2005 г., кн.5, 35-41 с.
5. Ранов, Благой. Междубиблиотечен консорциум, *АЗ-Буки*, 14-20 февруари 2007 г., бр.7, с.4.

Course name: **BUSINESS ENGLISH**

Semester: **II-nd semester**  
Kind of Course: **Lectures and seminars**  
Hours per week: **1 – 1 -2**  
Number of Credits: **2,5 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. Lougheed 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](http://www.fifoost.org/bulgarien/recht/en/commerce_law/index.php)

Course name:	<b>MEDIA REGULATION</b>
Semester:	<b>III-nd semester</b>
Kind of Course:	<b>Lectures</b>
Hours per week:	<b>2</b>
Number of Credits:	<b>3 credits</b>
Lecturer:	<b>Assistant Prof. Nora Obreshkova, PhD</b>
Department:	<b>Department of theater, television and cinema, SWU, 4<sup>th</sup> campus, 4<sup>th</sup> floor, Faculty of Arts SWU "Neofit Rilski", Blagoevgrad, 2700</b>
Course status in the Educational Curriculum:	<b>Compulsory course from the educational curriculum in „Internet, New Media and Culture"- Master degree.</b>
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:	After attest term and successfully examinations to the moment.
Exam Enrollment:	Coordinated with a lecturer and students inspector.
Bibliography:	<ol style="list-style-type: none"> <li>1. Georgieva, M., I. Georgiev., „Za avtorskite prava pri zadalzhitelno razprostranenie na televizionni i radioprogrami” – sp. „Savremenno pravo”, 2007, kn.1.</li> <li>2. Gradinarov, B., „Mediyno pravo”, V.T., 2010.</li> <li>3. Kandeveva, E., „Traditsii v zakonodatelnata uredba na periodichniya pechat v Balgariya, sp. „Pravna misal” 1994, kn. 4.</li> <li>4. Lozev, E., „Aktualni problemi na avtorskoto pravo i srodnite mu prava”, S., 2007.</li> <li>5. Mateeva, S. , „Obshtestveno mnenie i pravno regulirane”, Blagoevgrad, 2006.</li> <li>6. Ognyanova, N., „Mediyno regulirane. Printsipi i sadebna praktika”, S., 2007.</li> <li>7. Pesheva, M., (sastavitel) „Dumite na mediyniya prehod”, V. T., 2010.</li> <li>8. Cholakov, R., (sastavitel) „Mediyno pravo – rechnik na osnovnite ponyatiya”. S., 2005.</li> <li>9. Lazarova, M., Avtorski i srodni prava v audioviziyata, Vodoley, 2015</li> </ol>