



SOUTH-WEST UNIVERSITY “NEOFIT RILSKI”

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DEPARTMENT OF LITERATURE AND ETHNOLOGY

MASTER’S PROGRAM: FOLKLORE STUDIES AND ETHNOGRAPHY

EDUCATIONAL AND QUALIFICATION DEGREE: MASTER

**PROFESSIONAL QUALIFICATION: MASTER OF FOLKLORE STUDIES,
ETHNOGRAPHER**

DURATION OF STUDY: 2 SEMESTERS

FORM OF STUDY: FULL-TIME

QUALIFICATION CHARACTERISTICS

1. Purpose of the Master's Program

The Master's Program "Folklore Studies and Ethnography" (2 semesters) is intended both for specialists who have completed Bachelor's degrees in the professional field 2.1. Philology, as well as for graduates from other professional fields whose training has included the study of Bulgarian (Balkan) folklore, folklore studies, ethnology, ethnography, ethnochoreology, and ethnomusicology. The program complements, expands, and specializes the knowledge of traditional folklore culture (verbal, material, musical, and dance) acquired in the Bachelor's degree.

In general, the Master's Program "Folklore Studies and Ethnography" offers fundamental courses in the field of folklore studies and ethnography, and through its complexity guarantees a high level of professional preparation for its graduates.

The program includes activities of different kinds, united by its main purpose and specialization: educational, research, and other (administrative and organizational, etc.).

The program responds to the growing interest in traditional folklore culture (verbal, musical, dance, and material) both among philology teachers and among a large number of community center workers throughout the country. It provides additional qualifications in the fields of verbal folklore creativity, ethnography, ethnomusicology, ethnochoreology, and museology.

2. General Qualification and Specialization of the Program

The Master's Program includes in its curriculum fundamental courses in the field of folklore studies and ethnography – history of Bulgarian folklore studies, ethnography of Bulgaria, introduction to Bulgarian verbal folklore, ethnomusicology, ethnochoreology, museology, and others, presented with a sufficient number of lecture hours, seminars, and extracurricular activities. In this way, the program ensures a high level of professional qualification for the students.

For each of the two semesters, one elective course is also provided, chosen from the fields of verbal folklore, traditional festive systems, traditions and cultural heritage, visualization of traditional culture, or its representation in the media. With this option for elective courses, the program allows students to expand and specialize their competences in accordance with their academic and educational interests.

Graduates of the program are awarded the educational degree of Master – Folklorist and Ethnographer in the professional field

3. Philology. Fields of Professional Realization

The Master Philologist – Folklorist and Ethnographer is specifically trained to:

- a) continue their education in the educational and scientific degree "Doctor" (PhD);
- b) manage various cultural activities (museum, educational, publishing, distribution, promotional, advertising, etc.);
- c) carry out independent research work, as well as independent teaching activities in different formats (courses, qualification programs, educational programs, etc.).

The training in the Master's Program "Folklore Studies and Ethnography" provides (according to Article 9, paragraph 1 of the Ordinance on the State Requirements for Acquiring Higher Education Degrees "Bachelor," "Master," and "Specialist"): in-depth scientific-theoretical and specialized training in the field of study; improvement of fieldwork and research activities in folklore studies, ethnology, and ethnography; conditions for students' educational mobility, including international comparability of acquired knowledge and skills; development of abilities for adaptation in conditions of economic and technological changes.

Professions that graduates of the program may practice:

According to the National Classification of Occupations and Positions (NKPD-2011), graduates of the Master's Program acquire the following professions: Curator, Museum (26216004); Head of Branch, Museum (26216008); Chief Curator, Museum (26217001); Ethnologist (26326007); Specialist in Cultural Tourism (26326016); Folklorist (26528028)

У Ч Е Б Е Н П Л А Н

Магистърска програма: Фолклористика и етнография

First Year			
<u>First Semester</u>	<u>ECTS Credits</u>	<u>Second Semester</u>	<u>ECTS Credits</u>
Ethnochoreology	7.0	Traditions and Cultural Heritage	3.0
Ethnomusicology	7.0	Culture and Subcultures	3.0
Bulgarian Folk Art	7.0	Traditional Material Culture	3.0
Ethnic and Religious Communities in Bulgaria	7.0	Museology	4.0
Elective Course (students choose courses until the required number of credits is accumulated)	2.0	Elective Course (students choose courses until the required number of credits is accumulated)	2.0
	Total 30		Total 15
		State Exam in Folklore Studies and Ethnography or Thesis Defense	15
	Total 30		Total 30

TOTAL FOR 1 ACADEMIC YEAR: 60 CREDITS

ELECTIVE COURSES			
№	Course Title – Semester	<u>Semester</u>	<u>ECTS Credits</u>
1.	Bulgarian Diaspora	I	2.0
2.	Bulgarian Folkloric Epic	I	2.0
3.	Traditions and Modernization in Bulgarian Culture	I	2.0
4.	Traditional and Contemporary Festivals	I	2.0
5.	Traditions and Cultural Heritage	II	2.0
6.	Travelogues, Travelers, and Tourism	II	2.0
7.	Traditional Culture and Visualization	II	2.0
8.	Media and Traditional Culture	II	2.0
9.	Canonical and Non-Canonical Religious Formations in the Bulgarian Traditional Community	II	2.0
10.	Traditional Folk Costume	II	2.0
11.	Traditional Dwelling, Layout, and Household Items	II	2.0
12.	Food and Nutrition	II	2.0

COMPULSORY COURSES

ETHNOCHOREOLOGY

ECTS Credits: 7

Assessment Method: Exam

Semester: I

Weekly Hours: 2 lectures + 1 seminar + 11 independent study hours

Course Status: Compulsory

Course Coordination:

Department of Choreography

Faculty of Arts

Lecturers:

Prof. Nikolay Tsvetkov, Department of Choreography

tsvetkov_n@swu.bg

Assoc. Prof. Dr. Georgi Garov, Department of Choreography

ggarov@swu.bg

Tel.: +359 73 588 501

Course Description:

The aim of the course is to introduce students to Bulgarian dance folklore from all ethnographic regions of Bulgaria, as well as to the history of its research, documentation, and systematization. Alongside theoretical training, students receive in-depth practical training in mastering representative dance patterns from all ethnographic regions of the country.

Course Content:

The lecture course covers topics in Bulgarian ethnochoreology. The discipline "Ethnochoreology" provides a general overview of Bulgarian dance folklore. Historical information about Bulgarian folk dances is presented. Folkloric dance patterns from all ethnographic regions are studied to familiarize students with the style and character of performance.

In practical sessions, students master various examples of Bulgarian dance folklore.

Detailed Content:

General overview of Bulgarian dance folklore

Introduction to dance patterns from the Northern Bulgarian (Severnyashka) folklore region

Historical information on Bulgarian folk dances

Introduction to dance patterns from the Shopluk (Shopska) folklore region

Dance as a form of social entertainment

Ritual dance culture:

Ritual dances from the calendar cycle

Ritual dances from the family cycle

Women's ritual dances, including maiden and women's ceremonial dances

Men's ritual dances

Teaching and Assessment Method:

The exam is written and consists of answering two questions from the provided course materials. All written works are retained for the period specified by the Regulations on Educational Activities and are subject to control by the relevant authorities.

ETHNOMUSICOLOGY

ECTS Credits: 7

Assessment Method: Exam

Semester: I

Weekly Hours: 2 lectures + 1 seminar + 11 independent study hours

Course Status: Compulsory

Course Coordination:

Department of Choreography

Faculty of Arts

Lecturers:

Prof. Dr. Ivanka Vlaeva, Department of Music
vlaeva@swu.bg
Tel.: +359 73 588 501

Course Description:

The course "Ethnomusicology" aims to develop knowledge and practical skills regarding the contemporary state and development of musical art and culture in the 20th century on a global scale. It introduces students to the specifics of musical processes in various cultures, examining both regional music and global musical interactions. The acquired knowledge is essential for future careers in education, cultural management, media, and business. The course supports students' professional growth by providing fundamental musical knowledge and skills necessary for building musicianship and competencies that meet contemporary labor market requirements.

Course Content:

The course provides students with systematic knowledge of ethnomusicology as a scientific discipline, including its history, methods, and main directions. It introduces classical and contemporary concepts of studying music as a cultural phenomenon, with an emphasis on an interdisciplinary approach – the connections between music, ethnology, anthropology, sociology, and cultural studies.

Key Topics Include:

Historical Development of Ethnomusicology: emergence of the discipline, early methods of collecting and analyzing musical traditions, classical schools and their representatives.

Research Methods: fieldwork, sound recording, transcription, comparative analysis of musical systems, and new digital technologies for collecting and processing musical data.

Music and Culture: music as a social practice; connections between music, ritual, celebration, identity, and power; functions of music in different cultures and its role in constructing communal identities.

Regional Musical Traditions: study of music from the Balkans, Mediterranean, Africa, Asia, and Latin America, focusing on characteristic instruments, styles, performance practices, and links between traditional and contemporary music.

Globalization and Musical Interactions: processes of musical style transfer and fusion, world music, new genres, and commercial uses of traditional music.

Ethnomusicology and Contemporary Issues: critical perspectives on authenticity, cultural ownership, the music market, and the media's role in promoting musical traditions.

During the course, students acquire skills in analyzing musical works and practices within their cultural context, as well as applying theoretical knowledge to practical tasks and discussions.

Teaching and Assessment Method:

The course includes lectures and seminars, combined with practical exercises such as listening to and analyzing musical examples, working with sound recordings, transcription, and case study discussions. Independent study includes reading specialized literature, preparing written assignments, and participating in discussions.

Out-of-class activities include consultations, work with audio archives, field observations, and research tasks.

Assessment is conducted through continuous evaluation and a written exam, which tests:

Knowledge of the main concepts and methods of ethnomusicology

Skills in analyzing musical traditions and cultural processes

Ability to apply a critical approach to contemporary musical interactions and globalization

BULGARIAN FOLK ART

ECTS Credits: 7

Assessment Method: Exam

Semester: I

Weekly Hours: 2 lectures + 1 seminar + 11 independent study hours

Course Status: Compulsory

Course Coordination:

Department of Literature and Ethnology
Faculty of Philology

Lecturer:

Prof. Dr. Ana Luleva, Department of Literature and Ethnology
analuleva@gmail.com
Tel.: +359 73 588 534

Course Description:

The course introduces students to Bulgarian folk art, including its research, history, branches, and contemporary manifestations. Upon successful completion, students should:

- Know the main branches of folk art from pre-modern times
- Be able to identify works of folk art
- Understand the symbolism and use of folk objects
- Acquire knowledge enabling them to work in ethnographic museums or institutions related to the preservation and management of cultural heritage

Course Content:

The curriculum of Bulgarian Folk Art provides knowledge of a sector of traditional (pre-industrial) culture, connected to the aesthetic concepts and expressions of people in the pre-modern era. By viewing culture as a syncretic system expressing the worldview of people, the term “art” in this context has a specific meaning, different from contemporary art as part of “high” or popular culture.

Folk art includes various forms of artistic expression created and transmitted through generations within Bulgarian traditions. The course examines the main branches of Bulgarian folk art:

- Clothing
- Embroidery and needlework
- Woodcarving
- Ceramics and pottery
- Works of folk crafts and domestic activities

Bulgarian folk art is also studied as an important part of Bulgaria’s cultural heritage.

Teaching and Assessment Method:

The exam is written and consists of answering two questions from the provided course materials. All written works are retained for the period specified by the Regulations on Educational Activities and are subject to control by the relevant authorities.

TRADITIONS AND CULTURAL HERITAGE

ECTS Credits: 3

Weekly Hours: 2 lectures + 1 seminar + 3 independent study hours

Assessment Method: Exam

Course Status: Compulsory

Semester: II

Course Coordination:

Department of Literature and Ethnology
Faculty of Philology

Lecturer:

Prof. Dr. Ana Luleva, Department of Literature and Ethnology
analuleva@gmail.com
Tel.: +359 73 588 534

Course Description:

The course "Traditions and Cultural Heritage" aims to introduce students to theoretical and applied issues related to the understanding and study of traditions, as well as the management and use of cultural heritage.

Course Content:

The program has both theoretical and practical-applied orientation, focusing on the construction, management, and uses of traditions and cultural heritage. The course deepens students’ knowledge in ethnography and folklore studies by introducing them to two main thematic areas: the construction and functions of traditions and cultural heritage.

Upon successful completion, students should:

- Understand the main theoretical and applied issues related to the construction, management, and uses of traditions and cultural heritage
- Acquire knowledge enabling them to work in ethnographic museums or institutions related to the preservation and management of cultural heritage

Teaching and Assessment Method: The exam is written and consists of answering two questions from the provided course materials. All written works are retained for the period specified by the Regulations on Educational Activities and are subject to control by the relevant authorities.

CULTURE AND SUBCULTURES

ECTS Credits: 3

Weekly Hours: 2 lectures + 1 seminar + 3 independent study hours

Assessment Method: Ongoing assessment

Course Status: Compulsory

Semester: II

Course Coordination:

Department of Literature and Ethnology

Faculty of Philology

Lecturer:

Assist. Prof. Dr. Ventsislav Bozhinov, Department of Literature and Ethnology

vbozhinov@abv.bg

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Course Description:

The course aims to introduce students to the main theoretical and practical aspects of culture and subcultures. Emphasis is placed on the diversity of cultural forms, the emergence and development of subcultural phenomena, and their influence on identity and social processes. The course examines the connections between mass, popular, and elite culture, as well as the role of media, music, art, and digital technologies in the creation and dissemination of subcultures. It provides students with the ability to critically reflect on cultural diversity and contemporary social transformations.

Course Content:

The program introduces the subject, goals, and tasks of the course. Students are familiarized with basic definitions of culture, approaches to studying it, and the structure and functions of culture.

Students then study the opposition between mass and elite culture, as well as media influences on popular culture.

The second main thematic block focuses on subcultures, presenting theoretical frameworks and key concepts.

Topics include:

- Historical roots of youth subcultures
- The relationship between subcultures and identity
- Alternative and countercultures
- Emergence of digital subcultures on the Internet
- Musical subcultures: rock, punk, hip-hop, techno
- Globalization and transformation of subcultures, and the emergence of social conflicts and cultural clashes

Teaching and Assessment Method:

Teaching is conducted through lectures and independent student work. Out-of-class activities include consultations, preparation of written assignments (coursework, essays), field research on subcultural communities, and participation in discussions. Assessment is based on ongoing evaluation, including student activity, written assignments, and final presentations on selected topics, as well as an exam on the course materials.

TRADITIONAL MATERIAL CULTURE

ECTS Credits: 5

Weekly Hours: 2 lectures + 1 seminar + 2 independent study hours

Assessment Method: Exam

Course Status: Compulsory

Semester: II

Course Coordination:

Department of Literature and Ethnology

Faculty of Philology

Lecturer:

Prof. Dr. Ana Luleva, Department of Literature and Ethnology

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Tel.: +359 73 588 534

Course Description:

The course "Traditional Material Culture" introduces students to the traditional (pre-industrial) material culture of Bulgarians and other major ethnic communities in Bulgaria. Theoretically, the course provides knowledge of the development of the discipline and contemporary approaches to studying traditional material culture.

Course Content:

The course is based on the concept of culture as a dynamic system, examined within its social and historical context. Main thematic areas include:

Primary branches of material culture: traditional livelihoods, settlements, dwellings, household items, domestic activities, and traditional crafts

Food and nutrition

Clothing and ceremonial objects

Musealization and the transformation of material culture into cultural heritage

This perspective on traditional culture as a system is combined with a historical approach, showing its dynamics and changes in the modern era, as well as subsequent processes of ideologization, aestheticization, and transformation into cultural heritage.

The course aims to provide students with in-depth knowledge of different elements of traditional material culture, key regional variations, and competence in relevant terminology. Students study key works related to the collection and study of Bulgarian ethnography.

Upon completion, students should:

Understand the main concepts of Bulgarian traditional/pre-modern culture

Be familiar with Bulgarian ethnography in its main branches and regional variants

Be able to discuss cultural phenomena considering their historical dynamics and mechanisms of construction

Teaching and Assessment Method:

The course is taught through lectures and seminars, combined with independent student work: reading specialized literature, working with ethnographic sources, preparing written assignments, and participating in discussions. Out-of-class activities include field observations, analysis of museum exhibitions, and projects related to documentary research of material culture.

Assessment is conducted through continuous evaluation and a final written exam. Continuous evaluation considers student activity during classes, quality of written assignments, and participation in practical exercises. The written exam tests theoretical knowledge, analytical skills in interpreting material culture phenomena, and the ability to apply scientific approaches in their analysis.

MUSEOLOGY

ECTS Credits: 4

Weekly Hours: 2 lectures + 1 seminar + 2 independent study hours

Assessment Method: Exam

Course Status: Compulsory

Semester: II

Course Coordination:

Department of Literature and Ethnology

Faculty of Philology

Lecturer:

Prof. Dr. Ana Luleva, Department of Literature and Ethnology

analuleva@gmail.com

Tel.: +359 73 588 534

Course Description:

The course "Museology" introduces students to the fundamental concepts and applied issues of museology. The program emphasizes contemporary understanding of museology, methods, and the latest approaches for collecting, systematizing, preserving, scientifically cataloging, and arranging museum exhibitions, as well as their popularization.

Course Content:

The curriculum of Museology has a theoretical and practical-applied orientation, providing foundational knowledge of the history and structure of museums, their management, and contemporary functions. Major thematic blocks include:

Historical overview of the emergence and activity of the first museums in Bulgaria and Europe

Curatorial and exhibition work

Educational and public-oriented programs

Musealization of heritage

Museums and audiences

Contemporary issues in museology

The course aims to deepen students' knowledge in the history of ethnology and museology as a current research field. By deconstructing national cultural symbols (defined as cultural heritage), the course develops critical thinking and analytical skills.

Upon successful completion, students should:

Understand the main theoretical and applied issues related to museum work

Have basic competencies in contemporary museology

Be knowledgeable about ethnographic cultural heritage and the ethnographic museum as a primary institution for its presentation and construction

Acquire knowledge enabling them to work in ethnographic museums or institutions related to the preservation and management of cultural heritage

Teaching and Assessment Method:

Teaching is conducted through lectures and seminar exercises, combined with independent student work: reading specialized literature, analyzing museum exhibitions, preparing written assignments, and participating in discussions. Out-of-class activities include museum visits, working with museum catalogs and documents, and developing practical tasks related to exhibition and popularization activities.

Assessment is conducted through continuous evaluation and a final written exam. Continuous evaluation considers student activity during classes, quality of written assignments, and the ability to apply theoretical knowledge in practical contexts. The written exam tests knowledge of the history and contemporary state of museology, understanding of fundamental museum principles, and skills in critically analyzing issues related to cultural heritage and museum practice.

ELECTIVE COURSES

BULGARIAN DIASPORA

ECTS Credits: 2

Weekly Hours: 2 lectures + 0 seminars + 2 independent study hours

Assessment Method: Ongoing assessment

Course Status: Elective

Semester: I

Course Coordination:

Department of Literature and Ethnology

Faculty of Philology

Lecturer:

Assist. Prof. Dr. Ventsislav Bozhinov, Department of Literature and Ethnology

vbozhinov@abv.bg

Tel.: +359 73 588 534

Course Description:

The course "Bulgarian Diaspora" examines the historical and contemporary dimensions of Bulgarian communities outside Bulgaria. It aims to familiarize students with major migration waves, the cultural and social presence of Bulgarians abroad, and the role of the diaspora in Bulgaria's economic and cultural development. Emphasis is placed on language and identity maintenance, institutional and cultural forms of community life, and challenges and prospects for new generations of Bulgarians living abroad.

Course Content:

The course introduces the concept of "diaspora," offering definitions and distinctions. Students study historical roots of Bulgarian communities, including medieval migrations, Bulgarian communities in the Ottoman Empire, and post-Liberation communities in Edirne Thrace, Macedonia, Banat, and Bessarabia. Key focus is on 20th-century emigration waves: economic and political migration, as well as new Bulgarian migration after 1989. The program also addresses issues concerning Bulgarian communities in the Balkans (Banat, Bessarabia, Serbia, North Macedonia, Greece) and introduces Bulgarians in Western Europe, the Americas, and Australia, along with their

institutions and cultural organizations. Lectures cover language, culture, identity, schools, media, and cultural centers abroad. The course concludes with the diaspora's influence on Bulgaria, including its impact on the country's economy and politics.

Teaching and Assessment Method:

Teaching includes lectures and independent student work. Out-of-class activities involve reading specialized literature, preparing written assignments (coursework, essays), participating in discussions and presentations. Assessment is based on ongoing evaluation, reflecting theoretical knowledge and the student's ability to analyze historical and contemporary processes related to the Bulgarian diaspora.

BULGARIAN FOLKLORIC EPIC

ECTS Credits: 2

Weekly Hours: 2 lectures + 0 seminars + 2 independent study hours

Assessment Method: Ongoing assessment

Course Status: Elective

Semester: I

Course Coordination:

Department of Literature and Ethnology

Faculty of Philology

Lecturer:

Assist. Prof. Dr. Ventsislav Bozhinov, Department of Literature and Ethnology

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Course Description:

The course "Folkloric Epic" aims to introduce students to the portion of Bulgarian folklore literature in which the epic element is fundamental. The program is based on the leading contemporary folkloristics concept of folklore as a type of artistic culture. This approach studies the Bulgarian epic in the context of ritual, where it functions as a primary verbal construct. It highlights both the functioning of the folkloric epic as a type of folklore history and its role as an ethnostructuring element.

Course Content:

The program covers key theoretical issues related to the folkloric epic:

Definition of "folkloric epic"

Classical and folkloric epic

Bulgarian epic in the context of South Slavic epic tradition

Heroic epics in Bulgarian song tradition

Mythical songs and the epic principle

Historical songs as a form of folkloric epic

Hajduk songs as a form of folkloric epic

Religious-legendary epic

Epic features of the folk ballad

Epic elements in folk fairy tales

Non-fairy tale prose genres as a form of epic

Teaching and Assessment Method:

Teaching includes lectures and independent student work. Out-of-class activities involve reading specialized literature, preparing written assignments (coursework, essays), and participating in discussions and presentations. Assessment is based on ongoing evaluation, reflecting theoretical knowledge, understanding of epic folklore genres, the role of the folkloric epic in shaping and maintaining the ethnic group's values and worldview, and appreciation of artistic aspects and diversity of epic folklore.

TRADITIONS AND MODERNIZATION IN BULGARIAN CULTURE

ECTS Credits: 2

Weekly Hours: 2 lectures + 0 seminars + 2 independent study hours

Assessment Method: Ongoing assessment

Course Status: Elective

Semester: II

Course Coordination:

Department of Literature and Ethnology
Faculty of Philology

Lecturer:

Assist. Prof. Dr. Ventsislav Bozhinov, Department of Literature and Ethnology
vbozhinov@abv.bg
Tel.: +359 73 588 534

Course Description:

The course "Traditions and Modernization in Bulgarian Culture" aims to familiarize students with the dynamic interaction between Bulgaria's historical cultural heritage and contemporary modernization processes. The course explores key elements of Bulgarian culture—folklore, customs, literature, music, theater, cinema, architecture, religion, and gastronomy—tracing their development, transformation, and preservation in the modern world. Students will gain skills in analyzing and critically reflecting on traditions and their modern interpretations, assessing the impact of globalization and digital environments on cultural identity, and developing competencies for communicating cultural knowledge in various formats.

Course Content:

The course examines Bulgaria's cultural identity as a product of the combination of traditions and modern influences. Students study folk customs and holidays such as Christmas, Sirni Zagovezni, Easter, Kukeri, and regional practices like the Survakari rituals in Pernik and nestinarstvo in the village of Bulgari. Special attention is given to how these traditions adapt to contemporary conditions while preserving their identity.

The program covers the development of traditional crafts and arts, and their integration into modern artistic forms. Literature is traced from folk fairy tales and non-fairy tale genres to modern Bulgarian literature, discussing contemporary writers and new themes reflecting social and cultural changes.

Music and dance are studied as living carriers of cultural heritage, including folk festivals and modern musical genres using traditional motifs. The course includes theater and cinema studies, analyzing the presence of folk motifs in theatrical tradition and contemporary Bulgarian cinema. Religion and spiritual practices are explored as key elements of cultural identity, with a focus on Orthodoxy, folk beliefs, clericalism, and contemporary forms of religiosity.

Architecture and urban culture are studied through traditional houses, churches, and modern urban planning, emphasizing the preservation of cultural heritage. Gastronomy is examined as a cultural symbol, including traditional recipes, festive dishes, and modern restaurants combining tradition and innovation.

The course analyzes globalization's influence on cultural identity and how modern festivals, media, and digital technologies—such as the Winter Festival of Traditions in Sofia or YouTube channels on Bulgarian crafts—affect the perception of traditions. Particular attention is paid to new generations and their approach to cultural heritage in the digital era.

Teaching and Assessment Method:

Teaching is conducted through a combination of lectures, seminars, discussions, and project assignments. Lectures provide theoretical frameworks, while seminars allow students to analyze specific examples from Bulgarian culture, compare traditional and modern forms, and discuss contemporary interpretations. Assessment is conducted through ongoing evaluation based on continuous monitoring of student participation and project work.

TRADITIONAL AND CONTEMPORARY HOLIDAYS

ECTS Credits: 2

Weekly Hours: 2 lectures + 0 seminars + 2 independent study hours

Assessment Method: Ongoing assessment

Course Status: Elective

Semester: III

Course Coordination:

Department of Literature and Ethnology
Faculty of Philology

Lecturer:

Prof. Dr. Ana Luleva, Department of Literature and Ethnology
analuleva@gmail.com
Tel.: +359 73 588 534

Course Description:

The course "Traditional and Contemporary Holidays" aims to introduce students to holiday culture as a specific cultural-historical and social phenomenon. It examines both traditional Bulgarian calendar and family holidays, as well as their transformation and adaptation in modern and postmodern society. The course emphasizes the connections between ritual, celebration, and identity, and the role of holidays in social integration and cultural dynamics.

Course Content:

The program introduces students to the theoretical foundations of holidays as a cultural system, clarifying their structure, functions, and social dimensions. Lectures and seminars cover traditional Bulgarian calendar holidays—Christmas, Lazarovden, St. George's Day, Easter, Enyovden, etc.—as well as family celebrations such as weddings, baptisms, and funerals. Students analyze the symbolism, ritual logic, and connection of these celebrations to natural cycles and community life.

The course also addresses modernization and transformation processes in contemporary society. New forms of celebration are examined, including national and political holidays, urban and professional events, and global cultural phenomena such as Valentine's Day, Halloween, and New Year. The influence of media, popular culture, and digital technologies on contemporary holiday practices is explored.

Issues of commercialization, the role of holidays in cultural industries and tourism, and their significance for personal, local, national, and global identity are also discussed. Through this comprehensive approach, students develop skills in interpreting holiday practices as a dynamic cultural phenomenon.

Teaching and Assessment Method:

Teaching is conducted through lectures and seminars, combined with independent student work—reading specialized literature, analyzing specific holiday practices, preparing written assignments, and participating in discussions. Out-of-class activities include field observations, working with audio and video materials, and participating in holiday events.

Assessment is conducted through a written exam, which evaluates theoretical knowledge, critical analysis skills, and the ability to apply academic approaches to the interpretation of traditional and contemporary holidays.

TRADITIONS AND CULTURAL HERITAGE

ECTS Credits: 2

Weekly Hours: 2 lectures + 0 seminars + 2 independent study hours

Assessment Method: Ongoing assessment

Course Status: Elective

Semester: III

Course Coordination:

Department of Literature and Ethnology

Faculty of Philology

Lecturer:

Prof. Dr. Ana Luleva, Department of Literature and Ethnology

analuleva@gmail.com

Tel.: +359 73 588 534

Course Description:

The course "Traditions and Cultural Heritage" aims to familiarize students with the theoretical and applied issues related to the understanding and study of traditions, as well as the management and social uses of cultural heritage. It provides a systematic perspective on the dynamics of traditional cultural practices and their transformation in the contemporary cultural environment.

Course Content:

The program combines theoretical and applied components, focusing on two main thematic areas: the construction and functions of traditions and cultural heritage. Students are introduced to key concepts and approaches in ethnography and folkloristics, with emphasis on the role of traditions as social and cultural phenomena.

Special attention is given to the mechanisms for preserving, interpreting, and managing cultural heritage, as well as its various uses—in education, museum practice, cultural tourism, and media communication. Students examine examples from Bulgarian and international practice that demonstrate how traditions and heritage adapt to contemporary social and cultural conditions.

The program combines lectures with practical exercises, including the analysis of museum collections, project development for preservation and promotion of cultural heritage, and observation and documentation of local customs and celebrations.

Expected Learning Outcomes:

Upon completion of the course, students should:

Understand the main theoretical and applied issues related to the construction, management, and use of traditions and cultural heritage;

Acquire basic knowledge of the mechanisms for preserving and interpreting cultural heritage;

Be able to apply this knowledge in practice, for example in ethnographic museums or institutions dealing with the protection and management of cultural values;

Comprehend the role of traditions and heritage in the formation of identities and cultural communication.

Teaching and Assessment Method:

Teaching is conducted through lectures and seminars, combined with independent work—reading specialized literature, analyzing ethnographic materials, and preparing written assignments. Out-of-class activities include observation of local customs, work with museum exhibitions, and participation in practical projects.

Assessment is carried out through ongoing evaluation, taking into account student participation during lectures and seminars, the quality of written assignments, and involvement in discussions and practical exercises. The final grade is based on these components, without a written exam.

TRAVEL WRITING, TRAVELERS AND TOURISM

ECTS Credits: 2

Weekly Hours: 2 lectures + 0 seminars + 2 independent study hours

Assessment Method: Ongoing assessment

Course Status: Elective

Semester: II

Course Coordination:

Department of Literature and Ethnology

Faculty of Philology

Lecturer:

Assoc. Prof. Dr. Roman Hadjikosev, Department of Literature and Ethnology

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Course Description:

The course "Travel Writing, Travelers and Tourism" is an elective and is taught entirely as lectures (30 hours). It emphasizes the concept of human mobility throughout different stages of historical development, with special attention to the modern era and various forms of travel, from tourism to exploratory journeys.

Course Content:

The lectures cover different types of tourism and the specifics of each. Historically, the course examines various forms of travel and the relationship between the nature of travel and the texts that describe it. Emphasis is placed on genre differentiation, particularly the travelogue, which is the most common form of representing journeys.

Upon completion of the course, students should be able to:

Recognize a wide range of lesser-known texts related to adventure and travel literature;

Analyze the national-psychological characteristics of Bulgarian travelers in comparison with those from other backgrounds;

Distinguish successful from mediocre texts based on artistic criteria;

Be familiar with a broad set of geographical realities presented in a historical and social context.

Teaching and Assessment Method:

The course is conducted entirely as lectures, focusing on both historical and contemporary aspects of travel and tourism. Lectures have a research and analytical character, encouraging active participation through discussions, questions, and comments on texts and historical-cultural phenomena. Assessment is based on ongoing evaluation, combining theoretical knowledge with critical analysis and interpretation skills, and the ability to place travels in a historical-social context and recognize cultural and psychological traits of different travelers.

TRADITIONAL CULTURE AND VISUALIZATION

ECTS Credits: 2

Weekly Hours: 2 lectures + 0 seminars + 2 independent study hours

Assessment Method: Ongoing assessment

Course Status: Elective

Semester: II

Course Coordination:

Department of Culturology
Faculty of Arts

Lecturer:

Assoc. Prof. Dr. Dimitriya Spasova, Department of Culturology
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Course Description:

The course "Traditional Culture and Visualization" introduces students to the festivals and rituals of the family and calendar cycles, as well as to certain elements of traditional culture related to the home, food, and space. These are treated as resources for cultural animation, event organization, and visualization in contemporary cultural tourism. The course has a practical focus, emphasizing independent field observations and the development of projects to visualize elements of traditional culture. Students gain skills to transform tradition into a contemporary cultural resource and participate in the creation of cultural products with educational, tourist, and social potential.

Course Content:

The course begins with an introduction to the topic and familiarization with the essence, principles, and functions of cultural animation. Traditional culture is viewed as a rich source for visualization and the creation of cultural products related to festivals, rituals, and everyday practices.

Special attention is given to the role of ethnographic museums, open-air museums (skanzens), and specialized exhibitions in presenting traditional culture. Various forms of cultural visualization are analyzed, such as festivals, events, and reenactments, allowing tradition to be experienced in a contemporary context.

Students learn methods for field observation and documentation of festive rituals, developing skills for collecting and interpreting ethnographic data. The course concludes with the development of a project for a themed folklore event, integrating the acquired knowledge and skills.

Teaching and Assessment Method:

Teaching is conducted through lectures and independent student work. Out-of-class activities include consultations, written assignments, field observations, and the development of projects for cultural events and visualizations of traditional culture elements. Assessment is ongoing and based on:

Active participation in lectures and discussions;

Presentation of field observation results;

Written assignments and analyses;

Development and defense of a cultural animation project.

This approach ensures continuous feedback and encourages students to apply their knowledge in practical contexts.

MEDIA AND TRADITIONAL CULTURE

ECTS Credits: 2

Weekly Hours: 2 lectures + 0 seminars + 2 independent study hours

Assessment Method: Ongoing assessment

Course Status: Elective

Semester: II

Course Coordination:

Department of Culturology
Faculty of Arts

Lecturer:

Assoc. Prof. Dr. Dimitriya Spasova, Department of Culturology
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Course Description:

This course is dedicated to the study and presentation of traditional culture in the media. Students will explore international and Bulgarian institutions involved in the preservation of intangible cultural heritage, the processes of its digitalization, and the ways it is presented in virtual environments.

Special attention is given to UNESCO activities, cultural heritage conventions, and lists of intangible cultural heritage elements. The course also covers the national “Living Human Treasures” system and Bulgaria’s participation in UNESCO’s Representative List of the Intangible Cultural Heritage.

In addition to institutional and legal frameworks, the course examines how traditional culture appears in print and electronic media, social networks, web TV, and virtual tourism. It analyzes the role of digitalization, multimedia archives, and virtual museums in preserving and promoting traditional culture in a globalized world.

Course Content:

The course begins with an introduction to the concept of intangible cultural heritage as part of cultural identity. Key institutions and organizations responsible for its preservation are presented, both international (UNESCO) and national (research centers, programs).

Practices for digitalizing cultural heritage and creating multimedia repositories—virtual museums, libraries, and encyclopedias—are explored. The course examines visualization of traditional culture in visual, print, and digital media, as well as the role of social media, internet platforms, web TV, and cultural tourism.

By the end of the course, students are expected to have a deep understanding of the role of traditional culture in media and the possibilities for its adaptation and preservation in a globalized and digitally transformed world.

Teaching and Assessment Method:

Teaching consists of lectures and independent student work. Out-of-class activities include consultations, written assignments and analyses, work with digital and multimedia resources, and the development of a project related to visualization or digitalization of an element of traditional culture.

Assessment is through ongoing evaluation based on: active participation in lectures and discussions; submission of written assignments and case studies; and a final practical project. Continuous assessment ensures feedback and encourages students to apply theoretical knowledge in practical contexts.

CANONICAL AND NON-CANONICAL RELIGIOUS FORMATIONS IN THE BULGARIAN TRADITIONAL COMMUNITY

ECTS Credits: 2

Weekly Hours: 2 lectures + 0 seminars + 2 independent study hours

Assessment Method: Ongoing assessment

Course Status: Elective

Semester: II

Course Coordination:

Department of Literature and Ethnology
Faculty of Philology

Lecturer:

Assoc. Prof. Dr. Elena Azmanova-Rudarska, Department of Literature and Ethnology
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Course Description:

This course introduces students to the emergence and development of early religious teachings in Bulgarian lands, known from Old Church Slavonic/Bulgarian written sources. These include canonical Christian denominations (Eastern Orthodoxy, Catholicism, Protestantism), Judaism, Islam, and certain non-canonical forms such as medieval heresies and modern religious teachings and practices (esoteric teachings and new spiritual movements). The course covers the period from the Middle Ages (9th–17th century), the Bulgarian National Revival (18th–19th century), and the modern era up to the end of the 20th century. It examines the role of religious teachings in the development and modernization of Bulgarian society and explores how non-canonical teachings were integrated into the sociocultural context and the ideas and processes they generated in traditional society.

Course Content:

The first block, *From the History of Religious Beliefs*, examines the dynamics of religious ideas in Bulgarian lands from pagan times to Christianization in 864 AD, focusing on Orthodoxy, Judaism, religious and ethnic boundaries, and canonical and non-canonical ideas in medieval Christianity. Special attention is given to heretical teachings and their reflection in traditional communities, Bogomil motifs in church architecture and painting, and written annotations preserving evidence of these beliefs.

The course analyzes the adoption of new religious codes in the Late Middle Ages, the influence of Eastern religions on sacred concepts, and the role of Western Christian denominations and Catholicism. Islam in the Balkans is studied both as opposition and interaction, emphasizing shared religious spaces and non-canonical beliefs in everyday life. The block concludes with religious searches during the National Revival and up to contemporary times, including the emergence of Protestantism, biblical and para-biblical codes, and esoteric schools of the 19th

century such as Spiritualism, Theosophy, Dūnovism, and Freemasonry, within the broader European esoteric context.

The second thematic block, *The Role of Religion in Traditional Society*, presents religion as a social integrator and analyzes holidays and community forms of experiencing the sacred. Rituals, cults, and celebrations are examined as key manifestations of religious action, including rites of passage. The interaction between official religions (Orthodoxy, Catholicism, Protestantism) and folk beliefs is studied, including magical practices, images of spirits and vampires, and veneration of healing saints such as St. George, St. Nicholas, St. Panteleimon, and Saints Cosmas and Damian.

The course also explores sacred spaces—shrines, votive sites, temples, türbes, and tekkes—and the roles of religious functionaries: priests, preachers, missionaries, sorcerers, and teachers. Special emphasis is placed on religious symbolism and its functions in traditional Bulgarian communities, as well as sacred knowledge, including preaching, care for the soul, and paths to salvation and enlightenment.

Students prepare term papers and presentations, receiving methodological guidance, bibliographies, and evaluation of their research.

Teaching and Assessment Method:

Teaching consists of lectures and independent work. Out-of-class activities include consultations, preparation of written assignments and term papers, bibliographic work, and data collection. Assessment is based on ongoing evaluation and current control of student performance.

TRADITIONAL FOLK COSTUME

ECTS Credits: 2

Weekly Hours: 2 lectures + 0 seminars + 2 independent study hours

Assessment Method: Ongoing assessment

Course Status: Elective

Semester: II

Course Coordination:

Department of Literature and Ethnology
Faculty of Philology

Lecturer:

Prof. Dr. Ana Luleva, Department of Literature and Ethnology
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Course Description:

This course introduces students to the traditional clothing of Bulgarians and other ethnic and religious communities from the pre-industrial era, its transformation in modern times, and the contemporary uses of traditional folk costumes.

Course Content:

The program provides knowledge about an important part of traditional (pre-industrial) culture—human clothing. Combining utilitarian functions with symbolic meanings of specific elements and ways of wearing, clothing serves as a recognizable social sign for members of traditional culture.

The course covers:

History of costume and pre-industrial clothing

Regional characteristics and typology

Head coverings and decoration

Ritual functions of clothing

Changes during the Bulgarian National Revival and urban adaptation

Contemporary uses of traditional costumes

Learning Outcomes:

Students should be able to:

Recognize main types of traditional folk costumes

Identify elements and regional affiliation of costumes

Understand social and symbolic functions of clothing

Apply knowledge in ethnographic museums or institutions involved in cultural heritage preservation

Teaching and Assessment Method:

Teaching consists of lectures with systematic presentation of traditional Bulgarian clothing and its regional and social variations. Assessment combines theoretical knowledge with practical skills for recognizing and analyzing folk costumes and their functions, preparing students for work in museums or cultural heritage institutions.

TRADITIONAL DWELLINGS, FURNISHINGS, AND HOUSEHOLD ITEMS

ECTS Credits: 2

Weekly Hours: 2 lectures + 0 seminars + 2 independent study hours

Assessment Method: Ongoing assessment

Course Status: Elective

Semester: II

Course Coordination:

Department of Literature and Ethnology

Faculty of Philology

Lecturer:

Prof. Dr. Ana Luleva, Department of Literature and Ethnology

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Course Description:

This course provides in-depth knowledge of traditional settlements, dwellings, and ways of living in the pre-industrial culture of Bulgarians and other main ethnic communities in Bulgaria. It also introduces students to developments in ethnographic research and contemporary approaches to studying traditional culture.

Course Content:

The course focuses on culture as a dynamic system within its social and historical context. Main topics include:

Presentation of settlements, dwellings, furnishings, and household items in the pre-industrial era

Historical perspective and changes during modernization, the Bulgarian National Revival, and post-Liberation period

Regional variants and typologies

Key terms and concepts in ethnography

Important works and studies in the field

Learning Outcomes:

After completing the course, students should be able to:

Understand core concepts of Bulgarian traditional/pre-modern culture

Recognize ethnographic patterns and regional variations

Analyze cultural phenomena considering historical dynamics and construction mechanisms

Teaching and Assessment Method:

The course is delivered mainly through lectures with visual illustrations, ethnographic examples, and discussions of key terms and concepts. Ongoing assessment develops both theoretical knowledge and analytical/practical skills, enabling students to discuss cultural phenomena in historical and social contexts, with continuous feedback throughout the course.

FOOD AND EATING

ECTS Credits: 7

Weekly Hours: 2 lectures + 1 seminar + 11 independent study hours

Assessment Method: Exam

Course Status: Compulsory

Semester: II

Course Coordination:

Department of Literature and Ethnology

Faculty of Philology

Lecturer:

Assoc. Prof. Dr. Iliya Nedin, Department of Literature and Ethnology

i_nedin@hotmail.com

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Course Description:

The course “Food and Eating in Bulgarian Culture” aims to provide students with an in-depth understanding of traditional Bulgarian cuisine, exploring both the functional role of food and its place within ritual and ceremonial systems. The course traces the historical development of dietary habits and traditions, the influence of geographical and social factors on eating practices, as well as processes of modernization and globalization that shape contemporary food culture. Students gain knowledge of traditional products and dishes, regional characteristics, preparation and storage methods, as well as modern health-conscious trends in eating.

Course Content:

The course treats food as a complex social, cultural, and functional phenomenon.

Introduction to the concept of “traditional food” and its cultural significance, emphasizing functional and social roles.

Overview of main food products and dishes, regional variations, preparation methods, and dishes typical for daily life and holidays.

Food as part of ritual and ceremonial systems: festive and ritual dishes for Christmas, Easter, Sirni Zagovezni, and Gergyovden; symbolism of food in rituals; connections with religion and social order.

Functional and social role of eating: traditional dietary habits, rules of consumption, and the significance of the table for family and community.

Traditional methods of food preparation and storage, and influence of natural and geographical conditions.

Modernization of food culture: urbanization, industrialization, changing eating habits, social significance of meals.

Contemporary trends: combining tradition with modernity via modern restaurants, fusion cuisine, reinterpretation of ceremonial dishes, culinary festivals, and digital promotion of traditional cuisine.

Globalization and eating: international cuisines, global food brands, changing daily eating patterns, habits of younger generations, and modern health trends including fitness culture, vegetarianism, and veganism.

Teaching and Assessment Method:

Teaching consists of lectures and independent study. Extracurricular activities include consultations with the lecturer, preparation of written assignments and mini-projects, analysis of visual and textual materials, participation in discussions, and observation of culinary practices.

Assessment is based on ongoing evaluation, including:

Active participation in lectures and discussions

Written assignments, analyses, and short projects

Presentation of examples from traditional or modern cuisine

Independent research exercises, including regional and holiday food practices

Ongoing assessment provides continuous feedback, encourages active learning, and develops analytical, cultural, and practical competencies in the field of food and eating.