



SOUTH-WEST UNIVERSITY "NEOFIT RILSKI"

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**Department of Bulgarian language
Information Package /ECTS/**

**Specialty "PHILOLOGICAL ASPECTS OF WORK IN THE MEDIA"
Education and qualification degree "Master"**

1. PROFESSIONAL STANDARTS

The following professional standards define the competencies and skills of the Master's degree graduates in Bulgarian Philology /Philological Aspects of Work in the Media/.

The Master's program "Philological Aspects of Work in the Media" provides students with the appropriate tools and comprehensive approaches necessary for carrying out journalistic work. Through the study of both fundamental and specialized subjects, students acquire theoretical and practical knowledge in the following areas:

- general theory of journalism,
- social and political sciences,
- cultural studies and humanities (in particular, philology),
- media technologies.

The program develops in-depth philological competence as a foundation for optimal performance in the media field. This philological competence enhances the ability to build journalistic routines while also fostering the development of original approaches that respond adequately to changes in the media and social environment.

The competencies to be acquired include:

- diverse expertise in language issues, its media functions, and stylistic features;
- familiarity with the latest scholarly perspectives on the specificity of language in the media;
- knowledge of trends in the development of contemporary media;
- ability to work with international news;
- strong skills in content production and interpretation;

- cultivation of qualities essential to future journalists, such as openness, dialogical thinking, social awareness, and critical thinking.

The Master's degree graduates in Bulgarian Philology /Philological Aspects of Work in the Media/ will be qualified to work as journalists, reporters, editors, media analysts.

2. AREAS OF PROFESSIONAL REALIZATION

Students in the Master's Program "Philological Aspects of Work in the Media" are prepared to:

- 1) work in various mass media as reporters, newscasters, program managers, editors, commentators, presenters, etc.;
- 2) manage various cultural activities (publishing, distribution, promotional, advertising, PR, etc.);
- 3) conduct independent research;
- 4) carry out teaching activities in various formats (courses, qualification programs, etc.).

Graduates of the Master's Program "Philological Aspects of Work in the Media" receive specialized training, allowing them to work according to the List of positions in the National Classification of Occupations and Positions (2011) as:

- 1) **2642** Journalists (editor, producer, reporter, journalist, commentator, correspondent, observer, team leader, etc.)
- 2) **2643** Linguists (linguist, philologist, speaker, etc.)

MASTER'S DEGREE PROGRAM
“PHILOLOGICAL ASPECTS OF WORK IN THE MEDIA”

FIELD OF HIGHER EDUCATION: 2.1. PHILOLOGY
SPECIALITY: BULGARIAN PHILOLOGY
EDUCATION AND QUALIFICATION DEGREE: MASTER
PROFESSIONAL QUALIFICATION: MASTER OF JOURNALISM
MODE OF STUDY: FULL TIME (2 semesters / 1 academic years)
LANGUAGE OF STUDY: **BULGARIAN**

CURRICULUM

First Year			
<u>Fall semester</u>	ECTS credits	<u>Spring semester</u>	ECTS credits
Communication Theory	3.0	History of Bulgarian Journalism	3.0
Radio as a Means of Mass Communication	3.0	Media Genres	3.0
Television as a Means of Mass Communication	3.0	Editing	2.0
Newspapers as a Means of Mass Communication	3.0	Practice	1.0
Theory and Practice of Verbal Communication	2.0	State Exam or Defense of MA Thesis	15
Sociolinguistic Aspects Of Mass Communication	3.0		
Online Journalism	3.0		
Language Editing	3.0		
Observations on the Work in the Media	3.0		
	1.0		
Elective Courses (Group I & Group II)	6.0	Elective Courses (Group I & Group II)	6.0
	Total 30		Total 30
TOTAL FOR 1 ACADEMIC YEAR: 60 ECTS CREDITS			

ELECTIVE COURSES (Group I, Fall & Spring semester)			
№	Discipline	Semester	ECTS credits
1.	Lifestyle Journalism (Group I)	Fall semester	2.0
2.	Technology of Publishing (Group I)	Fall semester	2.0
3.	Communication Research Methods (Group I)	Fall semester	2.0
4.	Multimedia and Journalism (Group I)	Fall semester	2.0
5.	The Language of Advertising (Group I)	Spring semester	2.0
6.	The Journalist and Reporter (Group I)	Spring semester	2.0
7.	Literature – Visual images – Communication (Group I)	Spring semester	3.0
8.	Language Strategies in the Media (Group I)	Spring semester	2.0
9.	Rhetoric (Group II)	Fall semester	2.0
10.	Pragmatics (Group II)	Fall semester	2.0
11.	Levels of Individual Style in Literature and Journalism (Group II)	Fall semester	2.0
12.	Practical Stylistics (Group II)	Fall semester	2.0
13.	Political Terminology (Group II)	Spring semester	2.0
14.	Grammatical Stylistics (Group II)	Spring semester	2.0
15.	Language and Ethnopsychology (Group II)	Spring semester	2.0

* Each student may choose to study as an elective any academic subject taught at the university, regardless of the faculty, but no more than one per semester.

COURSE DESCRIPTION

COMMUNICATION THEORY

ECTS credits: 3

Form of assessment: exam

Semester: I

Weekly workload: 2l+0s+4ind.

Course status: compulsory

Methodological management:

Department of Bulgarian Language

Faculty of Philology

Language of teaching: Bulgarian

Lecturers:

Prof. Gergana Dyankova, PhD

Department of Preschool and Primary School Pedagogy

Phone: +359 73 588 535

E-mail: diankova_g@swu.bg

Course outline:

The course aims to expand students' understanding of the nature and characteristics of social communication, as well as to systematize knowledge of the theory and practice of mass communication within the communication infrastructure of modern society. The focus is on the successful acquisition and application of communication skills in professional media contexts.

Upon completion of the course, students are expected to have gained knowledge of the essence and features of mass communication, to have mastered the terminological tools of mass communication theory and to have developed professional competencies for effectively applying various mass communication theories.

Course content:

The individual and social communication. Culture and communication. Socialization and communication. Crowd, public, audience. Key elements of mass communication. Purpose and function of communication. Nonverbal communication modalities. Basic communication models. External and internal factors of communicative influence. Social change and the information society.

Teaching and assessment:

In addition to lectures, which are presented as multimedia presentations, the course emphasizes independent research activity. Primarily interactive methods and techniques are used. The training is illustrated with literature, as well as photo and video materials. Students take on the role of researchers and experimenters. Research and practical tasks are solved in groups, fostering skills essential for their future professional practice.

As part of their extracurricular activities, students work on a course project, which is included in the overall assessment.

The assessment is carried out on the basis of a theoretical exam on a topic from the curriculum according to a previously announced syllabus.

RADIO AS A MEANS OF MASS COMMUNICATION

ECTS credits: 3

Form of assessment: exam

Semester: I

Weekly workload: 2l+0s+4ind.

Course status: compulsory

Methodological management:

Department of Bulgarian language

Faculty of Philology

Language of teaching: Bulgarian

Lecturers:

Assoc. Prof. Gergana Padareva, PhD,

Department of Bulgarian language

Phone: +359 73 588 528

E-mail: gerypadareva@swu.bg

Course outline:

The course presents radio as the first electronic media as well as the first mass media, with its interesting history, features of radio communication and the power of radio as a media in the context of media theories and contemporary culture.

Course content:

The course aims at expanding the students' knowledge in radio as a mass communication device, the history of radio, world` radio models in Europe, USA, and other countries, radio formatting, the radio - state - business relation, radio in Bulgaria – history and challenges, specificities of radio communication, modern trends in radio development taking into account the dynamics in contemporary media environment.

Teaching and assessment:

The different topics are introduced at the lectures via PowerPoint, using extensive examples from radio broadcasting. Students are discussing on the topics presented. They also could prepare a presentation on a chosen topic.

The assessment is based on a theoretical test.

TELEVISION AS A MEANS OF MASS COMMUNICATION

ECTS credits: 3

Form of assessment: exam

Semester: I

Weekly workload: 0l+2s+4ind.

Course status: compulsory

Methodological management:

Department of Bulgarian Language

Faculty of Philology

Language of teaching: Bulgarian

Lecturers:

Chief Assist. Prof. Pavel Filipov, PHD
Department of Slavic and Balkan Studies
Phone: +359 73 588 528
E-mail: pavel_filipov.16@swu.bg

Course outline:

This lecture course includes a theoretical part and aims to provide future journalists with specialized knowledge of the structure of television news texts within the mass media system. It defines the significance of genres, teaches students to navigate genre directions and the role of journalists, and allows them to apply the acquired knowledge in practice.

Course content:

- Television: Terms and Concepts
- Television Environment
- Culture and Mass Communication
- Rules of Television Reporting
- Journalism and Communication in Television
- Journalism of Words and Images
- Media Reception
- The Creative Process in Television

Teaching and assessment:

The course consists of lectures and independent student work. Out-of-class activities include consultations with the instructor and the written preparation of assignments and topics (term papers). The assessment of knowledge acquired in the course is conducted through continuous evaluation, based on ongoing monitoring of student progress.

NEWSPAPERS AS A MEANS OF MASS COMMUNICATION

ECTS credits: 3

Form of assessment: exam

Semester: I

Weekly workload: 2l+0s+4ind.

Course status: compulsory

Methodological management:

Department of Bulgarian Language
Faculty of Philology

Language of teaching: Bulgarian

Lecturers:

Assoc. Prof. Bilyana Todorova, PhD
Department of Bulgarian Language
Phone: +359898568951
E-mail: bilyanatodorova@swu.bg

Course outline:

The course aims to present to the students the specifics of the print media, which were the first mass media medium and which still exist no matter of their decline. The topics encompass various issues concerning the goals of different types of newspapers, their audience, and their expression mode. The focus comes on the use of language, on the national and genre specifics of different types of print media. Last, but not least, the course aims to show the stylistic and linguistic characteristics of the newspaper texts. At the end of the

course students are expected to be prepared theoretically and on practice to create and analyze media texts.

Course content:

Some historical notes on newspapers as a medium. First print media in the world and in Bulgaria. The contemporary media situation. The competition between the other classical mass media and the Internet. Specific features of the newspapers as a medium. Media and manipulation. Media types. Reflective and unreflective media. Popular and quality newspaper content. Issue planning. Content organization. Issue production. Genre characteristics of the text. Informative and analytical genres. Comments in the Bulgarian print press. News in the Bulgarian print press. Hard and soft news. The title of newspaper texts. Lead structure. Newspaper language.

Teaching and assessment:

The course combines the lecture exposure, and group discussion and case studies. The theoretical knowledge is closely connected to the practical activities which are a part of the course assessments. During the course, some tests and a case study project are expected to be completed by students, and it is a part of students' assessment.

The final assessment is based on a theoretical test and a practical task based on the previously discussed topics.

THEORY AND PRACTICE OF VERBAL COMMUNICATION

ECTS credits: 2

Form of assessment: exam

Semester: I

Weekly workload: 1l+1s+2ind.

Course status: compulsory

Methodological management:

Department of Bulgarian Language

Faculty of Philology

Language of teaching: Bulgarian

Lecturers:

Prof. Gergana Dyankova, PhD

Department of Preschool and Primary School Pedagogy

Phone: +359 73 588 535

E-mail: diankova_g@swu.bg

Course outline:

The course aims to enhance students' skills in developing motivated speech strategies, as well as their abilities to apply various organizational formats of verbal expression and to master practical tools for achieving appropriate and effective verbal behavior.

Upon completion of the course, students are expected to have acquired knowledge about the nature and importance of verbal communication in both personal and professional contexts; to have developed skills for achieving appropriate verbal behavior and effectively managing interpersonal interaction and to have built professional competencies for the successful application of various verbal techniques aimed at effective (and engaging) verbal performance.

Course content:

Conceptualization of the human language paradigm – language as a specific media reality. Language as an integral component of the overall process of cultural mediation. Applied and constructive aspects of human language modality. Categorical and semantic fields of verbal communication. Main trends in the process of "individuality–typification". Objective determinants of verbal communication. The theory of symbolic interactionism (G. H. Mead) and of communicative action (J. Habermas).

Teaching and assessment:

The lecture course combines the traditionally established classical method of teaching with the use of interactive methods (individual and group work, analytical interpretations, simulations, role-playing games, etc.). Students are placed in the role of researchers and experimenters. Research and practical tasks are solved in groups, helping them develop the teamwork skills needed in their future professional practice.

As part of their extracurricular activities, students work on a course project, which is included in their final assessment for the course.

The assessment is carried out on the basis of a theoretical exam on a topic from the curriculum according to a previously announced syllabus.

SOCIOLINGUISTIC ASPECTS OF MASS COMMUNICATION

ECTS credits: 3

Form of assessment: exam

Semester: I

Weekly workload: 2l+0s+4ind.

Course status: compulsory

Methodological management:

Department of Bulgarian Language
Faculty of Philology

Language of teaching: Bulgarian

Lecturers:

Assoc. Prof. Petar Vodenicharov, PhD
Department of Slavic and Balkan studies
Phone: +359-73-588-528
E-mail: peter_acad@yahoo.com

Course outline:

The program presents the theory and methodology of critical discourse analysis in relation to the popular press. Students acquire skills for analyzing language strategies for manipulation in the Bulgarian popular press. The program aims to provide students with knowledge about mass communications; about the social functions and language features of the Bulgarian popular press; to develop skills for critical discourse analysis of popular media texts; to develop skills for comparative intercultural analysis of media texts.

Course content:

It examines the social and cultural mechanisms of production and consumption of media texts; texts from the press are considered as forms of symbolic power and the main ideologies and strategies of influence of the popular press in Bulgaria are analyzed.

Teaching and assessment:

The different topics are introduced at the lectures, using extensive examples. Students are asked to analyze examples under the lecturer's guidance. Special focus is put on the illustration of some practical aspects. The seminars require active participation where problems are brought to the fore and discussions are evoked. The assessment is based on a test consisting of a theoretical and practical part.

ONLINE JOURNALISM

ECTS credits: 3

Form of assessment: exam

Semester: I

Weekly workload: 0l+2s+4ind.

Course status: compulsory

Methodological management:

Department of Bulgarian Language
Faculty of Philology

Language of teaching: Bulgarian

Lecturers:

Desislava Velkova

Department of Bulgarian Language

Phone: +359 73 588 528,

E-mail: velkova_desi@abv.bg

Course outline:

The discipline "Online Journalism" introduces students to the issues and basic concepts of this type of journalism; justifies the specificity of the media text in comparison with the literary, scientific and journalistic text. It examines the different types of texts, analyzes headlines, content, lead. The discipline examines the characteristics of online journalistic, chairs, audience. The discipline also explores the characteristics of online journalistic, chairs, audience. The study of the discipline provides knowledge about electronic media and their online presence, the work of news agencies in the contemporary environment and the boost that the Internet has given in their popularity. Along with creating text for online media, the discipline provides knowledge and skills about the role of photo and video reporting in the presentation of information, addresses the topic of globalization and new media, and brings up the subject of information sources, citation, and objectivity.

Course content:

The inverted pyramid of the journalistic text. Differences between online journalism and TV, radio and newspaper journalism. Genre situation in the online space. The role of the Internet and social networks. Alternative sources of information. Media literacy. Fact-checking.

Teaching and assessment:

The lecture course is combined – combining the traditional way of delivering lectures with previously distributed topics for abstracts, in the course of discussion of which additional directions are outlined.

The final semester exam consists of two parts: a practical part and a theoretical part.

In the practical part, students analyze and edit an online media text from a contemporary Bulgarian website and discuss its genre-specific features, as well as the characteristics of its language and style, with the instructor. The theoretical part consists of a written answer to one theoretical question (chosen from a pre-prepared list of questions).

LANGUAGE EDITING

ECTS credits: 3
Form of assessment: exam
Semester: I

Weekly workload: 0l+2s+4ind.
Course status: compulsory

Methodological management:
Department of Bulgarian Language
Faculty of Philology

Language of teaching: Bulgarian

Lecturers:
Assist. Prof. Nadelina Ivova, PhD
Department of Bulgarian Language
Phone: +359 73 588 528
E-mail: nadelina_ivova@swu.bg

Course outline:

The current course "Language Editing" introduces the essence and specifics of the editing process. To illustrate the theoretical information, the course also presents students with selected examples from journalistic practice, with the main goal students to build skills on how to deal with editing their own texts, to correct errors in spelling, grammar, and punctuation, to edit by removing unnecessary repetition, wordy phrases, and redundant information in it. The lectures also present the specifics of the types of linguistic and stylistic editing, as well as various resources to assist students in editing text.

Course content:

Culture of speech. The essence of the editing process. Correction and revision. The figure of the editor. Codification, codifier, literary language norm and linguistic error. Types of revisions. Analogical and brachiological revision. Pleonastic and trope revision. Typology of linguistic and stylistic mistakes. Applications and programs for creating and editing text.

Teaching and assessment:

The mentioned topics are presented as lectures, using various digital resources. During these classes, students analyze various examples of spelling, grammatical, stylistic and technical errors found in media texts. The lectures require active participation in analyzing these mistakes, as well as in discussions about editing them. A part of the assessment is based on participation during lectures. The other part is formed by 2 assessment individual task of a practical issue, that students prepare within their extramural classes.

OBSERVATIONS ON THE WORK IN THE MEDIA

ECTS credits: 1
Form of assessment: continuous assessment
Semester: I

Weekly workload: 0l+1s+1ind.
Course status: compulsory

Methodological management:
Department of Bulgarian Language
Faculty of Philology

Language of teaching: Bulgarian

Lecturers:

Rosinka Prodanova, PhD
Department of Bulgarian Language
Phone: +359 73 588 528
E-mail: rossinka@gbg.bg

Course outline:

The course “Observations” is closely related to the other disciplines in the curriculum. Its goal is to clarify and master basic concepts, and to build essential theoretical and practical knowledge of journalism, the media, and the current media environment.

Course content:

General theory of journalism and media. Specifics of different types of media – print, radio, television, and the internet. Media and money. Fake news in the media: nature and development. Media culture. Behavior in front of a microphone and a camera.

Teaching and assessment:

The course includes a visit to the Radio and Television Center in Blagoevgrad, along with observation (listening/viewing/reviewing) of the programs/content of specific radio, television, newspaper, and online media outlets. This provides students with the opportunity to test their theoretical preparation, to orient themselves within real-world practice by becoming familiar with various media professions and the equipment used, and to understand the production processes of radio, television, print, and online media. They will also be able to analyze media products in accordance with established professional standards.

Seminars require active participation. Students also work on a course project, which is part of their assessment. The assessment is continuous.

HISTORY OF BULGARIAN JOURNALISM

ECTS credits: 3

Form of assessment: exam

Semester: II

Weekly workload: 2l+0s+4ind.

Course status: compulsory

Methodological management:

Department of Bulgarian language
Faculty of Philology

Language of teaching: Bulgarian

Lecturers:

Assoc. Prof. Elena Azmanova-Rudarska, PhD
Department of Literature and Ethnology
Phone: +359 73 588 528
E-mail: elena_azmanova@swu.bg

Course outline:

This course aims to introduce students to the emergence and development of Bulgarian journalism from the Bulgarian Revival to the mid-20th century. The course will expand students' knowledge of the first periodicals and journalistic positions, revealing the motives for their emergence and opportunities for the growth of the Bulgarian press. Various journalistic techniques and their improvement over the years will be examined. Special

attention will be given to literary publications that shaped the era's image and set the journalistic tone. The course will also discuss the printing features of the first Bulgarian media, the role of the journalist-publisher, the genre specificity of Bulgarian Revival newspapers, and the technological processes of preparation, printing, and distribution.

Course content:

The course will cover the emergence and development of the first periodicals in the Bulgarian lands in the 19th century and the role of journalism in modernizing of society until the mid-20th century. Publications by Konstantin Fotinov ("Lyuboslovie") and Ivan Bogorov ("Bulgarian Eagle" and "Tsarigradski Vestnik") will be examined. The role of official newspapers as part of the "internal" press ("Turkish", "Dunav", "Zornitsa") will be outlined. The revolutionary line set by L. Karavelov ("Svoboda" and "Nezavisimost") and Hristo Botev will be discussed. Creative figures of journalism such as Stefan Stambolov, Z. Stoyanov and Iv. Vazov will be highlighted. Bulgarian journalism from 1878 to 1885 in the Principality of Bulgaria and in Eastern Rumelia will also be examined. The course will trace the journalistic accents of publications up to 1944.

Teaching and assessment:

This lecture course is a combination of traditional lectures and discussion-based classes on previously distributed topics. Students will engage in discussions on assigned topics to clarify key postulates. By the end of the course, students are expected to have a well-informed opinion on the topic covered and be able to develop a written statement on a specific problem as coursework. Assessment will be based on both theoretical knowledge and practical skills in composing and defending a thesis on a specific problem.

MEDIA GENRES

ECTS credits: 3

Form of assessment: exam

Semester: II

Weekly workload: 0l+2s+4ind.

Course status: compulsory

Methodological management:

Department of Bulgarian Language
Faculty of Philology

Language of teaching: Bulgarian

Lecturers:

Rosinka Prodanova, PhD
Department of Bulgarian Language
Phone: +359 73 588 528
E-mail: rossinka@gbg.bg

Course outline:

The Media Genres course provides knowledge about the nature, functions, and specific features of the genre system in both traditional and new media. It explores the main journalistic genres and the particularities of their application in print, radio, television, and online media. The course outlines current trends in the development of the media genre system.

Its goal is to develop students' ability to identify and apply genres and genre forms across different media platforms, as well as to construct texts aligned with specific genre models.

The course introduces students to key concepts and issues, emphasizing the specificity of media texts in comparison to literary, scientific, and publicistic texts. It also examines classification strategies for genres as used in media contexts.

Theoretical and practical work is focused on core media genres. The genre “situation” in media is analyzed both synchronically and diachronically, with particular attention paid to the challenges of adhering to professional standards versus the journalist’s creative innovation.

This course provides an opportunity for students to deepen their theoretical understanding and to practically apply different genres. It builds upon competencies developed in lecture-based and practical courses on text theory and practice, language culture, editing, and information gathering and verification.

Course content:

General theory of journalism and media. Journalistic genre – definition, essence, and functions. Main categories of journalistic genres: informational, analytical, publicistic, entertainment. Non-journalistic genres – nature, content, form, specificity, and functions.

Teaching and assessment:

The course topics are introduced during seminars, where students are encouraged to analyze real-life examples under the guidance of the instructor. Active participation in seminars is required. Students also complete a course project that involves creating a news item/report/interview on a specific topic, including a draft text, note-taking, context establishment, and identifying key relationships.

Special emphasis is placed on the specifics of journalistic genres in both traditional and online media.

Assessment is based on a course project and a theoretical test.

EDITING

ECTS credits: 2

Form of assessment: exam

Semester: II

Weekly workload: 2l+0s+2ind.

Course status: compulsory

Methodological management:

Department of Bulgarian Language

Faculty of Philology

Language of teaching: Bulgarian

Lecturers:

Assoc. Prof. Klavdia Kamburova, PhD

Department of Television, Theatre and Film Studies

Phone: +359 879 570 864

E-mail: kamburova@swu.bg

Course outline:

The course examines the main concepts and principles of working with documentary and archival footage. It teaches students how to edit interviews and how to decide and add voice-overs for clarification and analysis. The course presents the specifics of the different genres and their distinctive patterns of editing. The students acquire specific ways of assembling

and polishing the narrative flow of documentary and television forms – news programs, reportage, commentary rubrics and video portraits. The students are presented with the fundamental principles of film editing and learn how to use contemporary editing software.

Course content:

News program and commentary rubrics – types and their specific editing. Work with informational text. Survey and reportage – types. Preparation, filming on location, editing. Sound and its categories. Specifics of sound editing for television forms and adding of commentary voice-overs and music. Objective and subjective representation of information through television genres and manipulation of the material. Usage of green screens and virtual realities and their application to different TV forms. Modern day tendencies and new technologies for creation of audio-visual products.

Teaching and assessment:

The text and multimedia examples used as illustrations during the lectures and homework are shared in advance through e-mails and some of the digital platforms for online education. Analysis of TV program – technology, audience and messages.

Writing of script for a magazine TV program and its commentary rubrics – individual work with every student and assessment of the level of her creative skills and augmentation of these skills through practical exercises. The students participate in extracurricular activities producing a creative project as a part of evaluation of their personal performance. The final grades are based on written analytical text and the completion of the practical assignment.

PRACTICE

ECTS credits: 1

Form of assessment: exam

Semester: II

Weekly workload: 0l+1s+1ind.

Course status: compulsory

Methodological management:

Department of Bulgarian Language

Faculty of Philology

Language of teaching: Bulgarian

Lecturers:

Rosinka Prodanova, PhD,

Department of Bulgarian Language

Phone: +359 73 588 528

E-mail: rossinka@gbg.bg

Course outline:

The Practice course aims to deepen students' theoretical knowledge in the field of journalism and media, and to develop basic practical skills for working in the contemporary media environment.

The discipline is directly connected with other subjects in the curriculum, such as: history of journalism; media genres; the specifics of different mass communication channels; sociolinguistic aspects of mass communication; social media; online journalism; editing; and observation. The objective is to understand the specifics of various media outlets and the particular requirements for producing media content; to focus on the application of various

journalistic genres; correct speech and writing; editing; methods for information verification; and the use of artificial intelligence.

Course content:

General theory of journalism and media. Journalistic genres and the specifics of different types of media. Fake news in the media: nature and development. Media culture. Behavior in front of a microphone and camera. Media and artificial intelligence.

Teaching and assessment:

The course includes observation (listening/viewing/reviewing) of the content of specific radio, television, newspaper, and online media outlets. Students will create text, audio, and video materials on various topics and in different genres. This allows them to acquire basic skills in microphone use, on-camera behavior, and media content creation while following established professional standards. They will also develop skills in information search and verification, use of artificial intelligence for audio transcription and text generation, translation, and topic research.

Seminars require active participation. Students also work on a course project, which is part of their assessment. The assessment is continuous.

LIFESTYLE JOURNALISM

ECTS credits: 2

Form of assessment: continuous assessment

Semester: I

Weekly workload: 2l+0s+2ind.

Course status: elective

Methodological management:

Department of Bulgarian Language

Faculty of Philology

Language of teaching: Bulgarian

Lecturers:

Rosinka Prodanova, PhD

Department of Bulgarian Language

Phone: +359 73 588 528

E-mail: rossinka@gbg.bg

Course outline:

The Lifestyle Journalism course aims to provide knowledge across a broad spectrum of media, culture, entertainment, and leisure topics, as well as to develop skills for working in various media formats (print, radio, television, and online).

The discipline Lifestyle Journalism is connected to other courses in the curriculum. The master's program content includes: history and theory of journalism; journalism ethics; fact-checking; the specifics of different media types – print, radio, television, and internet; the essence and models of cultural and lifestyle journalism and their application across various media.

The course encourages students to stay open to new social and cultural phenomena and behavior models, while developing an analytical approach to them.

Course content:

General theory of journalism and media. Journalistic genres. Fake news in the media: nature and development. Media culture. Media and artificial intelligence. Nature and specificity of cultural and lifestyle journalism. Understanding lifestyle topics. Models of cultural and lifestyle issues across a variety of themes: fashion, beauty, health and fitness; travel and tourism; culture, art and design; food and beverages; everyday technology and innovation.

Teaching and assessment:

The course topics are introduced through lectures, where students are encouraged to analyze real-life examples under the guidance of the instructor. Significant emphasis is placed on the practical aspects of the course topics and on students' active participation in discussions. Students also complete a course project in which they create lifestyle content on a topic and in a medium of their choice.

Regular and active participation in lectures is required, and the course project is part of the final assessment. The assessment is continuous.

TECHNOLOGY OF PUBLISHING

ECTS credits: 2

Form of assessment: continuous assessment

Semester: I

Weekly workload: 2+0s+2ind.

Course status: elective

Methodological management:

Department of Bulgarian Language
Faculty of Philology

Language of teaching: Bulgarian

Lecturers:

Assoc. Prof. Lachezar Perchekliyski, PhD

Department of Bulgarian Language

Phone. +359 73 588 528

E-mail: llper@swu.bg

Course outline:

The course covers a range of topics that explore various aspects of publishing on a broad scale, such as an overview of the field, the registration of publishing houses, publishing books and other printed materials, marketing, and more.

Some of the topics in this course are connected to what was studied in the bachelor's degree, such as spelling and punctuation, basics of editing, Bulgarian language stylistics, and more. It also links to some of the subjects in the master's program, including electronic and print media, language editing, practical stylistics, grammatical stylistics, and others.

Course content:

This course is designed to help students understand how book publishing works and to build practical skills they can use in this field. During the course, students will learn the basics of publishing. In their independent work they create a project such as a book, brochure, or poster. The goal is to give them hands-on experience with planning and preparing printed materials. After finishing their master's degree some students may choose to start their own publishing business in the print or digital publishing industry in Bulgaria.

Teaching and assessment:

The course includes 30 hours of in-class time and 30 hours of out-of-class work. During the in-class sessions students become familiar with the theoretical material. During the out-of-class time students complete various assignments related to the studied material, such as editing different texts, creating a book project (including designing the title and information pages), making brochures in different formats, preparing materials for printing, and more. Each individual assignment is graded, and this contributes to forming the assessment from the current control.

COMMUNICATION RESEARCH METHODS

ECTS credits: 2

Form of assessment: continuous assessment

Semester: I

Weekly workload: 2l+0s+2ind.

Course status: elective

Methodological management:

Department of Bulgarian Language

Faculty of Philology

Language of teaching: Bulgarian

Lecturers:

Prof. Dr. Dobrinka Peycheva

Department of Sociology

Phone: +359-73-588-520

E-mail: peichevad@swu.bg

Course outline:

The development of knowledge for researching communication and journalistic activity is closely related to precision journalism. In precision journalism, reporters use research techniques from sociology to increase the depth and accuracy of the information they present. The course "Communication Research Methods" introduces new techniques for analyzing available data, allowing for the delivery of more precise information in more easily understandable formats.

Course content:

Communication research methods. Types of communication research. Guidelines for preparing questionnaires. Types of questions. Technical requirements for communication research. Stages of communication research. Field research. Desk research. Individual direct surveys. Interviews. Content analysis in electronic media. Content analysis in print media. Qualitative methods. Document analysis.

Teaching and assessment:

The academic classes are in the form of lectures where the basic theoretical topics are presented.

Individual work includes:

- preparation for field research;
- development of a theoretical model for empirical research;
- development of research documentation.

Assessment is conducted through continuous evaluation and a final semester exam.

MULTIMEDIA AND JOURNALISM

ECTS credits: 2

Form of assessment: continuous assessment

Semester: I

Weekly workload: 2l+0s+2ind.

Course status: elective

Methodological management:

Department of Bulgarian Language

Faculty of Philology

Lecturers:

Chief Assist. Prof. Petar Tsonev, PhD

Department of Bulgarian Language

Phone: +359 73 588 528

E-mail: ptsonev@swu.bg

Language of teaching: Bulgarian

Course outline:

The course aims to introduce students to the various multimedia tools used in contemporary journalism. On the one hand, with the possibilities and ways of their application in the media, and on the other - with the effect of their use in classical mass media (television, radio, press) and new types of online journalism (blogs, websites, podcasts, etc.). In connection with the clarification of the question of how new media changes the journalistic profession, the training pays special attention not only to the creation of multimedia products, but also to the latest media developments on the Internet, the ways of working there, the search for media materials on the web on specific issues and much more.

Course content:

Computer and multimedia programs in the media. Journalistic sources on the Internet. Multimedia and online journalism. The interactive possibilities of the Internet for journalistic activity – webpages and websites, blogs vs. newspaper publications and television and radio journalism in web format. Multimedia in news websites. Working with media production online. Creation of materials with combined multimedia content (with elements of text, photos and other images, audio, video, interactive graphics, animation, etc.). In connection with clarifying the issue of how interactive media changes the journalism profession, the training pays special attention not only to the creation of multimedia products but also to the latest media achievements in the online space, methods for working with them, searching for media materials on specific issues in the network, and much more. Among the expected outcomes are that by the end of the course, students will have extensive knowledge of multimedia journalism and will be able to effectively handle multimedia production (including building and processing multimedia archives, transferring images and texts, creating materials with combined elements /text, photos, audio, video, and interactive graphics/, recording, editing and publishing audio and video reports, etc.).

Teaching and assessment:

The lectures are in a classroom equipped with multimedia. The different topics are presented with extensive examples. During the presentation of the topics, the main bibliographic sources for independent work are analyzed and discussed. In the lessons, the teacher and students use software for virtual classrooms, combining the traditional way of conducting lectures on one hand, with discussions of specific problems after observing a certain media material prepared in advance by the teacher or students on the other hand. The independent work of students includes completion of theoretical and practical homework assignments,

tests, and one coursework, chosen independently by the students, but approved by the lecturer.

The assessment is based on the presentation of three practical tasks and one test.

THE LANGUAGE OF ADVERTISING

ECTS credits: 2

Form of assessment: continuous assessment

Semester: II

Weekly workload: 11+0s+3ind.

Course status: elective

Methodological management:

Department of Bulgarian Language

Faculty of Philology

Language of teaching: Bulgarian

Lecturers:

Assoc. Prof. Teodora Kiryakova-Dineva, PhD

Department of Tourism

Phone: +359 876 986 033

E-mail: teodora.kiriakova@swu.bg

Course outline:

The training has both theoretical and practical orientation. In the theoretical part, advertising communication is examined on a communicative-pragmatic level—focusing on the purposefulness of the message and the general framework of advertising. In the practical part, students analyze individually collected advertising texts from grammatical-semantic and stylistic perspectives.

Course content:

Goals and Principles of Advertising Texts. Emergence. Advertising Communication. Advertising – Definition and Classification. Codes in Relation to Linguistic and Non-Linguistic Means in Advertising. Types of Advertisements. Classifications According to Various Criteria. Requirements for Advertising as a Type of Media Text. The Verbal Structure of Advertising. Methods and Means of Conveying Information in the Verbal Component of Advertising. Functions of the Verbal Component of Advertising. Functions of the Non-Verbal Component of Advertising. The Language of Dramatized, Scandalous, and Paradoxical Advertising. Advertising Context. Noise in Advertising Communication. Sociocultural Aspects in Advertising.

Teaching and assessment:

The lecture course is combined—traditional lectures are supplemented with discussions on pre-assigned topics. Specific advertising texts are actively discussed during class sessions. The assessment is based on a course project.

THE JOURNALIST AND REPORTER

ECTS credits: 2

Form of assessment: continuous assessment

Semester: II

Weekly workload: 11+0s+3ind.

Course status: elective

Methodological management:
Department of Bulgarian language
Faculty of Philology

Language of teaching: Bulgarian

Lecturers:

Assoc. Prof. Gergana Padareva, PhD,
Department of Bulgarian language
Phone: +359 73 588 528
E-mail: gerypadareva@swu.bg

Course outline:

The course aims at expanding the students' knowledge in the work of a journalist in a news program or news media, the dynamics, specificities of the work, and the role and responsibilities of the journalist in society.

Course content:

Information in the media. Information of public importance and of interest to the target audience. Methods of searching, receiving, processing and interpreting this information. Basic journalistic genres and forms. Writing styles. General rules for journalists. Ethical norms. Freedom of expression – opportunities and limitations. Journalist-audience relations. State and political power – journalism relations.

Teaching and assessment:

The different topics are introduced at the lectures using extensive examples from radio broadcasting. Students are discussing on the news broadcasts, reports, surveys, interviews. They work with SoundForge Pro for editing sound files.

The assessment is based on the practical work of students during the semester – discussions, analyses, writing news, reports, editing sound files.

LITERATURE – VISUAL IMAGES – COMMUNICATION

ECTS credits: 2

Form of assessment: continuous assessment

Semester: II

Weekly workload: 11+0s+3ind.

Course status: elective

Methodological management:
Department of Bulgarian Language
Faculty of Philology

Language of teaching: Bulgarian

Lecturers:

Prof. Stiliyan Stoyanov, PHD
Department of Literature and Ethnology
Phone: +359 73 588 528
E-mail: stilyan@swu.bg

Course outline:

The course aims to place the literary work in the context of visual images and communications. Students gain basic knowledge about how visual images change the theme,

character system and plots. Emphasis is placed on the specifics of the reception of the literary text. After completing the course, students should be able to comment on the change in the status of the literary text (electronic and audiobooks); the change in the tastes of the reader; the existence of the text in the virtual space; the mechanisms of promotion and imposition of the literary work.

Course content:

Dialogue and communication. Literature and technology. The work of art in the age of the Internet. Literary influencers . Text and image.

Teaching and assessment:

The various topics are presented during the lectures through extensive examples. Students analyze the examples under the guidance of the teacher. Special emphasis is placed on the analysis of the contexts in which contemporary literature exists – social networks, promotion strategies , connection with the visual arts .

Individual work is essential, as students must prepare course projects on topics chosen by them and agreed with the teacher. As part of their independent preparation, they develop a course project, which is part of the assessment in the discipline.

LANGUAGE STRATEGIES IN THE MEDIA

ECTS credits: 2

Form of assessment: continuous assessment

Semester: II

Weekly workload: 1l+0s+3ind.

Course status: elective

Methodological management:

Department of Bulgarian Language

Faculty of Philology

Language of teaching: Bulgarian

Lecturers:

Chief Assist. Prof. Petar Tsonev, PhD

Department of Bulgarian Language

Phone: +359 73 588 528

E-mail: ptsonev@swu.bg

Course outline:

The course aims to introduce students with the specifics and diversity of the language in media from a different perspectives, examines the genre-related, stylistic, grammatical, and other characteristics of texts within them in the context of presenting and analyzing the rules and dependencies in constructing various types of media texts, considering the influence of social realities, the use of persuasion techniques and manipulative strategies in relation to the target audience – from the perspective of language communication in traditional media and on the Internet as well. Throughout the course, concepts such as "verbal and non-verbal communication", "effective and impactful language behavior", "successful and unsuccessful language behavior", etc. are clarified.

Course content:

Language and media. Verbal vs. non-verbal communication in the media. Basic models and techniques of text building in classical media. Basic models and techniques of text building

in electronic and internet media. Persuasion techniques in media. Manipulative strategies in classical media and on the Internet. Language strategies depending on the type of media, genre, topic and audience – theory and practice. Models of language communication in the media. Successful and unsuccessful language behavior.

Teaching and assessment:

The lectures are in a classroom equipped with multimedia. The different topics are presented with extensive examples. During the presentation of the topics, the main bibliographic sources for independent work are analyzed and discussed. In the lessons, the teacher and students use software for virtual classrooms, combining the traditional way of conducting lectures on one hand, with discussions of specific problems after observing a certain media material prepared in advance by the teacher or students on the other hand. The independent work of students includes completion of theoretical and practical homework assignments; tests, and one coursework, chosen independently by the students, but approved by the lecturer.

The assessment is based on the presentation of three practical tasks and one test.

RHETORIC

ECTS credits: 2

Form of assessment: continuous assessment

Semester: I

Weekly workload: 1l+1s+2ind.

Course status: elective

Methodological management:

Department of Bulgarian Language

Faculty of Philology

Language of teaching: Bulgarian

Lecturers:

Prof. Gergana Dyankova, PhD

Department of Preschool and Primary School Pedagogy

Phone: +359 73 588 535

E-mail: diankova_g@swu.bg

Course outline:

The aim of this course is to expand students' theoretical knowledge and practical skills regarding the various aspects, strategies, and tactics of purposeful and effective public verbal expression.

Upon completion of the course, students are expected to have acquired knowledge about the essence and specifics of the rhetorical process; to have developed skills and competencies related to the use and practical application of this knowledge for conducting purposeful and effective communication and to successfully apply various rhetorical techniques for argumentation and dialogue culture, thereby enhancing the quality of their professional performance.

Course content:

Eloquence – rhetoric. The categorical framework of rhetoric. Genetic predispositions and oratory skills. Specifics of the rhetorical process – contemporary concepts. Rhetorical communication and rhetorical argumentation. Classification of key principles in rhetoric. Main types of rhetorical presentations. Oratorical style – features and interactions.

Components of the persuasive process. Verbal effectiveness in rhetorical performance speaking. The speaker and the audience. Presentation skills. Inspiration and improvisation in public speaking.

Teaching and assessment:

The course is conducted by combining the traditionally established classical teaching approach with the use of interactive methods (individual and group work, analytical interpretations, simulations, role-playing games, etc.). Students are placed in the role of researchers and experimenters. Research and practical tasks are solved in groups, helping to develop the teamwork skills needed in their future professional practice.

As part of their extracurricular activities, students complete practical tasks related to the preparation and delivery of a public speech, which forms part of their course assessment.

The assessment is carried out on the basis of a theoretical exam on a topic from the curriculum according to a previously announced syllabus.

PRAGMATICS

ECTS credits: 2

Form of assessment: continuous assessment

Semester: I

Weekly workload: 2l+0s+2ind.

Course status: elective

Methodological management:

Department of Bulgarian Language
Faculty of Philology

Language of teaching: Bulgarian

Lecturers:

Assist. Prof. Nadelina Ivova, PhD
Department of Bulgarian Language
Phone: +359 73 588 528
E-mail: nadelina_ivova@swu.bg

Course outline:

The presented course "Pragmatics" evaluates how language of Bulgarian media texts is utilized depending on social interactions. The topics are dedicated to revealing to students how linguistic utterances are typically used to communicate propositions, intentions behind the text, attitudes, or other aspects of meaning in media discourse. The course aims to inform students about the main features of the construction of a media text – about its proper structuring, but also about how it would be interpreted as a linguistic message. The content of the course includes topics examining the pragmatic functions of language units at each linguistic level - phonetic, morphological, word order, lexical.

Course content:

Pragmatics and the philosophy of language. Subject of Pragmatics. Pragmatics and semiotics. Semiotic sources of pragmatics. Pragmatics and semantics. Basic concepts in pragmatics. Grice's theory. The concept of implicature. Leech's principle of politeness. Presupposition. The role of the speaker in speech communication. The theory of speech acts. Types of speech acts. Reference and Semantics. Pragmatics and the structure of discourse. The concepts of topic and focus. Pragmatic markers, main types of markers. Pragmatics and Lexicon. Pragmatics and Intonation.

Teaching and assessment:

The mentioned topics are presented as 30 lectures, which are held with traditional methods, but using various digital resources. During these classes, students observe linguistic and pragmatic features in various videos and texts. The lectures require active participation in analyzing these features, as well as in discussions what could be interpreted as a message. A part of the assessment is based on 2 individual tasks of a practical issue. The other part is formed by individual project that each student must prepare.

LEVELS OF INDIVIDUAL STYLE IN LITERATURE AND JOURNALISM**ECTS credits:** 2**Form of assessment:** continuous assessment**Semester:** I**Weekly workload:** 2l+0s+2ind.**Course status:** elective**Methodological management:**

Department of Bulgarian Language
Faculty of Philology

Language of teaching: Bulgarian**Lecturers:**

Assoc. Prof. Roman Hadzhikosev, PHD

Department of Literature and Ethnology

Phone: +359 73 588 528

E-mail: romandizel@swu.bg

Course outline:

The aim of this programme is to equip participants with a broad range of knowledge and practical skills related to the concept of handwriting styles in literature and journalism. Participants will gain an understanding of what is meant by "levels of individual style" and how these influence style and communication across different types of texts.

The course offers participants the opportunity to explore the essence of handwriting in the works of Roland Barthes and to examine how these concepts can be applied to the analysis of contemporary literary and journalistic texts. The objective is to comprehend how handwriting and textual structure can be employed to generate new meanings and to uncover the social and critical dimensions of texts.

Course content:

Introduction to Roland Barthes and his literary theory. The concept of "handwriting" according to Roland Barthes. The stages of handwriting in literature. Modifications of handwriting. The concept of "modification" in Barthes' theoretical framework. Practical applications of Barthes' theory. Influence of social context on handwriting in journalism. Descriptive handwriting. Naturalistic handwriting. Symbolic handwriting. Expressionist and allegorical handwriting. The stages of handwriting in visual literature.

Teaching and assessment:

The course makes use of accessible and, where possible, student-friendly texts and materials. Lectures are encouraged, and the awarding of credits is contingent upon both attendance and active participation in discussions or in the completion of assigned questions and problems.

Independent research and the assimilation of supplementary materials are strongly encouraged.

Regular consultations relating to extracurricular work are scheduled. The lecturer will monitor the student's independent work, offering guidance and support in cases of difficulty.

PRACTICAL STYLISTICS

ECTS credits: 2

Form of assessment: continuous assessment

Semester: I

Weekly workload: 1l+1s+2ind.

Course status: elective

Methodological management:

Department of Bulgarian language

Faculty of Philology

Language of teaching: Bulgarian

Lecturers:

Assoc. Prof. Bilyana Todorova, PhD

Department of Bulgarian language

Phone: +359898568951

E-mail: bilyanatodorova@swu.bg

Course outline:

The aim of the course is to present the capability of stylistic means to nuance the mass media messages. During the seminars, the theory is put into practice and students create texts with different pragmatic goals, for different audiences and using different language.

Course content:

Stylistic specifics of informative media texts. Lead structure. Lexical means in informative texts concerning important media coverage. Grammatical means in informative texts concerning important media coverage. Lexical means in comments concerning important media coverage. Grammatical means in comments concerning important media coverage. Lexical means in texts connected to entertainment. Grammatical means in texts connected to entertainment.

Teaching and assessment:

The course contains a lecture part and practical activities. During the course, the focus is on practice, so some case studies, text writing and text analysis are prepared and discussed. Discussion participation is a part of the course assessment.

Individual work is crucial for students to produce their own pieces of practical stylistic analysis of media texts. Within their extramural classes, they work on an individual or group project, which is also a part of their course assessment.

POLITICAL TERMINOLOGY

ECTS credits: 2

Form of assessment: continuous assessment

Term: II

Weekly workload: 1l+0s+3ind.

Course status: elective

Methodological management:

Department of Bulgarian Language
Faculty of Philology

Lecturers:

Chief Assist. Prof. Rumyana Popova, PhD
Department of Philosophical and Political sciences
Phone: +359-73-588-514
E-mail: r.popova@swu.bg

Course outline:

The course aims at familiarizing students with the key concepts, terms, and theories in the field of politics, as well as their application in various discourses. The course develops skills for critical analysis of political texts and speech, emphasizing the specific features of political language, rhetoric, and the nuances of political messages. It also focuses on the recognition and interpretation of political language within different ideological, cultural, and communicative contexts.

The course integrates foundational knowledge from areas such as politics, law, sociology, economics, public relations, and culture.

After completion of the course, students are expected to be able to demonstrate in-depth knowledge of key political concepts and to develop a comprehensive understanding of political phenomena and processes. They will also acquire skills for the critical analysis of political discourse. The course fosters both civic and professional competences, enabling students to actively engage in public life.

Course content:

Basic Political Concepts. Politics and Power – Definition and Essence/ Nature. Political Systems and Regimes. The State as the Fundamental Political Organization. Essence and Characteristics of Democracy. Authoritarianism and Totalitarianism. Parliamentarism – Definition and Essence. Executive Power. Political Parties and Party Systems. Civil Society. Major Political Ideologies. International Relations and Foreign Policy. Media and Political Language. Manipulation and Demagoguery in Politics – Disinformation, Propaganda, and Fake News. Political Discourse in the Digital Environment. The Influence of Artificial Intelligence on the Political Process.

Teaching and assessment:

In addition to traditional teaching methods, the course also employs modern interactive approaches that build upon students' theoretical foundation. The emphasis is on developing discussion skills, boosting motivation, and encouraging active participation through role-playing and simulation games, discussions and debates, case-study analyses, group projects and panels, as well as individual or team presentations. In doing so, the course fosters analytical thinking and the examination of causal relationships within the political and social phenomena under study.

The assessment is based on a written exam on a topic from the syllabus or the preparation of a term paper.

GRAMMATICAL STYLISTICS

ECTS credits: 2

Form of assessment: continuous assessment

Weekly workload: 11+0s+3ind.

Course status: elective

Semester: II

Methodological management:
Department of Bulgarian language
Faculty of Philology

Language of teaching: Bulgarian

Lecturers:

Assoc. Prof. Bilyana Todorova, PhD
Department of Bulgarian language
Phone: +359898568951
E-mail: bilyanatodorova@swu.bg

Course outline:

The aim of the course is to give the students more detailed information on the stylistic capacity of grammar. The connotative potential of grammar is an underestimated topic. At the same time, the atypical grammatical forms can be more semantically loaded and their manipulative force can be stronger because they are more difficult to recognition.

Course content:

Grammatical stylistics – definition. The importance of the grammatical choice in the process of text production and text reception. Stylistics and morphology. Stylistics of nouns. Stylistics of adjectives. Stylistics of pronouns. Verb stylistics. Tense, voice and mood. Stylistic function of repeated, parenthetical, similar parts of the sentence. Word order. Syntactical stylistic figures.

Teaching and assessment:

Students are expected to recognize the function of different grammatical uses in the media texts as well as to use them in their writing. The type of assessment is continuous assessment, so course participation and case studies discussion involvement as well as preparation of the individual tasks in the platform Blackboard or in another form are essential.

LANGUAGE AND ETHNOPSYCHOLOGY

ECTS credits: 2

Form of assessment: continuous assessment

Semester: II

Weekly workload: 11+0s+3ind

Course status: elective

Methodological management:
Department of Bulgarian Language
Faculty of Philology

Language of teaching: Bulgarian

Lecturers:

Assoc. Prof. Radoslav Tsonev, PhD
Department of Bulgarian Language
Phone: +35973 588 528
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Chief Assist. Prof. Krasimira Hadzhieva, PHD
Department of Bulgarian Language

Phone: +35973 588 528

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Course outline:

The course aims to introduce students to the science of ethnopsychology, to present the most typical traits of the Bulgarian national character, to develop students' skills in identifying, analyzing, and comparing linguistic facts related to manifestations of the Bulgarian national character, and to provide knowledge that would support them in choosing appropriate means of expression in their future professional work as philologists employed in the media.

Course content:

What is Ethnopsychology. Basic features of the Bulgarian national character. Manifestations of the Bulgarian national character in the language of the Bulgarian people. Reflections of the ethnopsychology of the Bulgarian in media language.

Teaching and assessment:

The lecture course presents the content of the academic discipline – the science of ethnopsychology, the develop of the ethnopsychology in Bulgaria, the specific traits of the Bulgarian national character, and manifestations of the Bulgarian national character in the language of the Bulgarian people.

As part of their individual work, students find and thoroughly study additional literature, prepare presentations and reports on issues that have been or will be discussed during the course. Assessment is conducted through continuous evaluation of different project assignments.