

COURSES IN FOREIGN LANGUAGES for ERASMUS INCOMING STUDENTS

Sofia University 2020/2021 academic year

Faculty of Journalism and Mass Communication

Faculty coordinator: Assoc. Prof Manuela Manliherova, m.manliherova@uni-sofia.bg

Programme: Communication, Journalism , EUEI, Semiotics, Language and Advertising

Course code	Course title (in English)	Language of instruction	Course offered to BA/BS, MAMS, PhD	Semester	ECTS	Number of hours			Lecturer/s's name	Lecturer/s's E-mail
						Lectures	Exercises/ Seminars	Practical work		
JC Obl. 01-386	TV Programming and TV Media Landscape	English	BA, MA	Winter	4	60		yes	Prof T. Petrova	t.petrova@uni-sofia.bg
Short description of the course (in the language of instruction):										
The course gives an overview of media landscape in Europe and Bulgaria, knowledge about TV production and TV programmers. Course focuses on some of the program types as news, entertaining programs and TV serials in TV programmes.										
Requirements for enrollment: NO										

Programme: Public Relations

Course code	Course title (in English)	Language of instruction	Course offered to BA/BS, MAMS, PhD	Semester	ECTS	Number of hours			Lecturer/s's name	Lecturer/s's E-mail
						Lectures	Exercises/ Seminars	Practical work		
JC E 444	Enemy Image in Media	English	BA	Winter	2	30			Chief Asst. Prof. Svetlana Stankova, Ph.D.	svetlanais@uni-sofia.bg

Short description of the course (in the language of instruction):

The course points out the psychological, historical, economic and ideological prerequisites for inventing/reanimating enemy images in media. The discipline examines the social functions of the enemy image and provokes a discussion on the subject of hostility, which up to now has contradictory views and perceptions. The consequences of exaggeration (demonization) of the enemy images in media are presented also as well.

Requirements for enrollment: NO

Course code	Course title (in English)	Language of instruction	Course offered to BA/BS, MA/MS, PhD	Semester	ECTS	Number of hours			Lecturer/s's name	Lecturer/s's E-mail
						Lectures	Exercises/ Seminars	Practical work		
JC Z339	Advertising Campaign	English	BA	Winter	4	30	15		Asst. Prof. Nikola Vangelov, Ph.D	nlvangelov@uni-sofia.bg

Short description of the course (in the language of instruction): The discipline examines the main aspects of the advertising campaign - digital (online) marketing communications and mostly advertising, characteristics of consumers, organizations, media planning, various marketing communications, online platforms, channels, etc.

Requirements for enrollment: YES

If any, please describe the specific requirements: The students should have studied a course on theory of communication and be fluent in English.

Programme: Journalism

Course code	Course title (in English)	Language of instruction	Course offered to BA/BS, MA/MS, PhD	Semester	ECTS	Number of hours			Lecturer/s's name	Lecturer/s's E-mail
						Lectures	Exercises/ Seminars	Practical work		
JC I354	Social Conflicts	English; German	BA	winter/ summer	4	45	15		Prof. Lulivera Krusteva, Ph.D	lkrusteva@uni-sofia.bg

Short description of the course (in the language of instruction): The main topics in the course are: aspects of the most advanced theories of public communication and social conflicts and their manifestations in contemporary society. The task of the course students should be familiar with basic sociological scales for reporting public trust in the Media, in the Institutions and journalistic coverage of the Social Conflicts. Emphasis

is placed on the types of social conflicts and their forms of manifestations, of taboos and deficits in public communication. Discussed are also some aspects of journalistic investigation related to manifestations of social conflicts and the syndrome of non-communicativeness.

Requirements for enrollment: NO

Course code	Course title (in English)	Language of instruction	Course offered to BA/BS, MA/MS, PhD	Semester	ECTS	Number of hours			Lecturer/s's name	Lecturer/s's E-mail
						Lectures	Exercises/ Seminars	Practical work		
JC Z356	Sociology	English	BA/BS	Winter	3	30			Svetlozar Kirilov	skivanov@uni-sofia.bg

Short description of the course (in the language of instruction): The course deals with the sociological approach to social problems. It analyses the major social issues and the development of sociology. Some of the topics are listed below. Multicultural society; 'we-groups' vs. 'others-groups'; the United States, Canada, Belgium, and the United Kingdom as multicultural societies. Religion; major world religions; contemporary situation of Islam and Muslims. International migration; clash of civilizations. Race and racial conflicts; the debate whether races really exist; racism; the African Americans in the United States. Ethnicity and ethnic conflicts; ethnic minorities in Bulgaria (Turks, Roma, Jews, etc.) War; the development of military technologies; war and aggression. Politics; democracy and its discontents; parties and party systems.

Requirements for enrollment: NO