



COURSES IN FOREIGN LANGUAGES for ERASMUS INCOMING STUDENTS

2021/2022 academic year

Faculty of Journalism and Mass Communication

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

Programme: Journalism

Course code	Course title (in English)	Language of instruction	Course offered to BA/BS, MA/MS, PhD	Semester (winter/ summer)	ECTS	Workload (hours)			Lecturer/s's name	Lecturer/s's e-mail
						Lectures	Exercises/ Seminars	Practical work		
JC I342	World Politics in the Media	English	BA	Summer	4	30	15		Sr. Asst. Prof. Dr Ralitsa Kovacheva	rckovachev@u ni-sofia.bg

Short description of the course (in the language of instruction): The course aims to provide a synergy between theoretical knowledge of international relations and practical tools of international journalism; to advance students' knowledge of the principles and problems of the international news coverage; to develop students' skills in analyzing media content, as well as in writing, reporting and editing international news stories.

Requirements for enrollment: NO

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						Lectures	Exercises/ Seminars	Practical work		
JC I665	Fake News and Disinformation	English	MA	Summer	3	30	15		Sr.Asst. Prof. Dr Ralitsa	rckovachev@u ni-sofia.bg

										Kovacheva	
Short description of the course (in the language of instruction): The course aims at providing students with the knowledge and skills needed to find, verify and analyze information in a digital environment. The course combines theoretical knowledge (concepts, classifications, research approaches, and regulatory models) with practical skills and tools. Students will be introduced to various fact-checking tools and will perform different practical tasks to develop the skills needed to check different types of information independently.											
Requirements for enrollment: NO											
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						Lectures	Exercises/ Seminars	Practical work			
JC I357	Multiculturalism, minorities, and media	English	BA/BS	Winter	3	30			Assoc. Prof. Svetlozar Kirilov, PhD	skivanov@uni- sofia.bg	
Short description of the course (in the language of instruction):											
The course discusses major processes related to contemporary multicultural societies, the state of minorities (racial, ethnic, religious, etc.) and the role of the media. Some of the topics are listed below:											
Multicultural society: its structure and problems. What is multiculturalism? What is culture? The understanding of minorities: racial, ethnic, religious, linguistic and others. Multiculturalism vs. nationalism and ethnocentrism. Prejudices. Clash over resources. "Cultural wars": fundamental differences in values and norms. Hate speech.											
The model of multicultural society in the United States. Native Americans; the image of Native Americans in westerns. Historical waves of migration to the United States: Irish, Asian, Italian, East European, and Latino. African Americans in the United States; the influence of the American Blacks in music; hip-hop. USA: "Melting pot" or "bowl of salad"?											
Multicultural society in Europe. The European Union. Case studies: Belgium; the United Kingdom; Spain.											
Religion and religious differences. Muslim communities. Debates whether Islam encourages violence and terrorism or not.											
Roma communities. The explanations of the plight of the Roma: discrimination or Romani culture? The image of the Roma in East European cinema.											

Jews and antisemitism. Persecution of Jews in Europe. The re-establishment of Jewish state (1948) and the conflict between Israel and Arabs.
 Minority media. The policy of the Council of Europe to support community media.

Requirements for enrollment: NO

Course code	Course title (in English)	Language of instruction	Course offered to BA/BS, MA/MS, PhD	Semester (winter/ summer)	ECTS	Workload (hours)			Lecturer/s's name	Lecturer/s's e-mail
						Lectures	Exercises/ Seminars	Practical work		
JC Z356	Sociology	English	BA/BS	Summer	3	30			Assoc. Prof. Svetlozar Kirilov, PhD	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:

The development of sociology. The theories of social development: geographical factors; institutions, culture.

Religion. The main components of religion: believes; values; symbols; rituals; organization. The major world religions. Sociological theories about religion.

Race and ethnicity. Racism.

International migration; sending and receiving countries; clash of civilizations.

Politics; democracy and its discontents; political ideologies; parties and party systems. War; the development of military technologies; war and aggression.

The media and mass culture. Prostitution and human trafficking.

Requirements for enrollment: NO

Programme: Communication Management

Course code	Course title (in English)	Language of instruction	Course offered to BA/BS, MA/MS, PhD	Semester (winter/ summer)	ECTS	Workload (hours)			Lecturer/s's name	Lecturer/s's E-mail
						Lectures	Seminars	Practical work		
JC E543	Creating Communication Effects	English	BA	Summer	3	45			Assoc. Prof. Svetlana Stankova, PhD	svetlanais@uni-sofia.bg
Short description of the course (in the language of instruction):										
The course introduces the eight-step pyramid of communication effects from awareness to values, the consistency and diversity of communication elements, as well as the approaches to creating effective messages. There are also topics related to communication goals and communication strategies. It helps to identify and to use persuasive techniques in the desired communication register.										
Requirements for enrollment: NO										

Programme: Public Relations

Course code	Course title (in English)	Language of instruction	Course offered to BA/BS, MA/MS, PhD	Semester (winter/ summer)	ECTS	Workload (hours)			Lecturer/s's name	Lecturer/s's E-mail
						Lectures	Exercises/ Seminars	Practical work		
JC E444	Enemy Image in Media	English	BA	Winter	2	30			Assoc. Prof. Svetlana Stankova, PhD	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 eventing 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										

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						Lectures	Exercises/ Seminars	Practical work		
JC C013	Intercultural Communication	English	MA	winter	4	60			Diana Petkova	dijanapp@uni- sofia.bg

Short description of the course (in the language of instruction): This course provides basic knowledge on some of the most important international tendencies in the development of cultures and cultural identities in the processes of globalization. It also acquaints with specific communication practices in different cultures. It helps to adopt non-biased and more flexible attitudes towards the differences of culture, which are crucial for the management in multicultural and pluralistic societies. It adopts the comparative approach of cultures that helps to understand and appreciate the varieties of culture.

Requirements for enrollment: NO

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JC 3314	Psychology of Communication	Bulgarian/ English	BA	summer	4	30	15		Diana Petkova	dijanapp@uni- sofia.bg

Short description of the course (in the language of instruction): This course concentrates on the main communication practices in interpersonal and group communication. The accent is put on the importance of human relationships, as well as on the self-concept of individuals. The course creates general awareness and raises the level of interaction from non-conscious to conscious communication. It provides communication competence in specific fields, which can be critical to the achievement of both individuals and organizations.

Requirements for enrollment: NO

Programme: Book Publishing

Course code	Course title (in English)	Language of instruction	Course offered to BA/BS, MA/MS, PhD	Semester (winter/ summer)	ECTS	Workload (hours)			Lecturer/s's name	Lecturer/s's e-mail
						Lectures	Exercises/ Seminars	Practical work		
JC Z153	Economics of Book Publishing	English	BA	summer	5	45	15		Georgi Alexandrov	bozhidaroa@u ni-sofia.bg

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

The course aims to provide knowledge on book publishing as economic process. It introduces the students to the basic economic terminology and the specific features of publishing industry in the context of the contemporary media environment. A special focus is the digitization of the whole value chain of publishing, distribution and consumption of books in print and electronic formats. The thematic field of management and financial efficiency are also covered. The programme is balanced between theoretical and practical approach to the examined topics. The students are involved in the educational process by thematic presentations, interactive discussions and reports. The module will build competences regarding the actual market trends and the fast changing consumer behavior of book readers. The seminar classes will improve the students' analytical and communication skills.

Requirements for enrollment: YES/NO

If YES, please describe the specific requirements: The students are expected to be well informed about the media industries and to be interested in the economic aspects of book publishing.