



COURSES IN FOREIGN LANGUAGES for ERASMUS INCOMING STUDENTS
2023/2024 academic year

FACULTY OF CLASSICAL AND MODERN PHILOLOGY

Faculty of Classical and Modern Philology

Faculty coordinator: Prof. Yana Andreeva, PhD, y.andreeva@uni-sofia.bg

MA Programme Cultural Laisons and Geopolitics of the European Union

Course code	Course title (in English)	Language of instruction	Course offered to BA/BS, MA/MS, PhD	Semester	ECTS	Workload (hours)			Lecturer/s's name	Lecturer/s's e-mail
						Lectures	Seminars	Practical work		
ML Z020	Border Regions and Transborder cooperation	English	MA	Winter	4	45	-	-	Prof. Petar Stoyanov	stoyanov@gea.uni-sofia.bg

Main goal of the course is to deliver basic knowledge about scientific approaches to borders, border areas and cross-border cooperation study. It will briefly present theoretical basis of border and borderland studies on examples of the EU and around the world, following the presentation of morphology and border policy in the EU, forms of trans-border regionalism. A special stress is made on the Euroregions accompanied by a plenty of case studies in the EU. Separately has been handled Bulgarian border areas and cross-border cooperation along its borders. During semester students should prepare a case study on border region and cross-border cooperation.

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ML Z030	Diplomacy and Crisis Management in the EU (historical and political aspects)	English	MA	Winter	4	45	-	-	Assoc.Prof. Boris Stoyanov	boris.stoyanov@gmail.com

The course describes and evaluates the example of the European Union as a unique pattern of regional integration in peaceful conflict settlement in Europe. The lectures are divided into three main themes: origins and historical evolution of the European integration process; the role of the European institutions, member-states' governments and emerging EU diplomacy in mediation and conflict management in wider Europe and the Middle East; case-studies on Franco-German rapprochement, Cyprus, Western Balkans etc. At the end of the course students will be able to understand the highly complex set of mechanisms and influences- both formal and informal, which make the Europeanization of conflict resolution. The students are expected to actively participate in academic discussions and to give a presentation.

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ML Z040	Intercultural Mediation and Negotiation	English	MA	winter	4	45	-	-	Prof. Madeleine Danova	m.danova@uni-sofia.bg

The course offers different aspects of intercultural communication which can be used in solving crises and conducting negotiations. On the basis of the theoretical models describing the different types of communication and the different types of culturesq the course introduces strategic approaches which can facilitate the processes of negotiation and the role of mediators for people from different cultures. It

discusses both formal and informal communication as well as the language strategies used in such situations and more specifically the use of English as lingua franca and some of the dangers that might have.

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ML Z050	Policy making and Culture in the EU	English	MA	Winter	4	45	-	-	Prof. Maria Stoicheva	stojchevap@ph ls.uni-sofia.bg

The course focuses on the role and place of culture in policy making in the EU as a supranational political entity and a union of member states. It also deals with the role of culture in external relations and in the formation of the foreign policy of the EU. As the structure of the EU does not fall into any traditional legal category, the course includes a module on the unique character of decision making system, which has been evolving for the past 60 years. This includes an overview of the EU institutions and how culture as an area of decision making and as a factor in the decision making process is addressed.

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ML I070	Geopolitics in the 21st Century: The Black Sea Region	English	MA	Winter	3	30	-	-	Prof. Boyan Kulov	bkoulov@gmail.com

The EU, Russia, as well as many states in the Black Sea region are currently in search of “adequate” geo-strategies and foreign policies. This course introduces fundamental concepts and major theories from the geopolitical science, and analyzes them in relation to the 21st century

realities. It discusses the geographic and historical context of the foreign policies and international relations in the Black Sea region. Discussions of current issues and events, e.g., Ukraine between EU and Russia, will be an important part of most class sessions.

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I080	Europe and India: A Paradigmatic Cultural Encounter	English	MA	Winter	3	30	-	-	Assoc. Prof. Galina Rousseva-Sokolova	sokol@techno-link.com

The purpose of the course is to show how through centuries of mutual discovery up to present day Europe and India have served as mirrors to each other, revealing ideas about the Other as much as about one's own identity, and shaping in the process that very identity. A special focus is put on what Aghananda Bharati has called the "pizza effect": instances of re-enculturation, cases of cultural phenomena traveling from one culture to another, transformed in their adoptive land and transplanted again in their new form back in their place of origin. The topics follow a historical arrangement, from pre-Alexandre Greek ideas about India to modern day cross-cultural phenomena as yoga, fiction literature produces by Indian diaspora authors and various movements related to the so called New Age. The course includes readings of original texts in order to identify the rhetorical and ideological strategies of their authors.

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Z060	Power in Modern International Relations	English	MA	summer	4	45	-	-	Assoc. Prof. Mira Kaneva	mirakaneva@yahoo.com

The course of lectures follows two directions: first of all, it outlines a theoretical overview of the role of power in international relations (IR), and, next, it provides illustrations of instances or occurrences of power on a practical level. It is based on a research of power as a phenomenon in IR theory, which besides being a primary one, is far from being a monolithic category since it is made up of different concepts – from the classical geopolitical notion of dominance to the modern idea of the social power of influence. The course, therefore, highlights both the static dimension of power (regulative structural relations such as military, economic, normative and institutional power, e. g. the balance or transition of power in a multipolar world), and, the dynamic dimension of power interactions (the constructive power of IR discourse, e.g. power as resistance in the protests worldwide). The course aims at the contextualization of abstract terms through the study of EU policies.

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Z070	Institutional Economics	English	MA	summer	4	45	-	-	Prof. Georgi Chobanov, Dr. Sc.	georgech@feb.un i-sofia.bg

The Institutional Economics course is based on ideas developed by Nobel Price Winner Douglas North in his famous book “Understanding the Process of Economic Change”. Some topics:

1. Understanding and description of the process of economic change. The role of belief.
2. Driving forces of human endeavor to reduce uncertainties of environment.
3. Rules, behavioral norms and institutions. The theoretical framework for understanding the process of economic change.
4. Uncertainty and risk.
5. Ergodic and non-ergodic processes.
6. Homo oeconomicus and the rational economic behavior.
7. Seeking a better grasp of the complex between cognitive process, belief formation and institutions.
8. The process of human learning as cognitive process. Pattern recognition in the face of uncertainty.
9. Shapes of cultures as contrast between genetic architecture and environmental conditioning
10. How does the mind work and what are the basic “operating mechanisms” of the mind and how are they accomplished by the brain?
11. Beliefs as constructions human mind and the role of culture, and environment in the process of cognition and learning.

12. Consciousness and Human Intentionality.
13. The Scaffolds Humans Erect. Taking Stock
14. The Evolving Human Environment
15. The Sources of Order and Disorder. Getting It Right and Getting It Wrong
16. The Rise of the Western World
17. The Rise and Fall of the Soviet Union
18. Improving Economic Performance
19. Where Are We Going?

Bibliography: Douglass C. North. Understanding the Process of Economic Change. Princeton University Press, 2005

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Z080	Cultural Identity and Political Ethics. Diversity and Identification with Europe	English	MA	summer	5	45	-	-	Prof. M. Stoicheva	stojchevap@phls.uni-sofia.bg

The course elaborates on the topic of cultural identity and its increasing application for political purposes. The main topics include defining and understanding of the concept of 'cultural identity' and its links with national and political identity. The course includes topics concerning deliberative democracy and freedom of choice, citizenship and pluralism, communitarian and multicultural theses concerning citizenship and ethics of politics. A main perspective of the course is its contextualization in the European integration process, the policies of the EU and the foreign relations of the Union.

Upon successful completion of the course the students will be able to:

- explain the meaning of the concepts of cultural identity national identity and their political implications;
- take part in discussions on topics within the context of EU policies, policy of identity, of difference, multiculturalism and communitarianism;
- contextualize the issues of cultural identity in the process of European integration and the foreign relations of the Union.

The assessment is based on two course assignments (presentations on a topic in class, discussion and attendance) and a final course assignment (5000 words).

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Z090	Diplomatic, Ethnic and Cultural Dimensions of the EU Integration Process in the Balkans	English	MA	summer	4	45	-	-	Assoc. Prof. Rumyana Christidi Assoc. Prof. Yorgos Christidis	rumyana.christidi@gmail.com

The EU has a long record of involvement in the Balkan region. In 1961, the then *European Communities* (EC) signed an association agreement with Greece. By the end of the 1980s, the EC had signed another association agreement with Turkey (1963), had initiated trade relations with the Socialist Federal Republic of Yugoslavia, while in 1981 Greece joined the EC. The end of Europe's bipolar division and the beginning of the democratization process in Eastern European societies, brought into the fore an array of common values and policy aims everywhere in the former Eastern Europe: the introduction of a liberal democratic system, with respect for human rights, the implementation of a market economy and, in the foreign policy agenda, joining Euro-Atlantic institutions. At the same time, in the 1990s, the *European Union* (EU) would become progressively more and more involved in the Balkan region: exercising diplomatic efforts to manage Yugoslavia's violent disintegration, providing valuable economic assistance and guidance to a reform process affecting crucial areas, such as rule of law and minority rights, and promoting regional cooperation. The EU's involvement in the region intensified following the Helsinki Summit, in December 1999: by 2007 Bulgaria and Romania had joined the EU, while Turkey had, in 2005, began negotiations for joining the EU. Six years on the EU has developed comprehensive relations with all states of the so-called Western Balkans that aspire to join the Union, while Croatia is expected in July 2013 to become the newest member of the EU.

There is little doubt then that the EU's involvement in the Balkan region to date has been substantial and multi-faceted, having serious implications for the region's development. The purpose of the course is to examine a series of EU policies and their effect upon the region. More specifically, the course seeks to analyze EU diplomatic efforts to resolve some of the most serious conflicts that have affected the

Balkan region since 1991, and to promote minority rights, regional co-operation and good-neighbourhood. Furthermore, the course considers the attraction that the EU has enjoyed among the Balkan elites and the population at large as a “cultural project”, with the EU integration project seen by many as advancing effectively the so-called “Europeanization process” of their societies, providing, at the same time, a definite answer to the question whether their societies are European or not. Last, but not least, the debate over Turkey’s accession is being re-evaluated, and in particular on how Islam, as the religion shared by most Turks, is affecting the whole debate and perceptions on both sides.

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Z011	Intercultural Aspects of Marketing Communication	English	MA	summer	4	45	-	-	Prof. Hristo Kaftandzhiev. Dr. Habil	christokaftandjiev@yahoo.com

The course is based on the following structure:

- 1. Effective intercultural marketing communications depending on the basic elements of the communication scheme - addressant (empathy), addressee, communication channels, codes, sign systems, communication strategies, etc.**
- 2. Effective intercultural marketing communications according to the theory of Hofstede**
- 3. Effective intercultural marketing communications depending on the theory Hall - temporal and spatial dimensions of cultures**
- 4. Effective intercultural marketing communication depending on relations hetero/homosexuality; nature/culture; history/future; young/old; open/closed; optimistic/pessimistic; rich/poor; patriotism/cosmopolitanism, etc.**
- 5. Ineffective intercultural marketing communications depending on typical communication errors**
- 6. Effective intercultural marketing communications according to our positive attitude to other cultures - the expression of different points of view; communications, based on the basis of appeals to humor, knowledge, love, etc.**
- 7. Universal schemes for marketing communications in different cultures based on mythological archetypes:**
 - **Physical and Spatial Archetypes**

- Biological Archetypes
- Psychological and Social Archetypes

Cultural Archetypes

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I010	Inter-, multi-, and transculturalism in Europe	English	MA	summer	3	30	-	-	Prof. Daniela Koleva	koleva@phls.uni-sofia.bg

The course aims to 1) introduce students to topical issues related to cultural diversity and intercultural interaction; 2) develop their awareness of the heterogeneity of national cultures and of cultural diversity as a value; 3) develop their skills for work with various types of data to argue their own theses.

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I015	I015	I015	I015	I015	I015	I015	I015	I015	I015	I015

This lecture course traces the evolution of Bulgaria's cultural diplomacy from the end of World War II until the end of the Cold War in the early 1990s. The main focus is on the influence of East-West political relations and traditions of intercultural communication on the place of Western Europe in Bulgarian cultural diplomacy. The lecture course explores the different stages of Bulgarian contacts with Western European countries in order to highlight the context-specific role of different cultural diplomacy strategies. The methodological approach is largely problem-driven and chronological.

