SOFIA UNIVERSITY "ST. KLIMENT OHRIDSKI"

FACULTY OF JOURNALISM AND MASS COMMUNICATION

CURRICULUM

Professional Field: **Public Communications and Information Sciences**

Educational and Qualification Degree "Master"

Specialty: **Journalism**
Master's Program: **Online Journalism and Media**

Ф	Ж	Ж	3	3	2	2	2	1

Form of study: **part-time**
Duration of training (number of semesters): **three**

Professional Qualification: **Master of Online Journalism and Media**

Qualification description

Specialty: JOURNALISM
Master's Program: ONLINE JOURNALISM AND MEDIA*

1. Focus. Educational goals and tasks

1.1. Focus
This program is directed at the studying of the new journalistic forms that are available in the medium of the digital and mobile platforms, as well as the new changes in the practicing of this profession – generic transformations, forms of civil journalism, new opinion leaders in the online medium, social networks and media, etc. The Master's Program of Online Journalism upgrades the theories of mass communication, terminology and the basic principles of traditional journalism with the new concepts and paradigms of digital media, the application of the much-to-much model, and the characteristics of the web medium that are from a fundamental importance to the Internet journalism – multimedia, hypertexts, interactivity, and personalization.

1.2. Goal
The key academic goal of the Master's Program of "Online Journalism and Media" (for non-specialists) is to prepare students for journalistic activity in online media by giving them an opportunity to acquire in-depth and versatile complex knowledge both in the field of journalistic theory and regarding journalistic specifics in the Internet based media.
The Master's Program of "Online Journalism and Media" also aims to give to the students a broad set of theoretic knowledge and professional skills in the field of web journalism by completing the general theoretical training on mass communication with the new digital communication models and journalistic forms. It also offers many specialized courses and practices on professional writing for Internet media, web television, online newspapers, radio and podcast, digital montage, etc.

1.3. Educational tasks
This training guarantees the formation of professional qualities and skills in the Master's degree students, so that students graduating from the "Online Journalism and Media" Program would be able successfully to develop as authors and editors, and to take leadership positions in online newspapers, online radio stations, web televisions, online information agencies and media websites; to create their own news websites and to adapt to the quickly growing requirements of web journalism. The program also aims to prepare competitive candidates for the PhD Program in "Online Journalism", whose aim is to create highly qualified researchers and scientific workers that analyze the processes in digital journalism, the change of the model of the multileveled communication stream, the transformations and convergence of generic forms in online media, the new factors in the arrangement of the media agenda, the changing roles of communicators and recipients, etc.

2. Training
The compulsory and elective courses that are included in this curriculum encompass key aspects of the process of creation of online media product: skillful handling of digital information; precise knowledge of the specifics of writing for the Web, of cyber genres and composition of digital narrative, critical realization of online content in the age of post-truth and compliance to the legal and ethical norms in the Internet. In the cycle of theoretical disciplines are reviewed and analyzed the essence and particularities of traditional and online journalism, the evolution and rise of social networks and civil journalism, the economy of new media and audience transformations in the Age of the Web. Practices get students acquainted with technologies and strategies for work in the multimedia newsroom – creation of versatile content for different platforms (text, vodcast, and podcast), knowledge of the CMS systems for digital publishing and the principles of SEO websites optimization, social media marketing, and online PR.
Lectures are led by the most distinguished specialists in these academic fields (associate professors and professors) and practices are realized in national media by practicing professionals.
Students from this Master's Program end their educational course with Master's thesis defense in front of a state exam commission.

Curriculum
The education is realized according to curriculum, in which study disciplines are grouped in two modules – compulsory and elective disciplines that present lectures with general theoretical direction and seminars and practices.

General theoretical training
General theoretical preparation of students includes knowledge of journalism that is practiced in the conventional forms of digital and print media, and in the versions in the online medium, as well as understanding of the processes for transformation and adaptation of the journalistic profession toward the entirely new Internet media, which don't have an analogue. In the compulsory and elective courses are also reviewed and analyzed the essence and particularities of traditional and online journalism with a focus on the new media in the globalized world.

Special training
Special training consists of acquisition of knowledge of all important aspects in the process of creation of online media products that include skillful handling of digital information, precise knowledge of the characteristics of journalistic texts for online media, the legal and ethical norms in the online journalism, skills for critical analyses of journalistic content in the Web, non-linear writing for digital media, etc.
From a practical aspect, it is expected from the students to form skills for complete and effective creation of media products for online newspapers, online radio stations and online television. It is provided that these specialists would be able to competently realize the transition from traditional to digital media.

3. Educational profile (qualification standard)
When graduating from this Program, it is expected from the students: to understand the essence and specifics of online journalism as compared to the traditional genres and formats, to know the elements of graphic design, to be able to create media narrative, to search, check, differentiate and critically to analyze the sources of online information considering the creation of online media product, to possess and apply an effective online professional communication, to be able to creatively take advantage from the interactivity of online media, to realize and obtain different types of media users feedback, to work with the different means of expression for creation of a digital journalistic product (text, audio, and video), to have knowledge and the mindset for achieving and adhering to high professional standards in online journalism.

3.1. Knowledge
Along with the fundamental knowledge of journalism that also lies in the basis of online journalism, with knowledge of the field of communications, information sciences, web design, sociology, psychology, media linguistics, etc., students also acquire knowledge of the specifics of journalistic practice in the Internet-based media, and of the changes in journalism that happen in a digital medium parallel with the evolution of the Web – mass media, blogs, social media and networks, micro blogs, etc.

3.2. Skills
The curriculum and the content of study disciplines of the Master's Program provide the combination of theoretical knowledge with professional skills in the field of online journalism and media, economy of new media, alternative media and civil journalism, theory of journalism and the media, journalistic genres in traditional and online media, agency journalism, language and ethics in the Internet, media law (for online journalists), as well as journalism that is transferred in the Internet – newspaper, radio and television. According to the elective courses that are chosen by the students, an emphasis is put on the writing for lifestyle online media, web design, digital montage, sound in the online media, image processing, interactivity and distribution of online editions, culture websites, etc.

4. Opportunities for development
    The specialized preparation during the terms and development of a Master's thesis by the "Online Journalism and Media" students enhance their competitiveness and create stable basis for their professional realization in online media. The Master's Program graduating students can obtain journalistic positions in different types of new media and to develop as authors and editors in online newspapers, online radio stations, online television, online information agencies and media websites.

    * The Master's Program starts in the summer term.

Major in "Journalism" / Master's Program "Online Journalism and Media"

for the class starting in 2021-2022 year*

№	Course Code				Course Title	Type - C, E, O	term	ECTS credits	Number of clases - total				Number of classes per week	Type of evaluation* - E, CA, CEV, Cont.
									Total	Lectures	Seminars	Practical classes/ practices		
1		2			3	4	5	6	7	8	9	10	11	12

Compulsory Courses

№	Course Code				Course Title	Type	term	ECTS	Total	Lectures	Seminars	Practical	Number of classes per week	Type of evaluation
1	3	2	7	7	Online Journalism	C	1	6	180	30	0		30+0	E
2	3	3	9	2	Theory of Journalism and the Media	C	1	6	180	30	0		30+0	E
3	3	4	2	3	Globalization and New Media	C	1	3	90	20	0		20+0	E
4	3	4	2	8	Journalistic Genres in Traditional and Online Media	C	1	6	180	30	0		30+0	E
5	3	4	3	2	Informational Web Sites	C	1	3	90	20	0		20+0	E
6	3	4	3	7	Online Newspapers (Practice)	C	1	3	90	0	20		0+20	CA
7	3	4	3	4	Media Narrative	C	2	6	180	30	0		30+0	E
8	3	1	2	0	Graphic Design	C	2	6	180	30	0		30+0	E
9	3	4	2	5	Language in the Internet	C	2	5	150	30	0		30+0	E
10	3	4	3	9	Professional Writing for Online Media	C	2	5	150	30	0		30+0	E
11	3	4	3	0	Economics of the New Media	C	2	3	90	20	0		20+0	E
12	3	4	3	8	Online Radio and Podcast Content (Practice)	C	2	3	90	0	20		0+20	CA
13	3	4	2	2	Alternative Media and Civil Journalism	C	3	3	90	30	0		30+0	E
14	3	4	3	5	Media Law (for Online Journalists)	C	3	3	90	30	0		30+0	E
15	3	4	2	6	Digital Public Relations	C	3	2	60	20	0		20+0	E
16	3	6	4	0	Journalism 3.0. in the Age of Social Media	C	3	2	60	0	20		0+20	E
17	3	4	2	7	Ethics in the Internet	C	3	2	60	20	0		20+0	E
18	3	4	4	2	Web Television (Practice)	C	3	2	60	0	20		0+20	CA

№	Course Code	Course Title	Type - C, E, O	term	ECTS credits	Number of clases - total				Number of classes per week	Type of evaluation* - E, CA, CEV, Cont.
						Total	Lectures	Seminars	Practical classes/ practices		
1	2	3	4	5	6	7	8	9	10	11	12

Elective Courses– *the chosen disciplines must carry at least 6 credits*

№	Course Code	Course Title	Type	term	ECTS	Total	Lectures	Seminars	Practical	Per week	Eval
1	И 4 3 3	Lifestyle Online Media	E	1	3	90	0	20		0+20	CA
2	И 1 5 8	Interactive Communication	E	1	3	90	0	20		0+20	CA
3	И 4 2 9	Sound in Online Media	E	2	2	60	20	0		20+0	CA
4	И 4 2 1	Agency Journalism in the Internet	E	2	2	60	20	0		20+0	CA
5	И 4 3 6	Image Processing and Web Publishing	E	2	2	60	0	20		0+20	CA
6	И 4 4 1	Web Design	E	3	1	30	0	20		0+20	CA
7	И 4 2 4	Digital Montage	E	3	1	30	0	20		0+20	CA
8	И 6 4 1	Digital Life of Literature	E	3	1	30	20	0		20+0	CA

Graduation

Form of a degree completion	ECTS - credits	First thesis defence session	Second thesis defence session
Thesis Defence	**15**	**July**	**November**

* The Master's Program starts from the summer semester

Sofia University "St. Kliment Ohridski"
Curriculum Reference Statement
Major in "Journalism" / Master's Program "Online Journalism and Media"
Educational Form: part-time, Educational Period: 3 terms

Course Load, ECTS-credits and number of grades for the term																																
Type of courses	I term			II term			III term			IV term			V term			VI term			VII term			VIII term			IX term			X term			Total		
	Course Load (number of)	ECTS – credits	Number of grades	Course Load (number of)	ECTS – credits	Number of grades	Course Load (number of)	ECTS – credits	Number of grades	Course Load (number of)	ECTS – credits	Number of grades	Course Load (number of)	ECTS – credits	Number of grades	Course Load (number of)	ECTS – credits	Number of grades	Course Load (number of)	ECTS – credits	Number of grades	Course Load (number of)	ECTS – credits	Number of grades	Course Load (number of)	ECTS – credits	Number of grades	Course Load (number of)	ECTS – credits	Number of grades	Course Load (number of)	ECTS – credits	Number of grades
Compulsory Courses	150	27	6	160	28	6	140	14	6																								
Min. of elective courses	20	3	1	20	2	1	20	1	1																								
Study Practices																																	
Total:	170	30	7	180	30	7	160	15	7																						510	75	21

Form of a degree completion	ECTS - credits	number of classes for preparation	First thesis defence session	Second thesis defence session
Thesis Defence	**15**		**July**	**November**

Acquired Professional Qualification: Master of Online Journalism and Media