



SOFIA UNIVERSITY "ST. KLIMENT OHRIDSKI"

FACULTY OF JOURNALISM AND MASS COMMUNICATION

## CURRICULUM

Professional Field: **3.5. Public Communications and Information Sciences**

Educational and Qualification Degree "Master"

Specialty: **Journalism**

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Master's Program: **Digital Media and Communication**

(in English)

Form of study: **part-time**

Duration of training (number of semesters): **three (90 credits)**

Professional Qualification: **Master of Digital Media and Communication**

## Qualification description

**Specialty:** JOURNALISM

**Master's Program:** DIGITAL MEDIA AND COMMUNICATION (IN ENGLISH)

### 1. Focus, educational goals

Digital media and communication is a current field of modern science and practice. The program has been developed in response to the challenges of the digital age and meets the needs of the industry for qualified personnel, needs that will grow globally. It aims to form knowledge and create skills for effective communication in today's online environment. The transformations of the media, public relations and advertising are considered in order to build new competencies that are needed in the dynamically changing media and communication reality. The Master's program in digital media and communication is especially suitable for students with a bachelor's or master's degree in social sciences and humanities, and aims to deepen the knowledge of students or professionals in various fields, interested in the development of digital media and communication and their role in modern societies and culture. The Master's Program of "Digital Media and Communication" is intended for students who have acquired the Educational and Qualification Degree "Bachelor" or "Master" in "Journalism", "Public Relations", "Book Publishing" and "Communication Management" of the Faculty of Journalism and Mass Communication, as well as for Bachelors and Masters from other specialties and faculties of Sofia University "St. Kliment Ohridski" and other high education institutions.

### 2. Training (knowledge and skill necessary for successful professional activity; general theoretical and special training, etc.)

The curriculum of the Master's Program includes lectures and seminars on the theory and ethics of digital communication and media, media design and communication, online content creation and editing, PR and communication campaigns in the digital age, fake news and online disinformation, digital marketing and advertising, brand building online, digital media agenda setting. Specialized courses provide specialization in areas such as online international and sports journalism, online television genres and screenwriting, digital media and PR techniques, research methods, brand design. The program also offers a wide range of 12 elective courses that contribute to the enrichment of modern knowledge about the digital transformation in the media and communication from a social, economic, journalistic, psychological point of view.

### 3. Professional and general competencies, specific competencies

The master's program in Digital media and Communication gives students the necessary theoretical knowledge and professional skills in the field of contemporary journalism and digital media, public relations, marketing communications and advertising. The education and training aim to build professional competencies for the new communication challenges in the global information environment. Students will be qualified to work as specialists in the field of public communications and information sciences in a digital environment. Graduates of the program acquire competencies, knowledge and skills in the field of communication studies, as well as practical abilities to perform the functions of a specialist in the field of digital media. More specific professional competencies include: skills for conducting various media and communication analyzes, for building a communication strategy in a multicultural environment; in-depth knowledge of information and communication technologies, digital media and their communication influence; high ability to manage communication teams in corporations and organizations that seek to build sustainable communication with diverse audiences through digital media, as well as knowledge and efficiency in organizing and conducting digital information campaigns.

**4. Professional development (according to the National classification of professions and positions in the Republic of Bulgaria/ international classifications and according to the position of the future specialist in the national qualification framework for high education and the European qualifications framework)**

The program aims to train and qualify professionals in response to the urgent need in the labor market for professionals with knowledge, skills and competencies in the field of digital media and communication. The offered master's program will educate specialists who can be realized in: online media, web sites of traditional media - print, radio, television, digital media companies, and specialists in PR agencies, employees in advertising agencies, managers at PR and advertising departments of corporations and institutions, qualified employees in marketing departments of various businesses, online agencies (2432 Public Relations Specialists; 2642 Journalists (e.g. Editor-in-Chief, Editor, Producer, Head of Correspondence Office, Commentator, Correspondent, Reporter, Chief Department Media Monitoring, Media Team Leader, Media Ombudsman); 1222 PR Advertising and Relations Managers according to the **National classification of professions and positions in the Republic of Bulgaria**). The master's program graduates will be able to realize themselves in the modern areas related to knowledge and competence for digital media, which is the key for successful professional realization and for active participation in the political, cultural, economic and educational life in the society.

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Major in "Journalism"/ Master's Program "Digital Media and Communication" (in English), part-time (90 credits)

for the class starting in 2024-2025 year

№	Course Code	Course Title	Type - C, E, O	term	ECTS credits	Number of classes - total					Number of classes per week	Type of evaluation* - E, CA, CEV, Cont.
						Total	Lectures	Seminars	Practical classes/ practices	Extracurricular Activity		
1	2	3	4	5	6	7	8	9	10	11	12	13

**Compulsory Courses**

1	C 0 1 0	Explore the Communication Field	C	1	4	120	15	15	0	90	15+15+0	E
2	C 0 1 9	Media Editing	C	1	4	120	15	15	0	90	15+15+0	CA
3	C 0 0 7	Digital Media Ethics	C	1	4	120	30	0	0	90	30+0+0	E
4	C 0 1 8	Media Design and Communication	C	1	4	120	30	0	0	90	30+0+0	E
5	C 0 2 0	Minorities and Media	C	1	4	120	30	0	0	90	30+0+0	E
6	C 0 1 1	Fake News and Online Disinformation	C	1	3	90	15	10	0	65	15+10+0	CA
7	C 0 0 2	Content Creation for Digital Platforms	C	1	3	90	15	10	0	65	15+10+0	CA
8	C 0 1 3	Intercultural Communication	C	1	4	120	30	0	0	90	30+0+0	E
9	C 0 2 9	Theory of Social Media: Typology, Features and Trends	C	2	4	120	30	0	0	90	30+0+0	E
10	C 0 0 4	Digital Media Agenda Setting	C	2	4	120	15	15	0	90	15+15+0	E
11	C 0 3 0	Digital and Traditional Public Relations	C	2	4	120	15	15	0	90	15+15+0	E
12	C 0 1 5	Managing Communication Campaigns	C	2	4	120	10	25	0	85	10+25+0	E
13	C 0 0 9	Effective Communication and Audiovisual Services	C	2	4	120	15	15	0	90	15+15+0	E
14	C 0 0 3	Digital Marketing Communications and Transmedia	C	2	4	120	30	0	0	90	30+0+0	E
15	C 0 2 2	Online Advertising Campaign	C	3	4	120	30	0	0	90	30+0+0	E
16	C 0 0 1	Brand Identity Design	C	3	5	150	10	25	0	85	10+25+0	E

**Elective courses – the chosen disciplines must carry at least 12 credits (6 credits from the second semester and 6 credits from the third semester)**

1	E 0 2 1	News Writing for Digital Media	E	2	3	90	0	25	0	65	0+25+0	CA
2	E 0 1 4	International Journalism and Digital Media	E	2	3	90	25	0	0	65	25+0+0	CA
3	E 0 1 6	Marketing Solutions Online	E	2	3	90	25	0	0	65	25+0+0	CA
4	E 0 2 4	Publishing and Consumption of Digital Books	E	2	3	90	15	10	0	65	15+10+0	CA
5	E 0 3 1	Online Television Formats	E	2	3	90	0	25	0	65	0+25+0	CA
6	E 0 2 7	Strategic Marketing in Media	E	2	3	90	25	0	0	65	25+0+0	CA
7	E 0 3 2	Sports Journalism in the Digital World	E	3	3	90	25	0	0	65	25+0+0	CA
8	E 0 1 7	Media and Public Relations Skills	E	3	3	90	25	0	0	65	25+0+0	CA

9	E	0	3	3	Screenwriting for Streaming Platforms	E	3	3	90	0	25	0	65	0+25+0	CA
10	E	0	3	4	Digital Communications and Media Research	E	3	3	90	0	25	0	65	0+25+0	CA
11	E	0	1	2	History of Cinema	E	3	3	90	25	0	0	65	25+0+0	CA
12	E	0	2	8	Television News Production	E	3	3	90	0	25	0	65	0+25+0	CA

### Graduation

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

Successfully taken exams in the Erasmus+ Program during a period of outgoing academic mobility of students at FJMC are accepted and included in the diploma instead of or along with the elective courses, which are a part of the curriculum.

Sofia University "St. Kliment Ohridski"  
**Curriculum Reference Statement**  
 Specialty in "Journalism" / Master's Program "Digital Media and Communication" (in English)  
 educational form: part-time, duration of training 3 semesters (90 credits)

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 classes)	ECTS – credits	Number of grades	Course Load (number of classes)	ECTS – credits	Number of grades	Course Load (number of classes)	ECTS – credits	Number of grades	Course Load (number of classes)	ECTS – credits	Number of grades	Course Load (number of classes)	ECTS – credits	Number of grades	Course Load (number of classes)	ECTS – credits	Number of grades	Course Load (number of classes)	ECTS – credits	Number of grades	Course Load (number of classes)	ECTS – credits	Number of grades	Course Load (number of classes)	ECTS – credits	Number of grades	Course Load (number of classes)	ECTS – credits	Number of grades			
Compulsory Courses	230	30	8	185	24	6	65	9	2																								
Min. of elective courses	0	0	0	50	6	2	50	6	2																								
Optional Courses:																																	
Study Practices																															number of classes		
<b>Total:</b>	<b>230</b>	<b>30</b>	<b>8</b>	<b>235</b>	<b>30</b>	<b>8</b>	<b>115</b>	<b>15</b>	<b>4</b>																						<b>580</b>	<b>75</b>	<b>20</b>

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

**Acquired professional qualification:** Master of Digital Media and Communication