

SOFIA UNIVERSITY "ST. KLIMENT OHRIDSKI"

FACULTY
OF JOURNALISM AND MASS COMMUNICATION

SOFIA 1000
49 "MOSCOVSKA" STR.



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<https://fjmc.uni-sofia.bg/>

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HISTORY AND PRESENTATION

The Faculty of Journalism and Mass Communication (FJMC) is one of the basic structural units of the "St. Kliment Ohridski" Sofia University - the oldest and most prestigious universities in Bulgaria, founded as a school of higher learning through a Decree of Knyaz Ferdinand I. It is located in the oldest building of the University - erected in 1883 after the design of Austrian architect of Bulgarian origin Konstantin Yovanovich (1849-1923). Initially it

was meant to host The First Classical Boys Only Secondary School, and later, on the 1 October 1888 the building welcomed the first batch of students of the Higher School of Pedagogy, initiating the advent of higher education in Bulgaria. During the 80-ties of the XX-eth century this beautiful structure on 49 "Moscovska" str. was declared a monument of culture of national significance.

Higher academic education in Journalism in Bulgaria started in the 1952/1953 academic year with the programmes introduction at Sofia University. In 1965 The Department of Journalism became part of the newly-established Faculty of Slavic Philology of the "St. Kliment Ohridski" Sofia University. The Faculty of Journalism, which found its home at 49 "Moscovska" str., was set up in 1974. The study programmes and curricula were enriched and updated. In 1991 the Faculty of Journalism was renamed the Faculty of Journalism and Mass Communication to better match the broader scope of the educational content and the inclusion of new programmes and content in the academic portfolio of the faculty. In the 1994/1995 academic year, with the assistance of UNESCO and the International Public Relations Association (IPRA), the FJMC introduced Public Relations as a study programme, and in 1997/1998 - also the Book Publishing programme. The fourth Bachelor Programme - Communication Management was launched in the 2018/2019 academic year.

STRUCTURE AND DEPARTMENTS

DEAN

Prof. Dr. Vesselina Valkanova
office 30, II floor
tel: +359 2 980 93 54; 02 930 82 15
e-mail: v.valkanova@uni-sofia.bg

DEAN'S OFFICE

office 11, I floor
tel: +359 2 9308 409; +359 2 981 94 09
e-mail: fjmc@uni-sofia.bg

DEPARTMENTS

History and Theory of Journalism
Press-journalism and Book Publishing
Radio and Television
Communication, Public Relations and Advertising
Communication and Audiovisual Production

DEPARTMENT "STUDENTS"

office 9, I floor
tel: +359 2 9308 487; +359 2 987 03 64

INSPECTORS TEACHING ACTIVITIES

office 11, I floor
tel: +359 2 981 94 09
office 10, I floor
tel: +359 2 9308 226
office 32, II floor
tel: +359 2 9308 202; +359 2 986 17 24



DEGREE PROGRAMMES

JOURNALISM PROGRAMME



The Journalism Programme allows students to acquire the expertise needed in the journalistic profession as well as to understand its role in contemporary society and mass communication. They get to know media and their peculiarities. The objective is to train highly-qualified media professionals with basic training and specialized skills, who can embark on a variety

of career-development paths in a dynamic media market. The training follows a curriculum which groups study subjects into three modules - mandatory, elective and facultative. Students have a choice of three media profiles after successfully



finishing the second semester and three thematic profiles after completing their third semester. The electives enable students to specialize in different media spheres. A separate module includes the activities within the summer internship, carried out at media as well as other institutions performing information activities. They are an integral part of the

Journalism Programme curriculum and have mandatory status. The Facultative subjects are available to undergraduates, studying for a Bachelor's degree in all FJMC programmes as well as to undergraduates from other SU faculties. They focus on detailed in-depth study of specific aspects within media theory and practice.

PUBLIC RELATIONS PROGRAMME

The Public Relations Programme aims at training a broad range of quality experts for the area comprising the various social and marketing communications – public relations, advertising, sales-boosting communication, integrated marketing communications, etc. The training should form basic knowledge and skills, as well as practical habits in setting up communication links between society and various organizations. The curriculum of the programme also groups the subjects into three modules – mandatory, elective and facultative.

The Public Relations programme's Bachelor's degree gives students the fundamental theoretical basis needed for a career in public communication, marketing, advertising and media, providing them with guaranteed broad theoretical knowledge in the field of law, social, and economic sciences,



communication rationale and information activities. Every year internships are organized for the students at leading PR and advertising agencies, at the communication departments of different organizations – ministries, foundations, NGOs, etc.

BOOK-PUBLISHING PROGRAMME

The Book Publishing Programme promotes studying and utilizing book publishing as a significant, prestigious and attractive vocation with its own specific peculiarities and requirements, fully meeting the dynamic intellectual and social needs for quality professional training of the experts in the publishing houses of Bulgaria

The curriculum of the programme groups subjects into three modules - mandatory, elective and facultative. The students doing a Bachelor's Degree in the Book Publishing Programme also get specialized professional training in two profiles that they can choose from - Editing-Publishing Process and Media and Public Relations. In each of the two elective profiles students get specific training on the aspects of book-publishing as well as on the overall editing and communication process in the book-publishing system. The elective subjects profile the students into the different media. Undergraduates have guaranteed mobility and unlimited choice of facultative subjects according to the interests they declare.





communications and information sciences – creating and disseminating information through different channels, bearing in mind the regional, political and cultural peculiarities of the audience.

The objective of the programme is to train highly-qualified experts in the strategic management of communications, enabling them to participate in developing communication strategies, creating and managing information and media content. The programme also includes subjects, giving the specialists, graduating from it, knowledge on Western and Eastern languages as well as the cultural idiosyncrasies of separate geographical regions across the world.

COMMUNICATION MANAGEMENT PROGRAMME

The Communication Management programme provides undergraduates with knowledge and skills in several areas: communications – journalism, audiovisuals, media; economic sciences – financing and management of organizations which create information and media content; law – copyright, access to information rights, administrative and commercial relations of subjects in the field of media and communication; public



ENVIRONMENT FOR STUDY AND CREATIVE ACTIVITIES

The FJMC has specialized facilities for study, research and creative artistic activities. Students from all FJMC programmes have access to specialized zones for study and research on press and on-line journalism, radio and TV journalism, editing and publishing processes, book-publishing, PR and management in communications.

TRAINING FACILITIES

Press and on-line media studio
Book publishing studio
Photo-studio
Editing training room

Students publishing house
Radio studio complex
TV studio complex



STUDENT MEDIA

"Alma mater" newspaper
"Alma mater" radio
"Alma mater" TV
Student-training magazines

Student-training books
On-line training media
"Reaction" student radio





MEDIA AND COMMUNICATIONS LIBRARY

The FJMC has a media-knowledge library boasting the wealthiest fund of publications on journalism, media and communications. It was set up in 1980 and consists of a reading room and 2 storage units. The reading room provides 20 separate reading stations equipped with personal computer.

PROGRAMMES AND DISCIPLINES

BACHELOR PROGRAMMES

- Journalism, 8 semesters, 240 ECTS;
- Public Relations, 8 semesters, 240 ECTS;
- Book Publishing, 8 semesters, 240 ECTS;
- Communication Management, 8 semesters, 240 ECTS

Bachelors from all programmes are eligible for ERASMUS+ mobility. Hence they can take a semester or two at leading European universities.

MASTER PROGRAMMES

- Digital Media and Communication, 3 semesters, 90 ECTS;
- Journalism and Media, 3 semesters, 90 ECTS;
- Media Design, 3 semesters, 90 ECTS;
- Production and Creative Industry, 2 semesters, 60 ECTS;
- International Journalism, 3 semesters, 90 ECTS;
- Domestic Political Journalism, 3 semesters, 180 ECTS;
- Lifestyle Journalism, 3 semesters, 90 ECTS;
- Sports Journalism, 3 semesters, 90 ECTS;
- Online Journalism and Media, 3 semesters, 90 ECTS;

- Digital Media and Videogames, 3 semesters, 90 ECTS;
- Public relations, 3 semesters, 90 ECTS;
- Advertising and Public Communication, 2 semesters, 60 ECTS;
- Creative Communication, 3 semesters, 90 ECTS;
- Traditional and Digital Publishing, 3 semesters, 90 ECTS;
- Professional Copywriting, 2 semesters, 60 ECTS

PHD PROGRAMMES

The FJMC admits post-graduate students into the "Media and Communications" PhD Programme, encompassing the research specializations of all departments at the faculty. The "Media and Communications" Programme, is based on our traditions in education and relies on the academic resources of Sofia University as well as on the experience of the Faculty of Journalism and Mass Communication. The "Media and Communications" PhD Programme, promotes research under Strand 3.5. - "Public Communications and Information Sciences" - in the field of communication and media theory and practice. The high quality of the education and training is due to the multidisciplinary approach applied by specialized teaching units within the Faculty of Journalism and Mass Communication of the "St. Kliment Ohridski" Sofia University, as well as other faculties at SU, focusing the efforts of the highly-qualified scientific community.

POST-DOCTORAL PROGRAMMES

The Post-Doctoral Programme of the FJMC promotes research in the field of communication and media theory and practice. Parallel to the ever-growing diversity and dynamics in the sector of media and communications there grows the interest in graduating in the area of media and communication sciences. This is a challenge that the FJMC takes up through the third tier of higher education and training for a career path in research.

SPECIALIZATIONS

The short- and long-term post-graduate qualification programmes for secondary education graduates with a vocational Bachelor's degree, undergraduates and specialized graduates take place at the Post-graduate Vocational and Continuing Education Centre at the FJMC. The Centre organizes and carries out education and training to provide students with professional qualifications in the system of vocational education in the field of journalism, media, public communications, public relations, advertising and book-publishing. Those who successfully complete the training and qualification programmes are issued "St Kliment Ohridski" Sofia University certificates.



