



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: **Lifestyle Journalism**

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Form of study: **part-time**

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

Professional Qualification: **Master of Lifestyle Journalism**

Qualification description

Specialty: JOURNALISM

Master's Program: LIFESTYLE JOURNALISM*

1. Focus, educational goals

The Master's Program of Lifestyle Journalism encompasses important aspects of journalism and the media that are linked to the everyday, artistic and mass culture. A special place in these disciplines takes the formation of practical skills for analysis of the new phenomena of this relatively new and so attractive field in mass media.

This program is directed at students that want to obtain basic and practically oriented knowledge and skills for analysis, evaluation and reaction to different culture and entertaining events from fields like cinema, theater, art, fashion, literature, and sports, which are to be presented in the public field, in mass or specialized media.

The Program is intended for students that have acquired the Educational and Qualification Degree "Bachelor" or "Master" at Sofia University "St. Kliment Ohridski" or at other high education institutions.

The aim of this Master's Program is to provide quality education in the field of art and lifestyle journalism and media culture. It responds to the still growing field of public communication that encompasses different aspects of the activity and behavioral models of modern man, and of the changed meanings of public life that enters the field of culture, entertainment and leisure time.

2. Training (knowledge and skills that are necessary for a successful professional activity; general theoretical and special training, etc.)

Disciplines that are a part of this Master's Program aim to provide the students with quality training in the field of cultural and lifestyle topics according to the particularities of different media formats – press, radio, television, and the Internet.

Disciplines that are a part of this Master's Program are compulsory and elective and encompass two basic directions. The first direction is linked to the giving of quality knowledge of history and theory of journalism, and of the particularities of cultural and lifestyle topics in different types of media – press, radio, television, and the Internet. The second direction forms notions of the essence and models of cultural and lifestyle journalism, of infotainment. Therefore, its field encompasses as a whole the topics about art, theater, music, literature, cinema, but also the personality culture in everyday life, the questions about home, health, family, love, sex, physical culture, furnishing, the garden, and quality of life. Special emphasis is put on the culture of existing, street culture and new media, along with fashion, games, entertainment and models of life.

The training is realized in three terms and finishes with a thesis defense in front of a State exam committee of the "History and Theory of Journalism" Department.

3. Professional competencies

The training in this Master's Program requires from the students to have an ability for good and analytical thinking and writing skills, for clear, skills for competent and personality reasoned assessment of the events in the field of culture and entertainment, to be curious and open to new and non-traditional social and culture manifestations and behavioral models. The expectations are that the students will have a formed broad set of knowledge in the public sphere, that they are familiar with the most important particularities in the field of journalism and public relations. The selection of disciplines in the Program aims to upgrade already created basic journalistic and PR skills, knowledge and ability for work in different media formats – press, radio, television, and the Internet, and to sharpen the interest toward current trends in social, social and cultural life.

4. Professional development

Masters of Lifestyle Journalism can develop as authors and editors in culture and lifestyle newspapers and magazines in Bulgaria, in the departments of culture and entertainment in the press, in online and digital media. The training allows quality realization of students as fashion commentators, reviewers and social chroniclers of different events in the show

business, in the entertainment industry, cinema, theater, fashion design, sports, advertising, fashion photography, copyright and as a whole in the art and entertainment field. The Master's Program develops a quality and flexible creative strategy toward fashion topics, problems and shades in the art and everyday culture life. An important result is the active journalistic attitude toward the values of art, lifestyle, entertainment and leisure time.

Students who obtain the Educational and Qualification Degree "Master" of Lifestyle Journalism can continue their education in the higher educational degree "PhD" in Bulgaria and abroad.

* The Master's Program starts in the summer term

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Major in "Journalism" / Master's Program "Lifestyle Journalism"

for the class starting in 2021-2022 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		
1	2	3	4	5	6	7	8	9	10	11	12

Compulsory Courses

1	3	2	1	3	Lifestyle Journalism	C	1	5	150	30	0		30+0	E
2	3	4	2	0	Foreign Journalism	C	1	5	150	30	0		30+0	E
3	3	3	9	2	Theory of Journalism and the Media	C	1	5	150	30	0		30+0	E
4	3	1	6	5	History of Bulgarian Journalism	C	1	5	150	30	0		30+0	CEV
5	3	1	6	4	Infotainment	C	1	4	120	20	0		20+0	E
6	3	2	1	6	Lifestyle Shows on the Radio	C	1	3	90	20	0		20+0	CA
7	3	2	1	7	Lifestyle Shows on Television	C	1	3	90	20	0		20+0	CA
8	3	2	3	9	Media and Money	C	2	5	150	30	0		30+0	E
9	3	1	4	5	Journalistic Genres	C	2	4	120	20	0		20+0	E
10	3	1	7	5	Cinema in the Media	C	2	4	120	20	0		20+0	E
11	3	1	2	0	Graphic Design	C	2	5	150	30	0		30+0	E
19	3	1	0	4	Art Journalism	C	2	3	90	20	0		20+0	CA
12	3	2	1	5	Lifestyle Media in the Internet	C	2	3	90	20	0		20+0	CA
13	3	2	6	2	Music in the Media	C	2	3	90	20	0		20+0	CA
14	3	1	5	9	Intercultural Communication	C	3	2	60	20	0		20+0	E
15	3	4	1	2	Fashion Journalism	C	3	3	90	20	0		20+0	E
16	3	3	0	1	Law and Lifestyle	C	3	2	60	20	0		20+0	E
17	3	2	1	8	Lifestyle Photojournalism	C	3	2	60	20	0		20+0	CA
18	3	2	1	9	Literature in the Media	C	3	2	60	20	0		20+0	CA
20	3	2	1	2	Culture Institutions and the Media	C	3	2	60	20	0		20+0	CA

№	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		
1	2	3	4	5	6	7	8	9	10	11	12

Elective Courses – chosen disciplines must carry at least 5 credits (3 credits from the second semester and 2 credits from the third semester)

1	И	1	2	2	Gourmet Kitchen and the Media	E	2	3	90	20	0		20+0	CA
2	И	1	7	8	Book and Lifestyle	E	2	3	90	20	0		20+0	CA
3	И	6	5	3	Marketing of Luxurious and Fashion Brands	E	3	2	60	20	0		20+0	CA
4	И	3	6	2	Sports Journalism	E	3	2	60	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 in the summer term

Sofia University "St. Kliment Ohridski"
Curriculum Reference Statement
 Major in "Journalism" / Master's Program "Lifestyle Journalism"
 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			
Compulsory Courses	180	30	7	160	27	7	120	13	6																								
Min. of elective courses				20	3	1	20	2	1																								
Study Practices																																	
Total:	180	30	7	180	30	8	140	15	7																				500	75	22		

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 Lifestyle Journalism