



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: **Book Publishing**

Master's Program: **Traditional and Digital Publishing**

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Form of study: **part-time**

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

Professional Qualification: **Master of Traditional and Digital Publishing**

Qualification description

Specialty: *BOOK PUBLISHING*

Master's Program: *TRADITIONAL AND DIGITAL PUBLISHING*

1. Focus, educational goals

The Master's Program of "Traditional and Digital Publishing" aims to prepare qualified specialists with professional competencies in the field of classical and digital editorial and publishing process. The training is tailored to the traditional and new forms of existence and distribution of texts, to their interaction, to the particularities of media content carriers, and to the specifics in the preparation and publishing of editions in accordance with the changes that occurred in the publishing business in the last years and that are linked to its interaction with the entertainment industries.

The Master's Program of "Traditional and Digital Publishing" is directed at graduated Bachelors and Masters of "Journalism", "Public Relations", and "Book Publishing" majors at FJMC and at other faculties of Sofia University "St. Kliment Ohridski" and other high education institutions.

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

The Master's Program set itself the goals to combine the general theoretical preparation on public communications and social sciences with profile courses on editorial and publishing process, visual and digital culture, management of publishing activity, advertising of publishing products, and ethical and legal regulation of content that is meant for publishing and distribution.

The curriculum includes introductory courses on theory of the book (paperback and digital) and of other types of editions, on management and realization of the editorial and publishing process, on visual and digital culture and communication.

Courses are included on the specifics of publishing practices in a traditional and web based medium. Students master knowledge and skills in the field of language, generic culture and culture of stylistics, of editing. They acquire information on the strategies for presentation of publishing products for the society, for reading attitude and reading techniques, for the convergence of the media and for the changes in the technique and technology of producing of publishing products, of the effective management of the publishing process, of the new producing models in book publishing, of the ethical and legal standards in the regulation of content that is meant for publishing.

3. Professional competencies

The combination in the curriculum and in the study program of theoretical knowledge and professional skills in the field of the editorial and publishing process in traditional and digital communication with specialized courses on producing, visual, linguistic and stylish, generic, reading practices in a different medium gives to the students the necessary professional competencies about the publishing process, about the managerial and economic models of publishing activity, of the editorial and linguistic and stylish policies and principles, about the generic convergence, about the current trends in the design of editions, about the ethical and legal aspects of content publishing, about the strategies for presentation of the publishing product.

4. Professional development

Masters in Traditional and Digital Publishing are adaptive and full-bodied experts in the changed and changing conditions of the publishing industry: publishing of books, magazines, newspapers, digital publishing. The complex training in an interdisciplinary major like "Traditional and Digital Publishing" gives an opportunity to the Master's Degree graduates to develop professionally in state agencies, to affirm themselves on different positions at publishing houses, at research institutes, at non-government organizations and foundations.

In this sense, the Master's Program of "Traditional and Digital Publishing" ensures the necessary qualification for the following professions:

- publisher-manager;
- editor;
- proofreader
- specialist on marketing, public relations in the publishing house.

Students, who acquire the Educational and Qualification Degree "Master" of "Traditional and Digital Publishing" can continue their education in the higher educational degree "PhD" in Bulgaria and abroad.

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Major in "Book Publishing" / Master's Program "Traditional and Digital Publishing"

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	1	6	7	History of the Book	C	1	6	180	30	0		30+0	E
2	3	6	2	3	Graphic Design and Visual Culture	C	1	6	180	30	0		30+0	CEV
3	3	6	2	8	Generic Transformations: from Classical to Online Media	C	1	6	180	30	0		30+0	CEV
4	3	6	2	5	Digital Communication and Culture	C	1	6	180	30	0		30+0	CEV
5	3	6	3	0	Management of the Editions	C	1	3	90	20	0		20+0	E
6	3	3	3	1	Editing	C	1	3	90	10	10		10+10	CA
7	3	6	3	7	Management of the Publishing Activity	C	2	4	120	20	0		20+0	E
8	3	4	4	1	Web Design	C	2	5	150	30	0		30+0	CEV
9	3	6	3	6	Standard - Substandard - Nonstandard in the Publishing Language Practices	C	2	5	150	30	0		30+0	CEV
10	3	6	2	2	Copyright	C	2	4	120	20	0		20+0	E
11	3	6	3	1	New Media and Publishing Practices	C	2	4	120	20	0		20+0	E
12	3	1	2	5	Book Design	C	3	2	60	20	0		20+0	CEV
13	3	1	3	2	Digital Books	C	3	3	90	30	0		30+0	E
14	3	6	3	3	Book Presentation	C	3	2	60	20	0		20+0	E
15	3	6	3	5	Semiotics of the Photo Image	C	3	2	60	30	0		30+0	E
16	3	6	2	4	Digital Prepress	C	3	2	60	20	0		20+0	CEV
17	3	6	2	6	Language Policies and Practices in Publishing	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 – the chosen disciplines must carry at least 10 credits (8 credits from the second term and 2 credits from the third term)

1	V	6	3	2	The Relations between Book Publishing and Book Sales	E	2	4	120	0	20		0+20	CA
2	V	6	3	4	Producing Models in the Publishing Activity	E	2	4	120	20	0		20+0	CA
3	V	2	7	2	New Publishing Practices	E	2	4	120	0	20		0+20	CA
4	V	6	2	9	The Book as a Game	E	2	4	120	20	0		20+0	CA
5	V	6	3	8	Strategies and Techniques of Reading	E	3	2	60	20	0		20+0	CA
6	V	6	2	7	Ethical Regulation of the Content	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

Sofia University "St. Kliment Ohridski"
Curriculum Reference Statement
 Major in "Book Publishing" / Master's Program "Traditional and Digital Publishing"
 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	160	30	6	120	22	5	140	13	6																						420	65	17
Min. of elective courses	0	0	0	40	8	2	20	2	1																						60	10	3
Study Practices																																	
Total:	160	30	6	160	30	7	160	15	7																					480	75	20	

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 Traditional and Digital Publishing