



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 (90 credits)**

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 culture, to the art and to the mass culture. A special place among the disciplines occupies the formation of practical skills for analysis of the new phenomena in this relatively new and so attractive field in the media.

The program is aimed at students, who want to obtain basic and practical and socially-oriented knowledge and skills for analysis, assessment and reaction to different cultural and entertainment events from fields like cinema, art, music, fashion, literature, and sports, which could be presented in the public sphere, in mass and specialized media.

This program is intended for students, who have obtained the Educational and Qualification Degree "Bachelor" or "Master" at Sofia University "St. Kliment Ohridski" and at other high education institutions.

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

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

The disciplines in the Master's Program have an aim to provide to the students quality education in the field of culture of lifestyle.

The disciplines in the Master's Program are compulsory and elective and encompass three key directions. The first direction is linked to the creation of quality knowledge of the theory of journalism and the media, of the particularities of the culture and lifestyle journalism, graphic design, intercultural communication, the news and infotainment. The second direction specializes in the knowledge of cultural and lifestyle topics according to the particularities of the different types of media – press, radio, television, Internet. The third direction forms views of the essence and patterns of the cultural and lifestyle problems according to their thematic variety (art, music, literature, cinema, photography, fashion and entertainment, sports, street culture and new media).

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 and general competencies, specific competencies

The training in the Master's Program requires from the students to have the ability for good analytical thinking and writing, for clear, competent and personality reasoned assessment of the events from the field of culture and entertainment, to be curious and open to new and non-traditional social and cultural events and behavioral models.

The expectations are that the students have formed a broad spectrum of knowledge of the public sphere, that they are familiar with the most important particularities in the field of journalism and public communication. The selection of disciplines in the program has an aim to upgrade the already created basic journalistic and media skills, the knowledge and the ability to work in the different media formats – press, radio, television and the Internet, as well as to intensify the interest toward the current

trends in the social and culture field, in the field of show business and entertainment. The Master's Program builds quality and full-bodied knowledge of the specifics of journalism and the media, of the fashionable topics in the art, of the particularities of everyday life and entertainment. An important result is the active journalistic attitude toward the values of culture and art, toward the development of the society, toward the place of the individual according to their lifestyle and the modes of adaptation of the leisure time.

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 Masters of lifestyle journalism could develop as authors, reporters, editors, TV hosts, producers in culture and lifestyle newspapers and magazines in Bulgaria, in the entertainment departments in the press, electronic and digital media. The training allows for the quality development of the students as art critics and analyzers in the field of culture, art, theater, cinema, literature, music, ballet, opera, as commentators and observers in the field of show business, of the entertainment industry, fashion design, sports, public relations and advertising.

According to the National classification of the professions and positions in the Republic of Bulgaria (NKPD-2011), the graduated students could develop as: 1330 Managers in the field of the information and communication technologies, 2641 Authors and similar positions, 2642 Journalists, 2654 Film and theater directors and producers and similar positions, 2656 Radio, television and other type of hosts, as well as other types of positions in the field, which respond to the market's requirements. Students who obtain the Educational and Qualification Degree "Master" of Lifestyle Journalism can continue their education in the higher educational degree "Doctor of Philosophy" in Bulgaria and abroad.

* The Master's Program starts in the summer term

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Specialty in "Journalism". Master's Program "Lifestyle Journalism" - part-time education (90 credits)

for the class starting in 2023-2024 academic 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	3 2 1 3	Lifestyle Journalism	C	1	5	150	30	0	0	120	30+0+0	E
2	3 3 9 2	Theory of Journalism and the Media	C	1	5	150	30	0	0	120	30+0+0	E
3	3 7 3 0	News and Infotainment	C	1	4	120	23	0	0	97	23+0+0	E
4	3 7 2 8	Culture and Lifestyle Shows on the Radio	C	1	4	120	15	8	0	97	15+8+0	CA
5	3 7 2 9	Culture and Lifestyle Shows on Television	C	1	4	120	15	8	0	97	15+8+0	CA
6	3 7 2 7	Culture and Lifestyle Media on the Internet	C	1	4	120	0	30	0	90	0+30+0	CA
7	3 7 3 1	Printed Culture and Lifestyle Media	C	1	4	120	0	30	0	90	0+30+0	CA
8	3 1 2 0	Graphic Design	C	2	5	150	30	0	0	120	30+0+0	E
9	3 1 0 4	Art Journalism	C	2	5	150	30	0	0	120	30+0+0	E
10	3 1 7 5	Cinema in the Media	C	2	4	120	23	0	0	97	23+0+0	CA
11	3 2 6 2	Music in the Media	C	2	4	120	15	8	0	97	15+8+0	CA
12	3 4 1 2	Fashion Journalism	C	2	4	120	15	8	0	97	15+8+0	CA
13	3 2 1 9	Literature in the Media	C	2	4	120	23	0	0	97	23+0+0	CA
14	3 6 5 3	Marketing of the Luxurious and Fashion Brands	C	2	4	120	15	8	0	97	15+8+0	CA
15	3 1 5 9	Intercultural Communication	C	3	4	120	23	0	0	97	23+0+0	E
16	3 2 1 8	Lifestyle Photojournalism	C	3	3	90	23	0	0	67	23+0+0	CA
17	3 2 1 2	Cultural Institutions and the Media	C	3	3	90	23	0	0	67	23+0+0	CA
18	3 2 2 3	Master Class	C	3	2	60	0	8	0	52	0+8+0	CA

Elective Courses – chosen disciplines must carry at least 3 credits

1	И 7 2 6	Book, Reading and Lifestyle	E	3	3	90	15	0	0	75	15+0+0	CA
2	И 3 6 2	Sports Journalism	E	3	3	90	15	0	0	75	15+0+0	CA
3	И 7 2 5	Audio and Visual Digital Montage	E	3	3	90	0	15	0	75	0+15+0	CA

Graduation

Form of a degree completion	ECTS - credits	First thesis defence session	Second thesis defence session
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.

* The Master's Program starts in the summer term

Sofia University "St. Kliment Ohridski"
Curriculum Reference Statement
 Specialty in "Journalism"/ Master's Program "Lifestyle Journalism"
 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	189	30	7	175	30	7	77	12	4																					441	72	18	
Min. of elective courses							15	3	1																				15	3	1		
Optional Courses:																																	
Study Practices																															number of classes		
Total:	189	30	7	175	30	7	92	15	5																			456	75	19			

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

Acquired professional qualification: Master of Lifestyle Journalism