



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: **Bachelor**

Specialty: **Book Publishing**

Ф	Ж	К	0	3	0	1	2	1
---	---	---	---	---	---	---	---	---

Form of study: **full-time**

Duration of training (number of semesters): **eight (240 credits)**

Professional Qualification: **Bachelor of Book Publishing**

Qualification description

Major: BOOK PUBLISHING

1. Focus, educational goals

The Bachelor degree of “Book Publishing” is a key academic stage in studying and mastering of book publishing as an important, prestigious and valued profession, which has its own specifics, particularities and demands in the field of culture and social communication. The degree is intended to respond as well as possible to the dynamic intellectual and social needs of highly qualified workers in Bulgarian publishing houses.

The Bachelor degree of “Book Publishing” aims to prepare highly qualified workers for the publishing industry by giving them basic theoretical knowledge and professional skills in the field of book publishing – all of this by combining fundamental training in the field of social studies and mass communication with specialized courses on different book publishing profiles and on all of the activities, stages and processes of book publishing.

The education guarantees the forming of specific qualities and skills for workers in the publishing business. “Book Publishing” Major graduates should successfully develop as editors and marketing specialists, PR specialists, and advertising specialists in publishing houses and in other means for mass communication. They would be able to lead their own publishing house; to take leading roles in management, marketing, advertising and in editorial boards of publishing houses and advertising agencies; to adapt to the quickly growing requirements of the digital publishing industry; to develop as competitive candidates for Master degrees in and out of the professional field of “Public communication and information studies”.

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

Students who graduate in the educational and qualification degree Bachelor of “Book Publishing” major acquire a specialized professional training by choosing one of both profiles: “Editorial-Publishing Process” and “Media and Public Relations”. Each of the two optional profiles supports the specific training in all aspects of book publishing and of the whole editorial and social-communicative process in the book publishing system. For this aim teaching materials are constantly being upgraded so that the education process could stay adequate to the newest trends in the development of science and innovations in the field of book publishing. The education process is also tailored to the requirements of the High Education Law. Student mobility and unlimited choosing of optional courses in accordance to students’ interests are guaranteed. Students are included in the operational scientific and researching activity and in this major’s public events.

The curriculum guarantees the acquisition of theoretical knowledge in the field of book publishing and the editorial-publishing process, of fundamental training in the field of social sciences and mass communication and of specific knowledge of contemporary world book publishing and publishing activities. This training offers additional points of view of classic and modern media profiles: scientific and university book publishing, book publishing for children, mass book publishing, etc. According to the chosen specialization, knowledge is acquired: of the functioning of book publishing itself as part of a media system, of the “book-media-audience” relationships, and of the economic, lawful and social status of the book in media industries and content industries.

3. Professional competencies

The combination of theoretical knowledge and professional skills in the field of book publishing and the editorial-publishing process gives the students the necessary professional competencies on technology and creativity in book publishing, on the book as a medium and book’s means of expression, on graphic design and publishing systems, on printing, on the economics of book publishing, on intellectual property law, on book selling, on marketing and advertisement in book selling, on the organization, structure and management of the editorial-publishing activity and the new electronic technologies, on the avant-garde and innovative technologies in publishing business. The curriculum puts an emphasis on the linguistic, reading and publication competencies – different forms and formats of publishing in the conditions of adaptation and transformation in the current book publishing practices are being taught.

4. Professional development

The complex preparation of students in a multidisciplinary major like “Book Publishing” gives an opportunity to the Bachelor graduates to develop themselves professionally in state culture institutions; to take different positions in book publishing houses and book distributing firms; to take jobs in specific culture media, in research institutes, in non-government organizations and foundations; to create their own publishing brand.

In this sense, “Book Publishing” major gives the following possibilities for professional realization for graduating students:

- publishing manager;
- publishing producer;
- editor;
- proofreader;
- publishing technologist;
- publisher polygraphist;
- book distributor;
- bookseller;
- literary agent;
- marketing, advertising and PR specialist.

Students who acquire the Educational and Qualification degree “Bachelor” of “Book Publishing” major can continue their education in the higher educational degrees “Master” and “Doctor of Philosophy” in Bulgaria and in abroad.

Ф Ж К 0 3 0 1

код на спец.

Major in "Book Publishing" - Bachelor degree, full-time

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 3 5 3	Social Psychology	C	1	5	150	30	0	0	2+0+0	E
2	3 1 6 5	History of Bulgarian Journalism	C	1	8	240	45	0	0	3+0+0	CEV
3	3 4 9 1	Language norms and codification	C	1	9	270	30	30	0	2+2+0	E
4	3 4 0 3	Introduction to Book Publishing	C	1	8	240	0	45	0	0+3+0	E
5	3 1 6 7	History of the Book	C	2	8	240	60	15	0	4+1+0	E
6	3 3 8 9	Theory and Practice of Editing	C	2	8	240	45	30	0	3+2+0	E
7	3 4 9 2	Stylistics	C	2	7	210	30	15	0	2+1+0	CEV
8	3 6 6 6	Theory and typology of text	C	2	6	180	30	15	0	2+1+0	CEV
9	3 1 2 0	Graphic Design	C	3	8	240	60	30	0	4+2+0	CEV
10	3 4 9 3	Media Theory	C	3	6	180	45	0	0	3+0+0	E
11	3 3 6 7	Contemporary Bulgarian Literature	C	3	3	90	30	0	0	2+0+0	E
12	3 3 9 0	Theory and Practice of the Photo Image	C	3	3	90	10	20	0	1+1+0	E
13	3 2 8 3	Printing Basics	C	3	3	90	15	15	0	1+1+0	E
14	3 4 9 4	Publishing Practice - 1	C	3	7	210	0	60	0	0+4+0	CA
15	3 6 7 9	Theory of Digital Communication	C	4	5	150	30	15	0	2+1+0	E
16	3 3 7 4	Contemporary World Book Publishing	C	4	7	210	45	30	0	3+2+0	CEV
17	3 3 3 4	Editorial-Publishing Process	C	4	7	210	60	15	0	4+1+0	E
18	3 1 5 7	Intellectual Property in Book Publishing	C	4	4	120	30	0	0	2+0+0	CA
19	3 4 9 5	Publishing Practice - 2	C	4	6	180	0	60	0	0+4+0	CA
20	3 2 8 4	Basics of Advertisement	C	5	6	180	45	15	0	3+1+0	CEV
21	3 2 6 5	Ethno-Psychology	C	5	4	120	30	15	0	2+1+0	E
22	3 3 9 3	Theory of Culture	C	5	4	120	45	0	0	3+0+0	E
23	3 1 7 9	The Book as a Medium	C	5	6	180	45	15	0	3+1+0	CEV
24	3 3 5 8	Sociology of the Book	C	5	6	180	30	30	0	2+2+0	CEV
25	3 4 9 6	Publishing Practice - 3	C	5	4	120	0	45	0	0+3+0	CA
26	3 1 5 1	Publishing Profiles	C	6	7	210	60	30	0	4+2+0	E
27	3 1 5 3	Economics of Book Publishing	C	6	5	150	45	15	0	3+1+0	E
28	3 3 9 7	Theory of Reading	C	6	5	150	45	15	0	3+1+0	CEV

29	3	1	3	7	Ethics and Communication	C	6	5	150	45	15	0	3+1+0	E
30	3	1	8	1	Book selling	C	6	3	90	15	15	0	1+1+0	CA
31	3	4	9	7	Publishing Practice - 4	C	6	4	120	0	45	0	0+3+0	CA
32	3	1	2	9	European Media Law	C	7	5	150	30	0	0	2+0+0	E
33	3	1	1	1	Bulgarian Totalitarian Press	C	7	5	150	30	0	0	2+0+0	E
34	3	3	7	0	Contemporary Foreign Literature	C	7	5	150	30	0	0	2+0+0	E
35	3	1	7	3	History of Philosophy	C	7	5	150	30	0	0	2+0+0	E
36	3	3	7	1	Contemporary World Media 20th - 21st Century	C	8	5	150	30	15	0	2+1+0	E
37	3	2	0	6	Critics and Critical Practices	C	8	5	150	15	30	0	1+2+0	CA

Elective Courses

Elective Profile - Editorial-Publishing Process (EPP)* – the selected disciplines must carry 20 credits (of which 10 from the seventh semester and 10 from the eight semester)

1	И	1	3	2	E-Books	E	7	6	180	30	30	0	2+2+0	E
2	И	1	5	0	Textbook Publishing	E	7	4	120	15	15	0	1+1+0	CA
3	И	1	0	9	Business Communication	E	8	2	60	30	0	0	2+0+0	E
4	И	1	2	3	Book Publishing for Children	E	8	5	150	45	15	0	3+1+0	CEV
5	И	4	9	8	Book Lay-out and Technical Editing	E	8	3	90	15	30	0	1+2+0	CA

Elective Profile - Media and Public Relations (MPR)* – the selected disciplines must carry 20 credits (of which 10 from the seventh semester and 10 from the eight semester)

1	И	3	9	5	Theory of Mass Communication	E	7	5	150	30	15	0	2+1+0	CEV
2	И	4	0	0	Typology of Magazine	E	7	5	150	30	15	0	2+1+0	CA
3	И	6	6	7	Producing of Book Publishing Products	E	8	4	120	30	15	0	2+1+0	E
4	И	2	2	7	Marketing	E	8	3	90	30	15	0	2+1+0	E
5	И	2	4	0	Media in Politics	E	8	3	90	30	15	0	2+1+0	CA

Optional Disciplines

1	Ф	0	0	8	Sports - 1	O	1	4	120	0	0	60	0+0+4	E
2	Ф	0	1	2	English - 1	O	1	3	90	0	45	0	0+3+0	CA
3	Ф	0	1	3	French - 1	O	1	3	90	0	45	0	0+3+0	CA
4	Ф	0	1	4	German - 1	O	1	3	90	0	45	0	0+3+0	CA
5	Ф	0	0	9	Sports - 2	O	2	4	120	0	0	60	0+0+4	E
6	Ф	0	1	5	English - 2	O	2	3	90	0	45	0	0+3+0	E
7	Ф	0	1	6	French - 2	O	2	3	90	0	45	0	0+3+0	E
8	Ф	0	1	7	German - 2	O	2	3	90	0	45	0	0+3+0	E
9	Ф	0	1	0	Sports - 3	O	3	4	120	0	0	60	0+0+4	E
10	Ф	0	1	8	English - 3	O	3	3	90	0	45	0	0+3+0	CA
11	Ф	0	1	9	French - 3	O	3	3	90	0	45	0	0+3+0	CA
12	Ф	0	2	0	German - 3	O	3	3	90	0	45	0	0+3+0	CA
13	Ф	0	1	1	Sports - 4	O	4	4	120	0	0	60	0+0+4	E
14	Ф	0	2	1	English - 4	O	4	3	90	0	45	0	0+3+0	E

15	Φ	0	2	2	French - 4	O	4	3	90	0	45	0	0+3+0	E
16	Φ	0	2	3	German - 4	O	4	3	90	0	45	0	0+3+0	E
17	Φ	0	2	4	English - 5	O	5	3	90	0	45	0	0+3+0	CA
18	Φ	0	2	5	French - 5	O	5	3	90	0	45	0	0+3+0	CA
19	Φ	0	2	6	German - 5	O	5	3	90	0	45	0	0+3+0	CA
20	Φ	0	2	7	English - 6	O	6	3	90	0	45	0	0+3+0	E
21	Φ	0	2	8	French - 6	O	6	3	90	0	45	0	0+3+0	E
22	Φ	0	2	9	German - 6	O	6	3	90	0	45	0	0+3+0	E
23	Φ	0	3	0	English - 7	O	7	3	90	0	45	0	0+3+0	CA
24	Φ	0	3	1	French - 7	O	7	3	90	0	45	0	0+3+0	CA
25	Φ	0	3	2	German - 7	O	7	3	90	0	45	0	0+3+0	CA
26	Φ	0	3	3	English - 8	O	8	3	90	0	45	0	0+3+0	E
27	Φ	0	3	4	French - 8	O	8	3	90	0	45	0	0+3+0	E
28	Φ	0	3	5	German - 8	O	8	3	90	0	45	0	0+3+0	E
29	Φ	0	3	6	Writing of a Bachelor thesis/ scientific writing for graduating students	O	8	2	60	30	0	0	2+0+0	CA

Compulsory Courses for Foreign Students**

1	3	1	1	2	Bulgarian for Foreigners - 1	C	1	6	180	0	60	0	0+4+0	Cont.
2	3	1	1	2	Bulgarian for Foreigners - 1	C	2	6	180	0	60	0	0+4+0	CA
3	3	1	1	2	Bulgarian for Foreigners - 2	C	3	6	180	0	60	0	0+4+0	Cont.
4	3	1	1	2	Bulgarian for Foreigners - 2	C	4	6	180	0	60	0	0+4+0	CA

Study Practicum

No	Code				Practicum Title	Type - C, E, O	Term	ECTS - credits	Weeks	Hours	Type of evaluation* - E, CA, CEV
1	3	2	2	2	Summer Educational Practice - 1	C	2	1		90	CA
2	3	2	2	2	Summer Educational Practice - 2	C	4	1		90	CA
3	3	2	2	2	Summer Educational Practice - 3	C	6	1		90	CA

Graduation

Form of a degree completion	ECTS - credits	First thesis defence session	Second thesis defence session
Thesis Defence	10	July	November

* Every student must choose one of the elective profiles.

** The obtained credits are added as optional to the reglamented 240 credits for the Educational and Qualification Degree "Bachelor".

Sofia University "St. Kliment Ohridski"

Curriculum Reference Statement

"Book Publishing" Major

Educational Form: full-time, Educational Period: 8 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			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		
Compulsory Courses	180	30	4	240	29	4	285	30	6	285	29	5	315	30	6	345	29	6	120	20	4	90	10	2	1860	207	37
min. of elective courses when choosing " Editorial- Publishing Process " (EPP) Profile																			90	10	2	135	10	3	225	20	5
min. of elective courses when choosing " Media and Public Relations " (MPR) Profile																			90	10	2	135	10	3	225	20	5
Training practices				90	1	1				90	1	1				90	1	1							270	3	3
Total for BP+EPP:	180	30	4	330	30	5	285	30	6	375	30	6	315	30	6	435	30	7	210	30	6	225	20	5	2355	230	45
Total for BP+MPR:																			210	30	6	225	20	5	2355	230	45

Form of a degree completion	ECTS - credits	number of classes for preparation	First thesis defence session	Second thesis defence session
Thesis Defence	10		July	November

Acquired professional qualification: Bachelor of Book Publishing