

**MA IN "JOURNALISM 3.0 (ONLINE PRESS, RADIO AND TELEVISION)"
(TAUGHT IN BULGARIAN)**

Brief presentation of the program: The program is designed to prepare experts in media and communications that have both theoretical knowledge and skills necessary to manage separate data structures associated with the media, marketing, business, politics.

Major and qualification:

Specialization: Journalism

Qualification: Master of Journalism

Upgrading semester

COMM400 Audiovisual art, 60h, 6 ECTS

COMM401 Management of Public Relations, 60h, 6 ECTS

COMM402 Television and video, 30h, 3 ECTS

COMM403 Media Training, 30h, 3 ECTS

COMM404 Online Journalism, 30h, 3 ECTS

Extracurricular credit courses

COMM421 Practice: Participation in organization from the Summer School, 30h, 3 ECTS

COMM422 Project: Online Journalism in Bulgaria, Part I, 30h, 3 ECTS

COMM423 Project: Online Journalism in Bulgaria part II, 30h, 3 ECTS

COMM424 Individual work: Publications in the field of mass communication, 30h, 3 ECTS

COMM425 Seminar: Knowledge of PR practitioners and journalists, 30h, 3 ECTS

COMM426 Individual work: Techniques for web work, 30h, 3 ECTS

COMM427 Seminar: Bulgarian practice in PR and media

First year, First Semester

COMM106 Media studies, 30h, 3 ECTS

COMM111 organization, management and development in the electronic media, 60h, 6 ECTS

COMM115 Digital technologies and equipment, 30h, 3 ECTS

COMM212 Management in short audiovisual forms, 30h, 3 ECTS

COMM237 Management of art projects, 30h, 3 ECTS

COMM501 Professional Journalism 3.0, 30h, 3 ECTS

Extracurricular credit courses

COMM146 Seminar: Media and PR literacy, 30h, 3 ECTS

COMM171 Project: Audiovisual Media Services, 60h, 6 ECTS

COMM175 Individual work: Ability to work with the media, 30h, 3 ECTS

COMM511 Project: Programming in the local radio or television, 60h, ECTS

COMM512 Individual work: Management of art projects, 30h, 3 ECTS

First year, Second Semester

Basic courses

COMM103 Media reception, 30h, 3 ECTS

COMM201 Mass Culture, 30h, 3 ECTS

COMM203 Financial Management, 30h, 3 ECTS

COMM214 Management of the Internet products, 30h, 3 ECTS

COMM601 Online television, 30h, 3 ECTS

COMM602 Blog and Bloggers, 30h, 3 ECTS

COMM603 European practices in audiovisual services, 30h, 3 ECTS

Extracurricular credit courses

COMM241 Individual work: Summer School on Public Relations, 30h, 3 ECTS

COMM244 Project: the internet as a place for exchanging ideas, 30h, 3 ECTS

COMM245 Project: Management rules for the media services, 30h, 3 ECTS

COMM247 Seminar: Media and PR structure, 30h, 3 ECTS

COMM525 Individual work: Diploma study, 30h, 3 ECTS

Second year, Third Semester

Basic courses

COMM101 Public Management, 30h, 3 ECTS

COMM110 Workshop on Writing in the media, 30h, 3 ECTS

COMM217 Sociological practice in the media, 30h, 3 ECTS

COMM701 Online press, 30h, 3 ECTS

COMM702 Entrepreneurship in Online Media, 30h, 3 ECTS

COMM703 Online radio, 30h, 3 ECTS

COMM704 Directing in audiovisual journalistic forms, 30h, 3 ECTS

Extracurricular credit courses

COMM711 Internship, 150h, 15 ECTS