



SOFIA UNIVERSITY "ST. KLIMENT OHRIDSKI"

FACULTY OF PRESCHOOL AND PRIMARY SCHOOL EDUCATION

CURRICULUM

Signed by: .....

Approved by the Academic Council,  
Record of Proceedings № ..... / .....

Professional Field: 1.2. PEDAGOGY

Educational and Qualification Degree: BACHELOR

Subject Area:

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***Media Pedagogy and Artistic Communication***

**Form of Study: Full-time**

**Length of Study: 8 semesters**

Professional Qualification: Pedagogue, expert in media pedagogy and artistic communication, media expert, teacher in foreign language

## **Qualification Description**

### **Subject Area: Media Pedagogy and Artistic Communication: BA Program**

The range of knowledge, skills, attitudes and professional competences are defined in the National Qualifications Framework of the Republic of Bulgaria, adopted by the Council of Ministers in Resolution № 96 of 02.02.2012.

#### **1. Orientation and educational objectives**

The development of civil society in Bulgaria in the beginning of the 21<sup>st</sup> century brings about the need of qualified teachers who are able to efficiently work in the field of media pedagogy and artistic communication, and facilitate the formation of media literacy among children. The interdisciplinary nature of the course in “Media Pedagogy and Artistic Communication” comes as an answer to the growing demand for teachers’ participation in the design and implementation of various artistic and media products (audio and video materials, digital instruments, websites etc.), aimed at children. The course which incorporates knowledge in pedagogy, media studies, art and foreign language teaching, prepares specialists competent to materialize the link among pedagogy, art and media, thus answering the requirements of the European Union related to the development of digital literacy as the forth key competence for life-long learning (EC Recommendation 2006/962).

#### **2. Description**

The academic goal of the course in “Media Pedagogy and Artistic Communication” is that students acquire thorough and comprehensive knowledge in pedagogy (theory, history, methodology and modern trends) as well as in communication specifics, and digital technologies both areas being indispensable part of education. Students are expected to develop skills for diagnostics and professional consultations, counseling and advice on topical issues related to the organization and governance of education. They should be able to apply these skills in their practice by adopting the educational tools of pedagogy, cultural and media studies. The practical course in the foreign language aims at developing students’ language skills. At the end of the course students should achieve a high level of confidence as users of the foreign language. They should also acquire theoretical knowledge and understanding of the existing foreign language teaching methods, approaches, principles and techniques and be able to successfully apply them when teaching children in various pre-school and primary school settings.

#### **3. Professional Qualifications**

The professional skills/competences of the students on this course are designed to match the ones, designated in the First cycle (Bachelor’s level) of the Qualification Framework of the European Area for Higher Education and in the National Qualifications Framework, sublevel 6. Students should develop an array of knowledge, skills and positive attitudes which would enable them to competently look into, analyze and tackle issues and solve problems related to children’s upbringing and education in the current context of our information society and digital revolution.

#### **4. Professional Realization**

The specialized training and education of the students in “Media Pedagogy and Artistic Communication” enhances their chances for professional attainment and employment as pedagogical experts in different educational and cultural institutions.

The students who have successfully completed the Bachelor of Arts in “Media Pedagogy and Artistic Communication” course can:

- in general, occupy eligible job positions in various educational, media and cultural establishments applying media pedagogy and new technologies for educational and training purposes;
- work as specialists in marketing and management of media and artistic communication aimed at children;
- work as specialists-pedagogues in the departments of Public Relations;
- work as foreign language teachers of preschool and primary school children;
- work as consulting experts in cultural and media institutions which deal with children;
- work as supervisors and teachers in cultural and media centers for children and groups for extracurricular activities;
- work as consulting experts in agencies and centers for pedagogical and educational research and prognoses;
- hold administrative management positions;
- hold scientific and assistant positions.

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## BA Program Media Pedagogy and Artistic Communication

academic year beginning from 2017/2018

No.	Courses code	Course Title	Type-C, E, O	Term	ECTS credits	Number of classes-total				Number of classes per week	Form of assessment* e, ca, m
						Total	Lectures	Seminars	Practical classes		
1	2	3	4	5	6	7	8	9	10	11	12

## Compulsory courses

1	C	1	0	1	Course introduction	C	I	1	30	15	0	0	1+0+0	ca
2	C	1	0	2	Foundations of Pedagogy	C	I	3	90	30	0	0	2+0+0	e
3	C	1	0	3	Phylosophy	C	I	3	90	30	0	0	2+0+0	ca
4	C	1	0	4	Theory of Mass Communication	C	I	6	180	30	30	0	2+2+0	e
5	C	1	0	5	Sociology	C	I	3	90	30	0	0	2+0+0	ca
6	C	1	0	6	Media Studies	C	I	3	90	30	0	0	2+0+0	ca
7	C	1	0	7	Art as a Means of Comunication	C	I	3	90	30	0	0	2+0+0	e
8	C	1	0	8	Stylistics	C	I	3	90	30	15	0	2+1+0	e
9	C	1	0	9	Foreign Language - a practical course	C	I	5	150	0	0	60	0+0+4	ca
10	C	1	1	0	History of Pedagogy and Education in Bulgaria	C	II	3	90	30	0	0	2+0+0	ca
11	C	1	1	1	Social Psychology	C	II	3	90	30	0	0	2+0+0	ca
12	C	1	1	2	Educational Technologies in Pre-school age	C	II	6	180	30	15	15	2+1+1	e
13	C	1	1	3	Cultural and Social Anthropology	C	II	5	150	30	30	0	2+2+0	e
14	C	1	1	4	Media Genres and Formats	C	II	6	180	30	30	0	2+2+0	e
15	C	1	1	5	Foreign Language - a practical course	C	II	5	150	0	0	60	0+0+4	ca
16	C	1	1	6	Theory and History of PR	C	III	6	180	30	30	0	2+2+0	e
17	C	1	1	7	Children's Literature	C	III	6	180	30	30	0	2+2+0	e
18	C	1	1	8	Children and Media Communication: Models and Mechanisms of Interaction	C	III	6	180	30	30	0	2+2+0	e
19	C	1	1	9	Graphic Design	C	III	4	120	15	0	30	1+0+2	ca
20	C	1	2	0	Foreign Language - a practical course	C	III	4	120	0	0	60	0+0+4	ca
21	C	1	2	1	Directed Observation	C	III	2	60	0	0	30	0+0+2	ca
22	C	1	2	2	Children and Art: Models and Mechanisms of Interaction	C	IV	6	180	30	30	0	2+2+0	e
23	C	1	2	3	Psychological and Pedagogical Foundations of Information Culture	C	IV	6	180	30	30	0	2+2+0	e
24	C	1	2	4	Social Creativity and Discourse Analysis	C	IV	4	120	30	0	0	2+0+0	e

25	C	1	2	5	Text and Interpretation in Media and Arts	C	IV	6	180	30	30	0	2+2+0	e
26	C	1	2	6	Foreign Language - a practical course	C	IV	5	150	0	0	60	0+0+4	ca
27	C	1	2	7	Theory and Technology of Family Upbringing	C	V	6	180	30	30	0	2+2+0	e
28	C	1	2	8	Intercultural Communication	C	V	3	90	30	0	0	2+0+0	e
29	C	1	2	9	Uprising and Art: Methodological Aspects	C	V	3	90	30	0	0	2+0+0	ca
30	C	1	3	0	Digital Media	C	V	5	150	30	15	0	2+1+0	e
31	C	1	3	1	Educational Psychology	C	V	3	90	30	0	0	2+0+0	e
32	C	1	3	2	Application of Digital Technologies for Information and Communication in Education	C	V	3	90	15	0	15	1+0+1	e
33	C	1	3	3	Foreign Language - a practical course	C	V	5	150	0	0	60	0+0+4	ca
34	C	1	3	4	Inclusive Education	C	VI	1	30	15	0	0	1+0+0	e
35	C	1	3	5	Media Pedagogy	C	VI	5	150	30	30	0	2+2+0	e
36	C	1	3	6	Educational Technologies in Primary School	C	VI	6	180	30	15	15	2+1+1	e
37	C	1	3	7	Management of Media and Artistic Communication	C	VI	5	150	30	15	0	2+1+0	e
38	C	1	3	8	Performing Arts and Communication	C	VI	3	90	30	0	0	2+0+0	ca
39	C	1	3	9	Lingusitic Features of Foreign Language Acquisition in Childhood	C	VI	2	60	30	0	0	2+0+0	ca
40	C	1	4	0	Foreign Language - a practical course	C	VI	4	120	0	0	60	0+0+4	ca
41	C	1	4	1	Management of Culture and Education	C	VII	4	120	30	0	0	2+0+0	ca
42	C	1	4	2	Marketing and Advertising	C	VII	5	150	30	0	15	2+0+1	e
43	C	1	4	3	Law and Communication	C	VII	3	90	30	0	0	2+0+0	ca
44	C	1	4	4	Children Audience Research	C	VII	5	150	30	30	0	2+2+0	e
45	C	1	4	5	Animation and Design Aimed at Children	C	VII	4	120	30	15	15	2+1+1	e
46	C	1	4	6	Methodology of Foreign Language Teaching in Kindergarten and Primary School	C	VII	6	180	30	30	30	2+2+2	e

**Elective courses:** During the course of education between the second and the seventh term of study students have to choose at least six elective courses, at least two courses from the two groups given below, and each course gives 2 credits minimum

**Group One: Pedagogical, psychological and didactical courses**

1	E	2	0	1	Language as an Operational Space in Education	E	II-VII	2	60	30	0	0	2+0+0	ca
2	E	2	0	2	Foreign Language in Socio-Cultural Environment	E	II-VII	2	60	30	0	0	2+0+0	ca
3	E	2	0	3	Innovative Practices in Foreign Language Teaching	E	II-VII	2	60	30	0	0	2+0+0	ca
4	E	2	0	4	E-Learning	E	II-VII	2	60	30	0	0	2+0+0	ca
5	E	2	0	5	Integration of Children with Special Needs	E	II-VII	2	60	30	0	0	2+0+0	ca
6	E	2	0	6	Empathy and Communication in Foreign Language Teaching	E	II-VII	2	60	30	0	0	2+0+0	ca
7	E	2	0	7	Deviant behavior and Aggression	E	II-VII	2	60	30	0	0	2+0+0	ca

8	E	2	0	8	Standards and strategies in upbringing and education in pre-school age	E	II-VII	2	60	30	0	0	2+0+0	ca
					<b>Group Two:Interdisciplinary and applied-experiments based courses aimed at formation of key competences</b>									
9	E	2	0	9	Folklore Studies	E	II-VII	2	60	30	0	0	2+0+0	ca
10	E	2	1	0	Non-verbal Communication in Public Speech and Business Communication	E	II-VII	2	60	30	0	0	2+0+0	ca
11	E	2	1	1	Cinematography and Communication	E	II-VII	2	60	30	0	0	2+0+0	ca
12	E	2	1	2	PR in the Sphere of Culture	E	II-VII	2	60	30	0	0	2+0+0	ca
13	E	2	1	3	Media for Children	E	II-VII	2	60	30	0	0	2+0+0	ca
14	E	2	1	4	Project Work	E	II-VII	2	60	30	0	0	2+0+0	ca
15	E	2	1	5	Mediation of Cultural and Historical Heritage	E	II-VII	2	60	30	0	0	2+0+0	ca
16	E	2	1	6	Children and the World of Proverbs	E	II-VII	2	60	30	0	0	2+0+0	ca
17	E	2	1	7	Media Ethics	E	II-VII	2	60	30	0	0	2+0+0	ca
18	E	2	1	8	Game culture and Intercultural Competence	E	II-VII	2	60	30	0	0	2+0+0	ca

**Optional courses:** with no minimum number of credits envisaged

1	O	3	0	1	Sport	O	I	2	60	0	0	30	0+0+2	ca
2	O	3	0	2	Sport	O	II	2	60	0	0	30	0+0+2	ca
3	O	3	0	3	Sport	O	III	2	60	0	0	30	0+0+2	ca
4	O	3	0	4	Sport	O	IV	2	60	0	0	30	0+0+2	ca
5	O	3	0	5	Sport	O	V	2	60	0	0	30	0+0+2	ca
6	O	3	0	6	Sport	O	VI	2	60	0	0	30	0+0+2	ca
7	O	3	0	7	Copying with Stress	E	II-VIII	2	60	30	0	0	2+0+0	ca
8	O	3	0	8	Economic Literacy for pedagogues	E	II-VIII	2	60	30	0	0	2+0+0	ca

### Study Internships

No.	Code				Practice	Type – C, E, O	Term	ECTS - credits	Weeks	Number of Classes	Type of course completion
1	P	4	0	1	Ongoing practice at media or cultural institution	3	IV	1		30	ca
2	P	4	0	2	Ongoing practice in kindergarten and primary school	3	VI	2		60	ca

### Teaching Practice

No.	Code				Type of Practice/Internship	Type – C, E, O	Term	ECTS - credits	Weeks	Number of Classes	Type of course completion
1	I	5	0	1	Pre-graduation practice at media and cultural institution	3	VIII	10	6	120	ca
2	I	5	0	2	Pre-graduation practice in kindergarten and primary school	3	VIII	10	6	120	ca

### Degree completion

Form of degree completion	ECTS - credits	Number of hours for preparation	First/Second state exam/thesis defence
Written state examination in Media Pedagogy and Artistic Communication	10	300	June/October
Written state examination in a Foreign Language			
Practical State Exam			

**Explanatory note:** During the duration of study each student has to choose six elective courses out of which at least two has to be selected from Group One and at least two other from Group Two. Students should choose at least one optional course.

The course curriculum has been accepted by the Faculty Council, Record of Proceedings No. 9 from 29.11.2016

DEAN:.....

Sofia University "St. Kliment Ohridski"  
**Справка - извлечение от учебен план**  
 Media Pedagogy And Art Communication  
 Full-time, BA level; duration of study: 8 terms

<b>Type, ECTS and grades during the terms</b>																											
<b>Type</b>	<b>I</b>			<b>II</b>			<b>III</b>			<b>IV</b>			<b>V</b>			<b>VI</b>			<b>VII</b>			<b>VIII</b>			<b>Total</b>		
	Number of classes	ECTS – credits	No. of grades	No. of classes	ECTS – credits	No of grades	No. of classes	ECTS – credits	No. of grades	No. of classes	ECTS – credits	No. of classes	ECTS – credits	No. of grades	No. of classes	ECTS – credits	No. of grades	No. of classes	ECTS – credits	No. of grades	No. of classes	ECTS – credits	No. of grades	No. of classes	ECTS – credits	No. of grades	
Mandatory disciplines	900	30	9	840	28	6	840	28	5	810	27	5	840	28	7	780	26	6	810	27	6	0	0	0	<b>5820</b>	<b>194</b>	<b>44</b>
selective disciplines	0	0	0	60	2	1	60	2	1	60	2	1	60	2	1	60	2	1	60	2	1	0	0	0	<b>360</b>	<b>12</b>	<b>6</b>
practicums	0	0	0	0	0	0	0	0	0	30	1	1	0	0	0	60	2	1	30	1	0	240	20	1	<b>360</b>	<b>24</b>	<b>3</b>
<b>Total:</b>	<b>900</b>	<b>30</b>	<b>9</b>	<b>900</b>	<b>30</b>	<b>7</b>	<b>900</b>	<b>30</b>	<b>6</b>	<b>900</b>	<b>30</b>	<b>7</b>	<b>900</b>	<b>30</b>	<b>8</b>	<b>900</b>	<b>30</b>	<b>8</b>	<b>900</b>	<b>30</b>	<b>7</b>	<b>600</b>	<b>20</b>	<b>1</b>	<b>6900</b>	<b>230</b>	<b>53</b>
Classes	<b>330</b>			<b>300</b>			<b>315</b>			<b>270</b>			<b>285</b>			<b>300</b>			<b>315</b>			<b>240</b>			<b>2355</b>		
<b>Total number of classes: 2355</b>																											

Type of graduation	ECTS - credits	No. of classes for preparation	Fisrt/ second sessions for state exams
Written state exam in Media Pedagogy and Artistic Communication	<b>10</b>	<b>300</b>	June/ October
Wriiten state exam in foreign language			
State practical exam			

**Professional qualification acquired:** Pedagogue, expert in media pedagogy and artistic communication, media expert, teacher in foreign language

**No. of record of proceedings of Faculty Council:** 9/29.11.2016

**Dean:**