

Faculty of International Economics and Administration
Department: International Economics and Politics
Professional area: Economics
Major: Political and Media Marketing
Educational-and-qualification degree: Bachelor

COURSE DESCRIPTION

1. Course unit title: Journalism Genres
2. Course unit code: PCI 1175
3. Type of course unit: optional
4. Level of course unit: Bachelor
5. Year of study: fourth
6. Semester: seventh
7. Number of ECTS credits allocated: 3
8. Name of lecturer: Prof. Lyudmila Stoyanova, PhD
9. Learning outcomes of the course unit: Acquired basic knowledge of the theory of journalism genres and developed practical skills in creative writing at various journalistic genre formats.
10. Mode of delivery: face-to-face
11. Prerequisites and co-requisites: students are required to have completed the courses in Journalistic Stylistics, Language Culture or Practical Grammar.
12. Course contents: The course provides basic knowledge of the nature and functions of journalism genres, as well as their specific stylistic use. At the same time, problems of creative writing in the relevant genre formats are solved.
13. Recommended or required reading:

Абазов, Т. Въведение в публицистиката. С., 2004

Брезински, С. Журналистическа стилистика. Шумен, 2009

Граматака на журналистиката. Избрани четива за световния опит в журналистиката. С., 2007

Златева, М., В.Бондиков. Новини и сондажи. С., 1999

Златева, М. Репортерство.Репортер.Репортаж. С., 1996

Капон, Рене Дж. Ръководство за писане на новини на Асошиейтед прес. Наръчник за журналисти от водещата новинарска служба на Америка. С., 2008

Лийдс, Д. Силата на въпросите. Седемте принципа. С., 2002

Младен Младенов, "Телевизионната журналистика в термини", „Наука и изкуство“, С., 1979

Монова, Т. Медиатекстът. С., 2009

Стайн, М. Л., Сузан Ф.Патърно. Изкуството на интервюто. С., 2009

Фокс, У. Как се пишат новини. Настолна книга за журналисти от печата. С., 2003
14. Planned learning activities and teaching methods: a course of lectures, seminars - analysis of media text, creating a media text in a specific genre format
15. Assessment methods and criteria: The assessment is carried out with a view to students' performance during the seminars; according to the quality of task performance on creative writing in the parameters of the analytical press genres; according to students' written exam results, based on writing on one of the topics from the synopsis.
16. Language of instruction: Bulgarian
17. Work placement: none