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

COURSE DESCRIPTION

1. Course unit title: **Behavior in front of a television camera**
2. Course unit code: PCI 1180
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(s): Assoc. Prof. Lilya Raycheva, PhD ; ekspert Marieta Bobeva
9. Learning outcomes of the course unit: The main objective of the course is to form a structured knowledge about the functioning specifics of television in both the media system and the society. At the end of the course students should: understand the essential characteristics of the media system; be acquainted with the specifics of television and characteristics of television management, production and mechanisms of regulation; distinguish between television genres and forms; know the trends of television in the conditions of the new information technologies and globalization processes.
10. Mode of delivery: face-to-face
11. Prerequisites and co-requisites: Students acquire basic knowledge in the subject area from the courses in Modern World Media, Online Journalism part I and part II, Media, PR and Advertising and Journalistic Stylistics at the Bachelor's degree programme.
12. Course contents: The course includes theoretical knowledge and practical skills in the television system, information on the organization of television as a social institute for mass information according to the functions it is called upon to perform and in managing the creative and production process in it. The material covers the characteristics of all structural units, creative and technical jobs involved in the realization of TV broadcasts. All stages of the implementation process are covered - from the author's idea to the editorial process and the directing organization of the complex studio and film set to the screen broadcast. Special attention is paid to the television journalist as a major creative personality and its relationship with the other partners – the director, cameraman, sound engineer, music editor, artist, editor, director of production, etc. The course gives detailed information about the structure, organization and management of television in administrative, business and creative aspect. The principles of how to define audience according to its preferences are also studied.
13. Recommended or required reading:

1. Л. Райчева. Творческият процес в телевизията (Организация, управление и програмиране). София,Университетско издателство "Св. Климент Охридски", 2001г.
2. А. Делийски. Телевизията в света на високите информационни технологии. София, Издателство "Сиела", 2002 г.
3. Сб. "Медийна регулация". София, Сиби, 2003 г.
4. Сб. "Гражданското общество и електронните медии". София, Проект "Темпус - Университетски център за продължаващо обучение на журналисти", книга първа, 2000 г.

5. Сб. “Европейска интеграция и медии”. София, Проект “Темпус - Университетски център за продължаващо обучение на журналисти”, книга втора, 2000 г.
6. Сб. “Управление и законодателство в електронните медии”. София, Проект “Темпус - Университетски център за продължаващо обучение на журналисти”, книга трета, 2001 г.
7. Сб. “Политика, медии и Европейски съюз”. София, Проект “Темпус - Университетски център за продължаващо обучение на журналисти”, книга четвърта, 2002 г.
8. Сб. “Продължващо образование, медии, глобализация”. София, Проект “Темпус - Университетски център за продължаващо обучение на журналисти”, книга пета, 2002 г.
9. Българската журналистика - 160 години. Минало-настояще-перспективи. София, Изд. “Авангард “Прима”, 2005 г.

14. Planned learning activities and teaching methods: lectures and seminars
15. Assessment methods and criteria: defense of a project assignment and a test.
16. Language of instruction: Bulgarian
17. Work placement(s): project assignment