

International seminar on the topic

Dynamics of the Digital Transformation in the Media Environment

The seminar will be held on the 15th of May 2024 (Wednesday) within the framework of the May Days of Culture on the video conference platform Zoom.

[Join the seminar](#)

10:00 H (BULGARIAN TIME, GMT+3) – OPENING SPEECH BY PROF. DR. VESSELINA
VALKANOVA, DEAN OF THE FACULTY OF JOURNALISM AND MASS
COMMUNICATION, SOFIA UNIVERSITY “ST. KLIMENT OHRIDSKI”

Morning session – beginning 10:15 h (Bulgarian time, GMT+3)

Panel: Public Communications and Journalism in Digital Context

Moderator: Prof. Dr. Nikolay Mihaylov

Working language: Bulgarian

- 10:15 – 10:25 h Vesselina Valkanova, Nikolay Mihaylov (Sofia University “St. Kliment Ohridski”, Bulgaria). *Digital Media and Dynamics of Contemporary Public Sphere: Towards a Theoretical Framework*
- 10:25 – 10:35 h Mila Serafimova (Sofia University “St. Kliment Ohridski”, Bulgaria). *Crisis PR in Digital Media Environment*
- 10:35 – 10:45 h Aneta Milkova (Sofia University “St. Kliment Ohridski”, Bulgaria). *Media Challenges in the Digital Transformation Process*
- 10:45 – 10:55 h Yotka Pancheva (Sofia University “St. Kliment Ohridski”, Bulgaria). *Visual Journalism in the Editorship of Bulgarian Online and Traditional Media - Professional and Readership Aspects in the Review of New Technologies of Digitalization: a dispositive analysis*
- 10:55 – 11:05 h Iliana Pavlova (University of Veliko Tarnovo “St. Cyril and St. Methodius”, Bulgaria). *The Personalized News: Journalism and Individual Preferences (the Consumers Perspective)*
- 11:05 – 11:15 h Ivo Indzhov. *Media Consumption and Election Campaigns in Bulgaria*
- 11:15 – 11:25 h Dimitrina Stefanova (Southwest University “Neofit Rilski”, Bulgaria). *Limits of Trust in Public Communications in a Digital Context*
- 11:25 – 11:35 h Evelina Kristanova (SWPS University in Warsaw, Poland). *Social Media and the 2020 Presidential Election in Poland*
- 11:35 – 11:45 h Mityo Marinov (Sofia University “St. Kliment Ohridski”, Bulgaria). *The Role of Media in the Emergence and Consolidation of Social Change and Civilizational Processes - From Gutenberg's Press to You Tube and "Everyone Is Media Now"*

- 11:45 – 11:55 h Mirela Spasova (Sofia University “St. Kliment Ohridski”, Bulgaria).
Communication Strategies in Agriculture in the Dynamics of Digital Transformation of the Media Environment
- 11:55 – 12:05 h Kristina Yurukova (Sofia University “St. Kliment Ohridski”, Bulgaria).
Digital Transformation of Media and Communications: The Challenges of Artificial Intelligence
- 12:05 – 12:15 h Nedelina Petkova (Sofia University “St. Kliment Ohridski”, Bulgaria).
YouTube's Impact during the COVID-19 Pandemic
- 12:15-12:25 h Iva Ivanova (Sofia University “St. Kliment Ohridski”, Bulgaria). *Generation X, Millennials and Gen Z as Consumers of Media Content in the Digital Environment in Bulgaria*
- 12:25 h Discussion

Afternoon session – beginning 13:00 h (Bulgarian time, GMT+3)

Panel: Media Environment and Technological Transformation: A
Researcher’s Point of View

Moderator: Prof. Dr. Simeon Vassilev

Working language: Bulgarian

- 13:00 – 13:10 h Simeon Vassilev (Sofia University “St. Kliment Ohridski”, Bulgaria).
Media Culture and Digitalization
- 13:10 – 13:20 h Blagovest Iliev (Sofia University “St. Kliment Ohridski”, Bulgaria).
Digital Transformation of Regional TV Stations
- 13:20 – 13:30 h Nina Stoilova (Sofia University “St. Kliment Ohridski”, Bulgaria).
Modern Trends and Tools for Building Brand Identity in a Digital Environment

- 13:30 – 13:40 h Aleksandra Trenkova (Sofia University “St. Kliment Ohridski”, Bulgaria). *Media Environment and "Clean Journalism" - Impact Of Digital Transformation*
- 13:40 – 13:50 h Venelina Ivanova (Sofia University “St. Kliment Ohridski”, Bulgaria). *The Role of Social Networks for Business in the Online Environment*
- 13:50 – 14:00 h Vyara Ivanova (Sofia University “St. Kliment Ohridski”, Bulgaria). *Media Effects in the Digital Age*
- 14:00 – 14:10 h Eleana Gencheva (Sofia University “St. Kliment Ohridski”, Bulgaria). *The Linguistic Portrayal of Television and the Impact on Audiences in Disaster Coverage*
- 14:10 – 14:20 h Leda Tsvetkova (Sofia University “St. Kliment Ohridski”, Bulgaria). *Digital Transformation of the Multimedia Newsroom*
- 14:20 – 14:30 h Melani Simeonova (Sofia University “St. Kliment Ohridski”, Bulgaria). *Creative Staff in the Dynamics of Media Space*
- 14:30 – 14:40 h Nikoleta Kostadinova (Sofia University “St. Kliment Ohridski”, Bulgaria). *New Media Content Delivery Models*
- 14:40 – 14:50 h Teodora Koleva (Sofia University “St. Kliment Ohridski”, Bulgaria). *Developing a Solidarity Economy - Communication Aspects in a Digital Environment*
- 14:50 h Discussion

Afternoon session – beginning 15:00 h (Bulgarian time, GMT+3)

Panel: Media and Digital Transformation

Moderator: Assoc. Prof. Dr. Kalin Kalinov

Working language: English

- 15:00 – 15:10 h Christo Kaftandjiev (Sofia University “St. Kliment Ohridski”, Bulgaria). *Marketing Communications, Generated by the Artificial Intelligence*
- 15:10 – 15:20 h Inga Shamilishvili, Gvantsa Sabashvili (Batumi Shota Rustaveli State University, Georgia). *Social Media - Modern Challenges Of Monitoring*
- 15:20 – 15:30 h Elisabetta Pozzetto (University of Triest, Italy). *Digital Transformation in the Bulgarian Public Media Environment: A Perspective on Sustainability and Circular Economy Communication*
- 15:30 – 15:40 h Irma Gabinashvili (Batumi Shota Rustaveli State University, Georgia). *New Media as a Tool In The Process Of Building an Informed and Resilient Society*
- 15:40 – 15:50 h Mariam Korinteli (Batumi Shota Rustaveli State University, Georgia). *Ethics in the Digital Age*
- 15:50 – 16:00 h Kalin Kalinov (Sofia University “St. Kliment Ohridski”, Bulgaria). *Social Media as a Factor Deepening Societal Fragmentation*
- 16:00 – 16:10 h Cristina Nistor (Babeş-Bolyai University, Romania). *EU Cohesion Policy and EU Reporting. Introducing a multi-lingual MOOC platform*
- 16:10 – 16:20 h Teodora Petrova (Sofia University “St. Kliment Ohridski”, Bulgaria). *An Overlook Over Types of Content in Bulgarian Online Publications*
- 16:20 – 16:30 h Sonya Karabeliova, Kaloyan Haralampiev (Sofia University “St. Kliment Ohridski”, Bulgaria).
- 16:30 – 16:40 h Tsvetelina Dzhambazova (Sofia University “St. Kliment Ohridski”, Bulgaria). *Digital Transformation of Media's Influence on War Conflicts Coverage*
- 16:40 h Discussion