



# THE FACULTY OF JOURNALISM AND MASS COMMUNICATION OF SOFIA UNIVERSITY "ST. KLIMENT OHRIDSKI" SOFIA, BULGARIA

on the occasion of 70 years education in Journalism  
organizes a jubilee academic conference together with our official partners:  
Bulgarian Telegraph Agency and Bulgarian National Radio, and our academic  
partners Vilnius University, Lithuania, University of Bucharest, Romania,  
University of Niš, Serbia, Batumi Shota Rustaveli University, Georgia

on the topic of

## COMMUNICATION AND MEDIA IN THE 21<sup>ST</sup> CENTURY: EDUCATIONAL AND PROFESSIONAL CHALLENGES

The conference will be held on the 27<sup>th</sup> and 28<sup>th</sup> of October 2022 within the framework of  
the St. Kliment Ohridski Days on the video conference platform Teams.





October 27<sup>th</sup>, 2022 (Thursday)

[Join the opening and plenary session](#)

10:00 h - Opening speech by the Dean of the Faculty of Journalism and Mass Communication of Sofia University "St. Kliment Ohridski"

Prof. Dr. Vesselina Valkanova

10:10 h – Welcome speech by Nadia Vissers, Director of The European Journalism Training Association (EJTA)

Plenary Session – Beginning 10.20 h

Moderator: Assoc. Prof. Dr. Manuela Manliherova

Organizer: Grisha Atanasov

(working language – English)

Milko Petrov (Faculty of Journalism and Mass Communication, Sofia University).  
*Aspects of Media Reception*

Erika Janiūnienė, Marija Stonkienė (Vilnius University, Lithuania). *Lecturers' Feedback to Students in Media Education: Creating Personalized Learning Environment*

Raluca Radu (University of Bucharest, Romania). *All Good Journalism Is Public Service Journalism*

Norbert Vrabec, Slavomír Gálik, Sabína Gáliková Tolnaiová (University of Ss. Cyril and Methodius, Slovakia). *Journalism and Media Literacy Studies as an Academic Discipline in Slovakia: A Historical Approach*

Caroline Roth-Ebner, Christian Oggolder (University of Klagenfurt, Austria). *Competencies of Choice. The Acquisition of the Digital by Seniors*

Valērijs Makarevičs (Daugavpils University, Latvia). *Features of the Communicative Subculture of News Site Commentators*



Afternoon session – beginning 13:00 h

Panel: Transformations of Media Literacy

Moderator: Assoc. Prof. Dr. Svetlozar Kirilov

Organizer: Chief Asst. Prof. Dr. Nikola Vangelov

(working language – English)

[Join the panel](#)

Svetlozar Kirilov (Faculty of Journalism and Mass Communication, Sofia University).  
*Propaganda Clash in the War between Russia and Ukraine*

Saulė Jokūbauskienė (Vilnius University, Lithuania). *Digital Transformation  
Challenge of Transversal Competencies of Information Society: The Case of  
Martynas Mažvydas National Library of Lithuania*

Georgi Alexandrov (Faculty of Journalism and Mass Communication, Sofia  
University). *The COVID-19 Pandemic as a Trendsetting Factor for the Future of the  
Book Industry*

Nikolay Kolev (Faculty of Journalism and Mass Communication, Sofia University).  
*Audiovisual content for video games. Typology of the most commonly used  
formats*

Nikola Vangelov (Faculty of Journalism and Mass Communication, Sofia University).  
*Advertising: in search of a definition. A critical review*

Aneliya Dimova (Ministry of e-Government, Bulgaria). *National assessment of the  
development of the Internet in Bulgaria through the adopted framework of  
UNESCO Internet universality indicators*

Panel Discussion



Afternoon session – beginning 13:00 h

Panel: Communication and Digital Turn

Moderator: Prof. Dr. Vesselina Valkanova

Organzier: Chief Asst. Prof. Dr. Maya Stoyanova

(working language – Bulgarian)

[Join the panel](#)

Vesselina Valkanova (Faculty of Journalism and Mass Communication, Sofia University). *Visual communication online - trends and perspectives of media presentation and design in a digital environment*

Simeon Vassilev (Faculty of Journalism and Mass Communication, Sofia University). *Journalism and Media - Challenges of Transformation*

Ivan Valchanov (University of National and World Economy). *Search Engines in the World of Journalism and Journalism in the World of Search Engines*

Maya Stoyanova (Faculty of Journalism and Mass Communication, Sofia University). *Challenges and New Opportunities in the Teaching of Visual Communication and Media Design in Higher Education Today*

Yotka Pancheva (Faculty of Journalism and Mass Communication, Sofia University). *Typologies of Visual Framing in Media Convergence's Communicative Environment*

Iveta Yordanova (Faculty of Journalism and Mass Communication, Sofia University). *Visual Communication and Perceptual Role of Images and Audio-Visual Content in the Modern Online Media*

Panel discussion



Afternoon session – beginning 15:00 h

Panel: Cultural and Psychological Particularities of the Communicative Process

Moderator: Assoc. Prof. Dr. Diana Petkova

Organizer: Dr. Tsvetelina Dzhambazova

(working language – English)

[Join the panel](#)

Ginny Whitehouse (Eastern Kentucky University, USA). *Moral Distinctions in Teaching Advertising, PR and Journalism*

Mihály Szilágyi-Gál (ELTE University of Sciences, Hungary). *Apoliticism, Information, Mobilization*

Manuela Preoteasa (University of Bucharest, Romania). *Main Challenges of the Debunking Process in the Post-Truth Age*

Ralitsa Kovacheva (Faculty of Journalism and Mass Communication, Sofia University). *Disinformation on Covid-19 and the War in Ukraine - Shared Narratives and Channels of Distribution*

Tsvetelina Dzhambazova (Faculty of Journalism and Mass Communication, Sofia University). *Media Coverage and Social Media Influence (Case Study)*

Desislava Sotirova (Faculty of Journalism and Mass Communication, Sofia University). *Foreign Influence over Media in the Western Balkans*

Ivelyna Vatova (Faculty of Journalism and Mass Communication, Sofia University). *National Media Systems in the Global Context of Geocommunication: A Comparative Analysis of Japan, China and India*

Panel Discussion



Afternoon session - beginning 15:00 h

Panel: Journalism and War – Discursive Practices and Educational Challenges

Moderator: Assoc. Prof. Dr. Svetlana Stankova

Organizer: Chief Asst. Prof. Dr. Lora Simeonova

(working language - Bulgarian)

[Join the panel](#)

Svetlana Stankova (Faculty of Journalism and Mass Communication, Sofia University).  
*The image of the war in Ukraine in the world media (24.02.2022 - 02.03.2022)*

Lora Simeonova (Faculty of Journalism and Mass Communication, Sofia University).  
*The (Im)possible Communication of the War: Challenges in Academic Education after the Russian Invasion in Ukraine*

Olga Kolar (Faculty of Journalism and Mass Communication, Sofia University). *On the Border of War: Countering Disinformation in Republic of Moldova*

Nadelina Aneva (Faculty of Journalism and Mass Communication, Sofia University).  
*The Political Metaphors for the War in Ukraine in the Morning Block of New Television "Hello Bulgaria" through the Prism of Ideological Discourse*

Zarina Vassileva (Faculty of Journalism and Mass Communication, Sofia University).  
*Challenges for Media Communication of Social Causes*

Vyara Ivanova (Faculty of Journalism and Mass Communication, Sofia University).  
*Media Coverage of Political and Economic Crises*

Desislava Frantsova (Faculty of Journalism and Mass Communication, Sofia University).  
*The Conflict between Russia and Ukraine on the Sports Field and the Changes in Sports journalism and the Media*

Panel discussion



October 28<sup>th</sup>, 2022 (Friday)

Morning session – beginning 10:00 h

Panel: Media Professional Practice and Education: Contemporary Debates

Moderator: Prof. Dr. Nikolai Mihailov

Organizer: Chief Asst. Prof. Dr. Maya Vassileva

(working language – Bulgarian)

[Join the panel](#)

Greta Dermendjieva (Faculty of Journalism and Mass Communication, Sofia University). *A New Era in Education: Vision for the Transformed "School" of the Future*

Dobrinka Peicheva (Southwest University "Neofit Rilski"). *Group Communication in the Digital Environment*

Stefan Serezliev (University of Veliko Tarnovo "St. Cyril and St. Methodius"). *Communication Brand Management: Between Perspectives and Challenges in Professional Practice and Education*

Elena Tarasheva (New Bulgarian University). *The Media – Digging For Gold in Pandora's Box*

Ivanka Mavrodieva (Faculty of Philosophy, Sofia University). *Public Speaking and Media: Intersections and Challenges*

Maya Vassileva (Faculty of Journalism and Mass Communication, Sofia University). *Ukraine-Russia Peace Negotiations Tracks: Research and Educational Approaches of Fact-Checking Methodology Used in a Group Workshop*

Atanas Lozanov (Faculty of Journalism and Mass Communication, Sofia University). *Dramaturgy of Interactive Communication in Education Systems: New Algorithms of Sensorium through AR and VR*

Panel discussion



Morning session – beginning 10:00 h

Panel: Contemporary Aspects of the Theory of Media and  
Communication

Moderator: Assoc. Prof. Dr. Orlin Spassov

Organizer: Blagovest Iliev

(working language – Bulgarian)

[Join the panel](#)

Orlin Spassov (Faculty of Journalism and Mass Communication, Sofia University). *The Concept of Media Pluralism: Its Scope and Uses*

Totka Monova (Faculty of Journalism and Mass Communication, Sofia University). *The Total Media Narrative: Reflexive Textual Forms and Genre Transformations Caused By the New Media*

Nadezhda Miteva (Faculty of Journalism and Mass Communication, Sofia University). *Transformations of Journalism in Bulgaria Viewed by the Media Researchers (2000-2020)*

Neli Velinova, Lora Metanova (Faculty of Journalism and Mass Communication, Sofia University). *Evolutionary Dynamics of the Bulgarian Media Ecosystem (2000-2020)*

Eleana Gencheva (Faculty of Journalism and Mass Communication, Sofia University). *The Influence of the Mass Media on Different Types of Audiences and the Formation of Public Opinion*

Stilia Felisi Paunova (Faculty of Journalism and Mass Communication, Sofia University). *Sociometric Analysis of the Media and Communicational Functionalists in Bulgaria*

Blagovest Iliev (Faculty of Journalism and Mass Communication, Sofia University). *Challenges for the Teams of the Regional Televisions in Stara Zagora District*

Panel discussion





Afternoon session – beginning 13:00 h

Panel: Political and Ethical Dimension of the Freedom of Speech

Moderator: Assoc. Prof. Dr. Sc. Maria Popova

Organizer: Chief Asst. Prof. Dr. Teodora Georgieva

(working language – Bulgarian)

[Join the panel](#)

Maria Popova (Faculty of Journalism and Mass Communication, Sofia University).  
*The Alternative Media in Internet – Forming a New Professional Perspective*

Aneta Milkova (Faculty of Journalism and Mass Communication, Sofia University).  
*Disinformation and Propaganda in the Media of the 21 St Century – Achieved Goal or Unsolvable Problem?*

Zhana Popova (Faculty of Journalism and Mass Communication, Sofia University).  
*Pluralism and Television Journalism in Public and Private Television (2000-2022)*

Teodora Georgieva (Faculty of Journalism and Mass Communication, Sofia University).  
*Challenges for Media in Covering Political Crises. Finding the Answer Are the Splinter Deputies Bought, Rebels or Naive*

Ruslana Margova (The Big Data for Smart Society Institute (GATE), Sofia University).  
*An Attempt to Describe the Concepts in Bulgarian Related to Fake News*

Nickolay Chadarov (Faculty of Journalism and Mass Communication, Sofia University).  
*Modern Communicative Aspects of the Military Oath Ritual (Values, Messages and Differences between Generations)*

Diliana Kirkovska (Faculty of Journalism and Mass Communication, Sofia University).  
*Digital Radio – Legal, Regulatory and Market Grounds of Its Absence in Bulgaria*

Panel discussion



Afternoon session – beginning 13:00 h

Panel: Changes in the Roles of Social Media and Future Perspectives of  
Media

Moderator: Assoc. Prof. Dr. Simeon Vassilev

Organizer: Nina Stoilova

(working language – Bulgarian)

[Join the panel](#)

Ivo Draganov (New Bulgarian University). *Pan-European TV EUROPE + Channel or the Missing Audio-visual Face of the EU*

Valery Marinov (Faculty of Journalism and Mass Communication, Sofia University). *Mobile Journalism and the Concept for "New Deal in Journalism"*

Justine Toms (New Bulgarian University). *New Media Formats – Audio and Video Online For Fast Consumption*

Ventsislav Vassilev (Faculty of Journalism and Mass Communication, Sofia University). *Implementation of ASR Software in Bulgarian Language for Web Publishing of Live Reports in Journalism*

Aleksandra Dyankova (Faculty of Journalism and Mass Communication, Sofia University). *The Social Media LinkedIn as a Communication Channel for Business Communication and Building of Corporate and Personal Brand*

Ivelina Georgieva (Faculty of Journalism and Mass Communication, Sofia University). *Journalistic Practices and Tools against the Disinformation on Social Media*

Svetozara Velichkova (Faculty of Journalism and Mass Communication, Sofia University). *The Influence of Social Media in Bulgaria*

Nina Stoilova (Faculty of Journalism and Mass Communication, Sofia University). *Interaction in the Communication Channels of the 21st Century*

Panel discussion



Afternoon session – beginning 15:00 h

Panel: Communication as an Industry

Moderator: Assoc. Prof. Dr. Mila Serafimova

Organizer: Asst. Prof. Dr. Yordan Karapenchev

(working language – Bulgarian)

[Join the panel](#)

Mila Serafimova (Faculty of Journalism and Mass Communication, Sofia University).  
*Challenges to the PR in Times of Crisis in the Digital Media Reality*

Diana Andreeva - Popyordanova (University of National and World Economy).  
*Economic Contribution of the Media in Bulgaria for the Period 2008-2020*

Miroslava Tsenkova (Faculty of Journalism and Mass Communication, Sofia University).  
*PR Activities in Digital Business Communication*

Yordan Karapenchev (Faculty of Journalism and Mass Communication, Sofia University).  
*Types of Copywriting Texts in User Interface (UI)*

Teodora Petkova (Ontotext). *The Content of Digital Marketing Communication on the Web as Semantic Capital*

Bogomila Koleva (Faculty of Journalism and Mass Communication, Sofia University).  
*Methods for Dealing with the Crisis from COVID-19*

Ina Kandeva (Faculty of Journalism and Mass Communication, Sofia University).  
*Corporate and Media Image. Social Engagement as a Challenge to Build Them*

Lyubomir Palev (Faculty of Journalism and Mass Communication, Sofia University).  
*Crisis Communications of the Bulgarian Government in the Period December 2021 – June 2022*

Panel discussion



Afternoon session – beginning 15:00 h

Panel: Transformational Effects in the Field of Mass Communication in Times of Crisis

Moderator: Prof. Dr. Efrem Efremov

Organizer: Nedelina Petkova

(working language – Bulgarian)

[Join the panel](#)

Ivo Indzhov (University of Veliko Tarmovo "St. Cyril and St. Methodius"). *Journalistic Reflections on Journalism and the Media in Bulgaria (Content Analysis of Publications In 10 Newspapers For The Period 1916 - 2021)*

Teodora Petrova (Faculty of Journalism and Mass Communication, Sofia University). *The role of audio visual materials in strategic communication in healthcare*

Liliya Raycheva, Mariyan Tomov (Faculty of Journalism and Mass Communication, Sofia University). *Media Day: Experimental Hybridity in Search of the Most Reliable Content*

Panayot Stefanov (Faculty of Journalism and Mass Communication, Sofia University). *Socio-Cultural Effects of Shrinking Circulations of Print Media*

Kiril Yanev (Faculty of Journalism and Mass Communication, Sofia University). *Performance Metrics for Multimedia Communicative Competence - Semiotic Aspects*

Elena Fuchedzhieva (Faculty of Journalism and Mass Communication, Sofia University). *The Expertise Knowledge - The Meeting of the Expert and Journalistic Field in the Pandemic in 2020-2022*

Valentina Marinova (Faculty of Journalism and Mass Communication, Sofia University). *The Challenge of Health Communication – PR for Hospitals*

Nedelina Petkova (Faculty of Journalism and Mass Communication, Sofia University). *Bulgarian Music during the COVID-19 Pandemic and Media's Role for Its Distribution*

Panel discussion