



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

organizes an international conference together with our academic partners

Eastern Kentucky University, USA

Vilnius University, Lithuania

Vytautas Magnus University, Lithuania

the Polytechnic Institute of Lisbon, Portugal

Batumi Shota Rustaveli University, Georgia

University of Bucharest, Romania

on the topic of

## MEDIA AND COMMUNICATION: TRANSFORMATIONS AND DEVELOPMENT IN THE DIGITAL AGE

The conference will be held on the 26<sup>th</sup> and 27<sup>th</sup> of October 2023 within the framework of the St. Kliment Ohridski Days on the video conference platform Teams.



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October 26<sup>th</sup>, 2023 (Thursday)

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

[Join the Opening and Plenary session](#)

Plenary Session – Beginning 10.15 h

Moderator: Assoc. Prof. Dr. Manuela Manliherova

(working language – English)

Mark Deuze (University of Amsterdam, the Netherlands). *The Glitch, Uncanny, and Dizziness of Freedom: Articulating (a Future for) Media Studies*

Benedict Schnellbächer (Saarland University, Germany). *Of Digital Platforms, Business Models and Gatekeepers - The Power of Digital Technologies in Shaping Society*

Surbhi Dahiya (Indian Institute of Mass Communication, India.) *Transformation in the Media Industry and Entrepreneurial Journalism*

Hasan Saliu (AAB College, Kosovo). *Newsworthiness for Television and Digital Journalism in Kosovo*



Afternoon session – beginning 13:00 h

Panel: Media and Digital Change

Moderator: Prof. Dr. Vesselina Valkanova

(working language – Bulgarian)

[Join the panel](#)

Vesselina Valkanova (Sofia University "St. Kliment Ohridski", Bulgaria). *Media studies and transformations in the media environment in Bulgaria*

Svetlana Stankova (Sofia University "St. Kliment Ohridski", Bulgaria). *Agenda Setting Theory in the Digital Era – Modifications and Adjustments*

Desislava Andreeva (University of Veliko Tarnovo "St. Cyril and St. Methodius", Bulgaria). *Covering the Future - Educational Particularities of Science and Innovation Reporting*

Maya Stoyanova (Sofia University "St. Kliment Ohridski", Bulgaria). *Integration of Artificial Intelligence in Graphic Communication and Design*

Aneta Milkova (Sofia University "St. Kliment Ohridski", Bulgaria). *Freedom of Speech in the Media and Communication in the Digital Age*

Irina Greckov (Sofia University "St. Kliment Ohridski", Bulgaria). *The Communicative Power Of Ceremonial: How Europe Welcomed President Zelensky In July 2023.*

Blagovest Iliev (Sofia University "St. Kliment Ohridski", Bulgaria). *Digitalization in Regional Media - Trends and Perspectives*

Yotka Pancheva (Sofia University "St. Kliment Ohridski", Bulgaria). *Situating Visual Journalism in the Age of Digitalization*

Iveta Yordanova (Sofia University "St. Kliment Ohridski", Bulgaria). *Transformation and Responsiveness in the Online Media Design during the Usage of Different Devices. Content Management and Visual Organization*

Maria Ivanova (Sofia University "St. Kliment Ohridski", Bulgaria). *Architecture and Web Design: Buildings and Urban Environment in the Visual Online Presentation of Cultural Districts*

Panel discussion



Afternoon session – beginning 13:00 h

Panel: Risks and Opportunities of Digital Communication

Moderator: Dr. Georgi Alexandrov

(working language – English)

[Join the panel](#)

Fernanda Bonacho (School of Communications and Media Studies, Portugal). *The Hard Way to Tell the Story: Literacy Challenges for Media and News Narratives*

Sara Cura (School of Communications and Media Studies, Portugal). *Science Communication and Social Media Usage: The Example of Portuguese Archaeology*

Saulė Jokūbauskienė (Vilnius University, Lithuania). *Communication of Information Services of Martynas Mažvydas National Library of Lithuania in Social Media*

Ralitsa Kovacheva (Sofia University "St. Kliment Ohridski", Bulgaria). *Identification of Information Verification Practices in the Digital Environment Used By University Students*

Manuela Toteva (Sofia University "St. Kliment Ohridski", Bulgaria). *The Impact of Artificial Intelligence on PR Education and Opportunities for Integration into Teaching Practices*

Simona Veleva (American University of Bulgaria and Sofia University "St. Kliment Ohridski", Bulgaria). *Freedom of Expression Online – New Legal Instruments and Contemporary Problems*

Lora Tarkoleva (Sofia University "St. Kliment Ohridski", Bulgaria). *"Humour Is No Joke!". The Digital Presence of On-Air Fun and the Impact of New Media on It*

Panel Discussion



Afternoon session – beginning 15:00 h

Panel: Contemporary Aspects of Media and Communications

Moderator: Prof. Dr. Nikolay Mihaylov and Prof. Dr. Teodora Petrova

(working language – English)

[Join the panel](#)

Ginny Whitehouse (Eastern Kentucky University, USA). *Recrafting the Cornerstone: Shaping Ethics in Evolving Journalism*

Ferdinando Cabrini (University of Turin, Italy). *New Paradigms of Communication. Educational Paradigms of the 21<sup>st</sup> Century: Teaching Challenges for the Specialists of the Future*

Teodora Petrova (Sofia University "St. Kliment Ohridski", Bulgaria). *New Professional Realities and New Professions in the Field of Communications*

Steinar Bjørlykke and Valery Marinov (NRK Central Region, Norway/Sofia University "St. Kliment Ohridski", Bulgaria). *Usage of Mixed Reality to Broaden Participation of Content Creators and Encourage Audience Engagement in Television Programmes*

Justine Toms (New Bulgarian University, Bulgaria). *Slow and Fast Online Communication Channels in the Era of Media Transformation*

Elisabetta Pozzetto (University of Trieste). *Communication of Circular Economy in the Public Sphere in Bulgaria: A Study of Space, Agenda, Language, and Tools*

Mariana Huskinson. *Social Media's Voice in Inclusive Urban Planning: A Path to Accessible Cities*

Tsvetelina Dzhambazova (Sofia University "St. Kliment Ohridski", Bulgaria). *Internet Blackouts as Political Means: the Case of the Islamic Republic of Iran*

Mityo Marinov (Sofia University "St. Kliment Ohridski", Bulgaria). *The Mediator in Politics - From Traditional Media to "Algorithmocracy"*

Panel Discussion



Afternoon session - beginning 15:00 h

Panel: Digital Transformation of Media and Communication

Moderator: Assoc. Prof. Dr. Mila Serafimova

(working language - Bulgarian)

[Join the panel](#)

Mila Serafimova (Sofia University "St. Kliment Ohridski", Bulgaria). *Crisis Communication in the Digital Age – The Role of the Artificial Intelligence*

Margarita Pesheva (Varna Free University, Bulgaria). *Journalism - In the Challenges of Artificial Intellect*

Lilia Raycheva (Sofia University "St. Kliment Ohridski", Bulgaria). *Deliberative Communication – Risks and Opportunities*

Zhana Popova (Sofia University "St. Kliment Ohridski", Bulgaria). *The Streamers – The Dialogues in the Communication of the New Communities*

Diliana Kirkovska (Sofia University "St. Kliment Ohridski", Bulgaria). *The Artificial Intelligence and the Media – Legal and Ethical Challenges*

Stilia Paunova (Sofia University "St. Kliment Ohridski", Bulgaria). *AI: Automatization and the Old New Restrictions Ahead the Media and Communication*

Desislava Frantsova (Sofia University "St. Kliment Ohridski", Bulgaria). *Techno-Evolution in the Context of Media and Society. Artificial Intelligence and Sports Journalism*

Kristina Yurukova (Sofia University "St. Kliment Ohridski", Bulgaria). *Digital Transformation of the Advertising Industry*

Milena Ilieva-Momchilova (Sofia University "St. Kliment Ohridski", Bulgaria). *The Evolution of PR in the Digital Age*

Panel discussion



October 27<sup>th</sup>, 2023 (Friday)

Morning session – beginning 10:00 h

Panel: Future Trends in Communication Professions

Moderator: Assoc. Prof. Dr. Kalin Kalinov

(working language – English)

[Join the panel](#)

Nikolay Kolev (Sofia University "St. Kliment Ohridski", Bulgaria). *Uses of Artificial Intelligence for Creation and Distribution of News Content*

Teodora Georgieva (Sofia University "St. Kliment Ohridski", Bulgaria). *Digital Transformations In Investigative Journalism In Bulgaria – What Happens With Some Leaks In The Bulgarian Media?*

Nikola Vangelov (Sofia University "St. Kliment Ohridski", Bulgaria). *Online Advertising - Challenges and Opportunities in the Ever Changing Digital Environment*

Elena Slavkova (Sofia University "St. Kliment Ohridski", Bulgaria). *Digital Transformation in Content Management and Customer Engagement - The Omnichannel Approach*

Kaloyan Ganev (Sofia University "St. Kliment Ohridski", Bulgaria). *AI In Brand-Customer Communication*

Monika Dimitrova (Sofia University "St. Kliment Ohridski", Bulgaria). *Digital Approaches for Book Reading Promotion*

Ivailo Tsolov (Sofia University "St. Kliment Ohridski", Bulgaria). *Social Media Content Marketing for Recruitment in the IT Sector (Comparative Analysis between the Practices of the Largest Bulgarian and Foreign Companies)*

Panel discussion



Morning session – beginning 10:00 h

Panel: The Past, Present and Future of Media

Moderator: Assoc. Prof. Dr. Alexander Hristov

(working language – Bulgarian)

[Join the panel](#)

Alexander Hristov (Sofia University "St. Kliment Ohridski", Bulgaria). *Integration of the Content in Digital Channels*

Iliana Pavlova (University of Veliko Tarnovo "St. Cyril and St. Methodius"). *The News of BNT, Btv and Nova Television in Social Networks: Dispositive Analysis*

Lora Simeonova (Sofia University "St. Kliment Ohridski", Bulgaria). *#Elections in Tiktok - Politics as Fast Food*

Maria Markova (Sofia University "St. Kliment Ohridski", Bulgaria). *Social Content Marketing - Trends and Forecasts*

Svetozara Velichkova (Sofia University "St. Kliment Ohridski", Bulgaria). *The Future of Social Media*

Nina Stoilova (Sofia University "St. Kliment Ohridski", Bulgaria). *The Digital Environment and the New Social Platforms*

Stoyan Genov (Sofia University "St. Kliment Ohridski", Bulgaria). *Journalistic Nearsightedness in the Historical Perspective of the Coup from June 9th, 1923*

Velina Velinova (Sofia University "St. Kliment Ohridski", Bulgaria). *Propaganda Through The Mass Media (How It Used To Be And How It Is Today) Which Has Survived Technological Changes. The Case Study Regarding The Newspaper „L’Echo De Bulgarie“ (1913-1923) As An Example*

Kiril Yanev (Sofia University "St. Kliment Ohridski", Bulgaria). *Personal Selling and Multimedia Communicative Competence – Semiotic and Contextual Aspects*

Panel discussion





Afternoon session – beginning 13:00 h

Panel: Local and Regional Dimensions of Media and Communication

Moderator: Prof. Dr. Svetlozar Kirilov

(working language – English)

[Join the panel](#)

Svetlozar Kirilov (Sofia University "St. Kliment Ohridski", Bulgaria). *Communication Strategy of Private Military Company Wagner*

Mihály Szilágyi-Gál (Eötvös Lóránd University of Sciences, Hungary). *The Political Communication Export of the Hungarian Government*

Ivan Draganov (New Bulgarian University, Bulgaria). *Necessity for Common European TV Channel*

Robert Rajczyk (University of Silesia, Poland). *Contemporary Municipal Press in Poland*

Desislava Sotirova (Sofia University "St. Kliment Ohridski", Bulgaria). *Decreasing Trust and Credibility of News outlets in Europe?*

Polina Koryakovtseva (Korea University, the Republic of Korea). *The Gamification of Culture Method in Korean Entertainment TV-Shows Industry*

Panel discussion



Afternoon session – beginning 13:00 h

Panel: Media Environment Challenges

Moderator: Assoc. Prof. Dr. Maya Vassileva

(working language – Bulgarian)

[Join the panel](#)

Maya Vassileva (Sofia University "St. Kliment Ohridski", Bulgaria). *Communication Management of Facts and Data in the "Do it Now" Multi-Media Campaign: A Demographic Model for Parenting*

Irina Ivanova (S. Kuznets Kharkiv National University of Economics, Ukraine). *Anti-Military Blogging on YouTube (Based On Material from the Channels of Yuri Shvets (USA) and Leszek Sykulski (Poland))*

Victoria Biserova (Sofia University "St. Kliment Ohridski", Bulgaria). *Traditional Book Publishing and the New Digital Opportunities*

Nadezhda Miteva (Sofia University "St. Kliment Ohridski", Bulgaria). *Critical Junctures for Journalism in Bulgaria in the 21st Century*

Mariya Ilieva (New Bulgarian University, Bulgaria). *European Digital Communications Policies*

Nikoleta Kostadinova (Sofia University "St. Kliment Ohridski", Bulgaria). *Transformation of Business Models in Digital News Distribution*

Mirela Spassova (Sofia University "St. Kliment Ohridski", Bulgaria). *Positioning the Agriculture Sector in Media and Communications: Transformations and Development in the Digital Age*

Vyara Ivanova (Sofia University "St. Kliment Ohridski", Bulgaria). *Media Discourses on the Institutional Crisis in Bulgaria: Survey of Three Digital Editions for the Period January-June 2023.*

Petya Chakarova (Sofia University "St. Kliment Ohridski", Bulgaria). *Deinstitutionalization In Bulgaria - Communication Strategies In The Reflection Of The Process And Analysis Of The Environment For The Creation Of Councils On The Issues Of Social Services And The Attitudes Towards Their Functioning*

Teodora Koleva (Sofia University "St. Kliment Ohridski", Bulgaria). *Communication Aspects of 'Vulnerability' Among Young People Leaving Alternative Care in the Age of Digitalization*

Panel discussion



Afternoon session – beginning 15:00 h

Panel: Contemporary Dimensions of Media and Journalism

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

(working language – Bulgarian)

[Join the panel](#)

Maria Popova (Sofia University "St. Kliment Ohridski", Bulgaria). *Influence of the Uses and Gratification Theory on the Active Audience*

Nelly Ognyanova (Sofia University "St. Kliment Ohridski", Bulgaria). *Unprotected Speech*

Radostina Mihaylova (South-West University "Neofit Rilski, Bulgaria). *The Problematic Freedom of Speech in the News Sites of Southwestern Bulgaria*

Bogomila Koleva (Sofia University "St. Kliment Ohridski", Bulgaria). *The New Educational Paradigm of the 21<sup>st</sup> Century*

Nadelina Aneva (Sofia University "St. Kliment Ohridski", Bulgaria). *Leadership and the Clash of Media Images during the War in Ukraine*

Eleana Gencheva (Sofia University "St. Kliment Ohridski", Bulgaria). *Unethical Practices in the Newscasts of BNT, BTV and Nova TV - Influence On the Audience*

Zheyne Zheleva (Sofia University "St. Kliment Ohridski", Bulgaria). *Problems and Challenges Faced By Journalists at the Regional Level, Due To the Inconvenient Truth*

Ivana Hitkova (Sofia University "St. Kliment Ohridski", Bulgaria). *Disinformation as a Topical Media Phenomenon. Similarities, Differences, And (In)Coherence In Theoretical Approaches In German, English, And Bulgarian*

Deana Atanasova (Sofia University "St. Kliment Ohridski", Bulgaria). *Perceptions of Other and Overcoming Hate Speech through Various Interest Activities in a Multi-Ethnic School Environment*

Nickolay Chadarov (Sofia University "St. Kliment Ohridski", Bulgaria). *Visual Communication in the Design of the War Flag of the Bulgarian Army*

Panel discussion



Afternoon session – beginning 15:00 h

Panel: Emerging Technologies and New Media Culture

Moderator: Prof. Dr. Simeon Vassilev

(working language – Bulgarian)

[Join the panel](#)

Simeon Vassilev (Sofia University "St. Kliment Ohridski", Bulgaria). *Challenges of Media Transformation. On The Need for a Coherent Theory of Media Transformation and a New Media Culture*

Melani Simeonova (Sofia University "St. Kliment Ohridski", Bulgaria). *Competence Approach as a Key for a Successful Communication Specialist*

Olga Kolar (Sofia University "St. Kliment Ohridski", Bulgaria). *Media Self-Regulation in the Age of Hybrid Warfare and Disinformation*

Ina Kandeva (Sofia University "St. Kliment Ohridski", Bulgaria). *Environmental, Social and Corporate Governance (Esg) - Impact and Transformations in the Telecom Sector*

Valentina Marinova (Sofia University "St. Kliment Ohridski", Bulgaria). *Transformations and New Channels of Communication of Hospitals with Patients and Healthcare Institutions - Strengthening Digital Communication after the COVID-19 Pandemic*

Anzhela Georgieva (New Bulgarian University, Bulgaria). *Bulgarian Migrant Journalism: Traditions and Digital Perspectives*

Maria Krasteva (Sofia University "St. Kliment Ohridski", Bulgaria). *Dynamics and Tendencies in PR for Renewable Energy Sector*

Daniela Statulova (Sofia University "St. Kliment Ohridski", Bulgaria). *Models of Adaptation of Classical Texts during the Socialist Era and Today: Publishing Solutions, Editorial Approaches, Influences of the Social and Cultural Context*

Nedelina Petkova (Sofia University "St. Kliment Ohridski", Bulgaria). *Culture during a Pandemic - Influence and Development in Video Sharing Platforms*

Ivanka Valova (Sofia University "St. Kliment Ohridski", Bulgaria). *Video Image Processing. Video Effects*

Panel discussion