



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

organizes a jubilee 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

## COMMUNICATIONS, MEDIA AND EDUCATION IN THE PARADIGM OF NEW TECHNOLOGIES AND ARTIFICIAL INTELLIGENCE

THE EVENT IS PART OF THE CELEBRATIONS OF THE 50<sup>TH</sup> ANNIVERSARY OF THE  
ESTABLISHMENT OF THE FACULTY OF JOURNALISM AND MASS COMMUNICATION AS A  
STAND-ALONE UNIT OF SOFIA UNIVERSITY "ST. KLIMENT OHRIDSKI".

The conference will be held on the 24<sup>th</sup> and 25<sup>th</sup> of October 2024 on the video conference  
platform Teams.



VYTAUTAS  
MAGNUS  
UNIVERSITY  
MCMXXII



ESCOLA SUPERIOR  
DE COMUNICAÇÃO SOCIAL



October 24<sup>th</sup>, 2024 (Thursday)

10:00 h (UTC + 03:00) - 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 (UTC + 03:00) – Greetings by Mrs. Nadia Vissers, Director of the European Journalism Training Association (EJTA)

10:20 h (UTC + 03:00) – Greetings by Mr. Fernando Ojea, Secretary General of CIRCUM Regional

Plenary Session – Beginning 10:25 h (UTC + 03:00)

Moderator: Assoc. Prof. Dr. Manuela Manliherova

(working language – English)

Astrid M. Fellner, Eva Nossem, Yuliya Stodolinska (Saarland University, Germany). *AI Across Borders: Integrating AI-Based Text Generators into University Teaching*

Mihály Szilágyi-Gál (Eötvös Lóránd University of Sciences, Hungary). *Some Aspects of Press Freedom and Desinformation in Taiwan*

Irma Gabinashvili (Batumi State University, Georgia). *Future of Media - In the Context of Predictions, Benefits and Preference*

Elitsa Stoilova (Umni.bg, Bulgaria).



Afternoon session – beginning 13:00 h (UTC + 03:00)

Panel: Transformation of the Media Environment

Moderator: Prof. Dr. Simeon Vasilev

(working language – Bulgarian)

Vesselina Valkanova (Sofia University "St. Kliment Ohridski", Bulgaria).

*Disintermediation and Virtualization in Communication. Reliable Information and Authoritative News Reporting As a Social Responsibility*

Simeon Vasilev (Sofia University "St. Kliment Ohridski", Bulgaria). *Technologies and Media Culture*

Evelina Kristanova (SWPS University in Warsaw, Poland). *Contemporary Bulgarian and Polish Women's Magazines. A Comparative Study*

Biser Zlatanov (Sofia University "St. Kliment Ohridski", Bulgaria). *The Media Management in Transforming Media Environment*

Maya Stoyanova (Sofia University "St. Kliment Ohridski", Bulgaria). *The New Faces of Design in the Age of Digital Transformation*

Mariya Ilieva (New Bulgarian University, Bulgaria). *The Use of Chatbot as a New Tool in Digital Communication*

Melani Simeonova (Sofia University "St. Kliment Ohridski", Bulgaria). *The Creative Staff - Tools and Resources of Communication Specialists*

Petya Stefanova (Sofia University "St. Kliment Ohridski", Bulgaria). *Corporate Communication Management in the Era of Digital Transformation. Challenges of Today and Development Trends in Communication Activities*

Sofia Zlatanova (Southwest University "Neofit Rilski", Bulgaria). *Radio in the Convergent Media Environment*

Iveta Yordanova (Sofia University "St. Kliment Ohridski", Bulgaria). *Design and Accessibility of Online Media: Impact and Integration of WCAG*

Panel discussion



Afternoon session – beginning 13:00 h (UTC + 03:00)

Panel: Communication in the Age of AI

Moderator: Prof. Dr. Nikolai Mihailov

(working language – English)

Christo Kaftandjiev (Sofia University "St. Kliment Ohridski", Bulgaria). *Characteristics of Marketing Communications, Generated By the Artificial Intelligence*

Ivana Stojanović Prelević, Dragan Stevanović (University of Niš, Serbia). *Liedereship, Ethics and Artificial Intelligence*

Eugen Istodor (University of Bucharest, Romania). *Brief Portrait of Journalism in the Age of Artificial Intelligence*

Liudmyla Novikova (Cinema and Television University, Ukraine). *Artificial Intelligence In The Screen Arts: Benefits And Risks*

Valeri Marinov (Sofia University "St. Kliment Ohridski", Bulgaria). *Usage of Artificial Intelligence in Regional Televisions of Europe - Concepts, Visions and Case Studies*

Justine Toms (New Bulgarian University, Bulgaria). *AI – Ethical Frame of Usage by Communication Experts*

Anna Bureiko (Vytautas Magnus University, Lithuania). *Journalism in the Age of AI, VR, and Synthetic Media: A Literature Analysis*

Panel Discussion



Afternoon session – beginning 15:00 h (UTC + 03:00)

Panel: Media and Education Process

Moderator: Assoc. Prof. Dr. Kalin Kalinov

(working language – English)

Claudia Polzin-Haumann (Saarland University, Germany). *Discursive Constructions of a Cross-Border Social Space during the Covid-19 Pandemic*

Manuela Manliherova (Sofia University "St. Kliment Ohridski", Bulgaria). *Digital (Synthetic) Humans in Media Industry*

Kalin Kalinov (Sofia University "St. Kliment Ohridski", Bulgaria). *Communication Perspectives on Social Fragmentation in Contemporary Society*

Oksana Voloshenuk, Halyna Dehtiarova (Department of Film Studies of KNUTKIT named after I. K. Karpenka-Karoho, Ukraine). *Creative Tools of Media Literacy: Media Educational Comic*

Saulė Jokūbauskienė, Daiva Siudikienė (Vilnius University, Lithuania). *The Study of Students' Reading Habits and Informational Behavior*

Petro Katerynych (Taras Shevchenko National University of Kyiv, Ukraine). *The Integration of Artificial Intelligence in Screenwriting and Directing Education: Tools and Applications*

Tetiana Polishchuk, Oleksandra Hondiul (Boris Grinchenko Kyiv Metropolitan University, Ukraine). *Media Education for Adults at the Media Hub Grinchenko University*

Monika Dimitrova (Sofia University "St. Kliment Ohridski", Bulgaria). *Rethinking Reading Promotion in Digital Context. Survey on the Attitudes of Reading Promoters to the Application of Digital Approaches*

Panel Discussion



Afternoon session - beginning 15:00 h (UTC + 03:00)

Panel: New Media Technologies and AI

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

(working language - Bulgarian)

Maria Popova (Sofia University "St. Kliment Ohridski", Bulgaria). *Agenda Setting In the Media through Artificial Intelligence - Freedom of Political Messages or Media Content Control*

Greta Dermendjieva, Lora Simeonova (Sofia University "St. Kliment Ohridski", Bulgaria). *The Artificial Intelligence – Frankenstein or the New Prometheus?*

Marina Marinova (University of Veliko Tarnova "St. Cyril and St. Methodius", Bulgaria). *The Future of Journalism and Artificial Intelligence*

Stilia-Felisi Paunova (Sofia University "St. Kliment Ohridski", Bulgaria). *Distortion through Quantum Praxis in Media and Communication*

Lora Petkova (Sofia University "St. Kliment Ohridski", Bulgaria). *Digital Divide and AI Language Barriers in the Fight against Synthetic Misinformation in Bulgaria*

Mirela Spasova (Sofia University "St. Kliment Ohridski", Bulgaria). *The Topic of Agriculture in Communications, Media and Education in the Paradigm of New Technologies and Artificial Intelligence*

Mityo Marinov (Sofia University "St. Kliment Ohridski", Bulgaria). *Artificial Intelligence Illustration - Help or Threat to Credibility*

Polina Nalbantova (Sofia University "St. Kliment Ohridski", Bulgaria). *Behind the Scenes of the Journalism: Forms of Participatory Journalism and Artificial Intelligence. Challenges and Opportunities*

Kristina Yurukova (Sofia University "St. Kliment Ohridski", Bulgaria). *Attitudes and Trust towards AI-Generated Content and Ads in Bulgaria*

Leda Tsvetkova (Sofia University "St. Kliment Ohridski", Bulgaria). *Brands of International Television - Development of Visual Communication*

Panel discussion



October 25<sup>th</sup>, 2024 (Friday)

Morning session – beginning 10:00 h (UTC + 03:00)

Panel: New Paradigms in Journalism

Moderator: Assoc. Prof. Dr. Maya Vasileva

(working language – English)

Maya Vasileva (Sofia University "St. Kliment Ohridski", Bulgaria). *The News Value – Professional and Scientific Dimensions in the Paradigm of New Technologies and Artificial Intelligence*

Teodora Petrova (Sofia University "St. Kliment Ohridski", Bulgaria). *Historical Aspects of Strategic Communications*

Ralitsa Kovacheva (Sofia University "St. Kliment Ohridski", Bulgaria). *They vs. us: Understanding Ethnocentrism's Role as a Vulnerability Factor to Foreign Information Manipulation and Interference (FIMI)*

Sabína Gáliková Tolnaiová, Slavomír Gálik (University of St. Cyril and Methodius, Slovakia). *New Media Technologies as Challenges for the Development of (Not Only) Slovak Journalism*

Talia Rodríguez-Martelo, Isaac Maroto-González, José Rúas-Araújo (University of Vigo, Spain). *Engaging New Audiences in the Fight against Disinformation: Proposals from European Regional Media*

Oksana Zhuravska (Kyiv National Economic University named after Vadym Hetman, Ukraine). *Memes of the Crisis Periods in Polish and Ukrainian Mass Media as an Element of the Author's Manipulative Argumentation*

Marzena Tabor-Olszewska (Rzeczpospolita, Poland). *The most important aspects in the transformation of the editorial office from creating content for the newspaper to creating content for the Internet*

Anita Bedin (Sofia University "St. Kliment Ohridski", Bulgaria). *Communication Design in Product Management of Exclusive Luxury Appliances*

Tsvetelina Dzhambazova (Sofia University "St. Kliment Ohridski", Bulgaria). *Coverage of the Houthi Movement in International Media*

Panel discussion



Morning session – beginning 10:00 h (UTC + 03:00)

Panel: New Trends in the Traditional and Online Journalism

Moderator: Assoc. Prof. Dr. Orlin Spasov

(working language – Bulgarian)

Orlin Spasov (Sofia University "St. Kliment Ohridski", Bulgaria). *Content Moderation Online: From Social to Institutional Interventions*

Tetiana Dziuba (National University of Life and Environmental Sciences of Ukraine). *Using the Observation Method in Journalistic Investigations of the Institutions for Mentally Disabled People*

Kiril Havezov (Sofia University "St. Kliment Ohridski", Bulgaria). *Factors and Dynamics of Genre Transformations in the Interdisciplinary Discourse of Bulgarian Media*

Aleksandra Trenkova (Sofia University "St. Kliment Ohridski", Bulgaria). *Media Environment and "Clean Journalism" - Trends and Perspectives*

Vyara Ivanova (Sofia University "St. Kliment Ohridski", Bulgaria). *The Media Narrative of Social Crises in Bulgaria: Survey of Online News Editions*

Daniela Trencheva (Sofia University "St. Kliment Ohridski", Bulgaria). *Journalism Quality Standards within Media Ethics Codes In the EU*

Zheyne Zheleva (Sofia University "St. Kliment Ohridski", Bulgaria). *The First "Light Painters": The Beginning of Photography in Stara Zagora Region*

Mila Cherneva (Sofia University "St. Kliment Ohridski", Bulgaria). *When the Audience Becomes the Author. Use of Social Networks and Citizen Journalism by the Professional Media in Bulgaria*

Nikoleta Kostadinova (Sofia University "St. Kliment Ohridski", Bulgaria). *New Models and Challenges for Media Content Delivery*

Nina Stoilova (Sofia University "St. Kliment Ohridski", Bulgaria). *Brand Identity in a Digital Environment*

Nedelina Petkova (Sofia University "St. Kliment Ohridski", Bulgaria). *Media during Crises - Anthropological Influence*

Panel discussion





Afternoon session – beginning 13:00 h (UTC + 03:00)

Panel: Media Aspects of War as Contemporary Social Phenomenon

Moderator: Prof. Dr. Svetlozar Kirilov

(working language – English)

Svetlozar Kirilov (Sofia University "St. Kliment Ohridski", Bulgaria). *Drones in the War in Ukraine*

Roman Pykaliuk (Volodymyr Vynnychenko Central Ukrainian State University, Ukraine). *Trends in the Development of Data Journalism in Ukrainian Online Media in Wartime*

Iryna Verkhovtseva (State University of Information and Communication Technologies, Ukraine). *Counteracting Information Violence in Digital Communication: Cyber Diplomacy (Case Study "Russia's Information War Against Ukraine")*

Anastasiia Simashova (Kamianets-Podilskyi Ivan Ohienko National University, Ukraine). *The Price of War, the Price of Peace: The Russian-Ukrainian War Coverage in the European Newspapers*

Liudmyla Yosupivna Zubrytska, Alla Hryhorivna Zinchenko, Iryna Ihorivna Titarenko (National University of Kyiv-Mohyla Academy, Ukraine). *Peculiarities of Ukrainian Business Communication in the Conditions of the Russian-Ukrainian War*

Olena Rosinska (Kyiv National University of Economics named after Vadym Hetman, Ukraine). *Media Influence of the Modern Ukrainian War Film*

Tetiana Reshetukha, Oksana Kushnir (Ternopil Volodymyr Hnatiuk National Pedagogical University, Ukraine). *Disinformation Narratives in the Context of Hybrid Warfare Threats*

Panel discussion



Afternoon session – beginning 13:00 h (UTC + 03:00)

Panel: Communication Influence and Public Sphere

Moderator: Assoc. Prof. Dr. Mila Serafimova

(working language – Bulgarian)

Mila Serafimova (Sofia University "St. Kliment Ohridski", Bulgaria). *Technology of Protest as a Form of Communication*

Victoria Biserova (Sofia University "St. Kliment Ohridski", Bulgaria). *Communicating Digital Reading Promotion Campaigns*

Yordan Karapenchev (Sofia University "St. Kliment Ohridski", Bulgaria). *Trends in the Use of "Microcopy" For Improving User Experience in Mobile Applications and Websites*

Blagovest Iliev (Sofia University "St. Kliment Ohridski", Bulgaria). *Regionalization and Its Role in Television Program Development*

Aleksandra Dyankova (Sofia University "St. Kliment Ohridski", Bulgaria). *The Social Media LinkedIn as a Communication Channel for Business Communication and Building of Corporative and Personal Brand*

Venelina Ivanova (Sofia University "St. Kliment Ohridski", Bulgaria). *The Social Media Role in the Global Business Environment*

Eleana Gencheva (Sofia University "St. Kliment Ohridski", Bulgaria). *The Impact of the Media on the Public Opinion of Different Types of Audience*

Milena Ilieva - Momchilova (Sofia University "St. Kliment Ohridski", Bulgaria). *Branding In Politics: How Candidates Are Using the Power of Image to Win Elections*

Petya Kantareva (Sofia University "St. Kliment Ohridski", Bulgaria). *PR Crises and Communication Strategies in Government Rotation and Negotiations*

Svetozara Velichkova (Sofia University "St. Kliment Ohridski", Bulgaria). *Transformation of Institutional PR in the Digital Age*

Stefani Petrova (Sofia University "St. Kliment Ohridski", Bulgaria). *Influence of AI in PR field*

Panel discussion



Afternoon session – beginning 15:00 h (UTC + 03:00)

Panel: Social Networks and Media Content

Moderator: Assoc. Prof. Dr. Svetlana Stankova

(working language – English)

Svetlana Stankova (Sofia University "St. Kliment Ohridski", Bulgaria). *Fake News in the Era of Automated Social Networks*

Ferdinando Cabrini (UNITO - Torino University cooperation, Italy). *New Words for the New World - In the AI time and the Metaverse*

Oleh Dzholos (Taras Shevchenko National University of Kyiv, Ukraine). *The Digital Media Sector Is On The Cusp Of Regulation. EU Legislation and Prospects for Ukraine*

Vaiva Salaseviciute (Vytautas Magnus University, Lithuania). *Enhancing Political Values through Synthetic Media in Political Communication*

Nikola Vangelov (Sofia University "St. Kliment Ohridski", Bulgaria). *AI In Advertising: Creative Practices*

Nikolay Kolev (Sofia University "St. Kliment Ohridski", Bulgaria). *Smartphone Journalism in Bulgaria - Devices, Accessories, Software and Platforms*

Desislava Sotirova (Sofia University "St. Kliment Ohridski", Bulgaria). *High-Quality Journalism Or News Engagement On Social Media – Is It Possible To Have Both?*

Ivailo Tzolov (Sofia University "St. Kliment Ohridski", Bulgaria). *The LinkedIn Platform - Marketing Strategy, Impact and Challenges*

Ivanka Valova (Sofia University "St. Kliment Ohridski", Bulgaria). *Human-Machine Communication: Balance between Technological Progress and Human Nature*

Panel discussion



Afternoon session – beginning 15:00 h (UTC + 03:00)

Panel: Ethical Regulation and New Media Environment

Moderator: Prof. Dr. Nikolai Mihailov

(working language – Bulgarian)

Nikolai Mihailov (Sofia University "St. Kliment Ohridski", Bulgaria). *About the Norms of Journalistic Ethics Today*

Desislava Andreeva (University of Veliko Tarnovo "St. Cyril and St. Methodius"). *Ig Nobel – The Alternative Media Narrative about Science*

Aneta Milkova (Sofia University "St. Kliment Ohridski", Bulgaria). *Regulation of Media Content during Election Campaigns in Bulgaria – Rules, Competence, Effectiveness*

Diliana Kirkovska (Sofia University "St. Kliment Ohridski", Bulgaria). *Regulation of Influencers in Bulgaria - Responsibility to Be Accepted and Belated Necessity*

Nadezhda Miteva, Lilia Raycheva (Sofia University "St. Kliment Ohridski", Bulgaria). *Expert Semaphore of the Bulgarian Media Environment*

Bilyana Zhivkova (Shumen Municipality Media Center, Bulgaria). *The Ethical Perspective in Selecting Photos in a Crossmedia Environment*

Ivana Hitkova (Sofia University "St. Kliment Ohridski", Bulgaria). *Correlations between Misinforming News and the Electoral Process. The Misleading Narratives about the War in Ukraine in the Focus of Experts during the 2024 European Elections*

Olga Kolar (Sofia University "St. Kliment Ohridski", Bulgaria). *Disinformation and Manipulation Based On Cognitive Distortions Used By Political Leaders in the Republic Of Moldova*

Sergey Todorov (Sofia University "St. Kliment Ohridski", Bulgaria). *The Influence of Digital Civic Culture and Social Media - Challenges and Dangers in Modern PR*

Maria Markova (Sofia University "St. Kliment Ohridski", Bulgaria). *Social Video Content Marketing - Predictions and Expectations*

Lilia Raycheva, Lora Metanova, Neli Velinova, Mariyan Tomov (Sofia University "St. Kliment Ohridski", Bulgaria). *Debating The European Union's Future in the 2024 Bulgarian Election Campaign*

Panel discussion