International seminar on the topic

Transformations and Convergent Models of Journalism in the Digital Environment

The seminar will be held on the 26th of March 2026 (Thursday) on the video conference platform Zoom.

[Join the seminar]

10:00 H (BULGARIAN TIME, GMT+3) – OPENING SPEECH BY PROF. DR. NIKOLAY MIHAYLOV, COORDINATOR OF RESEARCH PROJECT № КП-06-Н65/9 FROM 12TH DECEMBER, 2022

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

Panel: Journalism, Media Trust and Digital Transformations

Moderator: Prof. Dr. Nikolay Mihaylov

Working language: Bulgarian

10:15 – 10:25 h Vesselina Valkanova (Sofia University "St. Kliment Ohridski", Bulgaria). *The Bulgarian Context and Media Studies on the Environment, the Profession, and the Implementation of Generative Artificial Intelligence in Journalism*

10:25 – 10:35 h Nikolay Mihaylov (Sofia University "St. Kliment Ohridski", Bulgaria). *Professional ethics and digital transformation in the media*

10:35 – 10:45 h Maya Stoyanova (Sofia University "St. Kliment Ohridski", Bulgaria). *Metrics of Visual Polarization in Digital Journalism: A Study of Graphic Parameters in Bulgarian YouTube Channels for Political Commentary and Analysis*

10:45 – 10:55 h Ivo Indzhov. *Artificial Intelligence in the Bulgarian Media: New Opportunities and New Risks in the Digital Public Sphere*

10:55 – 11:05 h Greta Dermendzhieva, Lora Simeonova, Lora Petkova (Sofia University "St. Kliment Ohridski", Bulgaria). *Stars on TikTok, outcasts on Facebook: Differences in Reactions to AI Content*

11:05 – 11:15 h Milyana Veleva (Sofia University "St. Kliment Ohridski", Bulgaria). *Digital Transformation and Media Coverage of the Olympic Games*

11:15 – 11:25 h Ralina Tropankeva (Sofia University "St. Kliment Ohridski", Bulgaria). *Artificial Intelligence and the Visual Framework of Election Coverage: Convergence Between Television Journalism and Algorithmic Data Visualization*

11:25 – 11:35 h Polina Nalbantova (Sofia University "St. Kliment Ohridski", Bulgaria). *The Digital Revolution – The Newsroom, Automation, and Content Types*

11:35 – 11:45 h Petya Kantareva (Sofia University "St. Kliment Ohridski", Bulgaria). *Digital Mobilization and the Transformation of Political Communication: The Protests in Bulgaria in Late 2025 as a New Communication Model*

11:45 – 11:55 h Dimitar Halachev (Sofia University "St. Kliment Ohridski", Bulgaria). *Trust in Journalism in the Digital Media Environment*

11:55 – 12:05 h Petya Terzieva (Sofia University "St. Kliment Ohridski", Bulgaria). *Neural Networks and the Crisis of Media Brand Identity: Strategic Challenges Facing Traditional Media*

12:05 – 12:15 h Stefani Yankova (Sofia University "St. Kliment Ohridski", Bulgaria). *Algorithmic PR campaigns in the digital media landscape*

12:15 h Discussion

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

Panel: Strategic, Institutional and Visual Communication in the Digital Age

Moderator: Prof. Dr. Iliana Pavlova

Working language: Bulgarian

13:00 – 13:10 h Iliana Pavlova (University of Veliko Tarnovo "St. Cyril and St. Methodius", Bulgaria). *Journalistic fact-checking as a tool for countering disinformation in the digital media environment*

13:10 – 13:20 h Aneta Milkova (Sofia University "St. Kliment Ohridski", Bulgaria). *New Dimensions of the Concept of Freedom of Speech in the Media and Communication in the Digital Age*

13:20 – 13:30 h Teodora Petrova, Anita Bedin (Sofia University "St. Kliment Ohridski", Bulgaria). *Convergent Approaches in Strategic Communications and Brand Management*

13:30 – 13:40 h Galina Mitkova (Sofia University "St. Kliment Ohridski", Bulgaria). *Convergent Models of Communication Between Public Institutions, the Media, and Society in the Age of Digitalization*

13:40 – 13:50 h Lora Vitkova (Sofia University "St. Kliment Ohridski", Bulgaria). *The Transformation of Journalism and the Construction of Parasocial Relationships in Digital Media*

13:50 – 14:00 h Leda Tsvetkova (Sofia University "St. Kliment Ohridski", Bulgaria). *Visual Communication of Television Brands in the Digital Media Ecosystem*

14:00 – 14:10 h Venelina Ivanova (Sofia University "St. Kliment Ohridski", Bulgaria). *A Dispositive Analysis of Social Media as a New Economic Regulator: The Transformation of Media Business Models in the Digital Communication Context*

14:10 – 14:20 h Ivo Todorov (Sofia University "St. Kliment Ohridski", Bulgaria). *The Platformization of Journalism and Convergent Editorial Practices in the Digital Environment*

14:20 – 14:30 h Maria Georgieva (Sofia University "St. Kliment Ohridski", Bulgaria). *Diplomacy and the Communication Process*

14:30 – 14:40 h Stanimira Pashova (Sofia University "St. Kliment Ohridski", Bulgaria). *Visual Communication and Institutional Legibility in the Digital Environment of Public and Private Hospitals in Bulgaria*

14:40 – 14:50 h Diana Kostova (Sofia University "St. Kliment Ohridski", Bulgaria). *PR Strategies for Implementing Artificial Intelligence in the Media Ecosystem, Specifically Public Media: Trust and Reputation Management in the Digital Age*

14:50 h Discussion

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

Panel: Platform Publics, Ethics and Convergent Journalism

Moderator: Assoc. Prof. Dr. Kalin Kalinov

Working language: English

15:00 – 15:10 h Kalin Kalinov (Sofia University "St. Kliment Ohridski", Bulgaria). *From Information to Fragmentation: Digital Media and the Dynamics of Social Polarization*

15:10 – 15:20 h Călin-Liviu Hera (University of Bucharest, Romania). *From media public sphere to platform public sphere: Political Communication on media platforms during the 2024 Romanian Elections*

15:20 – 15:30 h Evelina Kristanova (SWPS University in Warsaw, Poland). *Digitized Polish Press Sources: Selected Examples and Their Significance in Contemporary Journalism*

15:30 – 15:40 h Irma Gabinashvili (Batumi Shota Rustaveli State University, Georgia). *Ethical Resilience in the Digital Age: Engineering Collective Memory through Convergent Journalism*

15:40 – 15:50 h Ginny Whitehouse (ICCA School of Communication, USA). *No Byline, No Responsibility: The Ethics Vacuum in AI Synthesized News*

15:50 – 16:00 h Sonya Karabelova, Kaloyan Haralampiev (Sofia University "St. Kliment Ohridski", Bulgaria). *Media Perceptions in Bulgaria: Exploring Traditional and Social Media Attitudes*

16:00 – 16:10 h Iva Ivanova (Sofia University "St. Kliment Ohridski", Bulgaria). *Convergent Models of Journalism and Visual Advocacy in Contexts of Democratic Regression*

16:10 – 16:20 h Yotka Pancheva (Sofia University "St. Kliment Ohridski", Bulgaria).

16:20 – 16:30 h Desislava Sotirova (Sofia University "St. Kliment Ohridski", Bulgaria). *Convergence of Sources: Challenges to Journalism in the Verification of Synthetic Content (Deepfakes)*

16:30 – 16:40 h Yordan Karapenchev (Sofia University "St. Kliment Ohridski", Bulgaria). *Observations on Public Perceptions of Television Advertising Targeting Children: A Focus Group Study*

16:40 – 16:50 h Siamand Halaf (Sofia University "St. Kliment Ohridski", Bulgaria). *How digital media are transforming cross-cultural advertising, and what new, integrated communication models are emerging that combine global and culturally adapted advertising*

16:50 h Discussion