



International seminar on the topic

## Media Environment and Media Research – Methodologies, Meta-analysis, Trends

The seminar will be held on the 29<sup>th</sup> – 30<sup>th</sup> of April 2025 within the framework of the 50<sup>th</sup> Jubilee of the Faculty of Journalism and Mass Communication of Sofia University “St. Kliment Ohridski” on the video conference platform Zoom.

[Join the seminar](#)

10:00 (BULGARIAN TIME, GMT+3) – OPENING SPEECH BY PROF. DR. VESSELINA VALKANOVA, DEAN OF THE FACULTY OF JOURNALISM AND MASS COMMUNICATION OF SOFIA UNIVERSITY “ST. KLIMENT OHRIDSKI” AND HEAD OF RESEARCH PROJECT № КП-06-H75/6 FROM 7<sup>th</sup> DECEMBER, 2023

10:15 - OPENING SPEECH BY DR. SIMONA VELEVA, CHAIRPERSON OF THE COUNCIL FOR ELECTRONIC MEDIA OF BULGARIA

29<sup>th</sup> of April 2025

Morning session – beginning 10:30 (Bulgarian time, GMT+3)

Panel: Media Environment, Media Transformations and Media Studies in  
the XXI century

Moderator: Prof. Dr. Nikolay Mihailov

Working language: Bulgarian

10:30 – 10:40 Vesselina Valkanova (Sofia University “St. Kliment Ohridski”, Bulgaria).  
*Meta-analysis and research on the environment, audiences, journalism.*  
*Presentation of the Media Survey Center*

10:40 – 10:50 Nikolay Mihaylov (Sofia University “St. Kliment Ohridski”, Bulgaria).  
*Ethical aspects of media regulation*

10:50 – 11:00 Evelina Kristanova (SWPS University in Warsaw, Poland). *Methodology  
of Media Studies Research: The Case of Digital Sources on the History of the  
Polish Section of Radio Free Europe*

11:00 – 11:10 Iliana Pavlova (University of Veliko Tarnovo “St. Cyril and St. Methodius”,  
Bulgaria). *Media narratives about artificial intelligence (results of a survey of  
online media in Bulgaria)*

11:10 – 11:20 Teodora Georgieva (Sofia University “St. Kliment Ohridski”, Bulgaria).  
*Trends in media research of Investigative Journalism*

11:20 – 11:30 Aneta Milkova (Sofia University “St. Kliment Ohridski”, Bulgaria).  
*Creating a Successful and Sustainable Model of Public Media in Bulgaria –  
Assessment and Prospects*

*11:30 Discussion*

29<sup>th</sup> of April 2025

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

Panel: Communication, Communication Management and Communication Influences

Moderator: Assoc. Prof. Dr. Manuela Manliherova

Working language: English

- 13:00 – 13:10 Irma Gabinashvili (Batumi Shota Rustaveli State University, Georgia). *Models of Integration and segregation in the process of forming identity policy in the media (on the example of regional media)*
- 13:10 – 13:20 Florian Petrica (University of Bucharest, Romania). *Sports journalism in Romania: Football, an exclusive advertising channel*
- 13:20 – 13:30 Monika Wiśniowska (SWPS, Uniwersytet Papieski Jana Pawła II, Poland). *Ethics in PR in the light of a study of PR specialists in Poland*
- 13:30 – 13:40 Justin Toms (New Bulgarian University, Bulgaria). *Metadata. The shift from Google-centric to AI-centric digital spaces*
- 13:40 – 13:50 Teodora Petrova (Sofia University “St. Kliment Ohridski”, Bulgaria). *Strategies for attaining content users attention in digital marketing*
- 13:50 – 14:00 Manuela Toteva (Sofia University “St. Kliment Ohridski”, Bulgaria). *Professional Identity in Flux: Analysis of the Evolution of Communication Roles on LinkedIn*
- 14:00 – 14:10 Iva Ivanova (Sofia University “St. Kliment Ohridski”, Bulgaria). *Conflicting Narratives: How Media Creates Positive and Negative Portraits of Civil Society in Bulgaria*
- 14:10 Discussion

30<sup>th</sup> of April 2025

Morning session – beginning 10:00 (Bulgarian time, GMT+3)

Panel: Digital Turn: Media, Technology and Artificial Intelligence

Moderator: Prof. Dr. Simeon Vassilev

Working language: Bulgarian

10:00 – 10:10 Simeon Vassilev (Sofia University “St. Kliment Ohridski”, Bulgaria). *The media importance of algorithms*

10:10 – 10:20 Polina Nalbantova (Sofia University “St. Kliment Ohridski”, Bulgaria). *Participatory Journalism - Social Characteristics, Attitudes and Professional Reflection*

10:20 – 10:30 Maya Stoyanova (Sofia University “St. Kliment Ohridski”, Bulgaria). *A design perspective on visual content in a media environment*

10:30 – 10:40 Aleksandra Trenkova (Sofia University “St. Kliment Ohridski”, Bulgaria). *Online journalism - qualities and characteristics of media audience*

10:40 – 10:50 Stefani Petrova (Sofia University “St. Kliment Ohridski”, Bulgaria). *The impact of artificial intelligence in the media*

10:50 – 11:00 Arkadi Sharkov (Sofia University “St. Kliment Ohridski”, Bulgaria). *Impact of the media environment on public attitudes*

11:00 – 11:10 Lora Petkova (Sofia University “St. Kliment Ohridski”, Bulgaria). *Artificial Intelligence and Disinformation 2.0: functional scope and limitations of content verification tools in the bulgarian language context*

11:10 – 11:20 Mityo Marinov (Sofia University “St. Kliment Ohridski”, Bulgaria). *Trends in online media news reader preferences and keywords*

11:20 – 11:30 Petya Stefanova (Sofia University “St. Kliment Ohridski”, Bulgaria). *Artificial Intelligence in Media Studies – new opportunities, methodological challenges and ethical boundaries*

11:30 – 11:40 Simona Raykovska (Sofia University “St. Kliment Ohridski”, Bulgaria). *The Mediatization of the “Korean Wave” for a global audience*

11:40 Discussion

30<sup>th</sup> of April 2025

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

Panel: Online Journalism and Media - Challenges and Trends

Moderator: Prof. Dr. Efrem Efremov

Working language: Bulgarian

13:00 – 13:10 Efrem Efremov (Sofia University “St. Kliment Ohridski”, Bulgaria). *The debate on the appropriate legal remedy for the prosecution of insult and defamation in the media. The need for decriminalisation*

13:10 – 13:20 Irina Garkova (Sofia University “St. Kliment Ohridski”, Bulgaria). *Repeal of the Sixth Constitutional Reform of the Judiciary: Media Response to Decision No. 13/2024 of the Constitutional Court*

13:20 – 13:30 Daniela Trencheva (Sofia University “St. Kliment Ohridski”, Bulgaria). *Contemporary Challenges to Quality Journalism*

13:30 – 13:40 Petar Zhelev (Sofia University “St. Kliment Ohridski”, Bulgaria). *The European Media Freedom Act in Bulgarian Legislation: Expectations and Postponed Reforms*

13:40 – 13:50 h Yotka Pancheva (Sofia University “St. Kliment Ohridski”, Bulgaria). *Visual Journalism in Bulgarian Regional Online Media - Meta-analysis*

13:50 – 14:00 Martina Petrova (Bulgarian National Radio). *The public responsibility of media for access to culture. A Study of the Approach of the Bulgarian National Radio, Hristo Botev Programme*

14:00 – 14:10 Ivana Hitkova (Sofia University “St. Kliment Ohridski”, Bulgaria). *Public resilience to disinformation. The role of specialised media for culture*

14:10 – 14:20 Dilyana Toncheva (Sofia University “St. Kliment Ohridski”, Bulgaria). *Focus on the regional: challenges and prospects for citizen journalism*

14:20 – 14:30 Vyara Ivanova (Sofia University “St. Kliment Ohridski”, Bulgaria). *Crises - contemporary concepts and media reflections*

14:30 – 14:40 Teodora Koleva (Sofia University “St. Kliment Ohridski”, Bulgaria). *Media discourses and social constructions of identity of young people leaving care*

14:40 – 14:50 Mirela Spasova (Sofia University “St. Kliment Ohridski”, Bulgaria). *Problems in the communication strategy of subjects and organizations in agriculture*

14:50 – 15:00 Radostina Mihaylova (Southwest University “Neofit Rilski”, Bulgaria).  
*Problems with the editorial independence of regional online media in  
Southwestern Bulgaria*

*15:00 Discussion*