



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

THE CHANGING MEDIA: PROFESSIONAL, REGULATORY AND ETHICAL CHALLENGES FACING MEDIA AND COMMUNICATIONS IN A DIGITAL ENVIRONMENT

The conference will be held on the 30th and 31th of October 2025 on the video conference platform Teams.



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ESCOLA SUPERIOR
DE COMUNICAÇÃO SOCIAL



October 30th, 2025 (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

[Plenary Session](#) – Beginning 10:15 h (UTC + 03:00)

Moderator: Assoc. Prof. Dr. Kalin Kalinov

(working language – English)

Saulė Jokūbauskienė, Daiva Siudikienė (Vilnius University, Lithuania). *Students' strategies for information search in a digital environment*

Norbert Vrabec (University of Ss.Cyril and Methodius in Trnava, Slovakia). *Fact-Checking Strategies Among the Slovak Population*

Irma Gabinashvili (Batumi State University, Georgia). *Nationalism and Media: The Challenges and Opportunities in the Age of Globalization*

Slavomír Gálik, Sabína Gáliková Tolnaiová (University of Ss.Cyril and Methodius in Trnava, Slovakia). *Contemporary Epistemological and Ethical Challenges for Journalism in Slovakia*

Shashwati Goswami (Indian Institute of Mass Communication, India). *Social media and the youth: The Netflix series Adolescence and the debate on control and regulation*



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

Panel: AI, Algorithms & Hybrid Media: Workflows, Design & Audiences

Moderator: Prof. Dr. Simeon Vasilev

(working language – Bulgarian)

Vesselina Valkanova (Sofia University "St. Kliment Ohridski", Bulgaria). *Processes of implementation, influence, and adaptation of generative artificial intelligence in the media* - presentation of data from an empirical study by the Center for Media Studies at the Faculty of Journalism and Mass Communication at Sofia University "St. Kliment Ohridski"

Simeon Vasilev (Sofia University "St. Kliment Ohridski", Bulgaria). *The Media Dimensions of the Human–Machine Relationship*

Milena Tsvetkova (Sofia University "St. Kliment Ohridski", Bulgaria). *Reading AI-generated scientific texts: Risks for authorship and the publishing environment*

Maya Stoyanova (Sofia University "St. Kliment Ohridski", Bulgaria). *Design for the Algorithm: Visual Identity in the Age of Social Media*

Yordan Karapenchev (Sofia University "St. Kliment Ohridski", Bulgaria). *Observations on the use of chatbots in e-commerce. A qualitative research with focus groups.*

Simona Raykovska (Sofia University "St. Kliment Ohridski", Bulgaria). *Algorithmic influence and cross-media distribution strategies for audiovisual productions*

Ralina Tropankeva (Sofia University "St. Kliment Ohridski", Bulgaria). *AI and the Changing Visual Language of Media*

Mityo Marinov (Sofia University "St. Kliment Ohridski", Bulgaria). *Between automation and manipulation: A critical analysis of AI-generated tabloid content*

Kremena Kuneva (New Bulgarian University, Bulgaria). *Trust in Healthcare Communication as a Language Effect: Analyzing Doctors' and AI Responses in Simulated Critical Scenarios*

Panel Discussion



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

Panel: Digital Infrastructures & Audience Practices

Moderator: Assoc. Prof. Dr. Svetlana Stankova

(working language – English)

Svetlana Stankova (Sofia University "St. Kliment Ohridski", Bulgaria). *The digital transformation of political discourse (TikTok in the 2024 US presidential campaign)*

Dominika Popielec (Maria Curie-Sklodowska University in Lublin, Poland). *Trend or standard? Familiarizing audiences with artificial intelligence on the example of selected Polish and foreign media*

Greta Dermendzhieva, Lora Simeonova, Lora Petkova (Sofia University "St. Kliment Ohridski", Bulgaria). *Simulacra with power: impact and social legitimacy of artificially generated influencer among Bulgarian TikTok users*

Ivanka Mavrodieva (Sofia University "St. Kliment Ohridski", Bulgaria). *Podcasts: platformisation, digitalisation, (re)mediatisation*

Nikola Vangelov, Lyubomir Lyubenov (Sofia University "St. Kliment Ohridski", Bulgaria). *Integrated Marketing Communications of Sectors and Regions*

Justine Toms (New Bulgarian University, Bulgaria). *From gatekeepers to algorithms: Regulatory dilemmas in platform-driven news ecosystems*

Nikolay Kolev, Cheorghe Anghel, Anamaria Neagu, Ilian Veghes (Sofia University "St. Kliment Ohridski", Bulgaria, University of Bucharest, Romania). *Optimism and Development – Mapping MoJo (mobile journalism) Practices and Education in Albania, Bulgaria, Greece and Romania*

Desislava Sotirova (Sofia University "St. Kliment Ohridski", Bulgaria). *Ethical Aspects of Polls by Influencers on Social Media*

Ivanka Valova (Sofia University "St. Kliment Ohridski", Bulgaria). *Choosing a Technological Reality: Science Fiction or Potential Future*

Diana Kostova (Sofia University "St. Kliment Ohridski", Bulgaria). *AI as a Co-Creator: Transforming Media Content Creation – Opportunities and Challenges in the Digital Age*

Panel discussion



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

[Panel: Media Trust and Media Influence](#)

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

(working language - Bulgarian)

Maria Popova (Sofia University "St. Kliment Ohridski", Bulgaria). *Emotional satisfaction and media influence – changes in the media content and the audience behaviour*

Victoria Biserova (Sofia University "St. Kliment Ohridski", Bulgaria). *Between Ethics and Regulation: ESG Practices in Contemporary Book Publishing*

Blagovest Iliev (Sofia University "St. Kliment Ohridski", Bulgaria). *Media convergence and television industry - influence of globalization processes in the media environment*

Stilia Felisi Paunova (Sofia University "St. Kliment Ohridski", Bulgaria). *Quantum remediation and information mixing in the media producing context*

Viktor Chulev (Sofia University "St. Kliment Ohridski", Bulgaria). *Art vs. Commodity: How Does the Dialogue in the Podcast of the Klassiki Platform Represent Eastern European Cinema*

Petya Stefanova (Sofia University "St. Kliment Ohridski", Bulgaria). *Building Trust through Corporate Communications in the Digital Era: Professional, Ethical, and Managerial Challenges*

Leda Tsvetkova (Sofia University "St. Kliment Ohridski", Bulgaria). *Development of visual Communication and the building of television brands: Contemporary Strategies and Challenges*

Diliana Kirkovska (Sofia University "St. Kliment Ohridski", Bulgaria). *Music production and Radio in a digital environment — ways of use and rightholders*

Alexandrina Alexandrova (Sofia University "St. Kliment Ohridski", Bulgaria). *The National Children's Hospital: The Most Persistent Communication Challenge in Bulgarian Healthcare*

Stanimira Pashova (Sofia University "St. Kliment Ohridski", Bulgaria). *Visual communication and access to healthcare — aspects of brand management*

Panel discussion



October 31th, 2025 (Friday)

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

Panel: Politics, Conflict Communication & Democratic Discourse

Moderator: Prof. Dr. Nikolay Mihaylov

(working language - Bulgarian)

Nikolay Mihaylov (Sofia University "St. Kliment Ohridski", Bulgaria). *Moral standards and the digital media environment*

Mila Serafimova (Sofia University "St. Kliment Ohridski", Bulgaria). *Crisis in Real Time: Bulgarian Lessons for Communication in the Digital Era*

Viktoria Atanasova (Sofia University "St. Kliment Ohridski", Bulgaria). *Challenges facing political cartoons in the digital environment. Ethical and professional issues, censorship, and regulation.*

Polina Nalbantova (Sofia University "St. Kliment Ohridski", Bulgaria). *The 12-Day War: Conflict Management Through Social Media, Media Coverage, and Visualizations*

Dilyana Toncheva (Sofia University "St. Kliment Ohridski", Bulgaria). *A local reading of the global topic: territorial embeddedness and identity in the "us-others" conflict*

Toma Nikolchev (Sofia University "St. Kliment Ohridski", Bulgaria). *Communication tools and strategies used in the debate about euro on Facebook*

Iliyana Marinkova (Sofia University "St. Kliment Ohridski", Bulgaria). *Analysis of the institutional communication strategy for the adoption of the euro in Bulgaria*

Petya Kantareva (Sofia University "St. Kliment Ohridski", Bulgaria). *The power of new communication technologies as a tool for dealing with political crises. Comparison and analysis with Western practice*

Panel discussion



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

Panel: Platforms, Influencers & Moderation: Identity, Power & Practice

Moderator: Assoc. Prof. Dr. Mila Serafimova

(working language - Bulgarian)

Biser Zlatanov (Sofia University "St. Kliment Ohridski", Bulgaria). *Value Structures of Change in the Business Models. Business and Revenue Model of LinkedIn*

Orlin Spasov (Sofia University "St. Kliment Ohridski", Bulgaria). *Dilemmas facing online content moderation*

Gergana Boneva (Sofia University "St. Kliment Ohridski", Bulgaria). *Memetized journalism: Professional and ethical dilemmas in the age of algorithmic sharing*

Daniel Nenchev (Sofia University "St. Kliment Ohridski", Bulgaria). *The New "Gatekeepers" — Digital Activists Defending Democracy Through Humor on Social Media*

Maria Markova (Sofia University "St. Kliment Ohridski", Bulgaria). *Social Impact through Content creation on Digital platforms*

Viktoria Mladenova (Sofia University "St. Kliment Ohridski", Bulgaria). *Influencers as Communication Intermediaries: Ethical Boundaries and Responsibilities in Gambling Advertising in the Bulgarian Digital Environment*

Bilyana Zhivkova (Shumen University "Episkop Konstantin Preslavski", Bulgaria). *Anonymous images: the vanishing authorship of online photography*

Venelina Ivanova (Sofia University "St. Kliment Ohridski", Bulgaria). *Identity crisis of media business models under the impact of social networks*

Ivo Ivanov (Sofia University "St. Kliment Ohridski", Bulgaria). *Digital Marketing in PSM: Between Public Service Mission and Algorithmic Logic*

Aleksandra Trenkova (Sofia University "St. Kliment Ohridski", Bulgaria). *Digital transformation and media environment — the future of "pure" journalism*

Panel discussion



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

Panel: Journalism, Culture & Democratic Discourse

Moderator: Prof. Dr. Svetlozar Kirilov

(working language – English)

Svetlozar Kirilov (Sofia University "St. Kliment Ohridski", Bulgaria). *The Soft Power of Russia in Contemporary Films*

Evelina Kristanova (SWPS University in Warsaw, Poland). *Contemporary situation of Radio Free Europe on the Internet – financial crisis, challenges, and freedom of speech*

Lilia Raycheva (Sofia University "St. Kliment Ohridski", Bulgaria). *US Presidential Elections – Reflections in Two Elite Bulgarian Dailies*

Kiril Havezov (Sofia University "St. Kliment Ohridski", Bulgaria). *Mapping the Echo: Studio Audience Reactions in the Discourse of the American Political Comedy Show*

Nikoleta Talpes (University of Bucharest, Romania). *Telling Real Stories in a Changing Media World: How Documentaries Spark Awareness and Inspire Action*

Anita Peykova-Bedin (Sofia University "St. Kliment Ohridski", Bulgaria). *Strategic Communication Approaches in B2B projects*

Monika Dimitrova (Sofia University "St. Kliment Ohridski", Bulgaria). *Intervention Fields in Reading Competences and Literacy: Comparative Analysis of National Policies*

Anelize Sălan (University of Bucharest, Romania). *Gender Differences in Self-disclosure and Emotion-based Journalism: A Study of Award-Winning Romanian Intimate Journalism Stories*

Iva Ivanova (Sofia University "St. Kliment Ohridski", Bulgaria). *Billboards of Belonging: Civic Outdoor Visuals against Anti-LGBTQ+ Policies in Bulgaria (2024–2025)*

Panel Discussion