



Host: Sofia University "St. Kliment Ohridski"

Dates: 19th - 21st June 2019

Conference program

19th June 2019

09.00 - 10.00 Registration

Location: In front of Aula Magna, Sofia University "St. Kliment Ohridski"

Address: Blvd. Tzar Osvoboditel No. 15, Sofia 1504

10.00 - 10.30 Opening Ceremony

Location: Aula Magna, Sofia University "St. Kliment Ohridski" / Blvd. Tzar Osvoboditel No. 15

Prof. Dr. Anastas Gerdjikov - Rector of Sofia University "St. Kliment Ohridski"

Prof. Dr. Teodora Petrova - Dean of the Faculty of Journalism and Mass Communication, Sofia University "St. Kliment Ohridski"

10.30 - 11.15 Keynote Lecture #1: Global Risk and Crisis Communication Management in the Digital Age: Are we missing the essentials?

Dr. Andreas Schwarz (Technische Universität Ilmenau, Germany)

11.15 - 12.00 Keynote Lecture #2: The Mediatization of Emotions

Assoc. Prof. Dr. Gevisa La Rocca (University of Enna, Italy)

12.00 - 13.30 *LUNCH BREAK*

Location: In front of Aula Magna, Sofia University "St. Kliment Ohridski"

Parallel Sessions #1

Location: Faculty of Journalism and Mass Communication, Sofia University "St. Kliment Ohridski" / Str. Moskovska No. 49, Sofia 1000

13.30 - 15.00 PS1.1: The Mediatization of Emotions

Hall 17 Chair: Assoc. Prof. Dr. Gevisa La Rocca (University of Enna, Italy)

Presentations:

- #111 Emotional news frames of societal concerns. Online news media representations of risks and moral panic in Romania and Hungary and audience response
Assoc. Prof. Dr. Andreea Alina Mogoş (Babeş-Bolyai University, Romania)
Dr. Radu Meza (Babeş-Bolyai University, Romania)
Vincze Hanna Orsolya (Babeş-Bolyai University, Romania)
- #112 The good news role in media influence and social prosperity
Assoc. Prof. Dr. Maria Popova (Sofia University "St. Kliment Ohridski", Bulgaria)
- #113 Time is not on our side: Theorizing time mediated supportive communication
Asst. Prof. Dr. Andrew C. Jones (LCC International University, Lithuania)
- #114 Emotional reactions on Facebook pages of Russian-speaking news media in Baltic countries
Dr. Anna Smoliarova (St. Petersburg State University, Russia)

#115 The formation of affective publics and enactment of digital citizenship at the times of geopolitical crisis
Jānis Juzefovičs, Research Fellow (University of Tartu, Estonia)

13.30 - 15.00 PS1.2: New Frontiers in Communication

Hall 15 Chair: Prof. Dr. Teodora Petrova (Sofia University "St. Kliment Ohridski", Bulgaria)

Presentations:

#121 Shaping environment for education and learning in media and communication field
Prof. Dr. Teodora Petrova (Sofia University "St. Kliment Ohridski", Bulgaria)

#122 I'll believe it when I see it. Short history of mixed reality devices
Dr. Otilia Armean (Sapientia Hungarian University of Transylvania, Romania)

#123 E-books versus Print Books: Digital Disruption or Media Evolution
Asst. Prof. Georgi Alexandrov (Sofia University "St. Kliment Ohridski", Bulgaria)

#124 Understanding The Morphology of Branded Content on Facebook Through Data-Driven Approach
Oguz Kus (Istanbul University, Turkey)

#125 The Intellectualisation of Online Hate Speech: Monitoring Far-Right Audiences on YouTube
Daniël Jurg, Research Master Student (University of Amsterdam, Netherlands)

13.30 - 15.00 PS1.3: Propaganda and Journalism

Hall 16 Chair: Assoc. Prof. Dr. Svetoslava Kovatcheva (Sofia University "St. Kliment Ohridski", Bulgaria)

Presentations:

#131 Impact on the journalism landscape of the mobility of Eastern Europeans to Spain
Dr. Patricia González Aldea (Carlos III University of Madrid, Spain)

#132 PR, events and contemporary propaganda
Assoc. Prof. Dr. Svetoslava Kovatcheva (Sofia University "St. Kliment Ohridski", Bulgaria)

#133 Social Media Content as Stakeholder Mapping Tool
Asst. Prof. Boyan Koutevski (Sofia University "St. Kliment Ohridski", Bulgaria)

#134 Anti-fascist discourse and communication strategies in the context of the past
Stefani Šovanec, Research Associate (University of Novi Sad, Serbia)

#135 Journalism under pressure
Yordan Yochev, PhD candidate (Sofia University "St. Kliment Ohridski", Bulgaria)

13.30 - 15.00 PS1.4: CEECOM Emeritae: How will it all unfold? Continuity and change in CEE media research

Hall 29 Second Floor Chair: Prof. Dr. Epp Lauk (University of Jyväskylä, Finland)

Presentations:

#141 Thirty years in the field: where are we standing?
Prof. Dr. Epp Lauk (University of Jyväskylä, Finland)

- #142 30 years of journalism education in Romania. Portrayal of women academics.
Prof. Dr. Brindusa Armanca (State University "Aurel Vlaicu", Romania)
- #143 New challenges for media research in the transforming and converging media environment in CEE
Prof. Dr. Lilia Raycheva (Sofia University "St. Kliment Ohridski", Bulgaria)
- #144 Role of international networking in CEE media and communication research
Prof. Dr. Bogusława Dobek-Ostrowska (University of Wroclaw, Poland)

15.00 - 15.15

COFFEE BREAK

Parallel Sessions #2

Location: Faculty of Journalism and Mass Communication, Sofia University "St. Kliment Ohridski" / Str. Moskovska No. 49, Sofia 1000

15.15 - 16.45 PS2.1: Social Media Anthropology

Hall 29

Second Floor

Chair: Assoc. Prof. Dr. Lulivera Krusteva (Sofia University "St. Kliment Ohridski", Bulgaria)

Presentations:

- #211 Social encounters within the medical space – auto-ethnographies of Romanian patients
Prof. Dr. Valentina Marinescu (University of Bucharest, Romania)
- #212 Why do we follow the influencers? A comparison of "following" motivations on Instagram and Twitter
Assoc. Prof. Dr. Betül Öney Doğan (Istanbul University, Turkey)
- #213 Media stereotypes as a form of anti-communication
Dr. Zina Sokolova (Sofia University "St. Kliment Ohridski", Bulgaria)
- #214 Political Satire by and for the Masses: How Bulgarian Facebook Users Mocked Their Rulers with the Hashtag #HUBAVOE
Dr. Ognyan Seizov (SRH Hochschule Berlin, Germany)
- #215 Demographic developments in the Bulgarian media
Ivelina Georgieva, PhD student (Sofia University "St. Kliment Ohridski", Bulgaria)

15.15 - 16.45

PS2.2: Regional Television and Media Studies. New Explorations Into the History of Television in Central And Eastern Europe.

Hall 16

Chairs: Assoc. Prof. Dr. Vyara Angelova (Sofia University "St. Kliment Ohridski", Bulgaria)
Assoc. Prof. Dr. Romina Surugiu (University of Bucharest, Romania)

Presentations:

- #221 Socialist Television in Romania: from a national perspective to a regional one
Assoc. Prof. Dr. Romina Surugiu (University of Bucharest, Romania)
- #222 Bulgarian National Television and the international program exchange during Socialism
Assoc. Prof. Dr. Vyara Angelova (Sofia University "St. Kliment Ohridski", Bulgaria)
- #223 Regional perspective on political communication on-line in Poland
Dr. Pawel Baranowski (University of Wroclaw, Poland)
- #224 Live Life: Witnessing Daily, Building Historically. Study Case of Realitatea TV covering 10-12 August Protests in Bucharest.
Dr. Madalina Balasescu (University of Bucharest, Romania)
- #225 Framing of media discourse online on violence against women in Serbia
Dr. Irina Milutinović (Institute of European Studies, Serbia)
Jovica Pavlović, PhD Candidate (Institute of European Studies, Serbia)

15.15 - 16.45 PS2.3: Media and Politics: Regional Perspectives

Hall 17 Chair: Assoc. Prof. Dr. Maria Popova (Sofia University "St. Kliment Ohridski", Bulgaria)

Presentations:

- #231 To inform or to convince? The Opinions of Polish and German journalist about the role of media in the process of political communication
Dr. Agnieszka Szymańska (Jagiellonien University, Poland)
- #232 Framing politics in a comedy show: the case of Vecherniy Kvartal in Ukraine
Assoc. Prof. Dr. Natalya Ryabinska (Collegium Civitas, Poland)
- #233 Media politicization: the construction of manipulative speech in the content of RomâniaTV
Alexandra Ormenișan, PhD candidate (Babeș-Bolyai University, Romania)
- #234 Political memes and where to find them: a study of the news value of Romanian memes
Flavia Țăran, PhD candidate (Babeș-Bolyai University, Romania)
- #235 Rethinking Emergent Reader`s Policies: The Mediating Roles of the Parents in the light of the Theory of „First Thousand Days”
Valentina Stoeva, PhD Student (Sofia University "St. Kliment Ohridski", Bulgaria)
Assoc. Prof. Dr. Milena Tsvetkova (Sofia University "St. Kliment Ohridski", Bulgaria)

16.45 - 17.00

COFFEE BREAK

Parallel Sessions #3

Location: Faculty of Journalism and Mass Communication, Sofia University "St. Kliment Ohridski" / Str. Moskovska No. 49, Sofia 1000

17.00 - 18.30 PS3.1: Hostile Media - Hostile Politicians. Towards the Illiberal Style of Political Communication.

Hall 29 Chairs: Dr. Michał Jacuński (University of Wrocław, Poland)

Second Floor Dr. Norbert Merkovity (University of Szeged, Hungary)

Presentations:

- #311 Populism as Illiberal Style of Communication
Dr. Norbert Merkovity (University of Szeged, Hungary)
- #312 The role of social media in Jair Bolsonaro's presidential campaign in Brazil
Assoc. Prof. Dr. Sergei Bogdanov (Lomonosov Moscow State University, Russia)
- #313 The majority knows better: Imagined majorities and the demise of universal human rights
Assoc. Prof. Dr. Ferenc Hammer (Eötvös Loránd University, Hungary)
- #314 Anti-EU Narratives in the European Election Campaign 2019
Asst. Prof. Dr. Ralitsa Kovacheva (Sofia University "St. Kliment Ohridski", Bulgaria)
- #315 Pointing fingers. Stereotyping and Patterns of Meaning in Xenophobic Discourses on Social Media in Romania and Hungary
Dr. Radu Meza (Babeș-Bolyai University, Romania)
Assoc. Prof. Dr. Andreea Alina Mogoș (Babeș-Bolyai University, Romania)
Vincze Hanna Orsolya (Babeș-Bolyai University, Romania)
- #316 Constantly Constructing Political Enemies: The Communication of the Hungarian Government
Orsolya Szabó Palócz, PhD student (University of Szeged, Hungary)

17.00 - 18.30 PS3.2: Public Diplomacy in the 21st Century

Hall 17 **Chairs:** Asst. Prof. Dr. Kalin Kalinov (Sofia University "St. Kliment Ohridski", Bulgaria)

Presentations:

- #321 The Visegrad Group's Public Diplomacy in the member states: Challenges and Opportunities
Dr. György Szondi (Károli Gáspár University, Hungary)
- #322 Strategic Communication Projection of Russia's and Turkey's Public Diplomacy in Bulgaria
Assoc. Prof. Dr. Plamen Ralchev (University of National and World Economy, Bulgaria)
- #323 The challenges of small Balkan countries to increase their international image
Asst. Prof. Dr. Hasan Saliu (AAB College, Kosovo)
- #324 Turkish Television Series: Can They Be Considered and Re-Considered within Cultural Diplomacy?
Dr. Pinar Aslan (Bursa Technical University, Turkey)
- #325 The Use of Digital Diplomacy in the Baltic and Nordic Countries
Dr. Didzis Klavins (University of Latvia, Latvia)
- #326 Social Media Use in Public Diplomacy: An Analysis of Twitter Updates of the Turkish Embassy in London
Dr. Mehmet Fatih Çömlekçi (Kirklareli University, Turkey)

19.00 - 22.00

Welcome cocktail

*Location: "The Egg" academic club,
Sofia University "St. Kliment Ohridski" / Blvd. Tzar Osvoboditel No. 15*

20th June 2019

*Location: Faculty of Journalism and Mass Communication, Sofia University "St. Kliment Ohridski" /
Str. Moskovska No. 49, Sofia 1000*

09.00 - 10.00 **Registration**

10.00 - 10.40 **Keynote Lecture #3: Russian Media Studies: Waves of Post-Soviet Change**

Hall 13

Prof. Dr. Elena Vartanova (Lomonosov Moscow State University, Russia)
Dr. Denis Dunas (Lomonosov Moscow State University, Russia)

10.40 - 10.50 **Central European Journal of Communication**

Hall 13

Prof. Dr. Bogusława Dobek-Ostrowska (University of Wrocław, Poland)

10.50 - 11.00 **CEECOM 2021: Welcome to Brno, Czech Republic!**

Hall 13

Dr. Iveta Jansová (Masaryk University, Czech Republic)

Parallel Sessions #4

*Location: Faculty of Journalism and Mass Communication, Sofia University "St. Kliment Ohridski" /
Str. Moskovska No. 49, Sofia 1000*

11.00 - 12.30 PS4.1: Media and Politics: Elections and Voting

Hall 29

Second Floor

Chair: Asst. Prof. Dr. Svetlana Stankova (Sofia University "St. Kliment Ohridski", Bulgaria)

Presentations:

- #411 Mediatization of politics and its consequences for news media coverage
Prof. Dr. Bogusława Dobek-Ostrowska (University of Wrocław, Poland)
- #412 The normative conditions of fair political discourse in social media platforms
Assoc. Prof. Dr. Judit Bayer (Budapest Business School, Hungary)

- #413 Media Messages in the 2019 Pre-election Campaign for EP in Bulgaria
Asst. Prof. Dr. Svetlana Stankova (Sofia University "St. Kliment Ohridski", Bulgaria)
- #414 Communication strategies of the Macedonian opinion leaders in online and social media before the voting on constitutional changes in Macedonian Parliament
Dr. Marijana Markovikj (University "SS Cyril and Methodius", Macedonia)
Dr. Eleonora Serafimovska (University "SS Cyril and Methodius", Macedonia)
- #415 Using Negative Emotions to Aggregating Passive Audiences into Active Publics during the Electoral Campaign
Dr. Adriana Ștefănel (University of Bucharest, Romania)

11.00 - 12.30 PS4.2: Integration of Different Communication Channels

Hall 17 Chair: Asst. Prof. Dr. Maya Vassileva (Sofia University "St. Kliment Ohridski", Bulgaria)

Presentations:

- #421 Online Romanian authority crisis communication during the 2018 swine fever outbreak
Prof. Dr. Camelia Cmeciu (University of Bucharest, Romania)
- #422 Digital Television - The Near Era of Bundled Streamers
Asst. Prof. Dr. Maya Vassileva (Sofia University "St. Kliment Ohridski", Bulgaria)
- #423 Communication strategy developed in the dairy sector during the financial crisis (2007-2014)
Dr. María Henar Alonso-Mosquera (Universidad San Pablo CEU, Spain)
- #424 Sapiophile - University teachers go online
Dr. Orsolya Gergely (Sapientia Hungarian University of Transylvania, Romania)
- #425 Defining copywriting within the framework of integrated marketing communications
Yordan Karapenchev, PhD candidate (Sofia University "St. Kliment Ohridski", Bulgaria)
- #426 Storytelling Techniques in Virtual Reality - case study: The New York Times VR and The Guardian VR
Raluca-Gabriela Costea (Babeș-Bolyai University, Romania)

11.00 - 12.30 PS4.3: Hostile Media and Illiberalism

Hall 16 Chair: Asst. Prof. Dr. Kalin Kalinov (Sofia University "St. Kliment Ohridski", Bulgaria)

Presentations:

- #431 Journalistic associations and media polarisation. Views from Poland
Dr. Michał Kuś (University of Wrocław, Poland)
- #432 State Speech as Hate Speech
Dr. Mihály Szilágyi-Gál (Eötvös Lóránd University, Hungary)
- #433 Populist Communication by New Generation Parties in Hungary: A Case Study of Momentum
Gergő Hajzer, PhD student (University of Szeged, Hungary)
- #434 Populists on Social Media - A qualitative and quantitative analysis of European right-wing parties, movements and news sites on Facebook
Rémi-Thomas Almodt (Babeș-Bolyai University, Romania)
- #435 Feed Me! Investigating Citizens' Reactivity to Political Actors' Facebook Posts
Marton Bene (Hungarian Academy of Sciences, Hungary)

11.00 - 12.30 PS4.4: Culture and Social Media

Hall 15 Chair: Assoc. Prof. Dr. Ventsislav Dimov (Sofia University "St. Kliment Ohridski", Bulgaria)

Presentations:

- #441 Applications of Social Media in Contemporary Sports Journalism
Assoc. Prof. Dr. Efrem Efremov (Sofia University "St. Kliment Ohridski", Bulgaria)
- #442 "Me Too" and "Time's Up" movements: from a single Tweet to a global phenomenon
Tsvetelina Dzhambazova, PhD student (Sofia University "St. Kliment Ohridski", Bulgaria)
- #443 Facebook groups as means of self-organization and mutual aid
Gergana Georgieva, PhD student (Sofia University "St. Kliment Ohridski", Bulgaria)
- #444 Tolerance towards homosexuality and Post Materialism
Awais Khan (University of Gdansk, Poland)
- #445 Trends in cultural journalism
Dr. Ekaterina Titova (Sofia University "St. Kliment Ohridski", Bulgaria)

12.30 - 13.30

LUNCH BREAK

Location: Faculty of Journalism and Mass Communication, Sofia University "St. Kliment Ohridski" / Str. Moskovska No. 49, Sofia 1000

Parallel Sessions #5

Location: Faculty of Journalism and Mass Communication, Sofia University "St. Kliment Ohridski" / Str. Moskovska No. 49, Sofia 1000

13.30 - 15.00 PS5.1: Practitioners' Perspectives on Communication Management

Hall 17 Chair: Dr. Biliana Tsvetkova (Sofia University "St. Kliment Ohridski", Bulgaria)

Presentations:

- #511 Communication or promotion? The role of communication practitioners in CSR
Eiró-Gomes, M; Raposo, A; Simão, J. (Instituto Politécnico de Lisboa, Portugal)
- #512 Managing Key Performance Indicators for Successful Online Advertising Campaigns
Asst. Prof. Dr. Nikola Vangelov (Sofia University "St. Kliment Ohridski", Bulgaria)
- #513 Organizational Communication in Public Universities of Kosovo: Case of the University of Prishtina
Prof. Dr. Milazim Krasniqi (University of Prishtina "Hasan Prishtina", Kosovo)
Muhamet Jahiri (University of Prishtina "Hasan Prishtina", Kosovo)
Dren Gërguri (University of Prishtina "Hasan Prishtina", Kosovo)
- #514 Is "Communication Excellence" possible outside the corporate world? (Practitioner's perspectives on communications management and public diplomacy activities of selected UN organizations in CEE)
Maya Nyagolova (Independent Scholar)
- #515 Strategic Brand Communications and Social Media Influencers
Radoslava Mikova, PhD Student (Sofia University "St. Kliment Ohridski", Bulgaria)

13.30 - 15.00 PS5.2: Digital Impact on the Communication Landscape: Content and Journalism

Hall 29 Second Floor Chairs: Asst. Prof. Dr. Nataša Simeunović Bajić (University of Niš, Serbia)

Presentations:

- #521 Journalism of assertion in a digital environment – emotions and producing of crisis
Asst. Prof. Dr. Nataša Simeunović Bajić (University of Niš, Serbia)

- #522 Structure of program system for automated analysis of the information agenda
Prof. D.Sc. Mykola Polovyi (Vasyl' Stus Donetsk National University, Ukraine)
- #523 The Baltic news agencies in the 21st century: challenges and future prospects
Prof. Dr. Epp Lauk (University of Jyväskylä, Finland)
Maret Einman (University of Jyväskylä, Finland)
- #524 Data-Driven Content in Integrated Digital Media
Iva Nedelcheva, PhD candidate (Sofia University "St. Kliment Ohridski", Bulgaria)
- #525 The Donbas War Online: the Diversity and Balance of Journalism on Ukrainian News Sites (the Battle of Debaltseve Case)
Asst. Prof. Dr. Nataliia Steblyna (Odesa I. I. Mechnikov National University, Ukraine)

13.30 - 15.00 PS5.3: Contemporary Storytelling Practices

Hall 15 Chairs: Assoc. Prof. Dr. Jacek H. Kolodziej (Jagiellonian University, Poland)

Presentations:

- #531 Strings, horns and trombones. The concept of polyphonic orchestration of political propaganda in XXI Europe
Assoc. Prof. Dr. Jacek H. Kolodziej (Jagiellonian University, Poland)
- #532 Using Visual Content for Successful Communication Management
Stella Angova, Martin Ossikovski, Svetla Tsankova, Maria Nikolova, Ivan Valchanov (UNWE, Bulgaria)
- #533 Nonverbal communication techniques for stage and screen visualization
Bogomil Kalinov, PhD candidate (Sofia University "St. Kliment Ohridski", Bulgaria)
Alexander Kalinov, PhD candidate (South-West University "Neofit Rilski", Bulgaria)
- #534 Are we receptive to the messages of our political opponents? Current questions of selective exposure in media research, referring particularly to political communication
István Kosa (Sapientia - Hungarian University of Transylvania, Romania)
- #535 Practitioner Perspectives: Art and the digital landscape
Minka Stoyanova (City University of Hong Kong)

13.30 - 15.00 PS5.4: Media and Politics: Journalism Perspective

Hall 16 Chair: Dr. Dominika Popielec (Kazimierz Wielki University, Poland)

Presentations:

- #541 Polish political press of the Second Polish Republic in the Internet
Prof. Dr. Evelina Kristanova (University of Economics and Human Sciences, Poland)
- #542 Watchdog journalism in a digital version on the example of information portal Onet.pl
Dr. Dominika Popielec (Kazimierz Wielki University, Poland)
- #543 The journalist and the politician – thinning the borders in the public roles
Asst. Prof. Dr. Iliya Valkov (University of National and World Economy, Bulgaria)
- #544 Changes in Polish journalistic culture (2012-2018). Analysis of internal and external factors
Dr. Paulina Barczyszyn-Madziarz (University of Wrocław, Poland)
- #545 Foreign funding for independent news outlets in the hybrid regimes of East and Central Europe – The Case of Russia and Hungary
Krisztian Simon, PhD Candidate (Freie Universität Berlin, Germany)
- #546 Czech Media Ownership as a Blindspot of Czech Media Research
Jan Miessler (Charles University, Czech Republic)

15.00 - 15.30

COFFEE BREAK

Parallel Sessions #6

Location: Faculty of Journalism and Mass Communication, Sofia University "St. Kliment Ohridski" /
Str. Moskovska No. 49, Sofia 1000

15.30 - 17.00 PS6.1: Digital Impact on the Communication Landscape: Pushing Boundaries

Hall 15 **Chair:** Dr. Lyuben Geshev (Sofia University "St. Kliment Ohridski", Bulgaria)

Presentations:

- #611 The Concept of Tweetocracy. What we have learned from Donald Trump's Twitter Account?
Dr. Tomasz Gackowski (University of Warsaw, Poland)
- #612 Use of Digital Marketing and Innovation by Bulgarian Companies for the Period (2015-2019)
Asst. Prof. Dr. Miroslava Tsenkova (Sofia University "St. Kliment Ohridski", Bulgaria)
- #613 Artificial Intelligence (AI) in communication management: the impact of robotization on the news-writing
Dr. Carlos Toural-Bran (University of Santiago de Compostela, Spain)
Dr. José-Miguel Túniz-López (University of Santiago de Compostela, Spain)
- #614 The Network and its influence on the complexity of consumer behavior
Dr. Lyuben Geshev (Sofia University "St. Kliment Ohridski", Bulgaria)
- #615 Social Media and self identity. The relation between online communication style and personality types.
Dr. Bianca Drămnescu (West University of Timisoara, Romania)
- #616 Social Media Impact on the Corporate Communication Landscape
José Gabriel Andrade (Universidade do Minho, Portugal)

15.30 - 17.00 PS6.2: Practitioners' Perspectives on Communication Management II

Hall 17 **Chair:** Prof. Dr. Teodora Petrova (Sofia University "St. Kliment Ohridski", Bulgaria)

Presentations:

- #621 The Analysis of Employer Branding Practices at an Energy Sector Company
Asst. Prof. Dr. Yildiray Kesgin (Uskudar University, Turkey)
Erhan Nalbantoglu (Istanbul University, Turkey)
- #622 Media Literacy Study Guide
Assoc. Prof. Dr. Danail Danov (Sofia University "St. Kliment Ohridski", Bulgaria)
- #623 Organizational communication in Kosovo's former social enterprises: Trepça case
Faton Ismajli, PhD candidate (University of Prishtina "Hasan Prishtina", Kosovo)
Gëzim Qerimi, PhD candidate (University of Prishtina "Hasan Prishtina", Kosovo)
Alban Zeneli, PhD candidate (University of Prishtina "Hasan Prishtina", Kosovo)
- #624 Analysis of the portuguese Internal Affairs Minister media performance during the fires of 2017
Palova Brito (Nova University of Lisbon, Portugal)
Dr. Ivone Ferreira (Nova University of Lisbon, Portugal)
- #625 The Case of Ivancheva and Petrova - Public Propaganda, Crisis Communication and Ethical Public Relations
Dr. Petar Kardjilov (Sofia University "St. Kliment Ohridski", Bulgaria)
- #626 The situation of journalists in Polish Public Television (TVP) – human resources management in public institution
Dr. Agnieszka Węglińska (University of Lower Silesia, Poland)

15.30 - 17.00 PS6.3: Conceptualizing Media Ecosystem

Hall 29
Second Floor

Chair: Prof. Dr. Lilia Raycheva (Sofia University "St. Kliment Ohridski", Bulgaria)

Presentations:

- #631 Conceptualizing Media Ecology
Prof. DSc Dobrinka Peicheva (South-West University "Neofit Rilski", Bulgaria)
- #632 Estonian media policy and human resources
Prof. Dr. Halliki Harro-Loit (University of Tartu, Estonia)
- #633 Debating the New Notion of the Media in the Bulgarian Media Ecosystem
Prof. Dr. Lilia Raycheva (Sofia University "St. Kliment Ohridski", Bulgaria)
- #634 Fragmented Media Environment and Trust in Media: Measuring Affective and Reflexive Trust in Media
Lukáš Slavík (Masaryk University, Czech Republic)
Dr. Jakub Macek (Masaryk University, Czech Republic)
- #635 Comparison between the Symbols of the Bulgarian Protests in 2018 and 2013, Reflected in the Bulgarian Media Ecosystem
Dr. Nelly Velinova (Sofia University "St. Kliment Ohridski", Bulgaria)
Dr. Mariyan Tomov (Sofia University "St. Kliment Ohridski", Bulgaria)

15.30 - 17.00 PS6.4: Media and Politics: Government Perspectives

Hall 16

Chair: Asst. Prof. Dr. Svetlana Stankova (Sofia University "St. Kliment Ohridski", Bulgaria)

Presentations:

- #641 The first Romanian female prime minister in the national news: topics and patterns of media coverage
Prof. Dr. Simona Rodat (Adventus University, Romania)
- #642 Along the government–media frontier: Press secretaries offline/online
Dr. Elena Johansson (Umeå University, Sweden)
Prof. Dr. Karl Magnus Johansson (Södertörn University, Sweden)
- #643 Portuguese government communication to Brazilian migrants: including "new Portuguese"
Dr. Rosalice Pinto (Nova University of Lisbon, Portugal)
Dr. Ivone Ferreira (Nova University of Lisbon, Portugal)
- #644 Social Media in Government Communication: The Case of Russia
Dr. Elena Johansson (Umeå University, Sweden)
Dr. Olga Logunova (National Research University HSE, Russia)
- #645 Mediatized populist strategies – the construction of „crisis“ in Hungary
Zsófia Nagy (Eötvös Loránd University, Hungary)
- #646 Communicational problems in relations between authorities and society: case of Russia
Elena Makarova (Saint Petersburg State University, Russia)

19.00 - 21.00

Bulgarian Wine Tasting and Production

Location: Park University Botanic Garden / Str. Moskovska No. 49, Sofia 1000

Location: Faculty of Journalism and Mass Communication, Sofia University "St. Kliment Ohridski" / Str. Moskovska No. 49, Sofia 1000

09.00 - 10.30 PS7.1: The Role of Context in Communication I

**Hall 29
Second Floor**

Chair: Assoc. Prof. Dr. Manuela Manliherova (Sofia University "St. Kliment Ohridski", Bulgaria)

Presentations:

- #711 The context of work in contemporary radio communication
Assoc. Prof. Dr. Grażyna Stachyra (Maria Curie-Skłodowska University, Poland)
- #712 The Influence of Visual Information. Data Visualization.
Assoc. Prof. Dr. Manuela Manliherova (Sofia University "St. Kliment Ohridski", Bulgaria)
- #713 Teaching Communication Management to University Students: experiential practices in real organizational contexts
Assoc. Prof. Dr. Teresa Ruão (University of Minho, Portugal)
Asst. Prof. Dr. Sara Balonas (University of Minho, Portugal)
- #714 Text and Context in Media Publications in Election time (Monitor and 24 chasa - 01.2017 - 06.2017)
Assoc. Prof. Dr. Maria Deenitchina (Sofia University "St. Kliment Ohridski", Bulgaria)
- #715 Instrumentalising the difference: Orientalist discourses in the Polish blogosphere
Dr. Kinga Polynczuk-Alenius (University of Helsinki, Finland)
- #716 Communicating corporate events through social media: an exploratory study with companies from the region of Águeda (Portugal)
Dr. Maria Cristina Guardado (Águeda School of Technology and Management, Portugal)
Dr. Dina Baptista (Águeda School of Technology and Management, Portugal)

09.00 - 10.30 PS7.2: Media Studies in Post-Soviet Countries: Factors of Transformation I

Hall 17

Chair: Prof. Dr. Elena Vartanova (Lomonosov Moscow State University, Russia)

Presentations:

- #721 Digitalization, millennial students and political philosophies in the post-socialist media education
Prof. Dr. Pal Tamas (Hungarian Academy of Sciences, Hungary)
- #722 Online media studies in Russia: Embracing post-disciplinarity at the crossroads of computer, social, and communication science
Prof. Dr. Svetlana S. Bodrunova (St.Petersburg State University, Russia)
- #723 Journalism education in Kazakhstan in the digital age
Prof. Dr. Galiya Ibrayeva (al-Farabi Kazakh National University, Kazakhstan)
- #724 30 years of journalism education in Romania. Portrayal of women academics
Prof. Dr. Brindusa Armanca (State University "Aurel Vlaicu", Romania)
- #725 The controlled Hungarian mass media`s contribution to transformation by reporting on 1956 in 1989
Dr. Indira Dupuis (Free University Berlin, Germany)

09.00 - 10.30 PS7.3: Management of Public Broadcasters and Independent Journalism

Hall 16

Chairs: Assoc. Prof. Dr. Zhana Popova (Sofia University "St. Kliment Ohridski", Bulgaria)
Asst. Prof. Dr. Ralitsa Kovacheva (Sofia University "St. Kliment Ohridski", Bulgaria)

Presentations:

- #731 New debates about the governance of public broadcasting in Lithuania. On commonalities between management of railroads and television
Dr. Irmina Matonyte (Military Academy of Lithuania, Lithuania)
- #732 Management of cultural policies in the public broadcasters
Assoc. Prof. Dr. Zhana Popova (Sofia University "St. Kliment Ohridski", Bulgaria)
- #733 Features of information in Albanian media on the online platform
Eugent Kllapi, PhD Candidate (University of Tirana, Albania)
- #734 Don't hate the media - act on media. Civil society agents' media-oriented practices on encryption/privacy
Dr. Jakub Nowak (Maria Curie-Skłodowska University, Poland)
- #735 Investigative journalism - tendencies
Teodora Georgieva, PhD student (Sofia University "St. Kliment Ohridski", Bulgaria)

10.30 - 11.00

COFFEE BREAK

Parallel Sessions #8

Location: Faculty of Journalism and Mass Communication, Sofia University "St. Kliment Ohridski" / Str. Moskovska No. 49, Sofia 1000

11.00 - 12.30 PS8.1: Contemporary Media Practices: Ethical Dimensions I

Hall 29

Second Floor

Chair: Prof. Dr. Nikolai Mihailov (Sofia University "St. Kliment Ohridski", Bulgaria)

Presentations:

- #811 Ethical frameworks of virtual communication
Prof. Dr. Nikolai Mihailov (Sofia University "St. Kliment Ohridski", Bulgaria)
- #812 Ethical Challenges of Online Media in Serbia
Asst. Prof. Dr. Anka Mihajlov Prokopović (University of Niš, Serbia)
- #813 Hybrid Shame and the Integration of Online and Offline Communication Channels
Dr. Mira Moshe (Ariel University, Israel)
- #814 Verification in Ukrainian Newsrooms: Between Personal Decisions and Editorial Policies
Dr. Dariya Orlova (National University of the Kyiv-Mohyla Academy, Ukraine)
Dr. Daria Taradai (National University of the Kyiv-Mohyla Academy, Ukraine)
- #815 Ethics of Beliefs in the Epoch of the New Media
Dr. Jan Pleszczyński (Maria Curie-Skłodowska University, Poland)
- #816 Media Ethics in Theory and Practice
Asst. Prof. Dr. Ivana Stojanović Prelević (University of Niš, Serbia)
Tatjana Đukić, PhD student (University of Niš, Serbia)

11.00 - 12.30 PS8.2: Media Studies in Post-Soviet Countries: Factors of Transformation II

Hall 17 Chair: Prof. Dr. Elena Vartanova (Lomonosov Moscow State University, Russia)

Presentations:

- #821 From journalism to media: genesis of modern theoretical reflection in Russia
Dr. Maria Anikina (Lomonosov Moscow State University, Russia)
Dr. Anna Gureeva (Lomonosov Moscow State University, Russia)
- #822 Media Studies in Belarus: a call for change
Asst. Prof. Dr. Volha Samusevich (Belarusian State University, Belarus)
Asst. Prof. Dr. Aleksandr Hradziushka (Belarusian State University, Belarus)
- #823 Contextualizing Mediatization: A Critical Examination
Dr. Nikola Mlađenović (University of Belgrade, Serbia)
- #824 Framing of Presidential Elections in Bulgarian and Russian Newspapers (2016 and 2018): a Qualitative Comparative Discursive Analysis
Dr. Tatiana Mukhortikova (University of Valencia, Spain)
- #825 Media Education in Central European countries
Tilek Bakytbekov, PhD student (Corvinus University, Hungary)
- #826 Personalization propaganda in Russian TV show
Albert Narbekov (Jagiellonian University, Poland)

11.00 - 12.30 PS8.3: The Role of Context in Communication II

Hall 15 Chair: Dr. Gergana Markova (Sofia University "St. Kliment Ohridski", Bulgaria)

Presentations:

- #831 Rethinking #context: Designed Context and Its Role in the Communication on Demand
Dr. Gergana Markova (Sofia University "St. Kliment Ohridski", Bulgaria)
- #832 New contexts of reportage in Poland after 1989
Dr. Magdalena Piechota (Maria Curie-Skłodowska University, Poland)
- #833 Managing codes and context: First steps in communication management
Dr. Hristina Slavova (Sofia University "St. Kliment Ohridski", Bulgaria)
- #834 Gender Stereotyping in Fashion Advertising: A Perceptual Analysis of Male Consumers from Pakistan
Ibtesam Mazahir (Bahria University, Pakistan)
- #835 Dialogic turn in education
Juta Jaani, PhD student (University of Tartu, Estonia)
- #836 Constructing identity with the usage of the Doppelgänger-effect: The depiction of the Evil Queen in Once Upon a Time
Adrián Lips, PhD candidate (Károli Gáspár University, Hungary)

11.00 - 12.30 PS8.4: Digital Impact on the Communication Landscape: Perspectives

Hall 16 Chairs: Assoc. Prof. Dr. Maria Popova (Sofia University "St. Kliment Ohridski", Bulgaria)

Presentations:

- #841 Digitization of Childhood and Examples of Child Youtuber Makeup Videos
Asst. Prof. Dr. Hülya Semiz Türkoğlu (Istanbul University, Turkey)
- #842 Social Networks as a Contributing Factor in the Globalization of the Internet User's Culture in Central and Eastern Europe
Andrii Kutsyk (Lesya Ukrainka Eastern European National University, Ukraine)

- #843 Quality Reading: Mechanism for Developing of Self-Defense Reading Strategies Against Disinformation Publications in Digital Media
Alexander Shpatov, PhD student (Sofia University "St. Kliment Ohridski", Bulgaria)
Assoc. Prof. Dr. Milena Tsvetkova (Sofia University "St. Kliment Ohridski", Bulgaria)
- #844 Mediatisation, Mediated Communication, and Artificial Intelligence – incidents in contemporary media
Dr. Plamen Atanasov (Sofia University "St. Kliment Ohridski", Bulgaria)
- #845 The flow of attention and the emotions in social media
Lumnije Bajrami, PhD Candidate (University of Prishtina "Hasan Prishtina", Kosovo)
- #846 Communicating Science: Reform Model from the Gates Open Research Platform
Spaska Tarandova, PhD student (Sofia University "St. Kliment Ohridski", Bulgaria)
Assoc. Prof. Dr. Milena Tsvetkova (Sofia University "St. Kliment Ohridski", Bulgaria)

12.30 - 13.30

LUNCH BREAK

Parallel Sessions #9

Location: Faculty of Journalism and Mass Communication, Sofia University "St. Kliment Ohridski" / Str. Moskovska No. 49, Sofia 1000

13.30 - 15.00 PS9.1: Theoretical Aspects of Communication Management

Hall 17 Chair: Asst. Prof. Dr. Kalin Kalinov (Sofia University "St. Kliment Ohridski", Bulgaria)

Presentations:

- #911 Conceptual Framework for Communication Management
Asst. Prof. Dr. Kalin Kalinov (Sofia University "St. Kliment Ohridski", Bulgaria)
- #912 Teaching Public Relations: What the Portuguese media say about local and national political power
Dr. Ivone Ferreira (Nova University of Lisbon, Portugal)
João Martins, PhD student (Nova University of Lisbon, Portugal)
- #913 Operational or strategic? Styles of managing party structures in the process of communication in Polish political parties.
Dr. Barbara Brodzińska-Mirowska (Nicolaus Copernicus University, Poland)
Dr. Michał Jacuński (University of Wrocław, Poland)
- #914 Geocommunication and the image. Theoretical perspectives.
Ivelyna Vatova, PhD student (Sofia University "St. Kliment Ohridski", Bulgaria)
- #915 Can attention, memory, and attitudes to mobile ads be moderated by the type of mobile device and webpage?
*Asst. Prof. Dr. Ana Margarida Barreto (University NOVA Lisboa, Portugal)**
- #916 Latest methods to measure the effectiveness of digital campaigns in the software industry
*Manuela Toteva, PhD student (Sofia University "St. Kliment Ohridski", Bulgaria)**

13.30 - 15.00 PS9.2: Contemporary Media Practices: Ethical Dimensions II

Hall 29
Second Floor

Chair: Prof. Dr. Nikolai Mihailov (Sofia University "St. Kliment Ohridski", Bulgaria)

Presentations:

- #921 Czech Audiences Between the "Bad" and "Good" Viewing: A Qualitative Study of Current Viewership
Dr. Iveta Jansová (Masaryk University, Czech Republic)
Štěpán Žádník (Masaryk University, Czech Republic)
Dr. Jakub Macek (Masaryk University, Czech Republic)
- #922 Contextualizing Mediatization: A Critical ExaminationThe Abstract Truth of Media - The challenge of the Internet and social networks
Dr. Peter Ayolov (Sofia University "St. Kliment Ohridski", Bulgaria)
- #923 An Inconvenient Chalga: Music and the Blurred Boundaries of Bulgarian Identity
Yasemin Y Celikkol, Doctoral Research Fellow (University of Pennsylvania, USA)
- #924 Instagram data analysis: #hurricaneirma
Mihaela Alina Coste, PhD Candidate (Babes Bolyai University, Romania)
- #925 Cybercrime as a new phenomenon. Freedom of speech through internet and Article 10 of ECHR
Lilit Avagyan (University of Gdansk, Poland)

15.00 - 15.30

Closing of the Conference and Final Notes

Hall 13

Location: Faculty of Journalism and Mass Communication, Sofia University "St. Kliment Ohridski" / Str. Moskovska No. 49, Sofia 1000