PROGRAM

International Scientific Conference

on the topic:

**Media Literacy:**

**Classical and New Dimensions**

**28.10.2021, Thursday, 10.00 am**

Welcome 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 10.00 am**

Moderator: **Assoc. Prof. Dr. Diana PETKOVA**

*(working language – English)*

***Gilles ROUET*** *(University of Versailles-Saint-Quentin-en-Yvelines, France).* Citizens and journalists in the European Union: discovery or ignorance?

### ***Jörg MATTHES*** *(University of Vienna, Austria).* Data-driven Campaigning and Targeted Political Advertising: Does Media Literacy Matter?

**Ivana Stojanović PRELEVIĆ** *(Faculty of Philosophy, University of Niš, Serbia).* Global Media Ethics as a New Media Ethics in the Digital Era

***Diana PETKOVA*** *(Faculty of Journalism and Mass Communication, Sofia University, Bulgaria).* Rumours and Pandemic: Rethinking Old and New Theories of Rumours and Disinformation

Afternoon Session – **begining 1.00 pm**

# Panel: Measuring Media Literacy

Moderator: **Assoc. Prof. Dr. Manuela MANLIHEROVA**

*(working language – English)*

***Jakub MACEK, Lukáš SLAVÍK*** *(Department of Media Studies and Journalism, Faculty of Social Studies of Masaryk University (Brno), Czech Republic).* People are competent to (dist)trust in media: Innovative measure of normative and cohesive trust and distrust in media

***Dominika POPIELEC*** *(Kazimierz Wielki University in Bydgoszcz, Institute of Social Communication and Media, Poland).* Is that true or a lie? Verification of facts and investigation of rumors in selected texts of investigative journalists

***Mykola POLOVYI*** *(Department of political science and public administration Vasyl' Stus Donetsk National University, Ukraine).* Media literacy bypass by contemporary pro-Russian propaganda in social networks in Ukraine

***Ralitsa KOVACHEVA*** *(Faculty of Journalism and Mass Communication, Sofia University, Bulgaria).* The Role of Media Literacy in Fighting Disinformation

***Eduardo FARIA, José Gabriel ANDRADE*** (*University of Minho, Portugal*). Transmedia journalism and media literacy: youth protagonism and participation in the fight against misinformation

## Panel Discussion

Afternoon session – **beginning 3.00 pm**

Panel: **Concepts and Debates on Media Competency**

Moderator:**Prof.** **Dr. Lilia RAYCHEVA**

*(working language – English)*

***Halliki HARRO-LOIT*** *(Institute of Social Sciences, University of Tartu, Estonia).*Introduction to the concept of media-literacy related risks for deliberative communication

***Slavomír GÁLIK, Norbert VRABEC*** *(University of Ss. Cyril and Methodius in Trnava, Faculty of Mass Media Communication, Slovakia)*. Theoretical concept of media related competencies

***Ragne KÕUTS –KLEMM*** *(Institute of Social Sciences, University of Tartu, Estonia)*. How to find evidence concerning media literacy: methodological considerations

***Lilia RAYCHEVA*** *(Faculty of Journalism and Mass Communication, Sofia University, Bulgaria)*. Reappraising the Debate on Media-related Competencies in Bulgaria

## Panel Discussion

Afternoon session – beginning 1.00 pm

Panel: **Educational Perspectives on Media Literacy**

Moderator: **Prof.** **Dr. Vesselina VALKANOVA**

*(working language – Bulgarian)*

## Veselina VALKANOVA (Faculty of Journalism and Mass Communication, Sofia University “St. Kliment Ohridski”, Sofia, Bulgaria). Quality education and potential for resistance to fake news - indicators and Bulgarian projections

## Valentina MILENKOVA (South-West University "Neofit Rilski"). Distance online learning in the context of digital media literacy

## Greta DERMENDJIEVA (Faculty of Journalism and Mass Communication, Sofia University “St. Kliment Ohridski”, Sofia, Bulgaria). Training during a crisis or how the Bulgarian education system responded to the blow

## Justine TOMS (New Bulgarian University, Sofia, Bulgaria). Wikipedia and media literacy - improvement of the critical thinking and uderstanding for the digital via editing Wikipedia

## Biser ZLATANOV (Faculty of Journalism and Mass Communication, Sofia University “St. Kliment Ohridski”, Sofia, Bulgaria). Digital Technologies and Media Literacy: Info Laundering and Circulation of Rumours

## Mariela MODEVA (The University of Library Studies and Information Technologies (ULSIT). Exploring the relationship between media literacy and digital skills

## Miroslava TSENKOVA (Faculty of Journalism and Mass Communication, Sofia University “St. Kliment Ohridski”, Sofia, Bulgaria). Media literacy in the context of digital challenges

## Atanas LOZANOV (Faculty of Journalism and Mass Communication, Sofia University “St. Kliment Ohridski”, Sofia, Bulgaria). Digital by literacy vs. digital natives

## Nadezhda MITEVA (Faculty of Journalism and Mass Communication, Sofia University “St. Kliment Ohridski”, Sofia, Bulgaria). Pre-school-age children and the digital communication technologies` interaction during pandemic (Empirical research)

## Panel Discussion

Afternoon session – **begining 3.00 pm**

Panel: **Social, Political and Cultural Implications of Media Literacy**

Moderator: **Prof. Dr. Efrem EFREMOV**

*(working language – Bulgarian)*

## Antoniy GALABOV (New Bulgarian University, Sofia, Bulgaria). Between the lines: Media literacy and civic education beyond the political culture of a subject

## Lilia RAYCHEVA, Neli VELINOVA, Mariyan TOMOV, Lora METANOVA (Faculty of Journalism and Mass Communication, Sofia University “St. Kliment Ohridski”, Sofia, Bulgaria). Parliamentary Elections’2021 – Media Literacy Deficits in Civic Education

## Sonya IGNATOVA (District Court, Burgas, Bulgaria). Media literacy and sensationalism (Parliamentary elections 2021)

## Vanya SUHAROVA-RADEVA (newspaper "24 hours", Bulgaria). Citizens as a source of news during the COVID-19 pandemic - a stress test or a free resource for the media

## Zarina VASILEVA (Faculty of Journalism and Mass Communication, Sofia University “St. Kliment Ohridski”, Sofia, Bulgaria). Civic participation during a crisis through the prism of media and social networks

## Simeon VASILEV (Faculty of Journalism and Mass Communication, Sofia University “St. Kliment Ohridski”, Sofia, Bulgaria). Under the sign of the media

***Yuriy PRODANOV*** *(Konstantin Preslavsky University of Shumen, Bulgaria).*Information stress and communication or "one does not understand the language of the other

***Rositsa SLAVOVA*** (*Faculty of Journalism and Mass Communication, Sofia University “St. Kliment Ohridski”, Sofia, Bulgaria).* Fake news and Media Literacy during Covid-19 pandemic

## Plamen ATANASOV (Faculty of Journalism and Mass Communication, Sofia University “St. Kliment Ohridski”, Sofia, Bulgaria). Rumour and Fear vs. Media Literacy

***Dayana EDENS*** *(Faculty of Journalism and Mass Communication, Sofia University “St.**Kliment Ohridski”, Sofia, Bulgaria).*Social attitudes towards the “other”: the image of the Bulgarian in online media in Great Britain

## Panel Discussion

**29.10.2021, Friday**

Morning session – **beginning 10.00 am**

# Panel: Ethical Perspectives on Media Literacy

Moderator: **Assoc. Prof. Dr. Mila SERAFIMOVA**

*(working language – English)*

***Filiz RESULOGLU*** *(Kocaeli University, Turkey).* What We MissAbout Media Literacy Might BeLiteracy Itself

***Daniil LAPIN*** *(*[*Lomonosov Moscow State University, Russia).*](https://www.msu.ru/en/)Role of the media education in the process of digital capital formation

***Otília ÁRMEÁN*** *(Sapientia Hungarian University of Transylvania, Hungary).* Classical and New Models of Communication

***Nikolay KOLEV*** *(Faculty of Journalism and Mass Communication, Sofia University, Bulgaria).* The use of Social Media as news source: trends in the evolving skillset of journalists. Comparative global survey results 2015 vs 2021

***Antoaneta VASSILEVA*** *(Media Literacy Coalition, Bulgaria).* Media Literacy vs. Human Trafficking – how to prevent children and young people become victims of modern slavery and cybercrimes

***Gergana MARKOVA*** *(Faculty of Journalism and Mass Communication, Sofia University, Bulgaria).* Theoretical attempt to frame children advertising literacy through semiotics and media literacy

## Panel Discussion

Afternoon Session – **beginning 1.00 pm**

# Panel: National Dimensions of Media Literacy

Moderator: **Assoc. Prof. Dr. Svetlozar KIRILOV**

*(working language – English)*

***Martin OSSIKOVSKI, Stela ANGOVA, Svetla TZANKOVA, Maria NIKOLOVA, Ivan VALCHANOV, Iliya VALKOV*** *(University of National and World Economy, Bulgaria).* Bulgaria on the Media Literacy Map of Europe

***Mihály SZILÁGYI-GÁL*** *(ELTE Uni. of Sciences, Dept. of Media and Communication, Budapest, Hungary).* The Transformation of the Hungarian Media Policy Since 1990 Onwards

***Anna BAGIROVA, Daria SAITOVA*** *(School of Public Administration and Entrepreneurship, Ural Federal University, Russia).* State media support and results of demographic policy in Russia: analysing the relationship

***Tatiana MUKHORTIKOVA*** *(University of Valencia, Spain)*. Rhetoric Dimensions of Sport Journalism: Metaphors from 2018 Soccer World Cup coverage. A comparative Spanish-Russian Study

***Velislava BALTADZHIEVA*** *(Faculty of Journalism and Mass Communication, Sofia University, Bulgaria)*. Challenges ahead of media literacy in Italy: complex discourse and claims of poor reading comprehension

## Panel Discussion

Morning session – **beginning: 10.00 am**

Panel: **Understanding of Media Text**

Moderator: **Prof. DSc Andreana EFTIMOVA**

*(working language – Bulgarian)*

***Natalia DŁUGOSZ*** *(Adam Mickiewicz University in Poznan, Poland).* About the component fake- / -fake in the Bulgarian journalistic media discourse (cognitive-communicative approach)

***Malina STOYCHEVA*** (***Institute for Bulgarian Language*** *of the Bulgarian Academy of Sciences*). Ways of grammatical adaptation of the latest foreign words in the Bulgarian language (based on material from media texts)

***Zhaneta ZLATEVA*** (***Institute for Bulgarian Language*** *of the Bulgarian Academy of Sciences*). Actual Cases of Fluctuation in Transferring of Foreign Proper Names into Bulgarian in Media Texts

***Iliyana KUNEVA*** *(****Institute for Bulgarian Language*** *of the Bulgarian Academy of Sciences).* Difficulties in new words spelling in media texts

***Elena TARASHEVA*** *(New Bulgarian University, Sofia, Bulgaria).* Media Studies in the framework of Language and Social Skills

***Andreana EFTIMOVA*** *(Faculty of Journalism and Mass Communication, Sofia University “St. Kliment Ohridski”, Sofia, Bulgaria).* Linguistic signals for trustworthiness, authority and clarity of the media information

***Vladimir DOSEV*** *(University of Economics – Varna, Bulgaria).* Manipulative news articles on the Internet

***Silvia KOEVA*** *(St. Cyril and St. Methodius University of Veliko Turnovo, Bulgaria).* Problems in Writing the News Lead

***Velislava BALTADZHIEVA*** *(Faculty of Journalism and Mass Communication, Sofia University “St. Kliment Ohridski”, Sofia, Bulgaria).* Challenges ahead of media literacy in Italy: complex discourse and claims of poor reading comprehension

***Neli ILIEVA*** *(Faculty of Journalism and Mass Communication, Sofia University “St. Kliment Ohridski”, Sofia, Bulgaria).* Understanding media text as a part of media literacy

## Panel Discussion

Afternoon session – **beginning: 1 pm**

Panel: **Freedom of Speech and Media Literacy**

Moderator: **Assoc. Prof. Dr. Orlin SPASOV**

*(working language – Bulgarian)*

## Aneta MILKOVA (Faculty of Journalism and Mass Communication, Sofia University “St. Kliment Ohridski”, Sofia, Bulgaria). Media freedom: a product of media literacy instead of predicate for its development

## Zhana POPOVA (Faculty of Journalism and Mass Communication, Sofia University “St. Kliment Ohridski”, Sofia, Bulgaria). Threats to freedom of expression – between journalism of facts and pluralism in media

## Teodora GEORGIEVA (newspaper “BANKER”). Speculation in journalistic investigation

## Victoria ATANASOVA (Faculty of Journalism and Mass Communication, Sofia University “St. Kliment Ohridski”, Sofia, Bulgaria). Humor and the freedom of speech. How the satirical edition of Charlie Hebdo became a symbol of the struggle against symbols

***Yasen BORISLAVOV*** *(Faculty of Journalism and Mass Communication, Sofia University “St. Kliment Ohridski”, Sofia, Bulgaria).* Features of destructive irony in social networks

## Desislava ANDREEVA (St. Cyril and St. Methodius University of Veliko Turnovo, Bulgaria). Models of uncertainty communication in science journalism

## Lora SIMEONOVA (Faculty of Journalism and Mass Communication, Sofia University “St. Kliment Ohridski”, Sofia, Bulgaria). The Infodemic and COVID-19 – Renaissance or Inquisition for the Expertise?

## Blagovest ILIEV (Faculty of Journalism and Mass Communication, Sofia University “St. Kliment Ohridski”, Sofia, Bulgaria). Media literacy and regionalization: knowledge and presentation of reliable sources of information at the local level

## Polya IVANOVA (Faculty of Journalism and Mass Communication, Sofia University “St. Kliment Ohridski”, Sofia, Bulgaria). Historical periodization of media literacy in television

## Panel Discussion

Afternoon session – **beginning: 3.00 pm**

# Panel: Media Literacy and Communication Competence

Moderator: :**Prof.** **Dr. Nikolay Mihaylov**

*(working language – Bulgarian)*

## Maya VASILEVA (Faculty of Journalism and Mass Communication, Sofia University “St. Kliment Ohridski”, Sofia, Bulgaria). Fact-Checking and Data Journalism in the Plovdiv Police “Flower on the road” communication campaign: A Case Study

## Danail DANOV, Madlen DANOVA, Teodora PETROVA, Simeon HINKOVSKI ( Faculty of Journalism and Mass Communication, [Faculty of Classical and Modern Philology](https://www.uni-sofia.bg/index.php/eng/the_university/faculties/faculty_of_classical_and_modern_philology) and [Faculty of Educational Studies and the Arts](https://www.uni-sofia.bg/index.php/eng/the_university/faculties/faculty_of_educational_studies_and_the_arts), Sofia University “St. Kliment Ohridski”, Sofia, Bulgaria). Methodological approach of training of media literacy coaches

## Teodora PETKOVA (Faculty of Journalism and Mass Communication, Sofia University “St. Kliment Ohridski”, Sofia, Bulgaria). Potential and Practical Use of Semantic Annotation For Marketing Communications On The Web

## Kalin KALINOV (Faculty of Journalism and Mass Communication, Sofia University “St. Kliment Ohridski”, Sofia, Bulgaria). Media Literacy as a Determinant for Public Diplomacy Success

## Maya STOYANOVA (Faculty of Journalism and Mass Communication, Sofia University “St. Kliment Ohridski”, Sofia, Bulgaria). Image reading ‒ the visual literacy of the 21st century in a media and design context

## Yotka PANCHEVA (Faculty of Journalism and Mass Communication, Sofia University “St. Kliment Ohridski”, Sofia, Bulgaria). Aspects of synergy between the framing theory of communication and the visual communication theories in the construction of meaning in traditional and online media

## Kiril YANEV (Faculty of Journalism and Mass Communication, Sofia University “St. Kliment Ohridski”, Sofia, Bulgaria). Multimedia presentation literacy measuring during Video Conference – communicative and semiotic aspects

## Stilia FELISI PAUNOVA (Faculty of Journalism and Mass Communication, Sofia University “St. Kliment Ohridski”, Sofia, Bulgaria). Media Competencies of the Audience

## Asia ASENOVA-TODOROVA (Faculty of Journalism and Mass Communication, Sofia University “St. Kliment Ohridski”, Sofia, Bulgaria). Crisis communications preparedness as part of the communicative competence of private medical institutions

## Valentina MARINOVA (Faculty of Journalism and Mass Communication, Sofia University “St. Kliment Ohridski”, Sofia, Bulgaria). PR communications of hospitals in Bulgaria

## Panel Discussion