AUTHOR'S REFERENCE

for the summaries of the scientific publications submitted for participation in a competition for holding the academic position "Associate Professor" in the professional field 3.5. Public Communications and Information Sciences (Journalism and Public Relations - Strategic Public Relations and Planned Events), announced for the needs of the Center for Humanities of the Burgas Free University, published in the State Gazette, issue 25/26. March 2021

MONOGRAPH	
1 **Filipov, Milen (2020). The (Pseudo)event: Theory and Practice.** Eks-Press, Gabrovo. **ISBN 978-954-490-690-0** ***Number of pages: 144***	***The monograph*** focuses on the planned events - a special event, a media event, an event for the media and a pseudo-event. The phenomenon of "pseudo-event" is considered in detail. ***The first chapter*** analyzes the event as a social phenomenon. The different types of events are analyzed sequentially and in interrelation: a special event, a media event and an event for the media. Their characteristics and influences on social attitudes, their specific differences, their transforming and integrating role are presented. Events are an integral part of social relations. They are both a product of these relationships and contribute to their formation and maintenance. Events provide interactive, focused, emotionally charged and connecting individual and group experiences. They play an essential role in the socio-political dialogue by providing a flexible, multifunctional tool, which thematizes the public communication environment. They additionally open numerous contact niches. Another point of view defines events as a tool for controlling public emotion and behaviour and creating illusionary communities. Thus, the events become links in the chain of communication power, which the media-communication complex and influential social groups use for personal purposes.

The second chapter makes a detailed description of the pseudo-event, which is not spontaneous and exists only in and through the mass media, but its horizon is always beyond them. It is created to provoke emotional action in the target audiences, which they dress in rational explanations and manipulate public opinion. The pseudo-event is the rocket booster of an agitation campaign or program. It is characterized by a slender structure and a pre-drawn scenario. All this raises him to the level of a communication strategy. It is both an action and a communication strategy that has clearly defined goals and segmented audiences. Its specific form is the subject of a strategic plan to achieve Theatrum Mundi (presentation as a sensation), media logic and criteria for journalistic value.

The fundamental theoretical framework of mediatization and publicity, which is applied in the realization of pseudo-events in a political context, is presented. Mediation and publicity have different theoretical foundations. Thus, media communication includes theories of mass communication such as agenda building, framing and news value. PR-iarization includes propaganda theory (agitation theory), public agenda engineering, information management, and image-making theory.

The third chapter presents the results of mixed-type research, with triangulation of research methods: media content analysis, descriptive survey, case analysis and critical discursive analysis. Media content analysis presents quantitatively and qualitatively the media coverage of the three studied cases. The descriptive survey conducted among journalists and a public relations specialist outlines the nature of the pseudo-event and draws three events to illustrate the pseudo-events. The critical discursive analysis allows one to delve into the depth of cases defined as pseudo-events.

The conclusion presents the main theoretical and applied conclusions made about the pseudo-event as a phenomenon in the political discourse in Bulgaria. The pseudo-event is always mediated. That is why the construction of the pseudo-event follows the media logic to provoke media interest and subsequent coverage.

		It usually happens in the prime time of the electronic media and become leading news on the front pages of the national and regional press. However, the horizon of the pseudo-event is beyond the media presence as an end in itself. From a strategic point of view, it is not the media but public opinion and image projections on the source of the pseudo-event that are its global goals. The pseudo-event is also a kind of provocation for political opponents to stand on what is happening or remain passive. In this way, an artificial communication reality is constructed, in which the public's attention is diverted from severe social, economic and political problems to insolvent issues and political struggles.

2	**Hrsitozova, G. et al (2013).** Ethnopshcholinguistic and Sociolinguistic Aspects of the Language of the Press in Bulgaria. Eks-Press, Gabrovo. **ISBN 978-954-9370-98-0** *Number of pages: 869*	*Introduction*. The language of newspapers is a decisive factor in the construction and transformation of the public. It can serve both the democratic process and the degradations - the dilution, the humiliation, the destruction, the transgression, and falsification, the game of publicity.
		
		    Purpose. The research aims to analyze the language of the newspapers, and the research offers the intersection between the attitudes of the readers and the intentions of the journalists, editors, publishers.
		
		    Methods. Readers' reflections are examined using four representative surveys conducted with the help of the sociological agencies Mediana, Sova Harris and Gallup International.
		
		    Results. The analysis of the newspaper language is based on the texts of 13 newspapers on particular nationally and socially significant topics for the period from 2005 to the middle of 2013. Different points of view are included - topics, genre features, stylistics, language specifics, dynamics of the parameters, comparison with previous periods in the development of the language of newspapers in Bulgaria. The newspaper is seen as a generator of information as a tool for modelling social experience, as an interpreter of facts, as a tool that shapes style, attitude, norm, and morality.
		
		    Conclusions. Language is a phenomenon of culture; language is also its reflection. Culture is a set of meanings, values and norms that the interacting persons affirm and master. Nevertheless, culture also includes

		its carriers, which objectify, socialize and reveal these meanings. In this sense, the language of newspapers is not particular. It is a specific but also a typical linguistic mental-psychological world with a kind of code of ethics and speech behaviour, which not only express but also form.
		STUDIES

3	**Filipov, Milen (2019)**. Features Of The Communication Style Of The Bulgarian University In Facebook, *BFU Annual*, vol. XL, pp. 66-102. **ISSN 1311-221X** ***Number of pages: 37***	**Introduction.** Under the project "Bulgarian language in social media" (№DN20 / 6; 11.12.2017) funded by the Bulgarian National Research Fund, the pilot study analyzes the characteristics of the communication that three Bulgarian universities conduct on their Facebook walls.
		
		    Purpose. The main research goal of the present study is to explore what communication behaviour the studied Bulgarian universities exhibit in their Facebook pages.
		
		    Methods. The present study uses a mixed research method, combining a quantitative study of three Bulgarian universities' communication activity within one calendar year and qualitative analysis of the entire general population of 205 posts for the calendar year 2018. Their genre and style specifics are analyzed, which determines the style of communication of these Bulgarian universities**.**
		
		    Results. The three Bulgarian universities communicate passively and in monologue. The frequency of communication (posting) is far from the recommended optimal minimum. It, in turn, limits the ability of the universities to build relationships with their current and future students, business and other key audiences important to higher education as an institution. The style of communication of the studied universities is formal and distant, very close to the publicistic style. There have been cases of formal-business style with an appeal to the followers of the Facebook page, but a source is a specific person, not the university.
		
		    Conclusions. University communication is news and monologue. The style of public information is used. Bulgarian university needs to rethink its communication on social networks and be competitive in the global market.

4	**Filipov, Milen, Alexieva Maria, Popova, Diana (2016)** Do Bulgarian Schools Effectively Communicate with their School Communities, *Journal of School Public Relations*, *37*(2), pp. 160-202. **ISSN: 0741-3653.** *Number of pages*: 36	*Introduction*. Bulgarian educational institutions face several problems in communicating with their internal and external audiences. It harms their ability to position themselves as the centre of the school community.
		Purpose. The knowledge and practice that primary and secondary educational institutions in Bulgaria have in applying school public relations are studied.
		Methods. Quantitative research applies a critical review of the scientific literature and a survey method to achieve the research goal. The developed questionnaire contains 20 closed questions sent to representatives of primary and secondary educational institutions in Bulgaria.
		Results. Educational institutions in Bulgaria face three main challenges related to strategic communication planning: 1) lack of knowledge of the PR campaign algorithm, 2) definition of key performance indicators (KPI) and 3) measurement and evaluation of communication effectiveness. It reduces educational public relations to a tactical level.
		Conclusions. Bulgarian educational institutions are pretty closed systems, and their communication has a very narrow focus. School PR calls on the educational institution to pursue the interests of the various stakeholders in the school community and demonstrate the school's responsibility.

НАУЧНИ СТАТИИ

	ARTICLES IN REFEREED JOURNALS
5	**Filipov, Milen (2019)**. Who Buys Amsterdam Dance Event? *International Journal of Event Management*, *23*(6), pp. 953-958. **ISSN 1525-9951**	*Introduction.* Modern festivals enable people to escape from everyday life and the social roles they play. In them, they enter the world of hedonistic, often uncontrollable entertainment. Electronic music festivals are multisensory and captivating planned event experiences.

Number of pages: 6	***Purpose.*** The study aims to examine the visitor profile of the Amsterdam Dance Event (ADE) electronic music festival. The demographic profile, the buyers' behaviour, the communication activity and the motivators behind the visit of ADE are studied.
	Methods. Used applies a quantitative methodology using a sample of convenience. The survey applied an online survey sent via an active link on Facebook. The confidence level is 95%, and the margin of error is 10%. Thus, the sample was calculated as 96 respondents from 285,000 Dutch visitors to ADE in 2016. A total of 104 (men n = 53, women n = 51) completed questionnaires were returned.
	Results. The profile of ADE visitors is young people, aged 22–29, mostly single or in a relationship, who have visited ADE at least once. They are middle-income students or working people, which makes them sensitive to ticket prices and local costs. They are active communicators on social media before, during and after ADE.
	Conclusions. The main reasons to attend the festival are the opportunities to experience electronic music in the company of friends, to meet like-minded people and to express themselves. The study does not claim to be representative but claims to be the first study to examine the buyer of ADE.
	ARTICLES IN NON-REFEREED JOURNALS
6 **Filipov, Milen (2021).** Branding a City with Film Festivals. *Economics & Management*, *23*(1), pp. 137-142. **ISSN: 2683-1325** ***Number of pages*: 6**	*Introduction*. The film festival and the place where it is held are becoming a point of attraction for both domestic and international tourism of high economic and cultural value. The film festival also offers a unique opportunity for the host city to build its brand. Cities motivate more skilled and culturally conscious people to move to live in them. ***Purpose***. The research aims to reveal the potential of film festivals to build a city brand. They are special events that provide shared experiences that combine the production and consumption of culture. They bring together different actors such as producers, film studios, media representatives, and spectators in one place.

		Methods. The study applies an inductive approach to exploring the main characteristics of the film festival as a phenomenon and building a city brand. A review of the scientific literature and documentary analysis is used.
		Results. The film festival provides an opportunity to turn a city into a nationally and internationally recognizable cultural place that can attract business and create job opportunities. In addition, some cities outperform national economies and become a vital driver of social, economic, technological and cultural development.
		Conclusions. The film festival contributes to the recognition of the place and demonstrates its ability to hold events successfully. They become a fertile ground for telling the story of the city's brand. Film festivals give a cinematic identity to the city.
7	**Filipov, Milen (2021).** Public Relations, Rituals, and School Community. *Journal of Science and Education Today*, *5*(64), pp. 57-60. **ISSN 2541-7789** *Number of pages: 4*	*Introduction*. Strategic communication approach, educational public relations enable school institutions to educate and persuade the various stakeholders in the community, build their image and brand reputation and get a deeper understanding of the needs of key audiences. *Purpose*. To conceptualize the building elements and the school public relations in the context of the Bulgarian school. *Methods*. The study combines an analysis of the scientific literature with thematic documentary analysis of existing national and international documents. *Results*. Three areas have been formulated in which educational PR is recommended: explaining the nature, functions and activities of a school institution, maintaining mutually beneficial relations, correcting erroneous impressions in the public space related to the image and reputation of the school. Applied in these three areas, educational PR facilitates the school's institutional goals to develop independent, critical and highly influential members of society.

		Conclusions. Educational PR provides an opportunity to build profitable school-community relations effectively by applying school rituals. School social rituals help engage students, parents, and teachers in shared experiences with a substantial and lasting effect.
8	**Filipov, Milen (2020)**. Strategic PR as a System for Preemptive and Defensive Reputation Communication. *Contemporary Humanitaristics*, vol. 2, pp. 6-12. **ISSN 1313-9924** *Number of pages*: 6	*Introduction*. Strategic Public Relations (PR) is an organizational management system for proactive (proactive) and protective (reactive) reputational communication. Organizational reputation is the assessment that stakeholders assign to an organization, linking it to their moral and ethical expectations. *Purpose*. The study aims to examine the reputation from a sociological point of view in strategic public relations, applied in managing crises caused by external and internal organizational problems and incidents. *Methods*. The study applies inductive analysis to reputation by looking at it through social assessment theory and the reputation recovery model. *Results*. Public recognition of reputation requires constant proof of the case through interactions between the organization and stakeholders. Legal recognition is the minimum step for public recognition of reputation. Reputation is a credit in time that stakeholders determine. *Conclusions*. Strategic public relations as a management system for proactive (proactive) and protective (reactive) communication plays a crucial role in managing external and internal organizational incidents and the resulting crises. It can quickly build a synergy between the words and deeds of the organization in the situation. This unity is critical because the window of tolerance of stakeholders quickly closes when there is a mismatch between what the organization says and does.
9	**Filipov, Milen (2020)**. Social Media Marketing For Small and Medium-Sized Enterprises	**Introduction**. Kazakhstan is one of the fastest-growing Central Asian countries, focusing on small and medium-sized enterprises. The government is working to build the SME backbone of its economy.

in Kazakhstan, *Central Asian Journal of Innovations on Tourism Management And Finance*, *1*(4), pp. 1-14. **ISSN: 2660-454X** *Number of pages: 14*	**Purpose**. The study aims to examine the state of social media marketing in small and medium enterprises in Kazakhstan. The rationale for the study stems from the sustainable and dynamic development of social media in the Central Asian country and the presence of sporadic popular science articles in the media, but not in the scientific literature. **Methods**. Qualitative research applies the thematic analysis of existing national and international industry documents. Results. The results show that small and medium-sized enterprises in Kazakhstan occupy an active place on the radar of the Kazakh government. It supports them with various government programs and public financial initiatives. Small and medium-sized enterprises would encourage the consumption of "Made in Kazakhstan" products and would significantly reduce imports of equivalent goods. However, for effective marketing, the use of social media marketing is a crucial factor. **Conclusions**. Small and medium-sized enterprises in Kazakhstan can take advantage of the deep penetration of the Internet and social media to market their products. Small and medium enterprises, startups reduce unemployment among young people.
10 **Filipov, Milen (2020)**. Online personal brand in the Kazakhstani HR Context. *International Scientific-Analytical Journal of Public Administration and Public Service*, *2*(73), pp. 36-42. **ISSN 1994-2370**	*Introduction*. Globally, the war for talent is raging more fiercely than ever. Finding and hiring talent is becoming more competitive and costly for companies. Relying on anachronistic recruitment practices such as CVs exacerbates these challenges in developing countries such as Kazakhstan. Unfortunately, the field of innovative sources of information, such as personal online brand, is insufficiently studied in Kazakhstan and Central Asia. **Purpose**. The study examines the importance that Kazakh human resources professionals attach to the competitive advantage of the personal online brand of job applicants compared to a standard CV. **Methods**. The study uses a survey method to consult a targeted volunteer sample of HR professionals working for different sized business organizations in Kazakhstan. The sample was reached through a

	Number of pages: 6	questionnaire created on a Google form. The link to it was shared via a personal message on LinkedIn. Fifty-two responses were received, but 41 questionnaires were completed.
		Results. The results show that most respondents find the valuable personal online brand of a candidate a valuable source of information. He influences pre-selection decisions, mainly in senior management positions. However, it is not a determining factor for the final choice.
		Conclusions. A resume continues to be the preferred source of information for a candidate over a personal online brand. Human resources professionals rarely or occasionally do an online screening. However, they always screen out a candidate for senior management positions. Offensive language, sexually provocative photos or videos, or conflicting political, religious, or social opinions posted online can be grounds for disqualification.
11	**Zharylkassyn Aida, Filipov Milen (2020)**. Forces Affecting Kazakhstani Journalists' Objectivity: A Narrative Literature Review, *Yessenov Science Journal*, *2*(38), pp. 75-81. **ISSN 1684-9299** *Number of pages: 7*	*Introduction.* Journalistic objectivity In Kazakhstan, it is under pressure from political actors and business. It makes it either an unattainable standard or an undesirable norm. The media is the objective link between government, business and civil society. *Purpose.* The study provides a narrative review of the existing scientific literature on objectivity in journalism and the various forces that influence it in the Kazakh reality. *Methods:* The research approach in the study is a narrative analysis of the scientific literature, which aims to outline the framework of journalists' understanding in Kazakhstan about journalistic objectivity. *Results:* Journalistic objectivity in Kazakhstan is strongly influenced by legal changes in the country, business twisting of hands through advertising budgets and political pressure. *Conclusions:* The objectivity of journalism in Kazakhstan faces intense pressure from legal, governmental and business forces. Even if they believe in codes of professional ethics and objectivity, journalists and editors

		are severely constrained by the views of business owners and business people at the top of the media corporation, whose primary goal is to maximize profits.
12	**Hrisozova, Galya, Filipov, Milen (2016). Media Release – A Basic Genre in Public Relations.** *Contemporary Humanitaristics*, vol 2, pp. 7-18. **ISSN 1313-9924** ***Number of pages: 11***	*Introduction*. PR is defined as a specific sector of business activity and is primarily a direction for creating a favourable and benevolent social environment. It is directly related to effective communication, which depends on many factors, one of the most important being preparing various written documents. *Purpose*. The study analyzes the essence of media communication as a significant genre in public relations tools, distinguishing between the two main types of media communication: press release and press release. *Methods*. Narrative analysis of the scientific literature is used as a research method to outline the scientific framework around the press release. *Results*. The main requirement for the press release, which clearly distinguishes it from advertising text, contains information of high news value and meets three critical criteria - relevance, usefulness, and interest. *Conclusions*. The press release is an integral part of the organization's global communication strategy. It should never be used as a stand-alone communication tool. The media message is evolving due to the power of social media. Thanks to them, the press release is much more interactive and becomes a stand-alone communication platform if used adequately.
13	**Ralcheva, Radina, Filipov, Milen (2016)**. Green CSR Initiatives and Peculiarities in their Coverage in the Electronic Media, vol. 24.	*Introduction*. Corporate social responsibility (CSR) in Bulgaria is viewed through public policies and CSR business practices. In small and medium-sized Bulgarian enterprises, CSR remains very fragmented, chaotic and dependent on the individuality of the manager or owner. *Purpose*. Study media coverage and media rhetoric and its impact on the information value of materials related to green CSR initiatives.

	ISSN 1314-4464 *Number of pages: 19*	***Methods***. The study applies a case study as a research method to the Garbage Books campaign, organized by Smart Books and the Credo Bonum Foundation, with Ecopack and the Bulgarian-American Credit Bank support. ***Results***. The Coverage of the "Garbage Books" campaign in the media is incomplete. There is almost no mention of the organizing companies in the electronic and other types of media. Where the campaign is covered, there is a lack of an analytical media approach to the initiative, emphasizing the superficial elements in it rather than the substantive ones. ***Conclusions***. The reluctance of the electronic media to mention company names, especially in public benefit initiatives, is a bad practice that distorts the media environment, and hence the public. Audiences are deprived of their right to receive complete and accurate information and build on this basis realistic ideas about business and society and form preferences and behavioural choices.
14	**Filipov, Milen (2018).** Communication Style and Tone of Brand Voice in Social Media. *Contemporary Humanitaristics*, vol. 1, pp. 6-13. **ISSN 1313-9924** *Number of pages: 7*	***Introduction.*** Aggressive competition, conditioned by globalization and internationalization processes in the global market of higher education, determine the importance of the style of communication and the brand tone of the voice of the Bulgarian university in social media. ***Purpose.*** The purpose of this article is to make a critical review of the existing scientific literature with a clear focus on the linguistic aspects of the communication style and the tone of the organization's brand voice in social media. ***Methods.*** The study makes a critical qualitative analysis of two articles in the scientific literature examining the communication style and tone of the brand voice in social media. ***Results.*** The analysis of the two articles builds the basis on which the study of the style of communication and the brand tone of the voice of the Bulgarian University in social media is based.

		Conclusions. The application of brand PR communication, using the strategy of dialogue with precisely selected style and tone of communication, would give a competitive advantage to Bulgarian universities in recruiting and retaining students.
15	**Alexieva, Mariya, Popova, Diana, Filipov, Milen (2015)**. Effective Communication of Public Educational Institutions with their Communities, *Pedagogical Almanach*, vol. 1, pp. 11-26. **ISSN 1310-358X** *Number of pages: 16*	*Introduction*. An educational institution has its community, regardless of whether it accepts and realizes it. It is it that decides to participate in the dialogue that takes place between the members of the community, as well as to establish and develop relationships with them. *Purpose*. The study outlines the communication practices that Bulgarian state kindergartens, primary schools, secondary schools, language high schools and vocational high schools with the state (municipal) use to communicate with their school communities. *Methods*. Quantitative analysis is applied in the research, applying a survey method. Intentional sample of 10% (n = 411) of each type of state (primary, secondary) educational institution. *Results*. One hundred and thirteen respondents completed the online questionnaire, which represents 27.5% of the activity. Educational institutions in Bulgaria are aware that school PR is a critical communication approach that they can use to build their school community. Educational institutions perceive public relations more as school events, two-way communication and media relations. In addition, respondents report the strategic nature of educational PR. *Conclusions*. Bulgarian educational institutions face some problems in communicating with their internal and external audiences. It harms the ability of an educational institution to become the centre of its community.
16	**Filipov, Milen (2015)**. Communication approaches to promote the National Strategy for Promoting and Improving	*Introduction*. Literacy is the basis of lifelong learning and is a vital feature of highly efficient societies. It brings benefits both to the individual and to the whole Bulgarian society. *Purpose*. The article examines the nature and main characteristics of the primary communication approaches set out in the National Strategy for Promoting and Improving Literacy (2014-2020).

	Literacy (2014–2020). *In* Yordanova, Daniela (ed.) (2015). Synthesis of the arts when working with an artistic text to develop attention to reading, pp. 97-109. **ISBN 978-619-90391-2-0** *Number of pages: 13*	***Methods***. The study applies the analysis of documents containing secondary data. ***Results***. The national strategy is based predominantly on communication approaches such as special events and media relations built through engagement in dialogue. The other underlying approaches are complementary to the main ones. ***Conclusions***. A higher level of Literacy leads to higher incomes because productivity increases. The main challenge to the sustainability of the goals set in the National Strategy is to overcome the negative attitudes towards education in general and to provoke unfortunate behaviour in the direction of active reading outside school by students. Involving parents must broaden their horizons to look beyond the immediate Coverage of compulsory state educational requirements.
17	**Filipov, Milen (2015)**. The Engagement Approach From a PR Perspective, *BFU Annual*, vol. 32, pp. 250-263. **ISSN 1311-221X** *Number of pages: 5*	***Introduction.*** Involvement is a process of exchanging information, actively listening and learning from stakeholders. The main goal is to build understanding and trust in its mutual interest and key audiences (stakeholders). ***Purpose.*** The study aims to describe the nature and stages of the involvement process used in the strategic public relations process. ***Methods.*** The research uses the scientific literature and research of secondary data from professional organizations as research methods. ***Results.*** Involvement is a priority of public relations, not so much of marketing. The main reason is the long-term nature of PR. The process of involvement develops from the reactivity of actions and communications to the active involvement of stakeholders throughout the value chain. ***Conclusions.*** An involvement approach is a management approach that is part of the arsenal of public relations. Involvement allows the organization to communicate through effective dialogue with its audiences

		actively. It is also effective in attracting the attention, interest and ultimately the actions of the uninvolved audience.
		CONFERENCE PAPERS
18	**Filipov, Milen (2020)**. Teaching Public Speaking Online. Proceedings of VII International Scientific and Practical Conference, November 26-28, Washington, USA, pp. 299-305. **ISBN 979-1-293-10109-3** ***Number of pages: 6***	***Introduction***. Accelerated higher education is transforming from traditional learning to an online learning format. Online learning poses several challenges to major disciplines in public relations programs. The specifics of courses such as "Public Speaking" require digital tools to master the learning material in practice successfully. ***Purpose***. The study aims to describe how Public Speaking courses at three American universities have been influenced by online teaching as part of the bachelor's degree in Public Relations programs at these three universities. ***Methods***. Qualitative research uses Zoom unstructured interview as a research method, which allowed to extract more in-depth information. ***Results***. Technological developments have a strong influence on the way Public Speaking is taught. Decisive factors for effective teaching are structural and technological changes, including synchronous communication with the use of live audio and video content. ***Conclusions***. Public speaking courses develop vital professional skills. It requires these online courses to be interactive and video-mediated, conducted in a synchronous communication environment. Unfortunately, not all of those interviewed in this pilot study apply them.
19	**Filipov, Milen (2020)**. Bulgarian language in social media: Opinions of Burgas journalists. Proceedings of Digital Transformations,	***Introduction***. There are drastic changes in the Bulgarian language used for communication on social media. They raise serious questions about the characteristics of the Bulgarian language used in social media communication, which appears as an alternative to the norm of the Bulgarian literary language.

	media, and society, 5-6 June 2020, Burgas: Burgas Free University, pp. 155-162. **ISBN 978-619-7126-93-8** *Number of pages: 7*	*Purpose*. The purpose of the analysis is to consider Burgas journalists' opinion about the transformations they observe in the Bulgarian language on social media. The survey does not claim to be representative, as it does not cover journalists from other administrative districts in Bulgaria. *Methods*. The quantitative method is used, and the sample covers representatives of Burgas media. The analysis is part of the research project of BSU "Bulgarian language in social media", funded by the Research Fund under contract № DN20 / 6 of 11.12.2017. *Results*. The results show that there is no online Bulgarian language that is different from the literary norm. However, there are differences between the two forms. The main difference is in the freedom to violate spelling rules. Respondents think that it is the responsibility of every social media user to follow the language norm. Failure to comply with these rules has a negative impact on the Literacy of young people in Bulgaria. Other distinguishing features are aggression and low language culture of communication. *Conclusions*. The form of Bulgarian language used for communication on social media differs from the Bulgarian literary norm. The impression is formed that the responsibility for compliance with the literary norm in the textual communication in social media is transferred from the users themselves to social media administrators or an independent body.
20	Filipov, Milen (2020). The Country Image of Kazakhstan in Two Western Media Articles. Proceedings of 1st International Scientific and Practical Conference, November 16-18, 2020,	*Introduction*. Kazakhstan is actively working to build a positive international image of the country in foreign media. Unfortunately, the personal image of political leaders or their actions raise obstacles to a positive image. *Purpose*. The study examines the image that the Western media build the Republic of Kazakhstan in the minds of their readers in their journalistic texts. *Methods*. The study applies the case study method by conducting a frame analysis of two articles. One was published in 2017 in the New York Times and the second in 2018 in CNBC.

	Kishinev, Moldova, pp. 280-287. **ISBN 978-5-368-01372-5** *Number of pages: 7*	*Results*. Both articles present Kazakhstan as a kleptocracy run by an autocrat who conducts pseudo-elections. Citizens of Kazakhstan have been deprived of their right to freedom of expression and must comply with the status quo. *Conclusions*. The mass media have a strong influence on societies and their culture and their place in the world. Due to accelerated globalization, every country, city and region must develop positive socio-economic, political and cultural relations. That is why building a positive media image of a country is a critical factor in positioning itself on the global stage.
21	**Temirkhanova, Leila, Filipov Milen (2020).** Challenges for Private Media in Kazakhstan, VIII International Scientific and Practical Conference Science and Practice: Implementation to Modern Society, 26-28 December 2020. Peal Press Ltd, Manchester, Great Britain. pp. 951-959 **ISBN 978-0-216-01072-7** *Number of pages: 8*	*Introduction*. In Central Asia, the media is financially dependent on financial and industrial groups, clans and oligarchic groups. In this way, most media are dependent and under control. The mass media market in Kazakhstan is diverse registered 3328 media for 2019. *Purpose*. The study aims to analyze the effect of government public information procurement on healthy media competition in Kazakhstan. *Methods*. The study applies two methods of narrative analysis of the scientific literature and quality media content analysis of publications concerning the impact of government procurement on the competitiveness of the media market. *Results*. The results show that public procurement benefits mainly the major social media. It puts the private Kazakh media in a complex and unequal competitive environment. *Conclusions*. The media market in Kazakhstan is unevenly funded. Government public information procurement primarily supports the financial well-being and quality of public media and "obedient" private media. There is an opinion that public procurement is used as a lever to influence the media tone and content. State propaganda is the most acute problem, resulting in low-quality journalism.

22	**Filipov, Milen (2017).** The media and political image in Bulgaria, Proceedings from the scientific-practical conference dedicated to the centenary of Alash-Orda, 24.11.2017, Almaty, pp. 204-209. **ISBN 978-601-09-1793-9** *Number of pages: 5*	*Introduction*. The relationship between politicians and the media is dynamic and often contradictory, reflecting on the political image. It concentrates on ones' feelings, ideas and beliefs that find expression in the media. *Purpose*. The study aims to describe the influences that media and politicians have on each other during the election campaign. *Methods*. The study uses qualitative analysis of secondary sources of information to analyze the influence of media logic followed by politicians and political and business influence on the media. *Results*. The mediatization of politics refutes party logic. It is a process of turning political communication into an easy-to-consume form. However, the relations between the media and the politicians in Bulgaria suck the public mediators in a vortex of financial dependence and easement. *Conclusions*. Media logic subordinates the actions and communication of political actors and forces them to adapt to media news standards. Nevertheless, there are areas of financial dependence that favour the media coverage of certain political actors. Building a political image is directly related to engaging the reader in an individual story about politics.
23	**Filipov, Milen (2015).** Personalized Public Relations. Horizons In The Development of Human Resources and Knowledge, vol. 2. 12-14 June 2015, Burgas: Burgas Free University, pp. 62-67. **ISBN 978-619-7126-10-5** *Number of pages: 5*	*Introduction*. Personalization of public relations is increasingly used in corporate communications. Due to the social transformation - the transition from a society of authority to a society of recommendations. *Purpose*. The study aims to describe the nature and factors that influence personalization as a communication approach. *Methods*. The research method of narrative analysis of the scientific literature outlines the scientific framework around personalization as a scientific problem. *Results*. Personalization allows for the adaptation of the points of contact between the organization and its key audiences to the specific context or preferences of the user through personalized messages. In this way,

		communication becomes more effective, and as a result, for example, real consumers increase or the confidence to make a purchase increases.
		Conclusions. Public relations as a technology for dialogue are emerging as a leading communication approach between individual businesses and their stakeholders. The dynamics of this dialogue require active customization of the content and the dialogue itself.
24	**Popova, Diana, Filipov, Milen. (2016).** Co-Teaching – An Effective Approach in Erasmus+ Teaching Mobilities. Proceedings from a Jubilee Scientific Conference with international participation, 20-21 September 2016, pp. 390-395. Burgas: Burgas Free University. **ISBN 978-619-7126-27-3** *Number of pages: 6*	*Introduction*. Co-teaching is a method that allows to move away from the traditional model of teaching and stimulate innovation in learning. Teachers and students benefit from the diversity of specialized knowledge, professional experience, teaching philosophies, approaches and values. *Purpose*. The study has two goals. First, to explore the nature, advantages and disadvantages of co-teaching. Second, to analyze co-teaching in the context of Erasmus + Teaching Mobility. *Methods*. The study applied controlled monitoring of collaborative teaching of two Bulgarian lecturers from the Burgas Free University during Erasmus + Mobility for teaching at the Polytechnic Institute of Portalegre, Portugal. The observation included an analysis of 240 minutes (four teaching sessions). *Results*. Co-teaching is a highly productive approach to teach public relations and advertising in Erasmus + teaching mobility. It helps to improve the content, pedagogical and didactic approaches; transforms teaching into a process of mutual learning; improves the social climate in the educational environment, increases the positives for teachers and students; and supports the creation of scientific networks. *Conclusions*. Co-teaching stimulates the transformation of independent teaching into an educational collaboration of teachers with different experiences. At the heart of this partnership are mutually beneficial enriching relationships between speakers. Collaborative teaching is a practical teaching approach in Erasmus + teacher mobility.

| 25 | **Filipov, Milen (2015).** PR – Technology for Building Relationships with the School Community. Proceedings of a scientific conference, 19-21.06.2015, University of Veliko Tarnovo St. Kiril and Metodii, Veliko Tarnovo. **ISBN 978-619-7281-01-9** *Number of pages: 7* | *Introduction*. School public relations (PR) is a planned and systematic function of school management. Its primary purpose is to mediate the improvement of communication and services that the school institution provides to the school community. |

Purpose. The report explores the potential of public relations as a social communication technology to develop a mutually beneficial relationship between the school and its community.

Methods. The research method case study is applied - the renovation of a resource room in the school "P. R. Slaveykov ", Burgas and personal participation of the researcher as a communication expert.

Results. A learning environment has been created entirely in line with the needs of SEN students. The resource cabinet has been declared the best resource cabinet in the Municipality of Burgas. It became a model for other resource offices in the area to be renovated. The total media coverage is equal to 12 media publications, mainly in the regional online editions, such as 2 in the newspaper "Chernomoski far", two TV and three radio interviews.

Conclusions. PR used strategically achieves results and solves specific problems that the school alone could not. School PR is a process of constant communication, and the relationship with the school community is built and maintained only through consistency in the communication activities of the school.