

POP-CULTURE, POP-POLITICS: THE DIGITAL TURN
INTERDISCIPLINARY ANALYSES OF THE INTERSECTIONALITY
BETWEEN MEDIA, CULTURES AND POLITICS

International conference
dedicated to prof. Ivaylo Dichev

Programme

4 October 2024

9:00-9:30 Introduction and greetings

9:30 - 11:15 Panel 1: **Populisms at the intersection of politics, trolling, and science**

Moderator: Vyara Anguelova

Ralitsa Kovacheva (Sofia University, Faculty of Journalism and Mass Communication), *Populist narratives in the 2024 European election campaign in Bulgaria*

Mila Mineva (Sofia University, Faculty of Philosophy), *Game of Europes*

Diana Petkova (Sofia University, Faculty of Journalism and Mass Communication), *Populism in public communication – from fragmentation to radicalization of public opinions in times of crisis*

Andreana Eftimova (Sofia University, Faculty of Journalism and Mass Communication), *Languages of Political Populism: Plain Language for the Ordinary People*

Svetla Koleva (Institute of Philosophy and Sociology at the Bulgarian Academy of Sciences), *Social sciences grappling with populism*

11:15 – 11:30 Coffee break

11:30 – 13:00 Panel 2: **Digital Politics**

Moderator: Valentina Gueorguieva

Maria Stover (Washburn University, USA) & Elza Ibroscheva (SIU-Edwardsville, USA), *Authenticity on Instagram: the visual self-presentation of Estonian prime minister Kaja Kallas on Instagram*

Julia Rone (Vrije Universiteit Amsterdam), *Techofeudalism and the economy of political attention during pre-election period*

Silvia Petrova (South-West University, Bulgaria), *Trolling as a Political Discourse*

Mila Stancheva (Institute of Philosophy and Sociology at the Bulgarian Academy of Sciences), *Polit-pop sustainability: policies, business and media heroes for “green” lifestyle*

13:00-14:00 Lunch break

ROOM 1

14:00-15:15 Music and politics

Moderator: Svetla Koleva

Ventsislav Dimov (Sofia University; Institute of Art Studies, BAS), *On hip-hop music as pop-politics: a look at poetics in trajectories of content and form*

Vyara Angelova (Sofia University, Faculty of Journalism and Mass Communication), *Music and Bulgarian musicians in video games*

Lozanka Peycheva (IEFEM - BAS; Academy of Music, Dance and Fine Arts “Prof. Asen Diamandiev” – Plovdiv), *Touches on the rhetoric of music as a creative industry: whose folk song is it?*

15:15-15:30 coffee break

15:30 – 16:45 Music and politics - 2

Julijana Papazova (independent scholar, North Macedonia), *Rock music at the Balkans during the period of COVID-19 lockdown*

Nina Weller (Leibniz-Zentrum für Literatur- und Kulturforschung), *Kastus Kalinoŭski as the “pop star” of the Belarusian struggle for independence*

Marija Dumnić Vilotijević (Institute of Musicology SASA, Belgrade), *Yugoslav newly-composed folk music of the 1960s-1980s in the Serbian diaspora - about the nostalgic re-signification of popular culture*

Indira Anna Hajnács (Leibniz Institute for the History and Culture of Eastern Europe GWZO Leipzig) *The Pentatone Nation – Folk Music as Projection Vehicle of Political Ideas in Hungary*

ROOM 2

14:00 – 15:15 The city as a scene, the space as media

Moderator: Zhana Popova

Dessislava Lilova (Sofia University, Faculty of Philosophy), *Copernix Maps and imagined geographies: Bulgarian place names in Antarctica*

Aneta Vassileva (UACEG, New Architectural Heritage Foundation), *Make architecture great again! Architecture, society and the media postdigital: “tradition”, populism and Facebook “Democracy”*

Svetla Kazalarska (IEFSEM, Bulgarian Academy of Sciences), *The city lights and Christmas spirit. On the social production of festive space*

15:15 – 15:30 Coffee break

15:30 – 17:00 The city as a scene, the space as media

Moderator : Zhana Popova

Roberta Koleva (CEU, Dept of Sociology and Social Anthropology), *‘The Bulgarian Berlin wall’: the Monument of the Soviet Army in Sofia as a ‘representational space’ for imagining the past, present and future*

Darina Dimitrova (Sofia University, Cultural Studies), *Stickers in urban area as a tool for social mobilization*

Rossalina Todorova (Sofia University, Dept of Sociology) *Green acts: Global politics vs local crises (a case study in two Bulgarian villages)*

17 : 00 – 19 :00 Elites vs Citizen : Symbolic battles over the uses of political crises

or

The crisis as a show

Discussion panel moderated by Anna Krasteva

5 october 2024

9:00 – 10:45 **Media between East and (Wild) West**

Moderator : Mila Mineva

Nelly Ognyanova (Sofia University. Chairperson of the Journalistic Ethics Commission), *The Wild West of digital news industry*

Nikolay Kolev (Sofia University, Faculty of Journalism and Mass Communications), *Challenges and Opportunities Facing Practice and Education of "Mobile Journalism in CEE Countries*

Dessislava Sotirova (Sofia University, Faculty of Journalism and Mass Communications), *Local media crisis across Europe and North America*

Elena Fuchedzhieva (Sofia University, Faculty of Journalism and Mass Communications), *The media choices of military and military industry workers in Kazanlak and the region during crises*

Zhana Popova (Sofia University, Faculty of Journalism and Mass Communications), *History of viewing: the profession of "viewer" under surveillance*

10:45 – 11:15 Coffee break

11:15 – 12:45 **Digital transformations**

Moderator: Ventsislav Dimov

Orlin Spassov (Sofia University, Faculty of Journalism and Mass Communications), *Internet and Cultural Transformations in Bulgaria after 1989*

Nikola Vanguelov (Sofia University, Faculty of Journalism and Mass Communications), *Online advertising in a multicultural environment*

Niya Neykova (Institute of Philosophy and Sociology, Bulgarian Academy of Sciences), *Pop Culture Policies for Love and Intimacy: Gender role models in the advice of Bulgarian digital influencers*

Emil Enev (Sofia University, Faculty of Journalism and Mass Communications), *The road of the political to the popular culture, through the prism of media divergence*

13:00-14:00 Lunch break

ROOM 1

14:00 – 15:30 **Pastiche, Remix, Memes**

Moderator: Rosalina Todorova

Anna Lazarova (Sofia University, Faculty of Philosophy), *Pastiche and remix: on the limits of creative freedom on user-generated content platforms*

Melina Vassileva (Sofia University, Faculty of Journalism and Mass Communications), *Memeculture as an instrument of influence*

Zornitsa Petrova (Sofia University, Faculty of Philosophy), *Squatting Slavs in Tracksuits: Virtual (Self-)Exoticisation of Eastern European Identity*

Ivelina Dragancheva (Technical University, Varna), *Metamorphoses of the Popular in the context of contemporary digital media*

15:30 – 16:00 Coffee break

16:00-17:30 **Scaringly funny about media**

Moderator: Niya Neykova

Nikoleta Daskalova (Foundation Media Democracy), *“Political circus” in media content*

Lora Tarkoleva (Bulgarian national radio, Sofia University – Faculty of Journalism), *The added value of academic punk rock in political satire: the radio essays of Ivo Balev*

Matthias Schwartz (Leibniz-Zentrum für Literatur- und Kulturforschung), *In a Lad's World. A popular TV series and social media in the shadow of the Russo-Ukrainian War*

Joao Felipe Gonsalves (University of Sao Paulo), *The Pablo Escobar Loop: Crime, Politics and Pop Culture in Colombia*

ROOM 2

14:00-15:30 **Heritage, Memory, Identities**

Moderator: Zhana Popova

Svetlana Hristova (Southwest University, Bulgaria), *Regimes of memory in the digital panopticum*

Ivo Strahilov (Sofia University, Faculty of Philosophy), *Remixing Traditions: Queer Art and the Politics of Heritage in the Balkans*

Velislava Petrova (Sofia University, Faculty of Philosophy), *Identity and heritage: what to do with the socialist past? Doing fieldwork in Dimitrograd*

15:30 – 16:00 Coffee break

16:00-17:00 **Heritage, Memory, Identities**

Moderator: Valentina Gueorguieva

Lea Vaysova (Sofia University, Faculty of Philosophy), *Feminism and political imagination in Bulgaria*

Ognyan Isaev (Sofia University, Faculty of Philosophy), *The Roma – media representations and their internalisations within the community*

17:30.