

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

International conference dedicated to prof. Ivaylo Ditchev

Program
4 October 2024

Aula magna of the Faculty of Journalism and Mass Communication, 49 Moskovska str., 3^d floor

9:00 – 9:30	Introduction and greetings
9:30 – 11:15	<p>Panel 1: Populisms at the intersection of politics and trolling</p> <p>Moderator: Vyara Anguelova</p> <p>Ralitsa Kovacheva (Sofia University, Faculty of Journalism and Mass Communication), <i>Populist narratives in the 2024 European election campaign in Bulgaria</i></p> <p>Mila Mineva (Sofia University, Faculty of Philosophy), <i>Game of Europes</i></p> <p>Diana Petkova (Sofia University, Faculty of Journalism and Mass Communication), <i>Populism in public communication – from fragmentation to radicalization of public opinions in times of crisis</i></p> <p>Andreana Eftimova (Sofia University, Faculty of Journalism and Mass Communication), <i>Languages of Political Populism: Plain Language for the Ordinary People</i></p> <p>Silvia Petrova (South-West University, Bulgaria), <i>Trolling as a Political Discourse</i></p>
11:15 – 11:30	Coffee break
11:30 – 12:00	Screening of a short video dedicated to Ivaylo Ditchev
12:00 – 13:00	<p>Panel 2: Politics, Economy, Media</p> <p>Moderator: Valentina Gueorguieva</p> <p>Julia Rone (Vrije Universiteit Amsterdam), <i>Clouds On the Horizon: on states, corporations and occasionally democracy</i></p> <p>Mila Stancheva (Institute of Philosophy and Sociology at the Bulgarian Academy of Sciences), <i>Polit-pop sustainability: policies, business and media heroes for “green” lifestyle</i></p> <p>Vyara Angelova (Sofia University, Faculty of Journalism and Mass Communication), <i>The law regulating journalistic profession from 1941</i></p>
13:00 – 14:00	Lunch break

4 October	Aula magna	Hall 17, Faculty of Journalism and Mass Communication, 1 floor
14:00 – 15:15	<p>Music and politics Moderator: Ralitsa Kovatcheva Ventsislav Dimov (Sofia University; Institute of Art Studies, BAS), <i>On hip-hop music as pop-politics: a look at poetics in trajectories of content and form</i> Marija Dumnić Vilotijević (Institute of Musicology SASA, Belgrade), <i>Yugoslav newly-composed folk music of the 1960s-1980s in the Serbian diaspora - about the nostalgic re-signification of popular culture</i> Lozanka Peycheva (IEFEM - BAS; Academy of Music, Dance and Fine Arts – Plovdiv), <i>Touches on the rhetoric of music as a creative industry: whose folk song is it?</i></p>	<p>The city as a scene, the space as media Moderator: Velislava Petrova Dessislava Lilova (Sofia University, Faculty of Philosophy), <i>Copernix Maps and imagined geographies: Bulgarian place names in Antarctica</i> Aneta Vassileva (UACEG, New Architectural Heritage Foundation), <i>Make architecture great again! Architecture, society and the media postdigital: “tradition”, populism and Facebook “Democracy”</i> Svetla Kazalarska (IEFSEM, Bulgarian Academy of Sciences), <i>The city lights and Christmas spirit. On the social production of festive space</i></p>
15:15 – 15:30	Кафе пауза	
15:30 – 16:45	<p>Music and politics - 2 Julijana Papazova (independent scholar, North Macedonia), <i>Rock music at the Balkans during the period of COVID-19 lockdown</i> Nina Weller (Leibniz-Zentrum für Literatur- und Kulturforschung), <i>Kastus Kalinoŭski as the “pop star” of the Belarusian struggle for independence</i> Indira Anna Hajnács (Leibniz Institute for the History and Culture of Eastern Europe GWZO Leipzig) <i>The Pentatone Nation – Folk Music as Projection Vehicle of Political Ideas in Hungary</i></p>	<p>The city as a scene, the space as media Moderator : Velislava Petrova Roberta Koleva (CEU, Dept of Sociology and Social Anthropology), <i>The Bulgarian Berlin wall: the Monument of the Soviet Army in Sofia as a ‘representational space’ for imagining the past, present and future</i> Darina Dimitrova (Sofia University, Cultural Studies), <i>Stickers in urban area as a tool for social mobilization</i> Rossalina Todorova (Sofia University, Dept of Sociology) <i>Green acts: Global politics vs local crises (a case study in two Bulgarian villages)</i></p>
17:00 – 18:00	<p>Historical reenactments as a cultural phenomenon Aula magna Presentation of the research project and a digital exposition by Dimitar Atanassov</p>	

5 October 2024

Aula Magna

9:00 – 10:45	<p>Media between East and (the Wild) West</p> <p>Moderator : Mila Mineva</p> <p>Nelly Ognyanova (Sofia University. Chairperson of the Journalistic Ethics Commission), <i>The Wild West of digital news industry</i></p> <p>Nikolay Kolev (Sofia University, Faculty of Journalism and Mass Communications), <i>Challenges and Opportunities Facing Practice and Education of "Mobile Journalism in CEE Countries</i></p> <p>Dessislava Sotirova (Sofia University, Faculty of Journalism and Mass Communications), <i>Local media crisis across Europe and North America</i></p> <p>Zhana Popova (Sofia University, Faculty of Journalism and Mass Communications), <i>History of viewing: the profession of "viewer" under surveillance</i></p> <p>Nikoleta Daskalova (Foundation Media Democracy), <i>"Political circus" in media content</i></p>
10:45 – 11:15	Coffee break
11:15 – 12:45	<p>Digital transformations</p> <p>Moderator: Ventsislav Dimov</p> <p>Orlin Spassov (Sofia University, Faculty of Journalism and Mass Communications), <i>Internet and Cultural Transformations in Bulgaria after 1989</i></p> <p>Nikola Vanguelov (Sofia University, Faculty of Journalism and Mass Communications), <i>Online advertising in a multicultural environment</i></p> <p>Niya Neykova (Institute of Philosophy and Sociology, Bulgarian Academy of Sciences), <i>Pop Culture Policies for Love and Intimacy: Gender role models in the advice of Bulgarian digital influencers</i></p> <p>Emil Enev (Sofia University, Faculty of Journalism and Mass Communications), <i>The road of the political to the popular culture, through the prism of media divergence</i></p>
13:00 – 14:00	Lunch break

5 October	Aula magna	Hall 17, 1 floor
14:00 – 15:30	<p>Pastiche, Remix, Memes Moderator: Rosalina Todorova Ana Lazarova (Sofia University, Faculty of Philosophy), <i>Pastiche and remix: on the limits of creative freedom on user-generated content platforms</i> Melina Vassileva (Sofia University, Faculty of Journalism and Mass Communications), <i>Memeculture as an instrument of influence</i> Zornitsa Petrova (Sofia University, Faculty of Philosophy), <i>Squatting Slavs in Tracksuits: Virtual (Self-)Exoticisation of Eastern European Identity</i> Ivelina Dragancheva (Technical University, Varna), <i>Metamorphoses of the Popular in the context of contemporary digital media</i> Maria Ivanova (Sofia University, Faculty of Philosophy), <i>Memetics as communicational code</i></p>	<p>Heritage, Memory, Identities Moderator: Zhana Popova Svetlana Hristova (Southwest University, Bulgaria), <i>Regimes of memory in the digital panopticum</i> Ivo Strahilov (Sofia University, Faculty of Philosophy), <i>Remixing Traditions: Queer Art and the Politics of Heritage in the Balkans</i> Velislava Petrova (Sofia University, Faculty of Philosophy), <i>Identity and heritage: what to do with the socialist past? Doing fieldwork in Dimitrovgrad</i></p>
15:30 – 16:00	Coffee break	
16:00 – 17:30	<p>Scaringly funny about media Moderator: Niya Neykova Lora Tarkoleva (Bulgarian national radio, Sofia University – Faculty of Journalism), <i>The added value of academic punk rock in political satire: the radio essays of Ivo Balev</i> Matthias Schwartz (Leibniz-Zentrum für Literatur- und Kulturforschung), <i>In a Lad's World. A popular TV series and social media in the shadow of the Russo-Ukrainian War</i> Joao Felipe Gonsalves (University of Sao Paulo), <i>The Pablo Escobar Loop: Crime, Politics and Pop Culture in Colombia</i></p>	<p>Heritage, Memory, Identities Moderator: Valentina Gueorguieva Lea Vaysova (Sofia University, Faculty of Philosophy), <i>The Women's Movement in Bulgaria after the Rejection of the Istanbul Convention</i> Ognyan Isaev (Sofia University, Faculty of Philosophy), <i>The Roma – media representations and their internalisations within the community</i> Silviya Petkova (Sofia University, Faculty of Law), <i>The uses of criminal law in politics</i></p>