



THE FACULTY OF JOURNALISM AND MASS COMMUNICATION OF SOFIA UNIVERSITY "ST. KLIMENT OHRIDSKI" SOFIA, BULGARIA

organizes a jubilee international conference together with our academic
partners Eastern Kentucky University, USA
Vilnius University, Lithuania
Vytautas Magnus University, Lithuania
the Polytechnic Institute of Lisbon, Portugal
Batumi Shota Rustaveli University, Georgia
University of Bucharest, Romania

on the topic of

COMMUNICATIONS, MEDIA AND EDUCATION IN THE PARADIGM OF NEW TECHNOLOGIES AND ARTIFICIAL INTELLIGENCE

THE EVENT IS PART OF THE CELEBRATIONS OF THE 50TH ANNIVERSARY OF THE
ESTABLISHMENT OF THE FACULTY OF JOURNALISM AND MASS COMMUNICATION AS A
STAND-ALONE UNIT OF SOFIA UNIVERSITY "ST. KLIMENT OHRIDSKI".

The conference will be held on the 24th and 25th of October 2024 on the video conference
platform Teams.



VYTAUTAS
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MCMXXII



ESCOLA SUPERIOR
DE COMUNICAÇÃO SOCIAL



Afternoon session – beginning 15:00 h (UTC + 03:00)

Panel: Media and Education Process

Moderator: Assoc. Prof. Dr. Kalin Kalinov

(working language – English)

[Join the panel](#)

Claudia Polzin-Haumann (Saarland University, Germany). *Discursive Constructions of a Cross-Border Social Space during the Covid-19 Pandemic*

Manuela Manliherova (Sofia University "St. Kliment Ohridski", Bulgaria). *Digital (Synthetic) Humans in Media Industry*

Kalin Kalinov (Sofia University "St. Kliment Ohridski", Bulgaria). *Communication Perspectives on Social Fragmentation in Contemporary Society*

Oksana Voloshenuk, Halyna Dehtiarova (Department of Film Studies of KNUTKIT named after I. K. Karpenka-Karoho, Ukraine). *Creative Tools of Media Literacy: Media Educational Comic*

Saulė Jokūbauskienė, Daiva Siudikienė (Vilnius University, Lithuania). *The Study of Students' Reading Habits and Informational Behavior*

Petro Katerynych (Taras Shevchenko National University of Kyiv, Ukraine). *The Integration of Artificial Intelligence in Screenwriting and Directing Education: Tools and Applications*

Tetiana Polishchuk, Oleksandra Hondiul (Boris Grinchenko Kyiv Metropolitan University, Ukraine). *Media Education for Adults at the Media Hub Grinchenko University*

Monika Dimitrova (Sofia University "St. Kliment Ohridski", Bulgaria). *Rethinking Reading Promotion in Digital Context. Survey on the Attitudes of Reading Promoters to the Application of Digital Approaches*

Panel Discussion