Conference Program

10-13 SEPTEMBER 2014, ELENITE HOLIDAY VILLAGE, BULGARIA

ORGANIZED BY
• Bulgarian Academy of Sciences
• Union of Scientists in Bulgaria
• Science & Education Foundation, Bulgaria
• New Education Foundation, Poland
• The Faculty of Journalism, Saint Petersburg State University, Russia

PART OF
International Scientific Events
www.sciencebg.net

PAPERS PUBLISHED IN
International Scientific Publications
www.scientific-publications.net
REGISTRATION
05:00-06:00 PM, 10 September, Conference Hall, Hotel “Royal Castle”
09:00-10:00 AM, 11 September, Conference Hall, Hotel “Royal Castle”

OPENING
10:00 AM, 11 September, Conference Hall, Hotel “Royal Castle”

ATTENTION
Participants in the conference have 15 minutes to present their papers and 5 minutes for questions and answers. There may be changes in the order of presentations, which participants will be duly notified about.

Participants have to arrange their posters on the poster boards before the poster session begins. There should be two posters on each side of the board.

SESSION 1 ON 11 SEPTEMBER
10:00-11:00 AM, Conference Hall, Hotel “Royal Castle”

1. CREATE YOUR MEDIA-FRIEND: THE “SECRET MISSION” FOR UNIVERSITY NEWSPAPER
   Liubov Nekrasova
   Lomonosov Moscow State University, Leninskie Gory, 1, Moscow, Russia

2. THE REJUVENATING STRATEGIES OF APTN (ABORIGINAL PEOPLES TELEVISION NETWORK) IN CANADA
   Pei Tsai, Ming-Jay Chang
   Department of Radio, Television and Film, Shih Hsin University, Taiwan

3. PRONUNCIATION OF LOAN WORDS IN SLOVAK LANGUAGE OF ELECTRONIC MEDIA
   Hana Vančová
   Department of English Language and Literature, Faculty of Education, Trnava University, Slovakia

4. CONSUMER GENERATED MEDIA AND MEDIA ENTERTAINMENT - LATEST REPORT FROM JAPAN
   Yoichi Nagashima
   Shizuoka University of Art and Culture, Japan
POSTER SESSION ON 11 SEPTEMBER
11:00 AM-12:00 PM, Conference Hall, Hotel “Royal Castle”

1. **TRENDS IN OUTREACH ACTIVITIES AT JAPANESE UNIVERSITIES**
   Toshiya Kobayashi
   Kyushu University, Japan

2. **DOES INFORMATION DENSITY OF TELEVISION PROGRAMS INCREASE AS TIME GOES ON?**
   Kristian Dokic
   Polytechnic of Pozega, Croatia

3. **REMOVAL OF LIBERTY**
   Emrush Kastrati
   Lawyer, Albania

4. **PHENOMENOLOGICAL ASPECTS OF COMPUTER CRIME AGAINST INTELLECTUAL PROPERTY**
   Gentian Koci
   Sofia University St. Kl. Ohridski, Bulgaria

5. **ARTS AND SCIENCES: WHEN THE PRECISE WORD IS NOT ENOUGH**
   Clara Gonçalves
   CITAD - Universidade Lusíada, Lisbon, Portugal

6. **NEW MEDIA AND CIVIL LIABILITY**
   Katerina Dulčić
   Polytechnics Nikola Tesla in Gospić, Croatia

7. **EDUCATIONALISATION OF MEDIA DISCOURSE - POST-FOUCAULDIAN PERSPECTIVE**
   Helena Ostrowicka
   Kazimierz Wielki University, Poland
COFFEE BREAK
12:00-12:30 PM, Main Restaurant, Hotel “Royal Castle”

SESSION 2 ON 11 SEPTEMBER
02:00-06:00 PM, Conference Hall, Hotel “Royal Castle”

1. "CONSUMPTION IS THE MEANS OF COMMUNICATION AND SELF-IDENTIFICATIONS"
   Tatiana Radchenko
   Ural Federal University, Russia

2. USAGE OF SECURE-QUALIFIED DIGITAL SIGNATURE IN COMMUNICATION IN POLAND
   Robert Rajczyk
   University of Silesia, Poland

3. TRADITIONAL AND NEW MEDIA IN COMMUNICATING ABOUT PUBLIC BENEFIT IN POLAND
   Grazyna Piechota
   Andrzej Frycz Modrzewski Krakow University, Poland

4. TRANSFORMATION OF INTERVIEW AS A JOURNALISTIC STYLE FORM (HISTORY OF INTERVIEW)
   Dali Osepashvili
   TSU, Tbilisi State University, Georgia

   Liljana Siljanovska
   South East European University, Macedonia

6. A TALE OF FAILURE: INDIGENOUS LANGUAGE RADIO BROADCASTING IN ZIMBABWE
   Memory Mabika
   University of Venda, South Africa
7. **RADIO & INTERCULTURALITY**
   Sara Lotta
   Residential, Italy

   Elena Gusar
   Altai State University, Barnaul, Russia

9. **PUBLIC RELATIONS IN SCIENCE: POSSIBILITIES FOR BUILDING FUTURE’S SCIENCE COMMUNICATION**
   Said Huseynov
   Azerbaijan National Academy of Sciences, Azerbaijan

10. **THE INFLUENCE OF CULTURE ON TEACHING CRITICAL THINKING SKILLS TO STUDENTS THROUGH THE BLOG**
    Zahra Shahsavar
    Shiraz University of Medical Sciences, Iran

**SOCIAL PROGRAM**
12 September

**CLOSING**
13 September
Thank you for taking part in the international conference Media & Mass Communication.
We hope that the time spent in Bulgaria has been beneficial to both you and your colleagues.

It will be our pleasure to welcome you again next year. Current information about all events organized by us can be found at www.sciencebg.net