

The Media System and Journalistic Culture in Bulgaria (Research carried out in the Light of the Three Models of Media – Politics relationships of Hallin and Mancini)

Bissera Zankova

2022 May 19, 14-16 PM

**University of Public Service
Oktatási Épület (Learning Center) Room 415
H-1083 Budapest, Ludovika tér 2**

Mindenkit személyes jelenlétre bízunk, de lehetőség van online formában is csatlakozni

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Május 19., csütörtök · 14:00 – 16:00

A Google Meet csatlakozási adatai

Videóhívás linkje: <https://meet.google.com/yty-pnef-qox>

Abstract of the project

The Bulgarian media has played a positive role in the process of democratic transformations in the country, however in recent years the negative trends in the media field have intensified. What are the reasons for such deplorable development? What kind of media and media system has been established in Bulgaria? What type of journalism do Bulgarians want to see evolving? The interdisciplinary project titled “The media system and journalistic culture in Bulgaria (research carried out in the light of the three models of media - politics relationships of Hallin and Mancini)” takes the ambitious task to find the proper answers to these fundamental issues combining approaches from media studies, political science and sociology. In order to accomplish our complex goals we have set up an interdisciplinary research team comprising eminent media researchers and students under the aegis of “St. Cyril and St. Methodius” University of Veliko Tarnovo which is the beneficiary of the project. “Media 21 Foundation” is also involved in this undertaking through the expert participation of Dr. Bissera Zankova.

The project will last for three years and in August 2021 its first stage has come to an end. Now we put efforts in the accomplishment of the second stage.

The main objective of our work is to place the Bulgarian media model and the Bulgarian journalistic culture being its integral part on the geographical map of the comparative studies of the world media systems. From the outset we wish to point out that such type of research is almost unknown in the Bulgarian media science. The starting point will be the well-known “three models” theory of media - politics relations of Hallin and Mancini (2004): Mediterranean or Polarized Pluralist Model, North/Central Europe or Democratic Corporatist

Model and North Atlantic or Liberal Model. Using this methodology the specific features of the Bulgarian media will be identified and analyzed.



Bissera Zankova has studied law and has specialized in editing and publishing at Sofia University "St.Kliment Ohridsky", Bulgaria. She holds a Master (1999) and a Doctor (2005) of Comparative Constitutional Law from the Central European University, Budapest. For many years Ms. Zankova has been a Council of Europe expert in the field of freedom of expression and media, a member of CDMSI and its Bureau. She has taken part in the Council of Europe missions in various European countries. Currently she is independent researcher and consultant as president of "Media 21" Foundation registered in Bulgaria which pursues projects in freedom of expression, new media and journalism.

For the period 2017 - 2020 "Media 21" Foundation is a partner with 14 European organizations in the COMPACT EC Horizon 2020 project on convergence and social media.

Currently Bissera Zankova is involved as an expert in the "The media system and journalistic culture in Bulgaria (Study in the light of the three models of media relations - the policy of Halin and Mancini)" project and the MEDIADELCOM EC Horizon 2020 project.

Bissera Zankova is particularly interested in media policy and media regulation.