

**“Digital Present and Digital Future:**

**Economic, Cultural, Educational, Legal and Technological Impacts”**

**Scientific Conference with international participation**

**Sofia, Bulgaria, April 9-10, 2013**

**Venue: Metropolitan Hotel Sofia**

Sofia 1784, 64 Tsarigradsko chausse Blvd., <http://www.metropolitanhotelsofia.com/>

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**PROGRAMME**

**9 April 2013, Hall Sofia**

**9.00-9.30 a. m. Registration of participants.**

**9.30 a. m. Opening ceremony. Greetings.**

Мoderator: Assoc. Prof. Dr. Tania Todorova

Plenary Speeches

**10.00 a. m. Ivanka Yankova** (SULSIT). Scientific Project “Data Base “Bulgarian Revival Towns” – research achievements and applied products.

**Abstract.** The report presents the scientific, applied and methodological achievements of the realization of Scientific Project “Data Base “Bulgarian Revival Towns”, financed by Bulgarian Ministry of Education, Youth and Science, Scientific Project Funds.

**10.20 a. m. Ivanka Yankova, Rumelina Vasileva, Silvia Stancheva** (SULSIT).Data Base “Bulgarian Revival Towns. Demonstration.

**1st Theme: Cultural and Educational opportunities of the Digital Present and Digital Future.**

**10.40 a. m. Bulent Yılmaz** (Hacettepe University, Ankara, Turkey). Issues in Digitization Process in Turkey.

**Abstract:** In this paper, subject is evaluated within the scope of cultural memory institutions like library, archive and museum, in the context of cultural heritage and at the national level. In this framework, first of all, developments on digitization in Turkey are summarized and situation in Turkey in terms of digital skills are put forward. Then, problems experienced about digitization at the national and institutional level in Turkey are discussed. Suggestions for future and solutions of problems are offered at the end of the paper.

**11.00 a. m. Vesna Župan** (The “Svetozar Marković”, University Library, Belgrade). Аn insight to the results of cataloguing and classifying library materials on European and North-american socio-economic development: Experience from Serbian Digital Academic Environment.

**Abstract:** This paper concentrates on Serbian academic libraries in the process of globalization. Special emphasis is on professional cataloguing of materials that readers may use for analyzing European and North-American socio-economic development. International standards for bibliographic description of library materials are had in mind. Emiprical method and statistical approach are being implemented.

Some promotive activities in Serbian academic environment pointed out jubilees which may help real and potential users to go in for socio-economic development of European countries, the United States of America, Canada and Mexico. An acquisition policy and the structure of collections depend on the type of a library. Staff in a general scientific library should have in mind the topic mentioned here because of cultural, diplomatic and economic colaboration between European countries on one side and North-American countries on the other one.

There are permanent problems in the acquisition of monographies and articles in prited form. It can be partly avoided by the use of publications in e-form. The importance of an interlibrarian loan service will be even more expressed in the future than it was until nowadays. Having in mind the requirements of a digital environment it will be indespensable to keep developing information literacy among librarians and users as well.

**11.20 a. m. Coffee break.**

**11.40 a. m. Ahmet Altay, Yusuf Alkan** (Kırklareli Üniversitesi, Turkey). Digitization of local cultural elements and public libraries: State in Turkey.

**Abstract:** With the development of the process of transition to information society that emerged as a result of globalization, against the threat of loss of societies’ original identity, many local reflexes have developed. It became inevitable for many local institutions to take on responsibilities with these reflexes while saving cultural elements and values specific to the region, district and while transmitting them to the future. One of these institutions is the public libraries. This has become a necessity for public libraries, which are local cultural institutions, to take on important roles in the protection of their local culture and their provision of services as well as the mission of fulfilling the cultural and educational needs of the society in which they exist. Public libraries should stand against the cultural erosion caused by the information age, with the technology that again the information age offers. Digitization... This has become a necessity for Public Libraries, one of whose main functions is to support the cultural activities of the region in which they exist, to take on an important role in the transfer of their local cultural elements to the future and in the point of recording promptly by digitization.

This study is prepared to put forward the role and responsibilities of the public libraries in Digitization of their local cultural elements. In addition, this study comprises information about the Digitization studies directed towards protecting the local cultural elements in the public libraries in Turkey.

**12.00 a. m. Nadežda Stojković, Slađana Živković, Vanče Bojkov** (University of Niš, Serbia). English as a Lingua Franca of Computer Science and Information Technologies - content and methodology of a university syllabus.

**Abstract:** Computer Science and Information Technologies are fields that experience an unprecedented speed of development. Such a situation requires a lingua franca as there is literally little or no time for translation or finding of recipient language's equivalent. This initiates a situation of diglosia, or bilingualism, where a native language (other than English) is empolyed in 'private' situations, and English in professional ones. So, in this time when new vistas of knowledge are opened literally every day, the study and description of its language are particularly demanding. Thus, the syllabus and course design of English for Computer Science and Information Technology is a never-ending, open process of constant change and improvement. In that process, the study of the whole curriculum of these fields, an in-depth needs assessment, cooperation with other subject teachers and administration, as well as extensive informal discussion with the students regarding needs and interests, are mandatory, if the course is to be purposeful.

**12.20 a. m. Yanka Totseva** (Foundation “Arete”)**, Vanche Boykov** (University of Nis).Digital Classrom – positives and negatives.

**Abstract:** Education is a social system that is founded to prepare young for today but also for tomorrow. Can this system to meet the challenges of the digital world and its conservatism a major obstacle to change and opening to meet the demands upon it.

The preparation, which provides schooling for young people in the field of computer technology these days is insufficient in the opinion of leading experts in the field of software industry and science researchers. How can I solve this problem and who is called upon to do so are questions that need answers to relevant and easily understood terms the sooner, the better.

This report will attempt to identify the cultural and educational opportunities of the digital present and digital future, refracted through the prism of interactive educational technologies. The theme of the use of computer and Internet-based educational resources is very relevant in the present and will become more modern and in the future. Whether Bulgarian school is ready for this radical change in technology terms? Does material resources and intellectual potential that can help this happen? How will combine traditional learning with digitization? From paper or electronic textbooks will be studied in the near future?

These and similar questions will try to answer as recognize the realities and opportunities of the Bulgarian school and teachers. The report will be presented to key educational webportals and analyze teachers' interest to them.

**12.40 a. m. -1.45 p. m.** **Lunch Break. Lunch at Restaurant ‘Metropolitan’.**

**1st Theme: Cultural and Educational opportunities of the Digital Present and Digital Future.**

Мoderator: Prof. DSc Ivanka Yankova

**1.45 p. m. Tatyana Shopova.** (Southwest University ‘Neofit Rilski’, Blagoevgrad, Department of Culturology). Digital literacy - an important priority for the European university education in the 21st century.

**Abstract:** This current paper focuses on the new challenges for the European policy in the field of higher education in the global digital society. This policy began to be defined as part of the European employment strategy, promoting lifelong learning and improving the quality of education systems.

The present paper is concentrated on the role of information literacy in the internet and digital age, which puts the student at the centre of educational practice, offering new, more flexible training methods.

After entering the adequate understanding of the essence of digital literacy and its elements, the author focuses on the key role of information and communication technology (ICT) in higher education and need to improve the students` digital literacy as a requirement acquisition of qualitative knowledge.The author focuses on the new basic skills and competences which should be a priority of the European educational policy in the 21st century.

The paper involves an empirical component relating to the study of utilization of digital technologies of students, the level of their perception of the information and digital competences. The author presents the results of the project“Digital Literacy – A Key Factor in Higher Education” which implemented from the Centre for New Media and Digital Culture at the South-West University “N. Rilski” – Blagoevgrad in 2012. The survey aims to encourage students to develop their digital skills to answer the ever-changing demands of working and life in digital society.

**2.00 p. m. Evgeniya Rusinova** (SULSIT). About the conceptualization of digitization process (in focus of the literary heritage).

**Abstract:** Digitization of cultural heritage (and - in particular: the literary heritage) is essential for the survival and successful development of the field of libraries. It is the subject of many publications, scientific meetings, individual programs and initiatives. The main vision, priorities, work streams (as well as external benchmarks) are distinct. Individual practices, and some critical remarks exported to various forums and publications give reason to take stock of the current situation. Recapitulation shows some significant achievements as well (in the theoretical aspects and practical terms) and significant weaknesses (lack of coordination, random priorities, short-lived, at times, activity). To minimize redundant efforts and missteps (and overcome the "common places") needed a conceptual approach centered around the questions of where and how. The report focuses on two points: a) the nature of the conceptual approach and b) the opportunities and benefits associated with its implementation.

The author is with the understanding that digitization is a key manifestation of adaptation in which the field of cultural heritage is exposed in the course of communication and technological revolution today.

**2.15 p. m. Radostina Todorova** (NBU Library). Long-term Preservation of Scientific Heritage: the Authors’ Mission.

**Abstract:** The Open Access movement that gains power in the last decade aims to develop information infrastructure for unrestricted online access to original research output. The report focuses on the “green route” of the initiative on building institutional or subject-based repositories. Self-archiving method, performed by authors, is crucial for cumulating of data and information in the digital archives. The author concentrates on some aspects of self-archiving, that impact authors’ decision making to acquire free-flow of their critical research outcomes, in the recent publication. An analysis of the self-archiving practice at the Scholar Electronic Repository of New Bulgarian University (SER of NBU) is presented. Special regard to library specialists’ efforts is marked. Meta data maintenance is executed by library professionals to guarantee quality of information for online users. They advocate for the open access to research and persuade authors of the benefits of digital self-archiving in order to preserve their scientific achievements. Stress is upon the Library performance to transfer Meta data from SER of NBU to other information systems to facilitate information exchange. Attention is given to the training of academic staff and post-graduate students, at the Library of NBU, on self-archiving and building a researcher profile in SER of NBU.

**2.30 p. m. Emilia Milkova** and **Radka Kalcheva** (Regional Library ‘P.Slaveikov’, Varna). Varna e-Queen of the Black Sea - flashback from the past.

**2.45 p. m. Mariela Nankova** (SULSIT). Application of digital technologies in continuing education.

**Abstract:** The aim of the report is to present and to classify part of the problems, appearing in the investigation of the quality of long life learning as possibility to everyone through use of the digital technologies as a basis of educational environment. Digital technologies can be used in the theory and in the practice of the educational process.

On the first place in their implementation, should have in mind the civilization changes which attack the traditional educational systems. On the second place it is important to mark how the new digital technologies can help to resolve the problems and to overcome the limitations which creates the existing educational system. All these issues are considered in the context of EU Strategy 2020.

**3.00 p. m. Svetla Shapkalova** (SULSIT). Christian educational opportunities in the future.

**Abstract:** The subject is aimed at the forthcoming opportunities to improve Christian education.

This report aims to show new ideas and forms of religious and moral education, which could be realized successfully in the near future.

The tasks are the following: to describe the main Christian denominations in Bulgaria; to mark the current problems of religious education; to provide new opportunities for Christian training; to offer future forms of cooperation between Christian communities in some educational matters; to formulate conclusions.

**3.15 p. m. Coffee break.**

2nd Theme: Economic, legal and technological issues of the digital age.

Мoderator: Assoc. Prof. Dr. Elena Uzunova

**3.45 p. m. Nikolay Atanasov** (University of National and World Economy, Sofia). Strategic and philosophical aspects of digital present and digital future.

**Abstract:** In the report are considered strategic and philosophical issues of information management and strategic historical heritage of the country, and problems of strategic national and European challenges of the decade and information (digital) society. The strategic initiatives of the European information society policy, strategic trends and characteristics of strategy creativity in the country historically reflected over the last two decades. Thoughts are synthesized and summarized suggestions for solutions to some important philosophical and strategic questions as to the ownership of information, its ontological characteristics and ensuing regulations and a need for the development of crisis management and strategic collaboration in the digital present and future. Adoption and implementation of new strategies and policy documents in the political, economic and social life complements and complicates strategic converts information environment, while maintaining the view that while it is necessary to seek optimal solutions to strategic issues relating to the safety, protection and cyber security as a guarantor of the digital present and future of digital information society. The author protects a position that the digital present and future depend on the strategies, the development of strategic information management and e-learning, which is impossible without innovation and technology.

**4.00 p. m. Ivan Angelov, Kalina Ivanova** (Regional Public Library in Veliko Tarnovo). Electronic archive of documentary heritage of the Balkan Wars.

**Abstract:** In this report we present information about the activities that were implemented in the project «Electronic Archive of documentary heritage of the Balkan wars", to build a database of archival documents, photographs, new traced and researched archival materials. Information will be provided about the form and type of documents with which every institution-partner in the project will take part. The report emphasized on the need this digital archive to include other similar institutions nationwide, and become part of the European digital library -Europeana,

**4.15 p. m. Tania Todorova** (SULSIT). Public-private partnership and copyright issues in the context of Europeana.

**Abstract:** The report discusses some problems about the stimulation of public-private partnership for mass digitalization and copyright issues in the context of Europeana. It also presents the initiative Bulgariana: http://bulgariana.eu as a Bulgarian aggregator to Europeana.

**4.30 ч.** **Juliana Tomova** (Publishing house ‘Bulgarian Bestseller - National Museum of Bulgarian Books and Polygraphy’). E-book publishing: possibilities and perspectives.

**Abstract:** The report deals with the contemporary state of the electronic publications through the prism of the readers’ culture and their attitude and preferences. It focuses on the possibility for publishers to double the number of published books and for readers, as soon as they finish reading a book, to download the next one. Maintaining direct communication with the readers as a very important factor for publishers’ future success. A primary component treated in the study is access to the readers. A special accent is the development of libraries and the use of electronic editions by students and university students. Cultural needs and education as basic functions of the book-publishing business related to the new and constantly evolving economic and cultural conditions.

**4.45 ч. Blagovest Varbakoff** (Sofia University “St. Kliment Ohridski”). Once again on the issue of the methodology of studying Christian Art.

**Abstract:** This publication is dedicated to the issue of the methodology with which monuments of Christian art – wall paintings, mosaics and icons – are studied. The need for defining a unified methodology determines the topicality of this work. We firstly point out the different research approaches of art experts, i.e. art historians, and theologians, secondly, the strong and weak points in their works and thirdly, the possibility of standardizing the research method. The latter determines the goal of the present publication, namely an attempt at creating a methodological structure for studying and analyzing Christian art, based on the methodology of Erwin Panofsky, which gained widespread popularity among art researchers in general in the 20th century.

**3rd Theme: Studies for Bulgarian Revival Towns.**

Моderator: Assoc. Prof. Dr. Dobrinka Stoykova

**5.00 p. m.** **Elena Uzunova** (National Library ‘St. St. Cyril and Methodius’). The Bulgarian Manuscript Tradition of the Revival (brief archaeography notes).

**Abstract:** The paper presents briefly the main archaeographic problems in the study of late Bulgarian manuscript tradition of the nineteenth century.

**5.15 p. m.** **Georgeta Nazarska** (SULSIT). Electoral system and elections in Eastern Rumelia.

**Abstract:** The paper examines historically the creation of the electoral model in Eastern Roumelia and its practical application in the period 1879-1885. This topic is not researched yet particularly and in comparison with the same matter in the Principality of Bulgaria. Emphasis of the text is put on the following three issues: involving of the elective model in circumstances of establishing statehood and exclusive external political pressure; the merits of statesmen who applied it; and the work of the Eastern Roumelian unique electoral system for municipal elections, which is based on a religious representation.

**5.30 p. m. Tatiana Karaivanova** (Sofia University “St. Kliment Ohridski”). The Bolgrad High School – the Bulgarian center of culture, studies and publishing during the Revival period (1861 – 1875).

**Abstract:** During the last three decades of the Bulgarian Revival period ( from the end of the Krim war in 1856 till the Liberation in 1878 ), the city of Bolgrad became a center of Bulgarian culture, studies and religion. The latter was the administrative center of 87 bessarabian Bulgarian villages. The first Bulgarian high school was established out of the Bulgarian borders. The school became an important national institution part of the Bulgarian Revival process. Some of the teachers of the Bolgrad high school, played crucial roles during the Revival period. Those people stand out to be some of the greatest Bulgarian revival pedagogues, authors of important study books. In need of more literature and books, the second headmaster – the PHD in philosophy Dimitar Mutev, requested and received permission for the establishment of a printing house. The latter was found on the 6th of August 1861 г.and worked actively till 1877. The printing house occupied two rooms in the Bolgrad high school. It had a great technical equipment and was a modern polygraphic center at that time. During the years of exploitation, the topographic equipment was renovated. The printing house, mainly published study literature, needed for the study process in the Bolgrad high school and many other Bulgarian schools (in the territories under yoke). Books of religious studies were also published, along with social and political literature, fictional work, etc. The Bolgrad printing house kept the traditions of the Bulgarian poligraphic centers of the Revival period.

**5.45 p. m.** **Nicholay Poppetrov** (Bulgarian Academy of Science). The problem of the Bulgarian Revival Town: from research topic to research paradigm.

**Abstract:** For a very long period (about seven decades) in Bulgarian history on the subject of cities from the Bulgarian Revival (XVIII - XIX century)has accumulated such a body of evidence that requires rethinking the fundamental assumptions and concepts. The paper presents a working concept. It is based on the current state of research (primarily database "Bulgarian cities during the Renaissance"). This database shows the status of research on the Bulgarian towns and thus stands out which aspects of urban development during the Renaissance, were not tested enough (or even remain unexplored) - for example, intercultural contacts, the formation of civil society and others.

The main objective of the report proposed approach is to fix both static and dynamic of demographic, social, economic and cultural development of the Bulgarian towns in XVIII- XIX century. This approach brings out the study of regionalism to globality and allows overcoming positivist attitudes in historiography. However, it also draws attention to the influences, impacts, borrowings, i.e. reception, anthropological and other research.

**6.00 p. m.** Discussions. Closing remarks.

**10 April 2013, Hall Brussels**

Мoderator: Assoc. Prof. Dr. Mariela Nankova

**1st Theme: Cultural and Educational opportunities of the Digital Present and Digital Future.**

**9.00 a. m.** **Lubomira Parijkova** (SULSIT). Current trends in the field of books and reading.

**Abstract:** The article presents a dialogue, openness, tolerance and awareness of the Book. It shows some tendencies in the field of Book’s reading stimulation and popularization of new books. The Book’s promotion has become more attractive. In Bulgaria there are many initiatives that show care of reading stimulation. Some of them are Book share, the Library between leaves, Bookcrossing phenomenon. The author has made some interviews with people who have been connected with the Book’s promotion.

**9.15 a. m.** **Petar Kanev** (Bulgarian Academy of Science). The new Civic Culture: Digital Communication as a New Organizational Form of Civic Environmental Networks in Bulgaria and as a New Media Environment for Popularizing Their Campaigns.

**Abstract:** The young civic culture of XXI century in Bulgaria grows and organizes itself over the last 10 years mainly in the ambience of the new social and cultural movements for social-justice and environmental causes (Kavrakova, 2010). The report concerns the problem how the new organizational features of the informal citizen networks to protect public natural benefits influence the way of using digital communication capabilities and, on the other hand, how the specific capabilities of the digital communications affects the self-generation (the autopoesis) of the young civil society as a spontaneously formed alternative culture of young Bulgarian citizens. Digital communication networks on the one hand are formed by a new type of citizen participation in the political process, and on the other hand, they themselves forms the new network features of the young civic culture in Bulgaria. This problem addressed key issues affecting the future of the public sphere in Europe, as well as new forms of protection of public interest, which are characteristic of risk society at the dawn of the new millennium.

**9.30 a.** **m. Sabina Eftimova** (SULSIT). Intangible Cultural Heritage.

**Abstract:** The intangible cultural heritage is the product of a collective intellectual work, bearing in itself the imprint of different communities, cultures and periods. According by UNESCO (Paris, 17 October 2003) the „Convention for the Safeguarding of Intangible Cultural Heritage” combines oral traditions and expressions, performing arts, social practices, rituals and festive events, knowledge and practices concerning nature and the universe, traditional craftsmanship. The conservation and preservation through its „identification, documentation, research, protection, promotion, enhancement, transmission...” contribute to the cultural diversity and the mutual understanding in the dynamic world.

The report were carried out within the research project tasks „Analysis of the common practices in the use of products of intellectual property in university information environment” DMU 03/3 headed by Dr. Tereza Trencheva.

**9.45 a. m.** **Mariana Peteva** (SULSIT, PhD student, Shumen University "Ep. Konstantin Preslavski”). Some key technologies in the preservation of incunabula and the new opportunities for information services.

**Abstract:** This article aims to highlight current issues of preservation of old printed, rare and valuable editions in the University Library of the University of Shumen "Bishop Konstantin of Preslav." It presents the currently used technologies for conservation and preservation of these collections. Looking for opportunities to implement the current world and European initiatives related to the protection of cultural and historical heritage. There remain major problems that hinder and slow down the process of digitization, providing specialized software development of an electronic catalog, building a digital reference service, an electronic library. Combine the new opportunities being created for information services to all categories of users, including people with special needs.

**10.00 a. m.** **Persida Rafailova** (SULSIT, PhD student, UCEG). Selection of textbook fund for creation of digital collections.

**Abstract:** The paper analyzes the selection criteria for digitization projects, particularly in textbook fund selection, as it is an essential part of the collection of any university library. Textbooks provide systematic basic knowledge, which is considered essential. The focused nature of the textbook material is also a symbol of scientific communication. Textbooks have their own peculiar cultural and historical significance, which shows the development of Bulgarian education and science, and as such, they are also part of the heritage and the representation of Bulgarian books in Europe.

The digitization of the textbook fund is recognized as a necessity and is gradually becoming reality, so the creation of criteria for selection of digitization objects is an issue of critical importance. Coordinated efforts of library specialist teams working on this particular problem will lead to a responsible selection of national digital textbook fund and its European and world representation. The creation of a national virtual textbook library is our historical responsibility and its performance in the global network is a part of Bulgarian cultural policy.

Digitization is a selection process, which has to be fair, expert, qualitative and to take into account the historical and socio-cultural significance of the digitized objects. In the selection process of information resources, metadata and image creating process, and also in the collection usage, i.e. throughout the life cycle of the objects, quality standards must be implemented.

Specialists possessing a variety of skills and competencies are needed to meet all the issues that arise in the process of construction, maintenance and development of digital collections. The modern library and the erudite librarian expert are crucial in tracking the changes in aesthetic attitudes and modes of perception, and therefore they have the opportunity to evaluate textbooks as important for the audience. This position makes libraries and librarians a key player and moderator of the value orientation and reorientation process.

**10.15 a.** **m. Veselin Chantov** (SULSIT). Developing Students’ Media Competence and Critical Thinking in Foreign Language Teaching.

**Abstract:** In the documents of the Council of Europe media education is defined as education that aims to develop media competence, understood as critical attitude to the media to educate individuals capable of expressing their own judgments based on received information. Media education is developed as part of the concept of lifelong learning [Council of Europe, 2000]. The era of the information society creates the appearance of a new paradigm of media education, the focus of which is the individual learner with support to existing media knowledge and experience, not education requirements of teachers. This results in an increase in the level of media competence of learners, while striking a balance between the different routes to reach it.

Media competence characterizes the ability of a person to operate a media that is perfected by the personality under the influence of socializing factors and pedagogical accompaniment. The development of media competence of students can be effective if a learning environment of the university is designed, leading to students’ awareness of contemporary media environment; a subjective position of students is updated in the implementation of media projects; a model for developing media skills and critical thinking of students is developed and implemented in the educational process. The aim of the study is to develop a model and technology for developing media skills and critical thinking of students in the process of learning a foreign language. This requires analyzing the basic theories of media education, identifying psychological and pedagogical conditions for developing media competence of students and the criteria for its evaluation in the context of foreign language learning.

**10.30 a. m. Milena Kyoseva** (SULSIT, PhD student). Digital future of ethnographic collections.

**Abstract:** Bulgarian contemporary cultural conditions in space are increasingly ignoring ethnographic evidence in a different sense - as a priority area for research, as a tool for improving the quality and added value of cultural tourism products to promote younger generation to absorb ancient Bulgarian traditional practices and skills that are slowly killing or for exchange between different cultures and backgrounds.

Digitization of ethnographic collections would reduce this trend would significantly contributed to the promotion of our national identity internationally.

**10.45 a. m.** **Elena Koseva.** Cultural and educational aspects of digital technology.

**Abstract:** Today, as opposed to some decades ago, digitalization means not only digital preservation. Digitalization is integration of digital technologies into everyday life by the digitization of everything that can be digitized. Due to technological change digitalization has become indispensable part of our everyday life. The cultural and educational aspects of digital technologies have changed the concept of culture. The digital content is not only a new form of cultural expression, but also it has an indirect impact on the relationship between people and culture and education. Educational requirements have changed, and so forms and means of providing educational content.

**11.00 a. m. Coffee break.**

**2nd Theme: Economic, legal and technological issues of the digital age.**

Моderator: Prof. DSc Ivanka Yankova

**11.15 a. m.** **Tereza Trencheva** (SULSIT). Open access to scientific information: a retrospective analysis of the Bulgarian periodicals in the Directory of open access.

**Abstract:** Due to the rapid development of the technologies are developed new methods of handling, storage and transfer of information sources available on the Internet, more and more online electronic publications appear to which access is free of charge to the end users. The issue of open access to scientific information has long faced the views of the scientific community supporting open access and positions of traditional publishers and providers of scientific information (Todorova, 2010). Open access initiative for the immediate and free online access to scientific results without the limitations imposed by copyright agreements with publishers. The purpose of the present report is to present and analyze Bulgarian periodicals represented in the directory of open access (DOAJ - Directory of Open Access Journals).

The report is divided into two parts: theoretical and practically analytical. The theoretical part presents the basic concept of open access, by analyzing the two main ways of publishing in open access. In practical analysis is made a retrospective analysis of Bulgarian journals in the period 2002 - 2013, the quantity and quality data are collected from the site of DOAJ and are presented in tables and graphically. Bulgarian periodical is presented and analyzed in thematic and quantitative trait and are made appropriate conclusions and recommendations. The study and report were carried out within the research project tasks "The copyright policy in library and cultural institutions" by Contract № DFNI - 21/11/2012 K01/0002 by National Scientific Fund, with the Ministry of Education, Youth and Science headed by Associate Professor Dr. Tania Todorova.

**11.30 a.** **m. Elisaveta Tsvetkova** (SULSIT, PhD student, UCTM). Network of public libraries in Zagreb -cultural and educational opportunities in today's digital environment.

**Abstract:** The paper presents the modern and well-organized network of public libraries in Zagreb, Croatia (Zagreb City Libraries, Croatia) and their ability to serve in today's digital world. The top - largest institution of public libraries in Croatia comprising: Public Library , "Bozidar Adzija"Library, 36 public ,317 school and 2 mobile libraries- has a long tradition in providing access to many valuable local, national and international- meaning sources of information in the care of cultural and educational provision of various age groups and categories of people users. Following trends in European cultural institutions and entirely new needs of today's "online" society in 2008 has been launched a project to digitize the literary treasures of Zagreb and building digital library Digitalizirana Zagrebska bastina. Extremely well-developed and implemented program of UNESCO lifelong learning contributes to the maintenance of professional knowledge and skills of librarians at a high level, providing effective and efficient service. The synthesis of these components provides a good presence and a solid basis for further development - productive and meeting demand digital future. In the present study affected aspects of copyright policy of the City Library in Zagreb, Croatia. The report and the research carried out within the research project tasks "Copyright policy library and cultural institutions" by Contract № DFNI - 21/11/2012 K01/0002 by NSF, with the Ministry of Education, headed by Dr. Tania Todorova.

**11.45 a. m. Kamelia Nusheva** (SULSIT, PhD student). Experience of Bodleian Library at University of Oxford in the development of copyright competence of librarians and users.

**Abstract:** The purpose of scientific report is to examine practices in the field of copyright for use and copying of books in Bodleian Library at University of Oxford. Analyzed the legal documents governing these relations, and practical methods for increasing the culture of copyright users. The article draws attention to wide range of issues related to copying, use and publication of books, newspapers and magazines. Special attention is paid to the use and copying of e-books, music, TV shows etc., and the experience of Bodleian Library related with digitization and copyright competence of librarians and users. The proposed review is carried out within the research project tasks "Copyright Policy Library And Cultural Institutions", Contract № DFNI - 21/11/2012 K01/0002 by BSF of Ministry of Education, youth and Science, headed by Assoc. prof. PhD Tania Todorova.

**12.00 a. m.** **Asya Asenova** (SULSIT, PhD student). University Library of Leeds and the organization of library services, according to copyright law.

**Abstract:** University Library of Leeds is one of the largest university libraries in the UK. Collected more than 100 years its rich manuscript, print and online collections attract a large number of students and scholars from all parts of the world. This report aims to present the experience of library of using the copyright law. Considering the Copyright Law of the United Kingdom will show how and to what extent library observe and apply the law in dealing with their readers. Special attention in the report is devoted to the various licenses and how they are used in serving library users. Experience of the library and flawless and tight organization founded on respect for copyright regulations when using its resources are valuable example and should be considered by each university library, whether in the UK or anywhere in the world. The report and the research carried out within the research project tasks "Copyright policy library and cultural institutions" by Contract № DFNI - 21/11/2012 K01/0002 by NSF, with the Ministry of Education, headed by Dr. Tania Todorova.

**3rd Theme: Studies for Bulgarian Revival Towns.**

**12.15 a. m.** **Rositsa Krasteva** (SULSIT), **Mila Yordanova** (National School for Ancient Languages ​​andCultures). Establishment and activities of the first Bulgarian Rural Library "Videlina" in Panagyurishte (1865 - 1878).

**Abstract:** Author outlines and analyzes the preconditions, underlying the origin of the Bulgarian chitalishte (this is a specific Bulgarian cultural and educational organization) in the villages and in particular, Videlina chitalishte in Panagurishte. Author suggests and produces evidences supporting the thesis that Panagurishte is the first Bulgarian village where chitalishte has been established in contradiction to the well spread opinion that the first one has been established in the village of Buala Cherkva, region of Veliko Tarnovo. Article details the most typical activities organized by chitalishte Videlina – Panagurishte as of its formation until the Liberation (1865 – 1878).

**12.30 a. m.** **Nikola Karaivanov** (Bulgarian School “Vasil Levski”, Kishinev, Moldova). The city of Bolgrad (Bessarabia) – a center of culture, studies and religion during the Revival period (1838 – 1878).

**Abstract:** The city of Bolgrad is the administrative center for the bessarabian Bulgarians. The latter came to the province of Bessarabia as refugees, leaving Bulgarian in the beginning of XVIII and the first three decades of XIX century. The Russian authorities came with the decision to establish the city of Bolgrad in 1820. The actual building of the city started in 1823. There are 87 Bulgarian villages scattered around it. The bessarabian Bulgarians raised money for building the city church “Sveto Preobrajenie Gospodne“, which turned Bolgrad into the religious center of the community. The church was sanctified in 1838. In 1844 was sanctified a second church “St. Mitrofan ” In 1858, the first high school in town was established– the famous Bolgrad High School. Along with it a boarding house was built up. This was a chance for a lot of children from abroad ( from the provinces: Mizia, Trakia, Makedonia ) to come and study in the school. In 1863, as a part of the school, a printing house was established . The latter printed out study literature not only for the school itself, but for many other Bulgarian schools. Under the leadership of the city preacher Mihail Kaznakli, the citizens of Bolgrad, took active part in the struggles for preserving the Bulgarian clergy. They also took part in the establishment of Bulgarian literature society in the city of Braila 1869 г. The high school of Bolgrad played important role in the Bulgarian Revival period. Bolgrad’s teachers and headmasters were some of the famous revolutionary activists of that time – Sava Radulov, dr. Dimitar Mutev, dr. Vasil Beron, Teodosii Ikonomov, Pavel Teodorovich, Kirqk Tzankov, Dimitar Agura, etc. Great revolutionists like Rakovski, Karavelov and Botev were also part of the city history at that time.

**12.45 a. m. - 13.00 p m.** Discussions. Closing remarks.

**Other authors in the Conference Proceeding:**

**Boian Valtchev** (Sofia University "St. Kliment Ohridski"). Bulgarian literary language and Renaissance City.

**Abstract:** The interrelations between the literary language and the town/city are analyzed in this article. A special attention is paid to the community. The observations are limited mainly to the Bulgarian National Revival, and a good base for the development of the next part focused on the period after Bulgarias liberation is established in this way.

**Sonya Georgieva** (University of Rousse "Angel Kanchev").The boundaries of digital learning and exploitation of its potential for students of pedagogic specialties.

**Katarina Trajković, Irena Spasić, Olja Lazarević** (University of Niš, Serbia). Media education in modern and digital age.

**Abstract.** Subject of the paper is to observe aspect of education in today's modern conditions. Since we live in a modern world that is constantly evolving, way of education is also improving and changing. A man in all its activities seeks constant progress and strives to reach the highest forms of development and progress. One of the most important fields certainly is the field of communication and it’s improvement as well as education in which people are constantly innovate in order to accomplish those processes. Our intention is to show that the Internet, as a new medium that combines the features of existing media with a long history, represents the future in the field of media, education and communication. It already has attracted a lot of new users and with a countless benefits it offers, is the primary source of acquiring information. However, apart from the many positive side, the Internet has it bad, negative qualities that we would like to mention and discuss. We will consider and discus about why media education is important, essential in fact, in order to the interpretation of the media will became clear.

**Elahe Hosseini** (Master of KIS, Department of Knowledge and Information Science, Alzahra University, Tehran, Iran; A member of Young Research Club, South branch, Tehran, Iran), **Leila Hashempour** (Department of Information Management, Hacettepe University, Ankara, Turkey; Ph.D. Candidate of Information Management). Survey of Rate of Effective Factors of Usage of Electronic Journals: The view of librarians in Hacettepe University.

**Abstract.** The purpose of the present study is to survey the rate of effective factors on the use of electronic journals from the perspective of librarians of central library of Hacettepe University (Turkey, Ankara).

Participants were administered the questionnaire which was developed and validated by the researchers. This measure contains 5-point Likert format items that assess 85 indicators of 5factors of the electronic journals usage including save and retrieval capabilities, user friendliness, introduction of journal, customization capabilities, and electronic journals’ dependence. The research community is all librarians (10) working in the central library of Hacettepe University.

Findings have been indicated that more than 70 percent of the librarians ***do not know*** the importance of each indicator much and very much. Simple/quick search, browse by author, language, PDF format, free search and search in subject are respectively the most important indicators in their usage. Search capabilities, user-interface, browse capabilities, electronic journals’ dependence and information services are respectively the most important criteria in their usage. “Age”, “gender”, “education” and “rate of being familiar with the concept of electronic journal” are non-direct factors which have significant impact on the use of electronic journals. Finally some solutions are offered to improve librarian’s usage in the utilizing of E-journals.

**Selçuk Аydin** (İ.B.B. Ataturk Kitaplığı, Istanbul, Turkey). Cataloguing and Digitization of Ottoman-Period Rare Works in Ataturk Kitaplığı (Library).

**Abstract.** Atatürk Library, having applied for the "Information-Oriented Economic Development Financial Support Programme for Non-Profit Organisations" within 2012, funded by Istanbul Development Agency, deserved to get support for its project titled ,"Cataloguing and Digitization of Ottoman-Period Rare Works in IBB (Istanbul Metropolitan Municipality) Directorate of Libraries and Museums, and Their Introduction for Use in the Digital Environment."

**Susmita Chakraborty** (Bengal Engineering & Science University Shibpur, Howrah, WB, India). The Journey of STM Scholarly Literature from Print to Digital: a developing country scenario.