

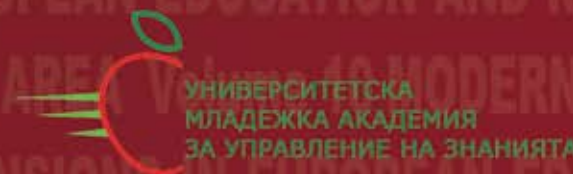
Volume

10

MODERN DIMENSIONS IN EUROPEAN EDUCATION AND RESEARCH AREA

**UNIVERSITY OF LIBRARY STUDIES
AND INFORMATION TECHNOLOGIES**

**UNIVERSITY YOUTH
KNOWLEDGE ACADEMY**



MODERN DIMENSIONS

IN EUROPEAN EDUCATION

AND RESEARCH AREA

PROCEEDINGS

10

Volume 10

**ЗА БУКВИТЕ
ОПНЕМЕНЕХЪ**

**MODERN DIMENSIONS
IN
EUROPEAN EDUCATION
AND
RESEARCH AREA**

**Volume 10
2022**

**СЪВРЕМЕННИ ИЗМЕРЕНИЯ
НА
ЕВРОПЕЙСКОТО ОБРАЗОВАТЕЛНО
И
НАУЧНО ПРОСТРАНСТВО**

**Том 10
2022**

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All papers are original work of the authors, and the opinions expressed are theirs.

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**MODERN DIMENSIONS
IN
EUROPEAN EDUCATION
AND
RESEARCH AREA**

PROCEEDINGS

with Papers of the Sixteenth International Traveling Seminar of ULSIT

“Modern Dimensions of the European Educational and Scientific Space.
The Old Continent Meets the Middle Est and Australia”

2nd – 7th March 2022

University of Wollongong in Dubai
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WELCOMING ADDRESSES



CONGRATULATORY ADDRESS

*Dear colleagues,
Dear hosts,
Dear guests,*

It is with great pleasure and a feeling of pride that I extend my sincere greetings to all participants in the 16th international traveling seminar entitled “*Contemporary Dimensions of the European Educational and Scientific Space. The Old Continent Meets the Middle East and Australia.*” This year the University of Library Studies and Information Technologies (ULSIT) is organizing the scientific seminar in close collaboration with the University of Wollongong in Dubai and the University Youth Academy of Knowledge Management.

For a period of fifteen years, ULSIT managed to build a solid network of partnerships with a number of reputable educational, scientific and cultural institutions. By organizing this seminar the right conditions have been created for many scientists and researchers from around the world to present their achievements, discoveries and innovations in science. Despite the various external factors influencing social life, such as the pandemic and the subsequent insecurity, we continue to share valuable ideas and

experiences with other scientists, researchers and specialists beyond the borders of our country.

This year's seminar entitled "Contemporary Dimensions of the European Educational and Scientific Space. The Old Continent Meets the Middle East and Australia", held in the United Arab Emirates, is a great opportunity to tackle the problems of the unknown and to continue the positivism of a long tradition of sharing knowledge, experience and good ideas, thus not only successfully expanding the boundaries of academic space worldwide, but creating appropriate conditions for young people to present their scientific developments and discoveries with which to lay the foundation for their future contributions to science.

I am convinced and proud to say that for a period of 16 years the University of Library Studies and Information Technologies has established itself as a leading educational, scientific and cultural institution contributing to raising the prestige of the Republic of Bulgaria.

I wish fruitful and successful work to all participants in the seminar!

FAITHFULLY,
PROF. DSC IRENA PETEVA
RECTOR





РЕПУБЛИКА БЪЛГАРИЯ
МИНИСТЕРСТВО НА ТУРИЗМА

ДО
ПРОФ. ИРЕНА ПЕТЕВА
РЕКТОР НА УНИВЕРСИТЕТА ПО БИБЛИОТЕКОЗНАНИЕ И
ИНФОРМАЦИОННИ ТЕХНОЛОГИИ

ПРОФ. СТОЯН ДЕНЧЕВ
ПРЕДСЕДАТЕЛ НА ОБЩОТО СЪБРАНИЕ НА УНИВЕРСИТЕТА ПО
БИБЛИОТЕКОЗНАНИЕ И ИНФОРМАЦИОННИ ТЕХНОЛОГИИ

УВАЖАЕМА ПРОФ. ПЕТЕВА,
УВАЖАЕМИ ПРОФ. ДЕНЧЕВ,
УВАЖАЕМИ ДАМИ И ГОСПОДА,

Приемете моите поздравления към участниците в Международния научен пътуващ семинар „Съвременни измерения на европейското образователно и научно пространство. Старият континент среща Средния изток и Австралия“, който се провежда в рамките на световно изложение ЕКСПО 2020 – Дубай.

Използвам повода, за да отчета безспорния принос на Университета по библиотекознание и информационни технологии за развитието на туризма и неуморния стремеж, който полагате за неговото популяризиране. Изключително важна е и пряката връзка между бизнеса, държавата и образованието, като необходима основа за професионалната реализация на младите хора и развитието на икономиката.

Вярвам, че съвместните ни усилия, насочени към ефективното популяризиране на потенциала на страната ни като целогодишна туристическа дестинация, предлагаща конкурентни продукти и услуги във всички видове туризъм, ще продължат и занапред. И Ви уверявам, че Министерството на туризма ще продължава да подкрепя академичната общност и всяка бъдеща идея и инициатива, свързана с имиджа на България, българския туризъм и неговия просперитет.

Желая успех и ползотворна работа на Международния научен пътуващ семинар!

ХРИСТО ПРОДАНОВ
Министър на туризма



Уважаеми проф. Денчев,

Дами и господа,

Науката днес има ключова роля за формирането и съхраняването на културната памет, националната идентичност, духовността. УниБИТ е институция, която работи активно за опазване на нематериалното културно наследство и така се вписва в голямото семейство на културните средища с световна културна практика за пример.

Семинарът „Съвременни измерения на европейското образователно и научно пространство. Старият континент среща Средния изток и Австралия“ в Дубай е още една стъпка в посока универсално зачитане на справедливостта и свободата с цел мир в умовете на хората чрез образование, наука, култура, каквото е и мотото на ЮНЕСКО: „Мирът е създаден, не за да се нарушава, а за да подпомага интелектуалната и нравствената солидарност на човечеството“.

Изключително удовлетворение е, че УниБИТ е в партньорски отношения с ЮНЕСКО в множество инициативи, които представят и пазят богатото нематериално културно наследство.

Убедени сме, че и занапред ще се радвате на заслужено обществено доверие и ще бъдете в услуга на българските граждани.

Пожелавам успех!

София,

15.02.2022 г.

С уважение,

Ирена Годорова

Изпълнителен директор

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ПОЗДРАВИТЕЛЕН АДРЕС

Уважаеми професор Денчев,

Уважаема професор Петева,

Бих искал да поздравя Вас и целия колектив на УниБИТ по повод провеждането на **Международния научен пътуващ семинар „Съвременни измерения на европейското образователно и научно пространство. Старият континент среща Средния изток и Австралия“** в Дубай! Традиционното организиране на семинарите в различни страни дава възможност за проучване на водещия чуждестранен опит в областта на образованието, неговата обвързаност с модерните технологии, икономиката и туризма.

Българската академия на науките и УниБИТ като висше училище, което подготвя специалисти по уникалната професия библиотекар, имат обща мисия – да опазват духовното наследство на нацията. Затова ние приемаме УниБИТ за свой ценен партньор в осъществяване на връзката между обществото и науката, в общата ни ангажираност в полето на знанието. Вярваме, че съвместната ни работа е стъпка в развитието на информационното общество. Изказвам убеждението си, че сътрудничеството ни по общи проекти ще продължи и занапред.

Пожелавам Ви успешна работа и ползотворни научни резултати от престижния международен форум!

гр. София, 2022 г.

Акад. Юлиан Ревалски,
Председател на БАН



Уважаема проф. Петева,

Уважаеми проф. Денчев,

Скъпи колеги,

Поканата за Семинара „Съвременни измерения на европейското образователно и научно пространство. Старият континент среща Средния изток и Австралия“ ме върна няколко месеца назад, когато в БКИ „Дом Витгенщайн“ посрещнах делегация от УниБИТ и заедно проведохме кръгла маса „Нови парадигми във висшето образование и в научните изследвания в университетска информационна среда“.

Спомени за научната атмосферата и оживените творчески дискусии, които бяха ползотворния двигател в продължение на двата съвместни дни в БКИ „Дом Витгенщайн“ ме убеждават, че си струва да се работи по посока на взаимното опознаване, културния трансфер и разрастването на представата ни за другите култури и техните постижения. Нашата наука има основание да се гордее с високото равнище и равнопоставеността на изследователските цели и постижения.

Дубай е нова дестинация в научните търсения на УниБИТ. Убедена съм в успеха и в привлекателността на новите изследователски теми.

Изследователите от 21 век сме изключително привилегирани от огромното философско наследство завещано ни от предците и в новата научна траектория Дубай, аз съм убедена, че със скромния си научен принос можем да се присъединим към плеядата вековни и духовни предходници.

До нови срещи!

Проф. д-р Румяна Конева

Директор на Дом „Витгенщайн“ – Виена, Австрия

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ДО
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ПРОФ. Д.И.Н СТОЯН ДЕНЧЕВ
ПРЕДСЕДАТЕЛ НА УМЛАУЗ
КЪМ УНИБИТ

УВАЖАЕМИ КОЛЕГИ,

Колективът на Национална библиотека „Св. св. Кирил и Методий“ – първият дом на УниБИТ, Ви поздравява с избора на тема и провеждането на ежегодния Международен пътуващ семинар „Съвременни измерения на европейското образователно и научно пространство. Старият континент среща Средния изток и Австралия“ в Дубай.

Ще бъдем с Вас духом по време на форума, защото Вие, както и библиотеката, съграждаме огнища на знание и родолюбие. И в сърцата ни живее обичта към книгата и знанието.

Убедени сме в безспорните резултати на семинара, който ще популяризира висшето образование и науката като ценност на съвременното информационно общество, като компонент от екосистемите на проспериращата държава. Защото знанието променя живота, а книгите са част от ежедневието на всички.

На добър час!

С уважение,

ДОЦ. Д-Р КРАСИМИРА АЛЕКСАНДРОВА
Директор на Национална библиотека „Св. св. Кирил и Методий“





РЕПУБЛИКА БЪЛГАРИЯ
МИНИСТЕРСТВО НА ВЪНШНИТЕ РАБОТИ

ДИПЛОМАТИЧЕСКИ ИНСТИТУТ



ДО
ПРОФ. ИРЕНА ПЕТЕВА
РЕКТОР
УНИВЕРСИТЕТ ПО
БИБЛИОТЕКОЗНАНИЕ
И ИНФОРМАЦИОННИ ТЕХНОЛОГИИ

УВАЖАЕМА ПРОФ. ПЕТЕВА,

УВАЖАЕМИ ПРОФ. ДЕНЧЕВ,

ГОСПОЖИ И ГОСПОДА,

От името на Дипломатическия институт към министъра на външните работи на Република България бих искала да Ви поздравя и да благодаря за възможността Дипломатическият институт да бъде своеобразен гост на семинара „Съвременни измерения на европейското образователно и научно пространство. Старият континент среща Средния изток и Австралия“, организиран от УниБИТ в Дубай.

Възможността да се обърна към гостите на този научен форум е пряко отражение на доброто сътрудничество между Дипломатическия институт и Университета, скрепено наскоро в подписан рамков договор между нашите две институции за обмен на експертиза и публични изяви в сферата на дипломатията и научноизследователската дейност.

В качеството си на институция, чиято основна мисия е обучението и повишаването на квалификацията на служителите в българската дипломатическа служба, Дипломатическият институт силно вярва в ролята на науката и знанието в изграждането на висококвалифицирана професионална среда. В допълнение, в своята публична политика Институтът традиционно си сътрудничи с младежта в България – чрез поддържането на мрежа от партньорства с българските университети и младежки и студентски организации и чрез стажантската си програма, и е уверен, че те имат потенциала и качествата да бъдат пряк участник в обществените процеси.

В тази връзка, организираният от УниБИТ международен научен форум е прекрасна възможност, както за активен обмен между младите професионалисти, така и за представянето на един благоприятен образ на България зад граница.

Желая на всички участници много полезен и продуктивен семинар, както и успех на екипа на УниБИТ във всички бъдещи проекти и инициативи!


ТАНЯ МИХАЙЛОВА
ДИРЕКТОР

София, 23 февруари 2022 г.



Женева, 23.02.2022 г.

Уважаема Професор Петева,
Драги колеги и приятели,

За втори път имам честта да участвам в Международния пътуващ семинар на УниБИТ. Бих искал да Ви благодаря за взаимното доверие и духа на сътрудничество, които изградихме след научната среща, на която имах привилегията да бъда домакин в Международния център „Джон Нокс“ в Женева, Швейцария, през 2019 г.

Темата на днешния семинар *„Съвременни измерения на европейското образователно и научно пространство. Старият континент среща Средния изток и Австралия“* е особено актуална в нашия след-пандемичен свят, когато търсим прагматични решения за по-устойчиво общество и по-смислен живот за всички поколения. Образованието, основано на универсални ценности – уважение, етика, състрадание, съпричастност, справедливост – позволява да се изгради самочувствие, по-силна идентичност и съзнание как личните ни качества, способности и знания могат да допринесат положително и конструктивно за растежа и мира.

По време на срещата ни в Женева през 2019 г. разгледахме иновативни методи, чрез които академичната общност, научните изследвания и образованието през целия живот могат да улеснят изпълнението на повечето от Целите на ООН за Устойчиво развитие. В днешния дигитален глобализиран свят, ние вярваме, че знанието и прозрачното споделяне на информация са основни стълбове за предотвратяване на насилствения екстремизъм и опасните социални разделения. Верен на своите принципи, Женевският Духовен Апел се застъпва за образование, върху което се гради трайно межкултурно и междурелигиозно сътрудничество, с краен резултат – по-добро благосъстояние на хората, които се развиват в хармония с природата и в устойчив обществен и международен мир. Ние подкрепяме инициативи, които насърчават местни и международни правила за управление, основани на знание, духовност и взаимно уважение.

Настоящият семинар преследва именно такава цел. Желая на неговите участници и партньори пълен успех.

С уважение,

Венцеслав Т. Събев

Вице-Президент, Женевски Духовен Апел
Комисар, Международен Павилион на Мирното Съжителство, Женева
Ventseslav_sabev@unitingvalues.org



Geneva, 23.02.2022

Dear Professor Peteva,
Dear Colleagues and Friends,

For the second time I have the honor to participate in the International itinerant seminar of ULSIT. I would like to thank you for the mutual trust and collaborative spirit we have built since the scientific encounter I had the privilege to co-host at the International Reformed Center “John Knox” in Geneva, Switzerland, in 2019.

The theme of today’s seminar, “*Contemporary dimensions of European education and research – the Old continent meets the Middle East and Australia*”, is particularly relevant in a post-pandemic world, while we look for pragmatic solutions to strengthen social resilience and respond to growing appeals from all generations for meaning in life. Value-based education, embedding respect, ethics, compassion, empathy, justice, enables to build self-confidence, a stronger identity and recognition of our own competencies and knowledge, which can positively and constructively contribute to growth and peace.

During the encounter in Geneva in 2019, we looked at innovative methods through which the academic community, scientific research and life-long education can facilitate the implementation of a large number of the United Nations Sustainable Development Goals. In today’s digitally globalized world, we believe that knowledge and transparent information sharing are essential pillars in preventing violent extremism and dangerous social divisions. Faithful to its principles since its foundation twenty years ago, the Geneva Spiritual Appeal continues to advocate that education is the basis for lasting international, cross-cultural and inter-faith solidarity, cooperation and peace. In times of uncertainty as today, we support initiatives which promote local and international governance rules based on education, uniting spiritual roots and mutual respect.

The ongoing seminar follows this direction and I wish its participants and partners full success.

Respectfully yours,

A handwritten signature in blue ink, appearing to read 'V. Sabev', with a stylized flourish at the end.

Ventzeslav Sabev

Vice-President, Geneva Spiritual Appeal
Commissioner, International Pavilion of the Living Together in Peace, Geneva
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**UNIVERSITÉ
DE GENÈVE**

GLOBAL STUDIES INSTITUTE

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Geneva, 24.02.2022

Dear Madam Rector, Professor Peteva,
Dear Prof. Denchev,
Dear Participants at the International Seminar
"Contemporary Dimensions of European Education and Research",

I recall our first meeting in Geneva, in September 2019, during the seminar of the ULSIT Youth Academy for Knowledge Management. I have been impressed by the diversity of topics covered and the active interest of students for the wide range of issues covered by international organizations in Geneva. Certainly, with the end of Covid-related restrictions, we shall be looking forward to new opportunities to meet and work together.

The University of Geneva is at the forefront of the research on innovative methods of education and knowledge transmission in a post-pandemic world. We invest on most advanced information technologies, but make sure to attract and retain faculty members with up-to-date expertise, as well as partners who complement our curriculum. In this sense, the axis from Geneva, through the Middle East, to Australia is valuable and strategic for long-term collaborations.

On behalf of the leadership of the Global Studies Institute and of the Rectorate of the Geneva University, I wish you success in this seminar and in the effort to build together the future of education.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Esposito'.

Frédéric Esposito
Global Studies Institute,
University of Geneva



**Prof. Zein,
Prof. Peteva,
Prof. Denchev
Distinguished Guests,
Ladies and Gentleman,**

Good morning and welcome to all of you. I'm so glad that all of you are able to attend. It is my honor to be here this morning with you. Thanks for joining this seminar, and for the important job you do in your mission to enlighten through education and science.

It is my hope that this conference would be able to achieve its objective in providing an effective forum for academician, researchers, and practitioners to advancing knowledge, research, and technology for humanity. There has always been a gap between peoples and communities who can make effective use of education and science and those who cannot. 'We all understand the importance of science, technology and innovation in our day-to-day lives and the ways in which they are transforming the world.

If this was not clear earlier, it is blindingly obvious now in the time of the war in Ukraine and the post COVID-19 pandemic. Science, technology and innovation are indispensable for our response to, and recovery from, this crisis.

Equally important is our collaboration in this great effort.

I recognize that all of you are committed to creating bridges of understanding and respect that will bring people of different backgrounds together to build stronger bonds of communication and cooperation. To increase the awareness and understanding of the new educational challenges and the need to shape the skills of the new generation, to enhance relationships between different educational institutions and systems and their counterparts by recognizing excellence in educational practices and setting new benchmarks in science across regions.

My believe is that such events make stronger dialog and better understanding of each other's systems and the ways of achieving similar goals. Because education is the first step. Today is an opportunity for people of different backgrounds and scientific experiences to come together in the spirit of respect and tolerance, to share the richness of their common beliefs, and to enjoy the traditions of hospitality of our hosts.

I am convinced that there is so much you can do together and look at the future with optimism and eagerness of what has yet to be accomplished. I believe you can work in close and creative harmony exploring fresh opportunities, as well as building a network of activities that strengthen this bilateral relationship.

Maybe, this will set an example for our children to follow and make our and future communities a better place to live in. Especially in these crazy times we witness

today, when brothers and sisters slaughter each other for the sake of fulfilling the interests of their leaders. Because we need new horizons, but without swords. As good swordsman or a good leader is much more important than a good sword. And education and academic research into the reasons behind such crisis and the effectiveness of our policy tools plays an essential role in a way to shape those future leaders. It is in your hands.

So today, as we gather to share the modern dimensions of education and science let's remember that first of all we are all people, summoned to care for our brothers and sisters and that we all come together today not only as university representatives or scientists, but also as friends...

Thank you for joining here today in this effort to build those bridges of dialogue and understanding between continents. I hope all of you will have a wonderful experience.

Finally, please allow me to express my deep gratitude to the team of the Wollongong University Dubai for the support and the role that they have played in putting together this conference.

Thank you.

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COPYRIGHT IN THE MEDIA – PRACTICAL ASPECTS. CREATIVE MEETINGS IN UNIVERSITY ENVIRONMENT

Evelina Zdravkova, Kamelia Planska, Svetoslava Dimitrova

University of Library Studies and Information Technologies

Abstract: *Life in pandemic conditions has moved to the media on the Internet. The works of human intellect and creative work that create media content are subject to copyright and related rights. Considering that copyright literacy in the media is important as knowledge that protects the works of the human mind. This paper presents a series of creative meetings as a practical application of a methodology for studying copyright in the media. The concept is based on the constructivist approach. The aim is to increase copyright literacy in the media in the implementation of a project funded by the National Science Fund with Contract № KP-06-M35/1 of 18.12.2019. We achieve this by organizing creative meetings between ULSIT students and their peers who have already made their first professional steps in the field in which they studied and have faced the problems of enforcing intellectual property rights. This approach leads to multifaceted interaction between learners and professionals because it is based on active and motivated cooperation. Based on the life experience of the guests, the shared experience, knowledge and skills, the participants in the meeting develop and improve their competencies. The experimental application of the problems in the university environment increases the efficiency of the learning process, the goals of higher education are realized, and the quality of the educational process is increased, and this is a prerequisite for successful professional realization on the labour market.*

Keywords: *copyright, intellectual property, media, Internet*

Introduction

The civic competencies needed in the global world of the 21st century is enormous. Global education, as defined by the Council of Europe, is education that “opens people’s eyes and minds to the realities of the globalised world..., gives young people on whom the future depends, knowledge, skills and the values that will help them make the future of the world fair and shared”. It must be “aimed at the full development of the human personality and at strengthening respect for human rights and fundamental freedoms ...” [7] In recent years, there has been a growing movement for schools to help students develop “21st century skills” alongside academic competencies, driven in large part by frequent reports of employers unsatisfied with the skills of recent school graduates. Business leaders point out that they not only need employees who are smart and competent in math and reading and writing, they also need people who can lead teams, communicate effectively to partners, come up with new ways to solve problems, and effectively navigate an increasingly digital world. [6]

In recent years, new media have covered all aspects of people’s lives. The power of social media is the ability to connect and share information with anyone on Earth, or with many people simultaneously. Social media is an ever-changing and ever-evolving field, with new apps such as TikTok and Clubhouse coming out seemingly every year, joining the ranks of established social networks like Facebook, YouTube, Twitter, and Instagram. 3.8 billion people are social media users, which is almost half of the world’s population. [1] The situation in Bulgaria is identical – in 2021 in Bulgaria there are over 4.53 million users of social networks (which is approximately 65.7% of the Bulgarian population), and the trend is that by 2026 they will be over 5 million. [5]

Intellectual property rights, in particular copyright literacy in the media as a knowledge that promotes sustainable development and lifestyles, are becoming increasingly important in higher education. IP education means the skills and competences that young people can be expected to acquire in the classroom that enable them to become familiar with intellectual property, understand its potential to generate income and economic growth and lead them to respect intellectual property

rights, whether their own or those of others. [3] IP is more than just a subject and appears to have the potential to be integrated into mainstream subjects at all educational levels. In fact, IP education can easily be adapted to cross-curricular teaching. Moreover, curriculum reforms that focus on new cross-cutting competencies to boost creativity and innovation, and which were analysed in the study, will create new opportunities for better integration of IP education. The provision of relevant and up-to-date professional resources that empower teachers to teach IP according to students' ages and at the same time appeal to pupils of all levels is crucial. The study gives examples of topics and subjects that would benefit from greater resources. [4]

With the development of new educational paradigms increases the need for legal culture, which is an arbiter in resolving social contradictions, conflicts, disputes, as well as social value in the minds of society and the individual.

At the heart of the understanding of copyright and related rights in the media as a value of modern higher education is the understanding of the need for individual personal motivation. The use of materials protected by copyright is essential to the learning process.

Methodology

Within the project “Model for research and increase copyright literacy at the media in the university environment”, funded by the National Science Fund of the Ministry of Education and Science, in the Competition for financial support for projects of junior basic researchers and post-docs – 2019, № KP-06-M35/1 of 18.12.2019, a program for a training course on copyright in the media has been developed, in which the practical aspects are considered in the concept of creative meetings with young people who are making their first professional steps in the media and encounter intellectual property rights, in particular copyright and related rights. It is based on the constructivist approach. The focus is on collaboration between students – a young person working in their field and learning by doing. [2]

We start from the basic concept of the constructivist approach in education, based on the desire to seek and give meaning to every human activity. The idea is to assimilate objectively existing knowledge by integrating new information and experience from others who have already mastered and put knowledge into practice. I.e., learners do not passively acquire knowledge, it is not accepted mechanically, and learners interpret other people's experience and thus motivate and construct their own knowledge. They combine the examples they hear with their life, experience, context, build knowledge through activity and experience. The leading idea is for students to ask questions, look for answers and solutions, to build and implement their theories and ideas for the future. In other words, to construct their own knowledge while learning. Because higher education is not receiving, accumulating, and processing information, but an active process in which the individual constructs an individual cognitive image of reality. This is achieved by upgrading the learning content, creating an environment built on real life.

The described creative meetings are a model for increasing copyright literacy in the media and its experimental application in the university environment shows that it increases the efficiency of the learning process, achieves the goals of higher education, and improves the quality of the learning process and these are prerequisites for successful professional realization on the labour market.

The described model is based on the approaches “cooperative learning” and “learning by doing”.

Cooperative learning is the organization of learning in such a way that the learning process becomes a social activity. Cooperative learning strategies offer students the possibility to learn by applying knowledge in an environment more similar to the one they will encounter in their future work life. We achieve this by organizing creative meetings between students from ULSIT and their peers who have already met with copyright and related to copyright and intellectual property in general in the first steps in their professional realization in the media. This leads to multifaceted interaction between students and professionals – interaction between the two countries, based on active and motivated cooperation. Based on the life experience of the guests, the shared experience, knowledge and skills, the participants in the meeting develop and improve their competencies.

Learning by doing is the idea that we learn more when we actually “do” the activity. The American philosopher, John Dewey, first popularized learning by doing. For Dewey, this meant a heavy emphasis on student engagement. This approach upended the traditional notion that learning happens through lectures and rote memorization. Dewey became famous by arguing that we learn best when we deeply engage with the material. He believed that the best way to achieve that was to create a practical curriculum that had relevance to students’ lives and experiences. Dewey’s insight, already nearing a century old, is freshly becoming relevant again today as modern researchers empirically show the importance of learning doing (with some major caveats.) [4] We achieve this by allowing students to actively ask questions and see the professional’s opinion and how it could be applied in real life situations.

Results

Within the project we searched for 12 young people who started their professional career in the professional field in which they studied. Our desire was to meet our students with other students as successful young people who put into practice what they have learned and develop themselves as active citizens of the world. We determine the topic of each meeting according to the interests of the guest. This year the meetings were held in a hybrid form – present and online at the same time, as the technology at the University allows such a format. We prepare a poster and an invitation, which we distribute among the students of ULSIT, as well as in the profiles in the social networks of the project, the University of Library Studies and Information Technologies and the University Youth Knowledge Academy (UNYKA) in Facebook, Twitter, etc.

Given the pandemic constraints, we were able to organize five meetings. We invited five people to show live how education plays a real role in motivation and successful career in the future and their collaboration with copyright and related rights. We called this initiative “Creative Meetings”, as a place where people with different skills come together, experiment and build on each other’s ideas. Due to the COVID-pandemic restrictions on gathering people indoors, the meetings take place online in the form of a discussion, a conversation. The guest presents themselves and their work (usually with a presentation or a short video). Then we open the meeting for free discussion. We ask questions to the guest; they answer or conduct games with the audience. This part of the meeting is in a free format, which, however, is controlled and directed by a leader of the project team.

The initiative is a result of the team’s conviction that in our modern world such meetings will help young people build skills and qualifications by comparing their experience with the experience of those they meet. In this way, they will apply their creative talent in the university audience and will facilitate the path to their further development and finding the right path to the labour market. In line with the European Qualifications Framework for lifelong learning (EQF) in support of education, work and cross-border mobility, our project helps to improve young people – to communicate, to have access to information, products, services to be able to successfully implement their social and civic activities.

The series began with a creative meeting on the topic: “About video editing & copyright in the media” (Fig. 1). Guest is Angel Zaykov, who graduated in Film and Television Editing at the New Bulgarian University in 2021, visited the colleagues from ULSIT. The meeting is held on the Google Meet platform due to restrictions on gathering people indoors during the COVID pandemic. The guest Angel Zaykov is engaged in video editing – a childhood dream that he realizes. He had the chance to be a video editor in reality format, where the cameras work 24 hours a day and the work of the editor is extremely important. During the creative meeting Angel Zaykov tells what the editing of an audio-visual work is and how to create a reality format, what is the principle of video editing, how he works and what inspires him.



Fig. 1. Poster of the first Creative Meeting “About video editing & copyright in the media”

The focus of the discussion with Zaykov was how important it is for artists working in television and film productions to have knowledge related to copyright in the virtual present. 48 students from ULSIT actively participated in the meeting. The meeting lasted 1 hour and 50 minutes. Angel Zaykov is an example of a young artist who is interested in the prospects and opportunities for realization in the media industry.

Rositsa Dimitrova was a reporter in the morning block of the “Hristo Botev” program on the Bulgarian National Radio and now she works at a marketing and advertising agency in Vienna – she creates models for textile design, works with social media, maintains communication with influencers and manages various creative processes. She is interested in branding, web design, business communication and digital marketing, and in her spare time she is involved in water sports, synchronized swimming.

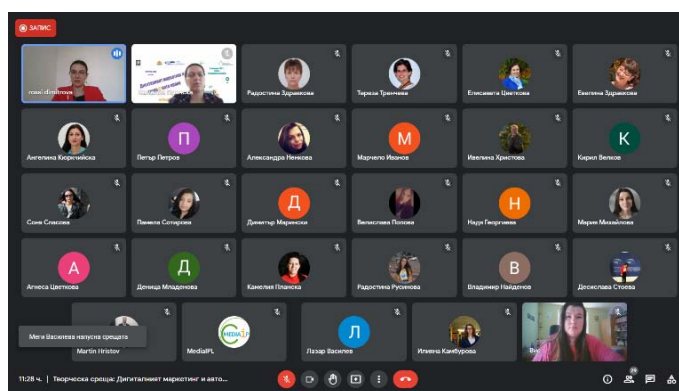


Fig. 2. Photo of the participants in the second creative meeting “Digital Marketing and Copyright”

In the meeting “Digital Marketing and Copyright” (Fig. 2) Rositsa told how to create a successful message and how it is communicated through the communication channels of digital marketing. She distinguished traditional digital marketing in radio, television and print from the digital one in social networks – Facebook, Instagram, Twitter, YouTube, email marketing, in creating a strategy for quick and easy advertising. How different ads are tested and what users like as text, images, video and whether they are interested in who the author is and how their work is rewarded. Emphasis in this meeting is placed on the true strength of social media – influence since social media is the most powerful form of digital marketing as well as market research that the world has ever seen. Rositsa told how she coped with the thieves of her authorial projects and photos on Facebook and has managed to defend her work on social media.

“The journalist and his clash with copyright issues” was the topic of the students’ meeting with the journalist Kamen Lisichki, a reporter for bTV’s talk show “Before Noon” and editor “Special Projects”. As an author and host of the series “The Collector”, where he meets viewers with

owners of curious and priceless collections, and “Games of the 90’s”, where he recalls what children played in the past, he faces the need for copyright culture every day. He gave examples of stolen media content from other media, damaged colleagues, mistreatment, and users who believe that the media is free to use open space (Fig. 3). In the discussion, the participants talked about censorship and self-censorship, journalistic standards, ethics in the media, whether there are uncomfortable journalists. Among the questions that excited the students were the rules for working with foreign content on television websites, how to present news impartially, can artificial intelligence replace the journalist, how to use news from abroad, how to cite Internet sources, who allows the inclusion of shots with brands, trademarks, etc.

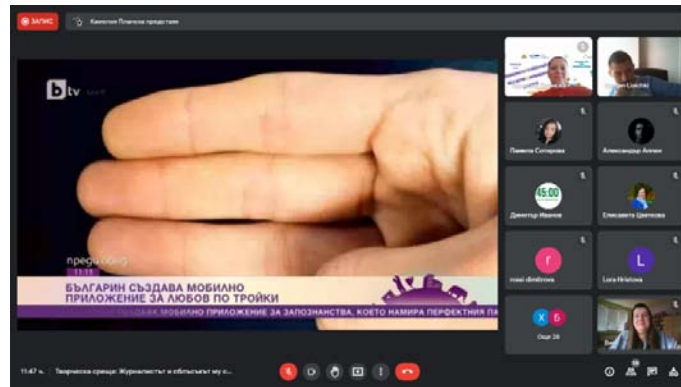


Fig. 3. The guest illustrates his presentation with real examples from the news stream

Tsvetelina Stefanova is still a second-year student majoring in Computer Systems and Technologies at University of Ruse “Angel Kanchev” and at the same time studying Bulgarian Philology at Sofia University “St. Kliment Ohridski”. She is interested in new technologies and dreams of combining the exact sciences and humanities in her profession. Her passion is computational linguistics and artificial intelligence. She finds inspiration in competition and participation in Olympics. The discussion with Tsvetelina entitled “Development of young people in science and business” was dedicated to the importance of additional training in universities for the future of young people, how to prepare and present training programs on international projects, who are the authors and how to work in author teams (Fig. 4). She convinced the participants in her belief – that motivated people have many more opportunities, accept challenges as a chance and their opportunities for the best realization in life are multiplied many times over.

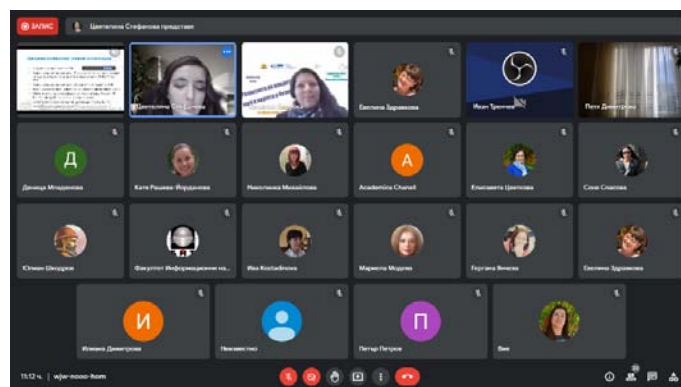


Fig. 4. Photo of the participants in the Creative meeting “Development of young people in science and business”

“The media for social entrepreneurship and charity” was the topic brought to the students of ULSIT with Tsvetelina Georgieva and Martina Gyoreva (Fig. 5). They created the first shared learning space modelled on Western 24-hour libraries and the Career Hub job search platform. This

work environment is called the Study Hub (an initiative of the “Students in Action” Association) – an optimized environment for all the needs of the modern student with 24-hour access, where you can find collections of books, textbooks, notes, and digital resources selected by the students themselves. From the opening of the library at the end of 2019 until January 2021, more than 1,500 people have passed through it and there are over 400 loyal members.



Fig. 5. Creative Meeting with Tsvetelina Georgieva and Martina Gyoreva – representatives of Study Hub

The duo Martina and Tsvetelina are satisfied with their business venture, started in their student years. Their work is diverse, they meet different people, experiment, every day is different and interesting. They follow simple rules, treat their business as entertainment, and over time, work, and personal life merge. The door to Study Hub is open to original and bold ideas, even if they are risky. Because success happens to different people and innovators. We work with the creations of the human mind, and intellectual property rights are rights that give self-confidence, improve life, they are categorical.

Conclusions

Five stories, five human destinies, which spread among dozens of students their life experience and philosophy in terms of intellectual property, in particular copyright and media.

The fact is that there is almost no activity that does not involve use of the media. But few benefit from them and from the authorship of the media content in them. With the millions of apps, websites, and other platforms for people to communicate through media that are all over the Internet these days, this is truly the age of social media. But the pandemic for three years now imposes restrictions that came with it and led to even greater living in the online space. Entrepreneurs have moved their business to the Internet. Almost everyone realizes that the user is interested in content in the media when it appears on the first page of search engines, click on each displayed site. That is why copyright literacy in the media is important – knowledge that protects the creative work and works of the human intellect.

In view of the benefits and sustainability of this series, the project team will continue the creative meetings with students.

Acknowledgements

This research would not have been possible without the financial assistance of the project: “Model for research and increase copyright literacy at the media in the university environment”, financed by National Science Fund of the Ministry of Education and Science of the republic of Bulgaria with Contract № KP – 06 – M35/1 from 18.12.2019, led by Eng. Evelina Lyubomirova Zdravkova-Velichkova, PhD and project: “Application of the mixed reality in the training and promotion of the cultural heritage in a university information environment” financed by the National Science Fund of the Ministry of Education and Science of the Republic of Bulgaria with Contract KP 06 OPR 05/14 from 17.12.2018, led by Prof. DSc Irena Peteva.

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