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И ИНФОРМАТИКА - БАН



ВЕЛИКОТЪРНСКИ УНИВЕРСИТЕТ
ФАКУЛТЕТ ПО ИЗОБРАЗИТЕЛНО ИЗКУСТВО



ЕВРОПЕЙСКА АСОЦИАЦИЯ НА
ФОЛКЛОРНИТЕ ФЕСТИВАЛИ



СЪЮЗ НА УЧИТЕЛИТЕ В БЪЛГАРИЯ
КАТО ВЕЛИКО ТЪРНОВО



ОБЩИНА ВЕЛИКО ТЪРНОВО



ФОНД
НАУЧНИ
ИЗСЛЕДВАНИЯ

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PREFACE

The Seventh Scientific Conference with International Participation "Cultural and Historical Heritage: Preservation, Presentation, Digitization" (CHH2021) will be held in a hybrid form (present and virtual) from 21 to 24 April 2021. The main directions of the conference are the preservation, digitalization and presentation of the cultural and historical heritage (CHH). The interdisciplinary forum aims to present scientific and applied research, projects, innovations in the field of cultural and historical heritage (CHH). The main focus of CHH2021 will be modern research trends and innovative applications in this broad spectrum, as well as the Bulgarian experience in the presentation and digitalization of cultural and historical heritage. Presentation of research in the humanities: archeology, museology, historiography, medievalism, architecture, ethnology, folklore, cultural anthropology, linguistics, literature, musicology, theology, theater, fine arts, screen arts, and etc., as well as their relationship with information technologies, digitalization, digital conversion, publication of electronic information arrays on cultural, historical and scientific heritage, systematization and effective access. Extended versions of the reports presented at the forum will be published after double-blind review in a NACID-registered publication.

THEMATIC FIELDS OF THE CONFERENCE:

1. Preservation of CHH: traditions, practices, conservation;
2. Presentation of CHH: cultural tourism, creative industries, museums, festivals;
3. Digitization of CHH: technologies, methods;
4. CHH, religion, language: tradition and modern practices;
5. CHH and education: formal and informal;
6. CHH in interactive technologies: educational games and applications;
7. Accessibility to CHH: information and technological provision, including for people with disabilities;
8. CHH, storage and processing of digital knowledge: digital storages, databases, neural networks, ontologies and protection.
9. CHH management: good practices, digital marketing and media presentation.

The program will include reports from established experts and young scientists in the preservation, presentation and digitalization of CHH, a round table, exhibitions and demonstrations.

Research institutes, universities, libraries, museums, archives, galleries, business representatives and tourist information centers are invited to exchange experiences, ideas and results on the topic of the conference.

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HISTORICAL ROUTES. PEOPLE'S AWAKENERS. THE FIRST BISHOPS OF THE EXARCHY

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Abstract: *The report offers a specific cultural and historical route in the footsteps of a group of national awakeners - the first senior clergy of the Bulgarian proto-state - the Exarchate, established 150 years ago, on February 27, 1870. Among the names of the deserving Bulgarians from this group are Ilarion Tarnovski, Exarch Antim, Exarch Joseph, Kliment Branicki, Simeon Varna-Preslavski, Grigory Dorostolo-Chervenski and others famous and lesser known Bulgarian exarchate bishops.*

Keywords: Cultural-Historical Routes, People's Awakeners, Bulgarian Exarchate

NIGHT THEATRICAL GUIDED TOURS AS AN INNOVATIVE APPROACH OF INTERACTING BETWEEN THE MUSEUMS AND THE VISITORS: PERSPECTIVES OF THE ART COMMUNITY “NIGHT AT THE UNIVERSITY” (KYIV, UKRAINE)

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Abstract: *Evolution of the museology in the twenty-first century is undistinguishable from the re-approaching of cooperation between the museums with their visitors and, simultaneously, search for the contemporary ways of attracting attention of the public to the professional activities of the museums.*

A specific way of such interaction between the museums and the visitors was proposed by the voluntary project (recently registered as Public organization) titled ‘Art community ‘Night at the University’ or simply ‘Night Stories’, based in Kyiv, Ukraine. It emerged in 2016 on the basis of the students and recent graduates of the Faculty of History at Taras Shevchenko National University of Kyiv and since then has enhanced its cooperation with the museum institutions and universities in the capital of Ukraine. One might suggest that the concept evolved from the famous film ‘Night at the Museum’, however, the first tours were organized in the universities of Kyiv – Shevchenko University (Main building, Institute of Philology, Scientific Maksymovych Library, Faculty of Radiophysics), Kyiv Polytechnic University, Medical Bogomolets University, Kyiv-Mohyla Academy, hence the universities for several evenings were transformed into the scene of the theater and interactive museum at the same time.

The concept of the project comprises an idea of organizing free night theatrical tours-performances in diverse museum institutions, dedicating each of the guided-tours to particular historical period, person or series of events, visualizing the historical events that are connected in a particular way with the museum institution, its exhibition, university or the history of the building. Besides having a guide with a single narrative, the guests observe five to seven brief historical locations where the actors demonstrate the events the guide has hinted before. The project aims to promote Ukrainian and European history, therefore, the tours are organized voluntarily and require merely the registration in the social networks of the Art community. Conjoint with an unusual format of providing the information via Internet and during the tour, active interaction between the actors (c. 60 people), guide and the group of visitors, who become an integral part of the guided-tour, this guarantees the persistent interest of the visitors towards our theatrical tours.

The project does not have the only age of visitors it orients on as the age differs from early school-years up to retired people. During last two years we

observe the increase of families for whom such format of guided-tours benefits as an alternative of cultural events available for attendance.

During preparation of our night theatrical tours we primarily focus on:

- Creation of the professional historical scenario, saturated with historical humor for better perception of the information;*
- Detailed reproduction of the historical epochs with costumes, language and atmosphere;*
- Interaction between the actors and the visitors who are attached to the events and participate in them (they might be interrogated on the location about the robbery, persuaded to make an oath, sing an anthem, learn the basics of military education etc.);*
- Making history actual by providing historical parallels between past and present.*

Currently our team involves c. 60 students and graduates who have organized more than 22 programs since 2016 (each involving 2-3 consecutive days and 5-6 groups each day). We have established cooperation and organized the tours in the National Reserve 'Sophiya Kyivska', National Taras Shevchenko Museum, Art center 'Chocolate House', 'Museum of TV', National Museum of Medicine of Ukraine, gained support from the Office for Cultural Heritage Preservation, Ministry of Culture and NATO Centre in Ukraine, having organizing together the 'NATO Night. Cold War' in April-May, 2018.

The process of creating one program commences with the communication with the Museum, continues with collecting necessary costumes and requisites and writing and discussing the scenario and might take several months. 'Night Stories' attempts to enhance as many museum institutions as possible thus we may not provide the tours in every museum on a regular basis (there are some exceptions, e.g. National Reserve 'Sophiya Kyivska' where since 2018 we organize a consecutive set of tours, dedicated to the history of Ukraine in 1918-1945).

The museums benefit from the tours as well as the project does: the visitors frequently visit the museum shortly after the tour to visit the exhibitions as the night tours merely use the atmosphere of the museums but do not concentrate on the exhibition itself. Although 'Night Stories' is a first student project that organizes such night theatrical tours in various locations on a regular basis, we have inspired and motivated several other groups of students and institutions to develop such practices of night tours and we are eager to cooperate with other museum institutions across Ukraine and Europe in future.

Keywords: Museology

FOLKLORE TOURISM AS INTEGRATED PRACTICES OF CULTURE, CREATIVE INDUSTRIES AND COMMUNITY DEVELOPMENT IN THE CONTEXT OF KERALA

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Abstract: *The concept of folklore tourism is promoted with an eye on community development as it integrates creative industries, festivals and melas, museum and archives, and this study proposes to explore the feasibility and relevance of folklore tourism as an alternative tool in the place of cultural tourism in the context of Kerala whose income depends on the tourism and foreign remittances. The objective of proposing folklore tourism is to promote the community-level development orientated tourism activities where the communities could display, disseminate, marketize their cultural materials without compromising on the cultural values. This study strongly proposes that in the context of Kerala, the tourist (cultural) spots to be identified and promoted with the participatory role of the community members. The state of Kerala is known for small landscape with hills and mountains that make the state not suitable for industrial units and other business establishments. Importantly, this study also employs critical perspective on the promotion of folklore tourism on the tribal communities.*

Keywords: Folklore, Community Development, Tourism, Creative Industries, Academic tourism, display of culture

SOCIETAL APPROACH TOWARDS THE SOCIALIST HERITAGE IN BULGARIA

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Abstract: *The paper propose a conceptual framework of societal attitudes towards the socialist heritage in Bulgaria as a country with controversial socialist legacies in the field of tourism. The analysis aims to investigate the different expressions of societal approach to the heritage of the communist period of Bulgaria and what is the attitude, feelings, actions of the society towards this heritage in the post-communist times.*

Keywords: Socialist Heritage, Tourism, Societal Approach, Concept

THE BULGARIAN OIL-BEARING ROSE - IN THE MODERN TOURIST ZONING

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Abstract: *Nine specialized regions are regulated for catalyzing the tourist industry in Bulgaria. One of them is the “Valley of Roses” with the center in the town of Kazanlak. The main brand of the region is the Bulgarian oil-bearing rose. The announcement analyzes the brand in the context of other characteristic heritage in the region - Thracian, Revival, spa tourism and others. Emphasis is placed on the image characteristics in the general tourist product of the country.*

Keywords: Kazanlak Rose, Tourist Regions, Cultural and Historical Heritage, Rating Characteristics

PROCESSING AND PRESENTATION OF KNOWLEDGE ABOUT THE CULTURAL HISTORICAL AND NATURAL HERITAGE OF BULGARIA IN AN INTELLIGENT TOURIST GUIDE

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Abstract: *The report presents a reengineering approach to expand the knowledge base of the intelligent Tourist Guide developed in the DeLC laboratory of Plovdiv University "Paisii Hilendarski" with information about the Bulgarian cultural, historical and natural sites stored in existing non-standardized databases. The Tourist Guide is created as a multi-agent environment based on the reference architecture of the Virtual Physical Space (ViPS). The knowledge base in ViPS is based on a network of ontologies - OntoNet. In order to use the existing databases, it is necessary to create a common database based on the CCO standard (Cataloging Cultural Objects) for the presentation of cultural and historical sites of UNESCO.*

Keywords: Cataloging Cultural Objects (CCO), Virtual Physical Space (ViPS), Tourist Guide.

INTELLIGENT TOURIST GUIDE - GENERATING AMBIENT-ORIENTED ROUTES AND DIGITAL CLASSIFICATION OF ELEMENTS OF THE CULTURAL AND HISTORICAL HERITAGE OF BULGARIA

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Abstract: *One of the areas of application of digital mobile assistants is intelligent transport and tourist guides. Such personalised systems aim to facilitate the increasingly difficult choice of the most appropriate transport option regarding personal preferences and habits, current location and available options in real time. To implement a smart travel guide, it is necessary to develop personalised models that include not only static information about routes and destinations, but also to take into account the personal preferences of the user and dynamically respond to unplanned real world circumstances. In the field of intelligent systems, such variable physical characteristics in time and space (so-called ambient characteristics) have a significant role in the degree of usefulness for the end user. The personal assistant is an integral part of the user experience that helps tourists immerse themselves in the rich history and cultural heritage of Bulgaria. Modern technologies in the field of artificial intelligence allow the tourist to get acquainted with the traditions and folk customs, receiving detailed information about the surrounding objects such as folk costumes, architectural monuments and others.*

Keywords: Personal Assistants, Ontologies, Ambient-Oriented Modeling, Tourist Guide, Tourist Routes Generation, Image Classification, Machine Learning, Traditional Bulgarian Costumes

MORIN KHUUR - VALUABLE CULTURAL HERITAGE OF THE MONGOLS

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Abstract: *The article is devoted to the study of the national instrument Morin Khuura - one of the valuable cultural heritage of the Mongols. This musical instrument is included in the Lists of Intangible Cultural Heritage of Humanity of UNESCO. The article will describe about Morin Khur, about what, how it is connected with the life and customs of the Mongols*

Keywords: Morin Khuur, Intangible Cultural Heritage

STRATEGY FOR DEVELOPMENT OF BULGARIAN CULTURE 2019-2029. OPPORTUNITIES AND CHALLENGES

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Abstract: *Bulgarian culture is multi-layered and has been formed during different historical epochs, which affect the Bulgarian nation and identity. Bulgaria is one of the countries with the richest cultural heritage, which allows for the use of this unique resource. Adequate and effective policies for preservation of this valuable resource, formulation of clear priorities, goals, tasks and mechanisms, ensuring accessibility of citizens to culture and art, their recognition by the society, are of special importance for the message of civilization, which we must preserve and we hand over. Cultural education is one of the main aspects of its preservation.*

Keywords: Cultural Policies, Art, Culture

INDUSTRY 4.0 AND THE CULTURAL SECTOR

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Abstract: *The theory of the “Fourth Industrial Revolution”, defined by Klaus Schwab, gained widespread popularity in 2016, during the World Forum in Davos, when political leaders, intellectuals and economists analyzed technological progress and its impact on humanity. Given the form of the event, the economic aspect is at the center of the formulated theses, and much less attention is paid to the new perspectives and challenges of social and cultural nature, which are undoubtedly part of the general context of modernity.*

As a counterpoint to the economic determinism embedded in Schwab's theory of the Fourth Industrial Revolution and the generally accepted paradigm of economics as the engine of historical development, including the avalanche of technological innovation, Dimitar Churovski emphasizes the generation, preservation and transmission of knowledge from generation to generation. Seen from this perspective, the latest Revolution should be commented on and analyzed beyond the boundaries of industry, and the economic term conceived is now successfully integrated into every sphere of life.

The study “Industry 4.0 and the Cultural Sector” aims to define the broad context in which culture develops, creating a framework for studying the impact of technology in the research and applied field of heritage.

Keywords: Industry 4.0, cultural heritage, transformations, innovative technologies

PRESENTING AND PROMOTING CULTURAL AND HERITAGE WITH DIGITAL MEDIA AND MARKETING APPROACHES AND METHODS. GOOD EXAMPLES.

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Abstract: *Making the cultural and historical heritage of countries available and attractive to a broad public, including in a digital way, is a key to making it survive and be acknowledged and well-maintained in time. Researches and practices show that cultural objects, which are digitalized and promoted, are much more known, visited and attract better investments. Digital tools are more and more used – tools like video presentation, 3D models, interactive photos and video with objects, interactive presentations and games, online tours and live events in social media. Especially, after COVID-19 anti-epidemic measures were imposed, such digital and marketing methods of presentation and promotion became a necessity for museums, cultural institutions and events, in order to keep working and reaching the public. The paper explores good practices and a variety of media and marketing approaches and methods that can be used for digital presenting and promotion of cultural and historical objects and places.*

Keywords: Digital Marketing, Media, Cultural, Historical, Heritage, Presenting, Promotion, Dissemination, Good practices, Examples, Methods, Approaches, Digitalization

PRESERVATION AND PROMOTION OF THE CULTURAL-HISTORICAL HERITAGE AND THE SETTLEMENT CULTURE (FOLLOWING THE EXAMPLE OF THE TOWN OF KABLESHKOVO, BURGAS DISTRICT)

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Abstract: *The town of Kableshkovo, Bourgas district is located in southeastern Bulgaria, within the municipality of Pomorie and near the town of Nessebar. Many migrants from Aegean Macedonia and Thrace, as well as from Erkech (today's Kozichino) live in Kableshkovo. Nearby is the prehistoric settlement and necropolis "Kozareva Mogila", and as the birthplace of the partisan poet Atanas Manchev, Kableshkovo is known for its anti-fascist activities and privileged attitude of the rulers during the socialist period.*

The report examines the practices established in the town of Kableshkovo, Burgas region for the preservation of cultural and historical heritage and settlement culture.

Keywords: Cultural-Historical Heritage, Settlement Culture

THE MUSEUM OF SALT IN THE TOWN OF POMORIE AS A RESULT OF LOCAL INSTITUTIONAL CULTURAL POLICIES

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Abstract: *The Museum of salt was established 18 years ago as an ambitious project for the development of cultural tourism, subsidized by the EU's "Phare" program. The Museum visualizes the traditional unique local salt yield technology that Anhiolo has been famous for since ancient times. This cultural institution has developed over the years and it's looking for new ways to reach the people interested in alternative tourism.*

Keywords: Museum of Salt, History and Culture of Salt Production, Museum Tourism, Cultural Project

THE ROLE OF THE FOREST PARKS FOR THE PRESERVATION OF THE CULTURAL AND HISTORICAL HERITAGE

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Abstract: *Some forest parks in Bulgaria have been studied in terms of the preservation of the cultural and historical heritage. Some memorial functions of the specific park elements and their role in recreating a historical setting are analyzed. The protective function of forest parks, their possibilities for regulating the access and the exposure of the monuments and sites are also analyzed. The importance of the forest park environment for the preservation of the integrity and authenticity of the cultural heritage sites and their presentation as objects of cultural tourism has been established.*

Keywords: Cultural and Historical Heritage, Protection, Forest Parks, Heritage Sites

HETEROGENEITY OF THE POPULATION AS A RESULT OF THE MIGRATION PROCESSES IN THE REPUBLIC OF BULGARIA AND THE STATE OF ISRAEL (COMPARATIVE ANALYSIS IN AN INTERCULTURAL CONTEXT)

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Abstract: *The article is an attempt to compare the ethnology of two countries. The formation of the Republic of Bulgaria and the state of Israel is absolutely different, which provokes the idea of conducting pedagogical research. The focus is on finding answers to the questions related to the causes and factors that influenced the folklore in the formation of the Bulgarian and Jewish nation and culture. The main criterion for comparison is the heterogeneity of populations in relation to the transformation in musical and cultural structures.*

The specifics of ethnic immigration processes are considered, looking for the common in diversity. Attention is paid to the cultural differences of the Republic of Bulgaria and Israel (habits, communication, manners, customs) by tracing the predominance of the migration wave, which led to the heterogeneity of the population.

Keywords: Population Heterogeneity, Ethnicity, Cultural Differences, Folklore

ETHNOLOCAL FEATURES OF TRADITIONAL SHIRTS “SOROCHKAS” IN TRANSCARPATHIAN HUTSUL REGION OF THE END XIX – EARLY XXI CENTURIES OPENWORK DÉCOR

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Abstract: *In the paper local features of traditional shirts “sorochkas” in sets of clothes in Transcarpathian Hutsul region of the end XIX — early XXI centuries are discussed. Openwork items` universal and unique parameters in the context of Hutsul folk clothing in time dimension slice are defined. Special attention is focused to décor, namely lace. Technique and technological methods of manufacturing textile decorations, ways of forming their artistic and stylistic features, local versions of ornaments are studied. Defined that the folk clothing and their décor in north territories (Yasinia, Chorna Tysa, Lazenshchyna, Kvasy, Bilyn) has general characteristics with the clothing of Galician Hutsul region (Voronenko, Vorokhta, Yablunytsia). Shirts` openwork decor in this territory were fragmented: connecting stitches by embroidery or knitting techniques were made. And on the contrary, the clothes of the southern part of the Rakhiv region are more similar to the Slovak and Romanian clothing for the structural elements and décor. Ornaments of this territory mainly consists of phytomorphic motifs (inflorescences, buds, twigs, leaves). Thus, the combination of embroidery, lace, textures and structural details created a unique for the ethnographic Hutsul region, but a widespread and typical for the Ukrainian-Romanian borderland the décor type of traditional female shirts “sorochkas”.*

Keywords: Openwork, Décor, Tradition, Typology, Local Features, Shirts, Adornment, Manufacturing Techniques, Technological Ornament, Artistic Characteristics.

THE WOMEN IN PRESERVATION, STUDY AND PROMOTION UKRAINIAN TRADITIONAL EMBROIDERY

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Abstract: *Embroidery interprets as a woman homespun craft for a long time. There / It is not surprising that women played an important role in the preservation, scientific study and promotion of Ukrainian traditional embroidery in the late XIX — early XXI centuries. One of them was Olena Pchilka (Olha Kosach) (1849—1930) — writer, public figure and mother of great Ukrainian poetess Lesia Ukrainka (Larysa Kosach). In 1876, she published tables “Ukrainian Folk Ornament. Embroiders, Fabrics, Easter Eggs” in which she demonstrated the richness and diversity of embroidery from Ukrainian Polissya and Volyn. In the same work, one of the first attempts to systematize and scientifically study the motifs of Ukrainian embroidery was made. Olha Bachynska (1875—1951) — one of the leaders of the Ukrainian women's movement in Western Ukraine, organized the women's school, where also study /studied Ukrainian embroidery in the migrant camp from Western Ukraine in Gmuend (Austria). She also presented a variety of techniques and ornamental embroidery patterns used in Western Ukraine at the exhibition in Vienna (1915). Careful analysis, attention to detail, almost photographic accuracy are inherent in the watercolors and graphic works by Olena Kulchytska (1877—1967). In the first half of the XX century, she made numerous expeditions through the territory of Western Ukraine, capturing the traditional folk clothing, embroidery, which decorated it. The album “Folk Clothing of Western Region of UkrSSR” (1959) became the result of her long-term work. This monograph was supplemented and republished by L. Kost and N. Lenko (also women) in 2018. Scientists in the field of art studied were I. Hurhula (1904—1967) and S. Chekhovych (1897—1971). First of them studied embroidery as a part of Western Ukrainian folk clothing in “Folk Art of Western Regions of Ukraine” (1966). S. Chekhovych researched local centers of folk embroidery such as Horodok or Sokal (towns in Lviv Region) in her works “Folk Art of Sokal Region” (1957), “Folk Craftsmen” (1959). Activity of scientist Kateryna Mateiko (1910—1995) was multi-vector. She published fundamental work “Ukrainian Folk Clothing” (1977) based on her field research through the territory of all Ukraine. She also she collected and donated to the Museum of Ethnography and Applied Art a large collection of folk clothing decorated with embroidery. Tutorials from the basis of traditional embroidery's techniques and stitches also belong to women: “The Art of Ukrainian Embroidery. Technique and Technology” (1996) by O. Kulynych-Stakhurska, “Ukrainian Folk Embroidery: Techniques, Methods and System” (2006) by K. Susak and N. Stefiuk. A new level of scientific understanding of traditional Ukrainian embroidery was demonstrated by Lviv scientist R.*

Zakharchuk-Chuhai (1936—2019) in her work “Ukrainian Folk Embroidery. Western Region of UkrSSR” (1988) and Kyiv researcher T. Kara-Vasyleva in “History of Ukrainian Embroidery” (2008). Studies of Ukrainian traditional embroidery are currently carried out at different levels by O. Nykorak, O. Kozakevych, O. Fedorchuk, L. Bulhakova, N. Volianiuk, L. Bilous etc.

Keywords: Ukrainian Traditional Embroidery

PRESERVING AND PROMOTING THE HISTORICAL CULTURAL HERITAGE OF TRIBAL COMMUNITIES IN JHARKHAND

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Abstract: *This article attempts to discuss on the issues related to promotion, preservation and protection of historical cultural heritages particularly of indigenous tribal communities living in the state of Jharkhand, India. The newly formed state of Jharkhand is known for having 32 indigenous tribal communities including nine primitive vulnerable tribal communities. Significantly, many of the tribal communities had actively participated in the freedom struggle against the British rulers in India, and the same communities and showed their resistance to the local government demanding a separate for the tribal communities. Further, each of the tribal communities at some point of time in the history had feud with other tribal groups for territory. Thus, the tribal communities living in the state of Jharkhand are having cultural heritages with historical significance. This study discusses the range of issues associated to the promotion and preservation of historical cultural heritage in the state with special focus on the tribal communities. Thus the objective of the discussions is to provide evidence-base for future calls under the broader perspective with global significance. And another objective of the paper is to propose or work towards raising the profile of certain community locations in the state, building up awareness of their special cultural heritage. This study also highlights that through heritage development and knowledge-exchange schemes a fresh impetus might be given to communities whose historical cultural heritage is gradually diminishing, being eroded, or under threat. Where appropriate, such work also has the potential to develop areas of the creative economy, including the tourist sector. It could also encourage the conservation of cultural heritage, and help build community cohesion and pride.*

Keywords: Tribal Communities, Freedom Struggle, Identity, Sustainability, Tourism, Community Development

FIREWORKS HOLIDAY IN VIZITSA - INTRODUCTION OF INNOVATION OR STRENGTHENING OF TRADITION

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Abstract: *For the second year in a row, a group of young people with an interest in traditional folklore are performing a fire-dancing rite near the chapel of St. Elijah in Vizitsa, Strandzha. Their initiative, according to themselves, is dictated by a desire to return the rite to its mystical and strong esoteric beginning, preventing the accumulation of profane and onlookers. At the same time, however, according to official data, there was no firefighting in Vizitsa, and the holiday is resurrected not on Saints Constantine and Helena, but on Ilinden. Is the newly established holiday entitled to its claims?*

In general, what should be the attitude of the scientific anthropological and folklore community to the renewed traditions? Is there a reason for mentoring and disapproval? What are the results for the culture of the local communities from the public categorical expression of positions on these cultural "cases"? - The article tries to answer these questions.

Keywords: Firefighting, Tradition, Innovation, Memory

CULTURAL AND HISTORICAL HERITAGE – A PREDICTION FOR THE DEVELOPMENT OF MYSTIC TOURISM IN BULGARIA

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Abstract: *The development of tourism is closely linked to the cultural and historical heritage of each country. It is the basis for the progress of its tourism industry. One of the opportunities for expanding the segment of tourists interested in cultural tourism is the intertwining of this form with the mystical tourism, which is a new trend in the tourism industry of Bulgaria. This paper presents the opportunities for developing a new direction of tourism for our country. With it, through product repositioning of the tourist destination, we can establish our position on the international tourist markets as a country offering various types of tourism. Bulgaria has a variety of anthropogenic and natural resources suggesting the development of tourism throughout the year.*

Keywords: Cultural and Historical Heritage, Cultural Tourism, Mystical Tourism, Tourism in Bulgaria

FESTIVAL PRACTICES IN A VIRTUAL ENVIRONMENT. BENEFITS, PROBLEMS, SUSTAINABILITY

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Abstract: *This paper examines the newly emerged practices in organizing festival events with folklore in a virtual environment. Is it possible to introduce information technologies in organizational techniques when conducting them both in a virtual environment and in a hybrid format. Technological solutions for digital fingerprint accumulation. Significance of e-festivals with folklore orientation for communities in safeguarding the intangible cultural heritage.*

Keywords: e-Festivals, Intangible Cultural Heritage

THE SCIENTIFIC SEMINAR “THRACIANS AND WINE”: SPECIFICS AND CONTRIBUTION TO THE PRESENTATION OF CULTURAL HERITAGE

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Abstract: *The significance of the topics of the Thracian culture and wine production has been conceived and presented over the years through various forms, such as the numerous events, some of which have established practices and traditions over the years. The centuries-old history of the Thracians and the concentration of the numerous monuments of Thracian culture in Bulgaria give grounds for many cultural institutions to include in their cultural calendars events presenting the rich Thracian cultural heritage and modern scientific achievements. No less important is the fact that the monuments of Thracian culture studied over the years and the discoveries made in them testify to the elegance and unique material culture of the Thracians, whose models are unparalleled in the world cultural heritage. This in turn creates the need for their preservation, socialization and transmission to future generations. This topic covers the interpretation of the specifics and contribution to the presentation of cultural heritage in the context of the National Scientific Expedition Club “UNESCO” Scientific Seminar “Thracians and Wine”, whose main goals, activities and tasks will be presented in detail in this paper.*

Keywords: Thracians, Wine, Cultural Heritage, Scientific Seminar

FOLK INSTRUMENTAL CULTURE: EDUCATIONAL AND PERFORMING POTENTIALS

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Abstract: *The report presents the methodological grounds for addressing the problem of resources of folk instrumental culture in the educational and performing paradigm. The key aspects of the influence of folk instruments in various education systems are determined. The system-forming factors of syncretism of folk instrumental culture and ethnopedagogy in solving issues of ethnocultural self-identification in modern times are identified and considered. Practice-oriented methods of education of children based on the traditions of folk instrumental culture have been updated. Educational and artistic and aesthetic effects in educational activities are determined*

Keywords: Performing Potential, Musical Education, Folk Instrumental Culture, Folk Musical Instruments, Educational Potential, Ethnopedagogy, Ethnocultural Self-identification.

REFLECTION OF TECHNOLOGICAL DEVELOPMENT IN THE PROCESS OF CHORAL TRAINING

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Abstract: *The study will present different ways that can be applied in choral training.*

Keywords: Music, Internet, Training, Solutions and Approaches

ORFF-SCHULWERK. ELEMENTAL MUSIC AND DANCE PEDAGOGY

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Abstract: *Carl Orff (1895-1982) observed the educational understanding of his period and developed a different perspective on music education. According to this point of view, musical education has a multi-dimensional understanding in which speech, rhythm, dance, and music are intertwined. This understanding is defined by Orff that music is never music alone, it consists of the unity of movement, dance, and speech; the individual can take part not only as a listener but also as a participant and can do it himself (Özevin, Info 14, p.8); that everyone can participate effectively and creatively; It is defined as music where people with different skills and attitudes are together and everyone is an equivalent member of the group by taking on a task or role suitable for them (Salmon, Info 8, p.26) and finds its place in the expression of "elemental music".*

Orff's idea of elemental music, the idea of music in Orff-Schulwerk, was founded on the development of the understanding of music in Europe from the beginning, and revived three important performance elements that were lost throughout the history of music; movement (connection of music with dance), percussion instruments (improvement of percussion instruments) and improvisation (possibility of organizing music in regular or irregular processes within a certain structure) (Kugler, 2005).

In a music lesson focused on elementary music and movement education, students have the option to evaluate various opportunities that will facilitate the problems in the transition from the sheltered environment of education to the realities of working life in line with their abilities and to try the roles they plan to assume in the future. In line with the artistic-pedagogical perspective suggested by Orff, teachers should reconstruct their professional knowledge in the focus of elementary music and movement education, and always rethink how they can structure their lessons according to Orff Schulwerk's pedagogical principles; reviewing this structuring in the focus of both pedagogical and artistic principles and repeatedly practicing lessons; develop creative thinking and creative possibilities; It seems possible by being able to be learners with their students and giving them the opportunity to be themselves. Music education, which includes actions such as moving, running, jumping, dancing, humming, singing, making noise in the natural life of the child and shaped around these actions, has provided the creation of elemental music and movement education.

Keywords: Carl Orff, Music Education, Elemental Music, Music and Dance Pedagogy

THE DEVELOPMENT OF THE ACCORDION CHAMBER COMPOSITIONS IN BULGARIA IN THE PERIOD OF THE 80'S – 90'S OF THE XX CENTURY. THE ROLE OF GEORGI MITEV FOR THEIR APPROVAL IN PERFORMING ART AND PEDAGOGICAL PRACTICE

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Abstract: *The report reflects the problems related to the development of accordion pedagogy in Bulgaria at the end of the XX century and the accordion chamber performing art. Reveals part of the pedagogical and creative versatility of Georgi Mitev / Assoc. Dr. at AMTII "Prof. A. Diamandiev" - Plovdiv /, as head of the "club of accordion chamber ensembles".*

Keywords: Accordion, Accordion Pedagogy, Arranging for Accordion Chamber Ensembles

AN INNOVATIVE FORM OF ACCESS TO THE CULTURAL HERITAGE OF MUSICAL THEATER: A PERSPECTIVE FROM BULGARIA

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Abstract: *Providing as an example the Virtual Museum of Bulgarian Musical Theatre, institutionalized as an independent and constantly evolving Internet platform at the Museum of the Bulgarian Musical Theater (MBMT), this study represents a new contribution to the application of digital technologies to management and cultural promotion. The research answers questions regarding the current development and applications of digital technologies for designing multimedia content aiming to represent cultural heritage. The results offer an original virtual museum constructing method for interactive access to archival samples of performances in the following genres: opera, ballet, operetta, and musical. Additionally, the museum offers access to a presentation of the achievements of music and stage art through permanent thematic collections of repertoire programs, up-to-date information about the creative process of artists, conductors, directors, scenographers, choreographers.*

Keywords: Digitization, Preservation, Cultural Heritage, Digital Collections, Musical Theatre, Opera, Ballet.

ETHNOMUSIC FIELD AND ARCHIVING

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Abstract: *The text examines the approaches to ethnomusicological field research, according to the methods of documenting and archiving empirical materials. The peculiarities of recording folklore samples are the result of preliminary specialized music-theoretical training. The main help in this regard are the technologies for sound recording, video recording and their development. In the modern ethnomusicological field (from the middle of the XX century until today) the technical means and the opportunities they provide are of decisive importance for the methods and the formation of research points of view.*

Keywords: Ethnomusicological Terrain, Archiving, Sound Recording, Video Recording.

ONTOLOGY OF BULGARIAN FOLKLORE

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Abstract: *The article presents an ontology describing Bulgarian musical folklore as part of the cultural and historical heritage of Bulgaria. The ontology has been developed together with a number of ontologies that are based on the CCO (Cataloging Cultural Objects) standard. The set of ontologies is a knowledge base used by intelligent agents.*

Keywords: Bulgarian Musical Folklore, Ontologies, Cataloging Cultural Objects Standard (CCO), Knowledge Data Base

CLASSIFICATION OF TYPES AND VARIETIES OF CHROMATIC KEYPADS

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Abstract: *The article reveals outdated approaches to the classification of chromatic keyboard systems of musical instruments. Concrete structural differences of the existing systems of chromatic keyboards for claviers, organs, portables, pianos and accordions are shown. Based on the results of the study, a justified classification of the types and varieties of chromatic keyboards of keyboard musical instruments is proposed.*

Keywords: Accordion, Keyboard, Systems, Claviers, Diatonic, Chromatic, Uniformly Tempered, Classification.

SCOPE OF AESTHETICS IN THE GAME MODEL OF ARTWORKS WHICH CONTAINED FUNCTION OF AUGMENTED REALITY

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Abstract: *As I have repeatedly emphasized, processes in the field of technology and their application for the purposes of the visual arts have always played a major role in the development of my creative vision. An essential role in this direction has my acquaintance with Atanas Markov, with whom we complement each other in many respects and this has a beneficial effect on our teamwork. We have already shared in a previous edition of the conference "Cultural and Historical Heritage" about the work on the projects "Interactive Generative Formations", "Virtual Arena" and "Interaction with a technological organism". We are currently developing an extension of the last of the listed installations. This upgrade consists of the creation of a series of two-dimensional works in which an element of augmented reality must be included. This is essentially not something that has not already been done, but it is a very good element that would contribute the communication with the "Technological organism". The relation is also implemented at the level of interaction, and we rely on the game moment again. Through this act, we involve the observer, as an active participant in the artwork.*

Keywords: Augmented Reality, Interactive Art, Game, Game Model, Artwork

“GUARDIANS OF HISTORICAL LEGACY” IS AN INNOVATIVE PROJECT. FROM THE CONCEPT TO ITS REALIZATION. AN EXHIBITION AS A STARTUP OR BUSINESS PROJECT

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Abstract: *Do you remember visiting a truly well-presented exhibition in a Bulgarian museum? An exhibition which captures the senses and presents exhibits or persons in a way which is interesting to a visitor who is not a specialist, or even to a child? An exhibition which has a message and is not simply a number of items arranged in a certain way? Nowadays there are such exhibitions but they are certainly not enough yet.*

On the many occasions when I have discussed different aspects of presenting an exhibition with museum curators, I have reiterated that multimedia and interactivity are not simply technological means, they are a powerful way to promote interaction between museum and audience. Visitors should obtain not only interpretation, they should gain experience in interaction with the exhibition.

Taking into consideration the overall environment, specialists are more likely to “take risks” with technology during temporary exhibitions. In such context they allow themselves more freedom and consider this as an experiment. Normally this is not done in permanent exhibitions because of the larger scale, inherent conservatism and insufficient resources. Most specialists agree that multimedia is extremely helpful with temporary exhibitions when a multitude of digitalised archives, a process or interactive maps need to be shown. At the same time the functioning of the technological processes need to be guaranteed. It is not uncommon that technologies which have been successfully used in foreign museums turn out to be not very efficient here.

Keywords: Virtual Museum, QR-code, Cultural Heritage, Virtual Exhibitions, New Museology, User Interface, Internet, CMS, Mobile Devices, Interactivity, Communication, Cultural Exchange, Media and Multimedia, Virus Video

VISUAL ARTS AND DIGITAL TECHNOLOGIES

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Abstract: *With the advent and dissemination of digital technologies, devices and means in the middle of the twentieth century, dramatic changes occurred in all spheres of life. The data reporting environment is changing and the era of new media is approaching. Digital technologies and the global network have a fundamental impact on culture, traditions and art.*

In this context, in terms of visual art, digital technologies allow for the emergence of new artistic practices that take their place next to classical art activities. Leading the way is the idea that digital technology is not just a tool, but rather a creation process, thus focusing on the concept inspired by the digital context rather than on the means expressed. In modernity, visual art and scientific achievements live in harmony.

Keywords: Digital Art, Art, Virtual Reality (VR), Technological Innovations, Net Art, Artificial Intelligence (AI), New Media Art

EXPANDING THE CREATIVE APPROACHES OF VISUAL ARTISTS THROUGH AUGMENTED REALITY (AR)

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Abstract: *There are currently over 3.8 billion smartphone users in the world (Reference from 01.2021). Mobile technologies are becoming an integral part of our lives and this undoubtedly provides a large and diverse environment for the expression of artists from all fields. Mobile technology is changing the way we encounter art. They do it mobile and the term "on demand" is extended to "on the go". The works are becoming more diverse and innovative and every person with a smartphone is a potential user of art.*

Most modern smart devices are now able to provide Augmented Reality (AR) experiences. AR is already used by innovative brands in the field of trade and marketing, but AR can, and is used, and will be used more and more in the art world. We will no longer associate the visual arts with just visiting art galleries or theater and concert halls. Technologies such as augmented reality (AR), virtual reality (VR), mixed reality (MR) or augmented augmented reality (Extended Reality or XR) open up new creative possibilities for artists and new experiences for the audience. This not only gives new sensations to the audience, but also frees the art from the gallery, thus reaching a whole new audience.

Keywords: Augmented Reality (AR), Interactive Art, Visual Art

TILT BRUSH. THE NEW PERSPECTIVE OF ART

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Abstract: *Interpenetration of ideas, culture, economics, raw materials and etc. are causing globalization in our society. This trend is also assisted by the growing technological innovations. Society is increasingly turning to digital tools to provide fast communications, access to information and goods through the global network, especially needed during the pandemic. In terms of art, these factors contribute to shifting the range from classical means of expression to contemporary art forms focused on digital media. Historically, the discovery of photography in the 19th century radically changed art. Painting frees itself from the function of reflecting objective reality and seeks new means of expression and meaning. In the early 20th century, new trends in the avant-garde art seek to depict intangible things away from visible reality such as the inner world of the artist, emotions, symbols, music, time and more. One of the brightest trends - Cubism is a typical example. It seeks a way to show objects rationally from several sides simultaneously - three-dimensional, but unfortunately it is limited by the means of expression - the two-dimensional surface of the canvas. Digital technologies today have a solution to this problem. They provide digital tools that completely change painting. The canvas no longer exists in the familiar way in which the artist works. It is becoming history. With the invention of VR glasses, the boundaries of visible reality and imagination in art have been removed to enter a new virtual world. Tilt Brush technology goes one step further, giving the opportunity to the artist to create 3D images with a brush in hand while moving in the virtual world he creates. Canvas doesn't exist, it is a virtual digital world three-dimensional arising from the imagination of the artist and existing only through the eyes of the "pink" VR glasses. Here comes the question, will technology displace the artist's hand?*

Keywords: Digital Art, Art, Virtual Reality (VR), Tilt Brush, Technological Innovations, Net Art, Non-fungible Tokens (NFT), Artificial Intelligence (AI)

INFORMATION ECOSYSTEMS WITH SCIENTIFIC CONTENT: NEW CHALLENGES, FAIR PRINCIPLES AND ACCESSIBILITY STANDARDS FOR PEOPLE WITH DISABILITIES

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Abstract: *The report examines models and approaches related to smart digital solutions for digital inclusion of vulnerable groups. A conceptual model of an accessible social digital ecosystem based on semantic technologies and cloud computing is presented. The stages for creating and maintaining an accessible digital environment for 2 vulnerable target groups of users (with visual and cognitive limitations) are considered. The digital tools of the social digital ecosystem have been studied: virtual storage (digital archives of objects and their semantic connections, email databases and other data for target users, cloud corpora with knowledge, virtual manuals), site with accessible services (educational modules, contacts with virtual telemedicine center with robotic technologies and accumulation of physiological data for users, landing pages), software technologies for accessibility, etc. An analysis of the provision of data protection, digital conversions (forms, requests) and maintenance of the ecosystem (tracing of user paths and user behavior, interaction of digital archives) is made. FAIR principles and accessibility standards for people with disabilities are considered.*

Keywords: Ecosystem, Software Technologies, Semantic Technologies, Knowledge Cloud, Accessibility Standards for People with Disabilities, FAIR Principles

DIGITAL EDUCATION: MODERN STRATEGIES AND MODELS

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Abstract: *The characteristics of digital education are investigated and its key features and differences are described. Strategies for the implementation of the maximum online translation of the main data collection methods, a focus group strategy on the advantages of an online format and a strategy for using an online infrastructure have been formulated. The comparison of popular platforms and instant messengers for online calls, video communication and multimedia support of modern distant processes are researched. Conclusions and proposals are formulated.*

Keywords: Digital Education, Monitoring Strategies, Distance Learning Methods and Models

THE WOMAN'S ROLE IN THE CONTEMPORARY WORLD

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Abstract: *In the XXI - st century the woman still doesn't know where she stands in the world. What's her role? To be a housewife? Or a caring mother and good wife? Or someone seeking career? Or does she do all this at the same time? According to many people the feminist movements which began at the end of the XIX -th century and had a key role during all the next century – are part of the past. The populist far right – wing parties blame them for causing more problems than giving benefits. Is it there fault that the European population is mainly old? Which are the good practices that should be preserved?*

The aim of the following paper is to give answers to the questions above by using the comparative analysis – to compare the feminist's and the far right-wing populist politics, content analysis, the interdisciplinary method and the deductive method. The work will show where the Bulgarian woman stands compared to the European woman. The topic is very important nowadays and there are still not many researches made, that's why the paper will put a start to future scientific work in this field.

Keywords: Woman, XXI Century, Feminism, Far right Populism, Bulgaria, Europe.

DIGITAL AND PRINTED TEACHING AIDS OF KYUSTENDIL REGIONAL HISTORY MUSEUM PROGRAMMES FOR CHILDREN

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Abstract: *It is presented teaching aids in digital and printed form used in non-formal educational programmes of the Regional History Museum, the town of Kyustendil, developed during the implementation of two projects in 2019 and 2020 with the financial support of Ministry of Culture in Bulgaria. They enrich the Museum’s workshops for children, monthly conducted since February 2015, informatively. These are twelve five-minute video presentations and thirteen interactive notebooks of four pages each, A4 paper format, illustrating and bearing information about the thematic fields of the workshops. The training aids aim at presenting to children cultural and historical heritage exhibited in museums in general and in the Kyustendil Museum in particular in a more accessible way – artifacts as a part of culture and art in the past, moments of national history crucial for the historical development of Bulgaria and popular customs preserved in traditional crafts. The topics they present introduce participants with the way of living of people in the past, pass through significant historical events and provide some knowledge about three crafts, which originate from the Stone Age. They are grouped in two programmes – Culture and Art in the Past and History and Traditions. Photos of about 50 findings from Kyustendil and its region dating from Neolithic till Middle Ages are included in the training aids along with the messages they bear interpreted through the respective story. Photos visually expressing the historical events and traditional crafts – an object of learning in the programme, are also included.*

Keywords: Non-formal Education, Training Aids, Museum Programmes for Children.

THE ROLE OF DISABILITY IN THE PUBLIC ACTIVITIES OF SOME CELEBRITIES

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Abstract: *In most societies till lately people with disabilities were seen mainly as people needing support. Though support is needed, it is not always headed in the right direction. People with disabilities can be an example themselves to follow as people who are purposeful. This article examines some of the most famous persons who experienced temporary or permanent functional impairment, and regardless of it achieved success and recognition in the field of their activities on a national and international level.*

Keywords: accessibility, people with disabilities, assistive technologies for accessibility, celebrities, digital catalog

NEWLY OPENED REPRESENTATIVE ENSEMBLE OF TRAPEZITSA

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Abstract: *Newly opened representative confined complex near the church №4 on Trapezitsa. It was built in the 40s of the 13th century and lasted until the fall of Tarnovo. The fence wall covers an area of approximately 1 decare. The complex has two wings: the northern one is a dining room, and the western one is connected with the occupant - a high-ranking person from the capital's church hierarchy.*

Keywords: Building Complex, Representative, Church, Dining Room

ABOUT THE PROTOBULGARIAN CROSS-SHAPED TEMPLES?

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Abstract: *The article examines two buildings with a cross-shaped plan, located in Pliska. After the destroying of one of the buildings, the Great Basilica was built on its remains. The report includes all the opinions of researchers about the purpose of the cross-shaped building - a tomb from the early Byzantine period, a protobulgarian pagan temple, a mausoleum of the Bulgarian Khans, a church, a baptistery, a martyrium. Its construction history, superstructure, construction periods, facilities that are functionally related to it, its fate after the adoption of Christianity are examined.*

A church was built on the foundations of the second cross-shaped building. Therefore, her researcher is of the opinion that it was a protobulgarian temple. Most archaeologists believe that only the buildings with a plan of inscribed quadrilaterals were protobulgarian pagan temples and in their works do not mention this building at all and do not comment on the possibility that it was a pagan temple. R. Rashev reminded us of this forgotten monument. Other archaeologists also believe that the two cross-shaped buildings were probably pagan temples and formed a new group of cross-shaped temples in addition to the group of temples with a plan consisting of inscribed quadrilaterals.

Keywords: Protobulgarian Cross-Shaped Temples, Cross-Shaped Building, Pliska, Great Basilica, Church № 3

CONSERVATION AND RESTORATION OF MOLIVDOVULS FROM THE FUND OF THE ARCHAEOLOGICAL MUSEUM “VELIKI PRES LAV”

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Abstract: *Archaeological Museum “Veliki Preslav” has over 110 years of history. It was founded as part of the Archaeological Society “Ticha”; on October 26, 1906 and lasted in this form until 1949. Then the museum was provided with a large building next to the church monument “St.St. Cyril and Methodius”, not far from the Preslav Palace. In 1981, the museum was moved in a new purpose-built building, where it still welcomes history lovers from around the world. At the permanent exhibition you can see epigraphic monuments that testify to the spread of literature, as well as examples of artistic crafts, showing the rise of the Bulgarian state. The most striking examples of this are the Preslav golden treasure and objects of the Preslav white clay pottery. More than 35,000 objects are stored in the museum funds, 1700 of which are presented in the exposition hall. The most significant Preslav samples have been included in dozens of international exhibitions, in hundreds of scientific publications, film and media productions. Today Veliki Preslav has its own archeological museum with a magnificent exposition, visited annually by tens of thousands of Bulgarian and foreign tourists. The museum’s collections most fully present the phenomenon of the Golden Age and illustrate the place of Simeon’s capital as a leading center of Slavic writing, art and art crafts in Southeast Europe in the ninth and tenth centuries.*

In 1978, a team of archaeologists led by Ivanka Akrabova-Zhandova, exploring the area in the southeastern part of the inner city of Preslav, discovered a building with massive foundations and preserved squares of construction, which plan resembles a pagan temple or shrine. As a result of the excavations, which continued in the following years, more than 500 molivdovuls, 250 lead cores and three molds for their casting have been discovered. These findings testify to the administrative nature of the building, in which not only The correspondence was stored, but it was also sent. Therefore, we are talking about a chancellery that served the local Byzantine strategists. Thanks to the seals found there, we found the names of 17 strategists of Preslav in the period 971-1059. The Molyvdovuls also present the names of persons who wrote to the local strategist. Almost all social groups in the empire are represented - from the emperor himself to the common spatary.

The seals found in Preslav are mostly related to the activities of the Byzantine chancellery, which lasted from 971 to 1087. The significance of these medieval Byzantine seals is cognitive. They are authentic documentary sources whose information is objective and true. What is written and presented on the stamps existed at a specific time, because they are part of life and administrative practice.

For the period between 2019 - 2020, 150 Molyvdovuls underwent conservation and restoration in the laboratory of National Archaeological Institute with Museum at the Bulgarian Academy of Sciences.

In 2019, 50 lead seals were included in the exhibition "To the gates of the prince's court. Treasures of the Great Preslav"; which was opened at the Archaeological Museum in Sofia. In 2020, the project "Conservation and restoration of molyvdovuls from the Strategy in Great Preslav" was completed. This project was implemented by the Archaeological Museum "Veliki Preslav" in partnership with National Archaeological Institute with Museum at the Bulgarian Academy of Sciences. 100 of the most affected molyvdovuls have undergone conservation and restoration.

Restoration activities are a necessary step that must be carried out before the digitalization of the sphragistic fund, so that specialists, teachers, students, etc. can benefit.

Keywords: Molybdenum, Conservation, Restoration

THE NEWLY DISCOVERED MONK ROCK CELL LOCATED BETWEEN
THE MONK ROCK COMPLEXES “THE ARCHANGEL” AND
“KRASHTELNYATA”, WHICH ARE PART OF THE IVANOVO ROCK-
HEWN MONASTERIES /A NEW VIEW ON THE STRUCTURE AND
RANGE OF THE GREAT MONASTERY “ST ARCHANGEL MICHAEL” AT
THE IVANOVO VILLAGE/

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Abstract: *In another terrain research for the examination of the region around the Ivanovo Rock-hewn monasteries, conducted at the end of 2020 and at the beginning of 2021, well-shaped rock-hewn caves and rock niches with a different designation were discovered, which have now been known so far. Among the newly discovered objects, one relatively big rock niche, having different rock-hewn elements adjacent to it, stood out. Those elements complemented the monk dwelling with respect to space and designation. The general layout, the new construction elements enrich the concept about the structure of the monk rock-hewn dwellings in the Polomie. The location of the object, its linkage to the rest of the anthropogenic parts of the region and its characteristic features give us a new idea about the range and structure of the Great monastery “St Archangel Michael” at the Ivanovo village, municipality of Russe.*

Keywords: Rock-Hewn Monasteries, Newly Discovered Monk Cell, Rock-Hewn Elements, Great Monastery “St Archangel Michael”, Ivanovo Village

THE ARCHITECTURAL CULTURAL VALUES OF VELIKO TARNOVO – A WINDOW TO HISTORY

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Abstract: *Old Capital Veliko Tarnovo - the historical and spiritual capital of Bulgaria has preserved extremely valuable evidence of its history, architecture and arts. Tarnovo architecture reveals the spiritual development and masterful genius of the Bulgarians, interesting facts, continuity and creative development in the construction of temples, schools, community centers and other civic buildings over the centuries, as well as the formation of two architectural schools: medieval Tarnovo architecture with picturesque style and Tarnovo Revival architecture in baroque style by master Nikola Fichev.*

Keywords: Tarnovo Architecture, Master Nikola Fichev, Architectural Schools, Architectural Values

BREAKING THE STEREOTYPES OF CREATING A NEW EXPOSITION AND ITS ACCEPTANCE BY THE AUDIENCE

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Abstract: *With the development of modern tendencies of forming exhibition spaces and displaying them to the public, more often is resorted to search of new modern methods. The strong development of digital technologies and spaces gives huge opportunities in planning and designing future exhibitions. The point of these innovative methods is to provoke the visitors.*

After the main renovation of the RHNH Plovdiv's building, which took place between 2011-2015., a new exhibition was created. The new exposition design includes the two widely used methods nowadays - taxonomic and dioramic. This creates a style which is unique and without an analog over the world. This provokes significant interest in all target groups and provides wide opportunities for future development.

Keywords: Exhibition, Natural Museum, Taxonomic and Dioramic Method, Digital Technologies.

CREATIVE ARCHIVES: MODELS FOR SYSTEMATIZATION

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Abstract: *The proposed text is related to the issue of scientific disclosure, preservation and digitization of archives.*

The work is focused on the content of two personal creative archives – the composer Dimitar Nenov (1901 - 1953) and the pianist Panka Pelishek (1899 - 1992). One of the most significant figures in the Bulgarian musical culture of the last century, who with their extensive professional performance, make a fundamental contribution to building, establishing and winning European and world recognition of the Bulgarian school of pianism and composition. Their personal archives are an important part of our national cultural heritage.

The report presents approaches and models for identification, scientific structuring and systematization of two creative archives: music and verbal. A structured base is offered to be used for digitization of the materials.

Keywords: Dimitar Nenov, Panka Pelishek, Personal Archive, Piano School, Piano.

VASIL LEVSKI, GRANDMOTHER DONA MILINA AND THE TROYAN REVOLUTIONARY ACTIVISTS

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Abstract: *The object of the study is the activity of Vasil Levski in Troyan, the organization of a committee network, the personality of grandmother Donna Milina - shelter to the Apostle. On the basis of documents and memoirs, the situation was restored during the establishment of the two revolutionary committees in the town of Troyan and in the "Troyan Monastery of the Assumption". It shows the difficult life of a great patriot. During the Russo-Turkish War (1877-1878), grandmother Dona Milina treated wounded Russian soldiers in her house.*

Keywords: Vasil Levski, Apostle, Grandmother Dona Milina, Shelter Town of Troyan, Master Weaver, Famous Herbalist, Folk Healer, Revolutionary Committee, Church, Monastery.

THE TESTAMENT OF PETER DARVINGOV - THE WEALTH OF HIS PERSONAL ARCHIVE

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Abstract: *The report is dedicated to the interesting fate of the archives of Colonel Peter Darvingov (1875 - 1958). Participating in the Ilinden-Preobrazhenie Uprising as well as in the Balkan, Inter-Allied and the First World War, he collected a rich documentary heritage, which he himself repeatedly passed on and preserved for future generations. In 1932 he was elected a member of the Bulgarian Academy of Sciences, and after his death the Scientific Archive bought the personal documents and the photographic material. They are stored there to this day.*

Most of the photographs that Col. Darvingov has accumulated over the years have been digitized and can be used freely by researchers on the British Library's website. Work is forthcoming to transfer in digital format his manuscript memoirs, studies, articles, as well as his vast correspondence.

Keywords: Petar Darvingov, archive, digitalization, Bulgarian Academy of Sciences

DECODING SYSTEMS IN DIGITIZATION AND DATA PRESENTATION BASED ON UCD

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Abstract: *Converting data from a basic binary form to a custom form for a wide audience requires more attention leading to a preface to the user experience problem. As the problem of presenting data to non-professional users becomes more pronounced, UCD theory (User Centered Design) pays more attention to the way data can be transformed into other readable forms, thus achieving greater access, visibility and readability. This paper will explain in detail the technologies that can be applied in scanning and processing data related to specific examples of presentations related to cultural heritage, thus making the data suitable for the user's interpretation of heterogeneous origins and needs. Translating data to different users implies systematization of available data reading technologies, as well as their transition to readable content that can be applied in museums or other localities for the purpose of presenting data without the role of third parties in the form of guides or curators.*

Keywords: User Centered Design, User Experience, Data Scanners, Cultural Heritage Data Presentation

ONTOLOGY OF FOLKLORE GENRES

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Abstract: *The report is devoted to the presentation of the system of folklore genres in the form of ontology. The system is being developed for a multilingual folklore database, so it is necessary to identify genre universals, features that are relevant for different folklore traditions. The solution of the practical problem of ordering the material and its external characteristics is impossible outside the context that takes into account the issues of genre transformation and history, its interconnectedness, style, content and form. The problem of folklore genres is the problem of the very essence of folklore. In view of the theoretical ambiguity, the systematization of folklore genres remains one of the unsolved issues of folklore. Two models of genre systems based on a universal and local approach will be presented.*

Keywords: Ontology, Genre Classification

CREATING A DIGITAL ATLAS FOR HERITAGE CITIES AND TOWNS ALONG THE DANUBE

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Abstract: *The traditional meaning of an atlas has changed recently, with the prompt rise of digitalisation. This process has also opened new perspectives to collect and present atlas data; the interconnection of the huge quantities of the different data sets, including the new types of data and introducing atlases with new topics as an innovation. The essential meaning of an atlas has been, however, preserved even in its digitalised version – to present spatially related phenomena and items thorough their mapping.*

The aim of this paper is to discuss about the structure of a digital urban atlas on the example of the creation a new one – the digital atlas of heritage cities and towns along the Danube, one of the main deliverables of DANUrB+ INTERREG Project. This atlas, planned in both hardcopy and digital versions, is still in progress; hence, the main contribution of the paper is to show the expected structure of the digital DANUrB+ Atlas by comparing the project inputs with several already existing digital urban atlases as role-models.

Keywords: Atlas, Digitalisation, Cultural Heritage, Danube, Small Cities and Towns

LIMBURG TIME MACHINE: TO THE SOURCE AND BACK

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Abstract: *In 2009 the Aezelprojek (aka Limburg Time Machine) was started. From the beginning it was a fully open source project and a 'community-project' in which regular institutions (Euregional Historical Centre Sittard-Geleen, now De Domijnen foundation) and volunteers worked together. Although it started in the city of Sittard, over the years the project grew organically and now consists of over 100 sub-projects in the Netherlands Limburg and over the Belgian border.*

With a large group of over 200 volunteers we now work in Heritage Centre De Domijnen in Sittard as well in many other archives and historical societies in the Dutch and Belgium provinces of Limburg.

Everything starts with the cadastral history of cities and villages, but it is also a genealogical project. Thus we combine the two most interesting things for the average citizen: the history of their family and of their environment. In this way we add 'emotion'(and by doing this also connectivity and durability) to the project. After ca 180.000 hours of adding, tagging, vectorizing, transcribing etcetera we are now able to explore and connect interesting parts of the cities history of cadastral parcels and of the people who lived and loved there. The project also gives the possibility to add 'layers', like a graveyard-layer, or a Second World War-layer. This community-sourcing project, where every piece of information is digitized and traceable to its original source, is still growing strong. Of course the Limburg TimeMachine is part of the European Time Machine: timemachine.eu.

In october 2020 the website aezel.eu with millions of genealogical and cadastral facts was launched.

Keywords: Cadastral Information, Genealogical Information, Durability, Historical Massdata

DEVELOPMENT OF AN ONTOLOGY IN THE FIELD OF THE HUMANITIES

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Abstract: *The preservation and dissemination of knowledge about cultural, historical, and natural sites in Bulgaria is extremely important. In this regard, the Faculty of Mathematics and Informatics of Plovdiv University is developing a project related to the implementation of an intelligent tourist guide (Stoyanova - Doycheva, 2020), which, according to the tourist's criteria, generates virtual or real tourist routes. The article will present part of the knowledge base of the tourist guide, namely an ontology that describes the richness of Bulgarian literature. The structure of the ontology, the basic axioms, and dependencies between the basic concepts, as well as the identities of the individual concepts in the ontology are presented.*

Keywords: Ontology, Bulgarian Literature, Intelligent Tourist Guide

VIRTUAL-PHYSICAL SPACE “BULGARIAN CULTURAL AND HISTORICAL HERITAGE”

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Abstract: *The article presents a virtual physical space for storage and presentation of digitized Bulgarian cultural, historical and similar sites. The space is realized with the help of integrated technology, including means of artificial intelligence, enhanced with modern technologies such as IoT (Internet of Things) and CPSS (Cyber-Physical-Social System). The advantages of space compared to the usual approaches for developing this type of systems are discussed. The objects digitized in accordance with the CCO standard (Cataloging Cultural Objects) are stored in a distributed knowledge base, implemented mainly as ontologies. The space provides users with a personal travel guide who is able to understand and fulfill their wishes and preferences..*

Keywords: Virtual-Physical Space (ViPS), Cataloging Cultural Objects (CCO)

PROJECT “DIGITAL CULTURAL AND HISTORICAL HERITAGE OF PLOVDIV MUNICIPALITY” – PROBLEMS AND SOLUTIONS

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Summary: *The purpose of this article is to study and analyze the results of the project “Digital Cultural and Historical Heritage of Plovdiv Municipality”. A main part is the formulation of the problems during and after the project and the possible solutions. An important element of the study is the realization of a field expedition in the Roma neighbourhoods in Plovdiv and summarizing the results from it. All of this is a contribution to and experience in the field of digitization of cultural and historical heritage in the museums and galleries (following the example of Plovdiv Municipality). The basis of the study is the website www.digital.plovdiv.bg, the participants in the project and the specific field expedition.*

More than 50,000 movable cultural properties have been digitized. Part of the immovable properties of the city, as well as the intangible cultural heritage of the Roma are added to them.

Keywords: Digitization, Cultural and Historical Heritage, Plovdiv, Museums, Roma, Field Expedition

MANAGEMENT, PRESERVATION AND EXHIBITION OF “DIGITAL BORN” CULTURAL HERITAGE

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Abstract: *New digital technologies radically transformed the traditional hierarchy of societies and led to the emergence of digital cultural heritage. The UNESCO Charter of 2003 states that this is new legacy, including sources of information and creative expression. Digital materials include texts, databases, still and moving images, audio, graphics, software and web pages. More and more often, younger generations of artists carry out original creative work directly in digital form, thus forcing museums to preserve “digital born” heritage. The paper examines the challenges and problems in the management, preservation and exhibition of digital objects - technology requirements, encoding, file formats translation, etc.*

Keywords: “Digital Born” Cultural Heritage, Museums, Preservation, Exhibition

DIGITALIZATION OF BULGARIAN REVIVAL TYPOLOGICAL GROUPS AND HOUSES

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Abstract: *The article presents the fascinating Bulgarian Revival architecture in the context of digitalization and in particular of the Artificial Intelligence. Ontological engineering is dealing with the semantic modeling of real-world concepts and the relations between them under the influence of semantic axioms and machine-readable judgments. Ontologies that are described in this article were developed to be included in the repository of the space "Bulgarian cultural and historical heritage" that is an adaptation of the ViPS (Virtual-Physical Space).*

Keywords: Ontology, Semantic Modelling, Protégé, ViPS, Revival Architecture, Revival House, CCO, Reasoner, Intelligent Tourist Guide.

DATA ON THE DIGITIZATION OF RARE BULGARIAN BOOKS PUBLISHED AFTER 1878

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Abstract: *In the research "Data on the Digitization of Rare Bulgarian Books Published after 1878" will examine and compare the main data on the rare Bulgarian books published after 1878, included in the traditional (printed) and new electronic catalogs and databases. The problems related to the preservation of all the features of the originals (language of the original and copyright; publishing institution; physical characteristics of the books) and the unification of the rubrics in the information systems of the libraries will be commented.*

The main examples will be given with manuscripts of Neofit Rilski.

Keywords: Bulgarian Books, Bulgarian Bibliography, Library Catalogs, Digitalization

DIGITALISATION OF SLIDE FILM (35MM) – TRANSFER, POSTPRODUCTION, ADMISSIBLE CHANGES

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Abstract: *One of the most widespread photography formats before digitalization, both for professional and amateur use, was the slide film (35mm, Leica format). Due to its compact size, compared to medium and large formats, this equipment was preferred by all photo reporters, photographs of the wild nature (probably the best known was the ones of the National Geographic magazine) and of course for the general people, creating family photos. Slides were the common way of presenting, when images had to be shown at wide audience. They appeared also in art – in galleries and on stage. For that reason there is enormous material shot on this medium, transferred regularly in digital format. The digitalization itself is constantly changing and sometimes the same image is digitalized numerous times. In this material I will follow the basic ways of digitalization and the changes that occur. Important problem of the digital transfer still remains the limit of admissible postproduction, which inevitably is modifying the initial image.*

Keywords: Photography, Slides, Digitalization, 35mm

DIGITIZING THE MEDIEVAL CHURCH OF SV. NIKOLA IN KALOTINA, BULGARIA

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Abstract: *From 2008 - 2013, the Balkan Heritage Foundation conducted a couple of small-scale digital documentation projects of the wall-paintings at the medieval church of Sveti Nikola (14th century) in Kalotina, Bulgaria. In 2020, the team returned with funding from the Bulgarian Ministry of Culture and carried out a full-scale investigation of the ecclesiastical monument, its surface and surroundings, wall-paintings, and graffiti using a non-destructive digital toolset to address research questions about the architecture and history of the edifice and the iconography of its frescoes. The documentation project aims to promote future archaeological research of the area and the preservation of Sv. Nikola Church. The team implemented methods from the fields of archaeology, art history, epigraphy, geophysics, geodesy, architecture, photography (incl. RTI), and photogrammetry and succeeded to create an extensive digital portfolio and database of the church. The presentation will discuss the use of the combination of the digital tools applied during the project and their contribution towards digital documentation projects of this type and scale.*

Keywords: Digitization of CHH, Medieval Art and Architecture, RTI, Orthophotography, Photogrammetry, DStretch, Sv. Nikola Church, Kalotina

CHALLENGES IN PRESERVING THE ORTHODOX TRADITIONS IN BULGARIAN ICON PAINTING

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Abstract: *Bulgarian iconography is centuries old and, as its peoples, has both suffered and triumphed from the heavy hand that destiny has dealt them. It is an important element of our national, historical and cultural heritage. Today, the number of fortuitous circumstances notwithstanding, the Bulgarian iconography is facing multitude of challenges, including the danger of the loss of its tradition. This report raises the core present-day issues iconographs and restorers face, issues related to the limits of the orthodox tradition.*

Keywords: Orthodox Iconography, Traditional Technique, Modern Tendencies

THE WEST READS THE SOUTH-EAST: (IN)GRATITUDE IN CATHOLIC AND ORTHODOX POLITICAL THEOLOGIES

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Abstract: *This paper deals with the role of gratitude in Catholicism’s political theology in search for an equivalent in the power relations involving the Bulgarian and Serbian Orthodox Churches through the cults of Ivan Rilski and the canonised monk Sava. To do so, it analyses Medieval West Europe’s theology of gratitude starting from Marsilius of Padua’s Defensor Pacis (1324). The text concludes that Marsilius’s criticism have little pertinence to South-East Europe for both theological and political reason, paving the way to a better mutual understanding of Eastern and Western European histories and culture*

Keywords: Gratitude, Political Thought, Christianity, Orthodoxy

PLASTIC DECORATION OF HOLY DOORS FROM THE FUND OF THE NATIONAL CHURCH HISTORICAL AND ARCHAEOLOGICAL MUSEUM OF THE HOLY SYNOD – ELEMENTS AND SYMBOLISM

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Abstract: *The proposed article examines the plastic decoration of the Holy doors from the fund of NCHAM of Holy Synod. The Holy doors are a completely complete separate element, but they also carry their semantic load as a part of a larger unified whole, such as the church iconostasis.*

The article focuses on questions related to the characteristic and symbolism of the plastic decoration of the Holy doors, the characteristic stylistic features and features of the era, the masters and individual schools. In the course of the exhibition, brief attention is paid and their use and importance of the worship services is presented. Parallels are mentioned and described, as they complete and further reveal the issues. Samples from the Fund of the National Church Historical and Archaeological Museum of the Holy Synod which are represented, are the subject of a comprehensive, independent study.

I express my gratitude to the National Scientific Program "Young Scientists and Postdoctoral Scholars" 2020 of the Ministry of Education and Science for the financing of the scientific project at the Theological Faculty of Sofia University “St. Kliment Ohridski” on the topic: "Holy doors the fund of the National Church Historical and Archaeological Museum of the Holy Synod (Liturgical function, iconography, plastic decoration. Contributions to national identity)", with a scientific leader Assoc. Prof. Dr. deacon Ivan Ivanov.

Keywords: Holy Doors, Plastic Decoration

OLD TESTAMENT READINGS FOR THE FEAST MEETING OF THE LORD: A HERMENEUTICAL KEY FOR THE OLD TESTAMENT'S EXEGESIS IN THE CHURCH

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Abstract: *The paper traces the main accents in the worship of the feast Meeting of the Lord towards the exegesis of the Old Testament and consider it as the "hermeneutical key" for understanding, accepting, and interpreting the Old Testament in the Orthodox Church. The Lawgiver who obeys the Law, the sacrifice's theme and the antithesis light/darkness are the main ideas in the worship and its exegesis of the Scripture.*

Keywords: Lowgiver, Low, Light, Darkness

THEOPSYCHOLOGICAL INTERPRETATION OF STRESS

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Abstract: *The article argues that any study of stress only on a mental and physical level is complete. Recent research in medicine and psychology complements the analysis, but is not sufficient to formulate workable solutions. There are five directions in the study of stress reactions: biological, medical, psychological, socio-psychological, to which in this text we add theo-psychological. Stress has deep psychophysiological and psycho-spiritual roots, although only in the last century its influence, causes and results have been talked about by psychologists, physicians and educators. The author examines the history of stress from a theological perspective, focusing on its spiritual dimension. Based on the available psycho-spiritual external and internal stressors, stress is defined as a complex human response to external and internal stimuli that cause tension and shock in the human mind, soul and body. From the moment of the severance of the relationship with God, on a subconscious level in man there is a constant feeling of guilt, fear of unexpected and unknown danger. This psycho-spiritual fixation is triggered in extreme situations caused by external stimuli, the reason being lack of support, confidence on a spiritual, mental and physical level. The Bible describes this pattern as follows: "The wicked flees when no one pursues him; but the righteous is bold as a lion" (Proverbs 28: 1).*

The object of the theopsychological study of stress in the article is the reaction of the human spirit and soul to the historical changes of the spiritual and moral atmosphere and of man himself, from Creation, through knowledge of the law of sin and death to the present day. The set natural defense mechanisms as a response to stress are: rationalization, projection, repression, identification, compensation, hypercompensation, fantasizing, dominant ideas. They have advantages and disadvantages, which is why in our study we seek to focus on conscious psycho-spiritual defense mechanisms, shown in personalities described in the Bible.

Keywords: Stress, Teo-psychology

PRESENTATION OF THE PROJECT “IN THE FOOTSTEPS OF ST. IVAN RILSKI”

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Abstract: *The project envisages restoration of 4 churches at South-West Bulgaria. All of them are built at holy places, related with the life of the St. Ivan Silski. Restoration of the church “St. Atanas” - Boboshevo XV century. Restoration of the church “St. Todor” - Boboshevo XII century. Restoration of the church “St. Elijah (Ilia)” - Boboshevo XV century. Restoration of the church “St. Ivan Rilski” - v. Chest of 15th century. Overall goal of the project: To be increased the tourist attractiveness of the region and to be encouraged the sustainable development of the region on the basis of restoration and promotion of the cultural and historical heritage and human resources. To develop and manage the area based on the key objective of the European Union - sustainable development. To increase socio-economic contacts between people by encouraging contacts and cooperation between partners. Specific objective of the project is to develop and implement a project with an emphasis on investment activities concerning the cultural-economic development of the region by restoring the cultural and historical heritage of the country.*

Keywords: Preservation, Cultural-Historical Heritage, Medieval Churches

A HOMAGE THROUGH TOURISM. NEW PERSPECTIVES AND OLD PROBLEMS FOR THE MUNICIPALITY OF PROVADIA

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Abstract: *Opportunities for the municipality of Provadia in terms of tourism development and in particular religious and pilgrimage tourism. Cultural and ethno-confessional diversity in the region, and guidelines for its socialization and popularization.*

Keywords: Provadia Municipality, Tourism Development Program, Rock Monasteries and Religious Temples, Strengths and Weaknesses

INTERDISCIPLINARY AND INTERCULTURAL PROVIDING OF ACCESSIBILITY OF BALKAN SACRED SITES FOR PEOPLE WITH SPECIAL NEEDS

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Abstract: *Balkan region is one of representative territories of cultural heritage of Eastern Orthodox Christian Church, place of creation, inhabitation, visiting, representation, and safeguarding of emblematic sacred sites, as well as popular destination of specific kinds of cultural, religious, and pilgrimage tourism. To bridge natural and historical perspectives from negative to direct proportion to local cultural sustainability and positive tourist potential, the efforts of variety of specialists in creative and research fields explore how the religious life of the communities of Eastern Orthodox Christian denomination in Balkan countries transforms spaces by specific practices on religious purposes, developing at the same time responsibility to tourist accessibility through adequate information, good management and socially attentive welfare administration.*

Keywords: Accessibility Studies, Socialisation of Cultural Heritage, Eastern Orthodox Christian Church, Pilgrimage Tourism, Management of Sacred Sites, Accessibility of Religious Places, Objects, Events, and Data

PREPOSITIONAL ADVERBS

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Abstract: *Adverbs are one of the most intriguing categories of language in terms of composition, morphological characteristics, syntactic function, origin, usage and others. When we look at the spelling and meanings closely, number of contradictions are found. The paper examines compound adverbs in Bulgarian grammar which are formed with particularly prepositional prefix such as “HA; OT; ДО”. The examination was carried out according to five dictionaries of the Bulgarian language and based on 20 adverbs from the Official Spelling Bulgarian Dictionary (ОПРБЕ) additionally including other adverbs related to the final goal.*

Keywords: Adverbs, Composition, Compound Adverbs, Spelling, Usage.

MEMOIRS BY KOSTA PANAYODOVA AS A HISTORIOGRAPHIC SOURCE FOR RESEARCHING THE PECULIARITIES OF TRAINING BALKAN ELITES IN UKRAINE IN THE SECOND HALF OF THE XIX ST.

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Abstract: *The research examines and comments on the memoirs of the Bulgarian lawyer, public and political figure and journalist Konstantin (Kosta) Panayotov, which are stored as a manuscript in the Bulgarian Historical Archives. The memoirs are used as a historiographic source for the study of the peculiarities of the training of the Balkan elites in Ukraine in the second half of the 19th century. In particular, the author's views on the conditions of study at the South Slavic boarding school in Nikolaev, Kiev and Odessa universities are presented. There are also detailed episodes that vividly illustrate the everyday life of Balkan youth in Ukraine.*

Keywords: Memories, Gymnasium, University, Boarding House, Balkan Youth, Bulgarian Students, Education.

MASTERING LANGUAGE THROUGH FOLKLORE

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Abstract: *Children easily pick up and memories idioms, proverbs, riddles, and puzzles as all these forms of language tends to be intriguing and interesting to their mindset. Such linguistic forms spring out of life situations and have a deep connection with nature, through idioms, proverbs, and puzzles a child can easily acquire the basic knowledge of second language which he aims to master. These things tell children of places, persons, property and action which once internalised could easily be connected with one another and form a stepping stone for them to the strange World of second language.*

Keywords: Culture, Language Acquisition, Heritage, Folklore, Mastering Second Language through Folklore

LITERARY ALMANAC OF THE BESSARABIAN BULGARIANS AS A WAY OF PUBLIC SELF-ORGANIZATION

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Abstract: *The almanac “Bessarabian Necklace” appears in 2018. The funds for the publication are provided by donors - private individuals, whose names are listed in the almanac. The collection offers an opportunity for all who have the talent to write about their homeland, customs, life of the locals and the history of their ancestors, but for various reasons did not have the opportunity to publish their works. Every year, the “Bessarabian Necklace” brings together dozens of authors from different age groups from Moldova, Ukraine, Bulgaria, Transnistria, Gagauzia, Italy and even Brazil. The literary works are written in Bulgarian, Russian, Romanian and Gagauz languages. The book offers its reader several sections - poetry, prose, drama, history, genealogy, Bessarabian classics.*

Keywords: Literary Almanac “Bessarabian Necklace”, Genealogy

FOLKLORE PAREMIAS OF THE VILLAGE OF TERNOVKA (NIKOLAEV, UKRAINE) - LINGUISTIC FEATURES AND CONDITIONS OF FUNCTIONING

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Abstract: *The dialect phraseology of the speech in the village of Ternovka is very rich and includes almost all possible types of stable word combinations in the Bulgarian language. It should be emphasized that the phraseological units reflect mental images, cognitive signs, they are the products of human mental activity, and hence a reflection of his mentality and national cultural affiliation. Dialect phraseological units can function as synonyms and variants of literary ones, which most clearly proves their great potential as an important reserve for enrichment of the literary Bulgarian language.*

In general, Bulgarian phraseology can be characterized as national stereotypes of folk culture, as their cognitive, semiotic, image-associative and denotative-situational motivation is determined by the mentality and worldview of the particular people. The phrases are formed on the basis of the evaluative and figurative-expressive idea of reality and express the usual-empirical, historical and spiritual experience of the language collective, which is determined primarily by the traditions and culture of the people.

Keywords: Keywords: Folklore, Dialect, Paremiias

WORD CREATION IN COMPUTER-MEDIATED COMMUNICATION. OCCASIONALISMS (FALSE-NAMES) AND NEOLOGISMS (STUDY BASED ON EXAMPLES ON THE SOCIAL NETWORK „FACEBOOK“)

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Resume: *The report examines the emergence, structuring and spread of occasionalisms (false names) in computer-mediated communication and their transformation into neologisms. When, how, and under what conditions do nonce words turn into neologisms?*

Keywords: Occasionalisms, False-Names, Neologisms, Computer-Mediated Communication

THE OBSERVATIONS ABOVE THE VOLUME OF THE LANGUAGE

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Abstract: *The article treats the complication and the simplification like a language processes which present the movement of the language unit and delineate the volume of the language.*

Keywords: Language Processes

PHYTONYMIC LEXICS AND ITS REFLECTION IN THE LINGUISTIC PICTURE OF THE WORLD (BASED ON THE RUSSIAN AND BULGARIAN LANGUAGES)

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Abstract: *This report dwells on the study of the names of the medicinal herbaceous plant cow parsnip (hogweed), related to the thematic group „Medicinal herbaceous plants of the Composite Family (Compositae)”. It considers the origin of the nominations and determines the productive methods of formation, as well as the principles of nomination of the plant reality being analyzed in the system of the two languages (Russian and Bulgarian).*

Keywords: World's Linguistic Picture, Nomination, Phytonym, Russian, Bulgarian