

## CURRICULUM VITAE

**DOBRINKA STANCHEVA PEICHEVA**

### **PERSONAL INFORMATION**

Address:

BULGARIA

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### **Work address:**

SOUTH -WEST UNIVERSITY

“NEOFIT RILSKI”

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Department of sociology

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**Date of birth**      October, 12 ,1950

**Place of birth**    Varna, Bulgaria

**Sitisenship** –      Bulgarian

### **Education**

**Ph D** (sociology of mass communications) Institut of Sociology – Bulgarian

Academy of Sciences, 1980

MA of Management – UNWE –Sofia 1992

MA of Sociology - University of National and World Economy ” Sofia 1973 - sociology

**Key interests-** mass media, new media, mediatization of society, media literacy  
deviant behavior

### **Work position**

Associated Professor in Department of Sociology

Head of Laboratory of Sociology

### **Organizational affiliations**

Editor of e-journal “Postmodernism problems” 2011-

Vice President of General assembly in Low-Historical Faculty - SWU “Neofit Rilski”2008-2009

Director of Mag. Programme “Sociology and Public Relation” in New Bulgarian University 2006-2008

Director of Institute for Communication Management (ICM), 2006 - 2008

SWU’Member of Academic Senate 2003-2007

Staff Assoc. Prof in SWU “Neofit Rilski” – Department of sociology, 2003-

Honorary Assoc. Professor in New Bulgarian University-1999-

Assoc. Prof. in Center of Psychophilactics 1993-1998

Assoc. Prof. Institute of culture – Bulgarian Academy of Sciences and Committee of culture1991 –1992

Scholar worker I st degree 1980-1990- Institute of culture- Bulgarian Academy of Sciences and Committee of culture

Scholar worker III degree 1978-1980 ; Institute of culture- Bulgarian Academy of Sciences and Committee of culture

Doctorant in Institut of Sociology – Bulgarian Academy of Sciences (1974-1978)

### **Fields of Research** [ Key words]

Communications; PR, sociology of communications ; sociology of culture;  
organization behavior; mass communication; organization culture; new media;  
mediatization

## **Professional Association Memberships:**

International Communication Association 2007- ;2010

International Association for Media and Communication Research - 2007-

Bulgarian sociological association - 1975;

Union of scientific workers -1980-

International scientific counsel - 2003

## **Languages:**

English ; Russian -

## **International experience:**

Penang 2011

Morocco 2011

Morocco 2010

Mexico- 2008

Paris- 2007

Sweden –Stockholm - 2006

Croatia-Zagreb - 2005

Poland - Warsaw – 1988

Czech Rep. – Prague - 1985

Russia – Moscow - 1984

Hungary – Budapest - 1982

Slovakia- Bratislava - 1981

## **PUBLICATIONS**

**( author selected publications after 1989)**

### **I. BOOKS**

1. Mediatized Reality 2011 Blagoevgrad: South-West University Publishing
2. Mobile Telephones and New Mobile Determined Media Culture /2009/

in *Modern Bulgarian Society*. New Bulgarian University. Department of Anthropology . 200p. ISSN 1313-2253

3. Models of Internet Use (2009) in *Modern Bulgarian Society*. New Bulgarian University. Department of Anthropology. 200 p. ISSN 1313-2253

4. Economics and communications. The world of Communications or the media society (2003). Sofia: "Kvazar"

5. Impact of Television on Actual Social Processes (2001) Sofia: Kvazar

6. Confidence and Army(1993). Sofia: Center of Psychoprophilactics

7. Sreen Reality of Television(1990). Sofia: Institute of Culture (habilitation work);

8. Culture and mass communications. ( 1989) Sofia: Nauka I Izkustvo

## II. EDITORSHIP

9. Sociological horizons (2007). Blagoevgrad: SWU Ppress

10. Religion and Politics (2005) Blagoevgrad: BON editor/contributor with M. Serafimova, J. Kiosev, V.Doulov)

11.The Challenge of the Human Relations(1999). Sofia: Sv.Georgi Pobedonosetz"

12.The Challenge of the Stress(1998). Sofia: Sv.Georgi Pobedonosetz"

## III. SCIENCES CONSULTANCIES

13. Saving of Psychological Health of Military Man(1993), Sofia., Sv.Georgi Pobedonosetz" 1993;

## IV –BOOK CHAPTERS

14. Facebook And the new Group Communication Challendges.(2010) In: Shopova, T.( Ed). New media and Digital Cultured, Blagoevgrad: University Publishing „N.Rilski“

15. Publicity and Culture In Vulkova M. (Ed) Borders of Culture Blagoevgrad: University Publishing „N.Rilski“

16. Media and Globalization – Diffusion and Determinity, (2010). In: Values and Globalization, Blagoevgrad: University Publishing „N.Rilski“

17 . The Right to Communication. *Sociology and Law*. London: Cambridge

Scholars Publishing, 2009

18. Village in Processes of Globalization and Mediatization./2008/ *Mobility, Vulnerability, Steadiness*. Sofia: Alia
19. New Media and The Public Relation Challenges (2008). Scientific Proceedings. Vol, IV. № 2. Blagoevgrad: University Publisher
20. Processes and Sequences in Mediated Society (2007). In D. Peicheva (Ed) *Sociological Horizons*. pp154-176. Blagoevgrad: SWU Ppress
21. Economics and Communications in Medialization and Globalization of Society.(2005) In: *Sociological Paths*, part 2, Sfbrs: Sv.”Kl. Ohridski”pp.7-41
22. Media and Tourism (2007) In: *Rural Tourism Perspectives*, Sofia: Institute of Sociology
23. PR and Confidence in the Condition of Social Dynamics. In “*Social Dynamics and PR*”. Blagoevgrad: Urispres
24. Paradigm changes and deviant behaviour (2006) In: *Activity and Person Adaptation in Changed Conditions*. Sofia:” SU Sv.Kliment Ohridski”
25. Media and Religion. (2005) in: *Religion and Politics*, S., “Sv.Kliment Ohridski”
26. Media in rationality of communications (2004) In: *Country life and regulation of social relations*, Sofia:, :Alia” Institute of Sociology, BAS.
27. Economics and communications in medialization of society (2005) in: *Sociology and economics*, Sofia:, UNWE
28. From mass communication to fragmentation (2005) In: *Old Cinema –New Media-New Viewers* Sofia, “Valentin Traianov , NATFIZ
29. Media dependence ? (2005) In: *Long Third Age in Bulgarian Village* Sofia: “Alia”. Institute of Sociology, BAS
30. New Media and processes of medialization of society (2004), In: *Digital Screen*, Sofia: NATFIZ “Valentin Traianov”
31. The Television in Actual Social Processes(1991). In *Modern Journalism*. Sofia:№ 1-4; pp 33-68
32. Structural Dimensions in Screen Reality of Television.(1990) In Nikolov,El(Ed) *Television Screen Reality*. Sofia: S U “Sv. Kl. Ochridski, pp. 7-61

## V – ARTICLES

32. Mobile Determened Culture. (2009) *Revista Romana de Jurnalism si Comunicare*, Number 1-2 .
33. Media Convergence And Globalization Processes ( The New Mobile Culture )  
2009 -Mexico
34. Religion and Sociocultural Universalia (2007). ORMA. *Review of Ethnological and Historical - Religious Studies* (Reliia in societatea contemporana. Perspective sociologic).  
Nr.6, pp.100-105
35. Media and Globalization (2007) in: Scientific Research, Volume V South-West  
University Electronic Press
36. Beginnings of a Mediatization of Modern Society (2006) in:The Romanian  
Review of Journalism and Communication, year 1, № 2-3,
37. Beginnings of a Mediatization of a Modern Society (2006). In: *The Romanian Reiew of Journalism and Communication*, University of Bucharest, year 1, № 2-3
38. To medialization of the Society (2003) In: Annual of Department “Mass  
Communication Sofia., NBU
39. Attitudes for Army Service (1999) in: *The Army Forces and Society*, S., Sv.Georgi  
Pobedonosetz”
40. The Challange toward Military Man and Combat Spirit of the Army(1998) in: *The Army Forces and Society*, S., Sv.Georgi Pobedonosetz”
- 41.Violence and Psychoprophilactics(1998), in: Peicheva D, ed *The Challenge of the Human Relations*, , S., Sv.Georgi Pobedonosetz”
42. Attitudes to Narcoabuse with Psychotropics substances, alcochol and igarettes(1998),  
in: Peicheva D., ed. *The Challenge of the Human Relations*, S., Sv.Georgi Pobedonosetz”
- 43.Confidence As Basically Factor in Interaction Between People and Organization,(1998) in:  
Peicheva D, ed *The Challenge of the Human Relations*, S., Sv.Georgi Pobedonosetz” 1998;
44. Stress and Deviant Behavior(1998) in Peicheva D., ed., *The Challenge of the Stress*, S., Sv.  
Georgi Pobedonosetz”
45. Macro and Microinvirement and Stress(1998) in Peicheva D., ed., *The Challenge of the Stress*, S., Sv. Georgi Pobedonosetz”
46. Organizational Behavior and Stress (1998) in: Peicheva D., ed., *The Challenge of the Stress*, S.,  
Sv. Georg Pobedonosetz”
47. Information Security, (1996) in: *Civilian Defense*, № 2;
48. It Impossible Negative Problems in The Army? (1995) in: *Civilian Defense*, № 4;
49. New Challenges to Military Man ’ s Family, (1994) in: *Family and Changing World* , S., NSI

50. Television and Sociocultural Norms(1994), in: *The Journalism in Posttotalitaristik Society*, Sofia: S U “Sv.Kl. Ochriski
51. Culture in Television Screen(1990) in: *Culture*, № 3;
52. Political Screen Reality(1990), in: *Sociological review*, № 3;
53. Scientific-education Screen Reality(1990), in: *Modern Journalism*, № 3;
54. Screen Reality of Television(1990), in: *Sociological review*, № 1;
55. New Communication Technologies and Creative Developing of Children(1990), in *Aesthetical Upbringing*, 1;
56. Bibliology in Sociology of Communication’ sphere (1990), in: *Bibliology, Culture, Society, S.*, Bulgarian Academy of Sciences
57. The Authors in television (1989) In: *Current Journalism* № 1

### **Foreign participation in International conferences**

**(after 2005.)**

1. Pemang 2011 Transforming Asia with E-Learning
2. Morocco 2011 Media and Information Literacy
3. Morocco 2010 Media and Education
4. Mexico-2008 „Exploring Media Convergence, Public Communication, and Intercultural Communication” – paper “MEDIA CONVERGENCE AND GLOBALIZATION PROCESSES (The New Mobile-Determined Media Culture)”
5. France - Paris (2007) paper “ *New theoretical Perspectives of New Media*” International conference “Media, Communication, Information: Celebrating 50 years of Theories and Practices”July
6. Macedonia- Skopje (2007) paper “ :*Media and Globalized processes*”. In: 1<sup>st</sup> Skopje International Conference in Communication Studies (G)local Media in Transition -The Case of South-Eastern Europe 1990 – 2007 New York University Skopje8-10 March .
7. Sweden - Stockholm (2006г). paper : “*Media and Socio-cultural Universalia*. In: The Fifth International Conference on Media, Religion, and

Culture:Mediating religion in the context of multicultural tension The Sigtuna Foundation, Stockholm/Sigtuna/Uppsala, Sweden, 6-9 July

8. Macedonia – Skopje (2005) paper “The Impact of *Media on Social Changes in Bulgaria after 1989*”- In:International conference „Sociology and Social Changes – 30 Years of Sociology at The Faculty of Philosophy by Skopje University , Skopje 18- 19<sup>th</sup> November
9. Croatia (Zagreb) (2005) paper: “*Media and religion in Bulgaria* In: 28th ISSR/SISR Conference Challenging Boundaries: Religion and Society, July 18 - 22,