

Annotations of presented materials

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I. Monographs and independent chapters in collective monographs

1. Habilitation work – published monograph in the corresponding scientific field

1.1. Атанасов, Пламен. *Въпроси на публичната дипломация и сигурността. Поглед към българо-македонските отношения през 1991–2024г.* (научни рецензенти доц. д-р М. Димитров, доц. д-р М. Нинов, научен ред. д-р Ст. Станев). Пловдив: Макрос, 2024. ISBN 978-954-561-613-6.

Atanasov, P. Matters of public diplomacy and security. A view of Bulgarian-Macedonian relations between 1991 and 2024

In the information-dominated every-day life of the 21st century, the world of international politics and international relations is increasingly referring to public diplomacy (state-to-citizens) and ‘new’ public diplomacy (citizen-to-citizen). The two constructs emerge as defining factors in the negotiation of policies and in the implementation of interests in foreign countries. The reason for this is society developing and acquiring an ever-more prominent role in international relations. They, to the end of their ability to influence foreign policy and socio-political effects, are explored through the subject of diplomacy, with the focus being set on *public* diplomacy, ‘new’ *public* diplomacy, and digital diplomacy. The object and the subject are explored through the perspective of security. The present work abides by the notion that the state and society form a social system, and the people form that system in pursuit of achieving, and then maintaining the achieved level of security. Consideration is given to the fact that in the contemporary, information-dominated world of the 21st century, the discourse on foreign policy matters is not limited to government officials. Today’s foreign affairs are communicated between countries’ societies, and even between the individual members of societies.

The problematic is illustrated, in light of the relations between the Republic of Bulgaria and the Republic of Macedonia (since 2018, The Republic of North Macedonia). The main dimension of the problem is outlined in the context of the collisions in the foreign policy relations, resulting from the artificial creation of a nation, based on the inhabitancy of a group of people of a historical and geographical area; as well as the negative effects, including: hate speech, the replacement of the historical past, and the physical violence applied against the right of national self-awareness.

The work does not aim to outline the object of the scientific pursuit as a unique challenge before security or as a precedent in international relations. Instead, it sets out to explore the notion of presenting the said relations in line with the convergent-divergent wholeness of the scope of the contemporary diplomatic practice.

For the achievement of the so-defined aim, the focus is set on mass communication. Simultaneously considered is the circumstance that communication is a term, spanning the technical and the social contexts. As a result, communication is considered for its part which ensues between individuals, both within and between the social systems. In line with this definition, the theory of Niklas Luhmann about the communication of the social systems is considered an appropriate foundation. The states and their respective societies are explored as social systems, which people create in the context of security. It is assumed that such systems “float” in an ocean of information,

which forms the environment that surrounds them, from which they either send or receive information packets (informational stamps).

Of particular interest are the dimensions of communication within diplomacy, defined as a primary tool in foreign policy, as well as in socio-political relations. Considered is the proximity between the three selections (messaging, informing, understanding), in which Luhmann defines communication and the main functions of public diplomacy (informing, understanding, and influence).

The present scientific pursuit employs a phenomenological approach. The study is performed in the following order:

In the first chapter, in line with the defined aim, outlined are the characteristics of the object and the subject, with special attention being given to the importance of socio-political relations between people. Accentuated is that in a world of cyberspace, intensive travel and absence of bipolar political limitations, the communication which underpins today's relations becomes an ever-more important factor in the diplomacy between states. Considering this, the focus is set on public diplomacy.

The second chapter explores 'new' public diplomacy and digital diplomacy. Due to the defining connection with public communication, influential theories in the field of communication, such as ones by Niklas Luhmann and Paul Lazarsfeld, have been explored.

In the third chapter, the analysis is completed by exploring the environment, which the ocean of information provides for the foreign policy relations on the Balkans. The focus is set on the states in the South-East part of the peninsula: the Republic of Bulgaria, the Republic of North Macedonia, the Republic of Serbia, the Hellenic Republic, and the Republic of Albania. Considered is also the influence of Russian and other interests in the region. The focus is set on the relations between The Republic of Bulgaria and the Republic of North Macedonia. Based on the outset of the scientific pursuit, identified are consequences, as well as omissions, outlined as communicational discrepancies.

The view through the prism of the so-constructed communicational framework uncovers Bulgarian-Macedonian relations in a specific light. It draws forward accents which are visible, but, for one reason or another, describing their importance as factors within that framework has been causing difficulties in past.

2. Published monograph, not presented as a primary habilitation work for either a previous or a current procedure, and not presented as part of defence of academic title Doctor of Science.

2.1. Атанасов, Пламен. *Репутационните кризи онлайн*. София: Авангард Прима, 2018. ISBN 978-619-239-004-4; ISBN 978-619-239-028-0 (pdf); ISBN 978-619-239-027-3 (ePub)

Atanasov, Plamen. Reputational crises online.

The scientific monograph analyses topical aspects of the part of the reputational crises that is spawned by, or finds a reflection in, the expansion of the communication space towards the web-based environment. The monograph is a development in an inter-disciplinary direction and is a natural progression and expansion of the scientific exploration in the fields of social psychology, mass- and interpersonal communication, the media, PR, management, etc. Explored are aspects of the web context of interactions which, in the context of the organisational reputation, exhibit characteristics of crisis factors.

The monograph corroborates the notion that organisational crises are specific in origin, have a characteristic development and are, for the most part, possible to control. The complex phenomenon of the reputation is based on scientific developments by M. Petrov, E. A. Kapitonov, S. Nock and others. Reputation is presented as a specific form of collectively shared perception. It is accentuated that under the pressure of the Internet, new threats to the reputation arise, while the old ones acquire new potential. The relative controllability of the reputational crises is explored in light of the so-called "Theory of Image Repair Discourse" and "Situational crisis communication theory (SCCT)",

presented in theoretical works by W. Benoit, W. T. Coombs, and Sh. Holladay. Further scientific elaborations by T. Petev, Z. Raikov, Ch. Hristov, M. Castels, D. Boyd, N. Ellison, G. Dermendzhieva, J. van Dijk and others have been included.

Presented is a secondary evaluation of statistical data from Eurostat, The National Statistics Institute of Republic of Bulgaria, and rankings from esteemed media, such as Fortune Magazine. Analysed is media content from both new and traditional media. Examples are presented as well.

The first chapter introduces the organisational reputation and the communicational dependence, in the context of the general crisis theories and communicational dependencies. Terms are also defined. In the context of the reputation and its associated crises, presented are the main differences between commercial companies and institutions. Reputational crises are associated with material losses, with the management of the organisation, and with the lifecycle stage of the organisation. The threats to the organisation are defined as external; caused by hackers, trolls, rumours; and internal, caused mainly by managerial errors. The role of the rumour is explored in its capacity of a reputational threat, which gains a qualitatively new acceptance in the interactions in Internet channels.

The second chapter is set in the context of the web, which is present in the crisis processes concerning the reputation. Outlined are crisis factors, such as the intensity of the online-based communication, the overcompression of information (e.g. data thefts from Swiss banks), the globalisation and the multi-fold increase of connections (e.g. the Panama leak), etc. Specific attention is devoted to the case of Cambridge Analytica, with the focus being the dangerous tendency to collect and summarise data from social media network profiles, the use of this data for psychometry, for fabrication and guidance of specific disinforming messages towards micro-targeted audience. Listed are the advantages and disadvantages in the corporate site, blog, and other. Also presented is the important role of the corporate site during a crisis.

The third chapter addresses practical matters. Explored is the influence on the organisational reputation that astroturfing, secret lobbying, and the concealing of socially relevant information, etc. have. The matters of leadership and intra-organisational behaviour are also explored. Elucidated are the mechanisms for guiding social attitudes, and thus the activity of the players on the securities market during elections and other events. Developed is a methodology for the organisation and the execution of the monitoring of the media environment for precursors of reputational threats.

The fourth and fifth chapters explore the crisis communication and the changes, caused by the entering of the Internet. Special attention is dedicated to computer viruses, hackers, and trolls. The motive for hacking are separated in five type-groups. Developed are models of the hacker- and the troll action, which show the mechanism of instilling someone else's agenda, based on which mass attitudes are guided in a pre-determined direction. Explored are the matters of the crisis consequences stemming from the infringement of the Right to be forgotten, from the use Big Data databases, etc.

The results from the scientific research presented in the monograph are as follows:

- Reputational crises are a defined construct in the field of crises;
- Reputational crises are highly dependent on the communication, however, by that parameter, it is impossible to separate them into web space and non-web space reputational crises;
- The threats to the mass perception of the organisation are external (rumours, trolls, hackers) and internal (managerial errors); and the discourse in the web space ever more often turns out to be sufficient environment for their development

At the end of the monograph, there is a dictionary of the used terminology.

A few months after the publication of the monograph erupted a scandal relating to Cambridge Analytica's activity and its connections to Facebook. This development conclusively corroborated the presented results, and emphasised the soundness and applicability of the featured forecasts and conclusions.

Independent chapters:

2. Христов, Чавдар, Боян Георгиев, Ина Бачева, Калин Калинов, Петър Кърджилов, Пламен Атанасов, Христина Славова [колективна монография], науч. ред: Ч. Христов, М. Цветкова. **Управление на репутационни кризи**. София: ФЖМК, СУ “Св. Кл. Охридски“, 2017, ISBN 978-954-8194-91-4; ISBN 978-954-8194-89-1 (pdf); ISBN 978-954-8194-90-7 (ePub) (<http://www.newmedia21.eu/content/2018/03/UprRepCrizi-2017.pdf>)

In the collective monograph, courtesy of self-written chapters by each author, are presented problems, relating to crisis communication and to reputational crisis management. The monograph is a summarised presentation of the results from multiple PhD programmes in the specialties “Crisis management – management of reputational crises” and “Crisis PR” led by Prof. Dr. Ch. Hristov. The book is printed with the sponsorship of the Scientific Research Fund of SU St. Kliment Ohridski, and is among the recommended titles for the above disciplines.

The published chapters which fall in the focus of the present resumé are:

Atanasov, Plamen. Computer viruses and why the organisational reputation suffers.

The chapter presents computer viruses. Elucidated is their role as a universal tool for blocking the internal and the external connectivity of corporations and institutions. The relevance is based on the current circumstances, in which a significant part of the messages between the organisation and the concerned audience are transferred via the channels of the Big Web. Using examples, it is shown that these same channels are blocked in an orderly fashion, when looking for causing specific damage, as well as chaotically, when the aim is to conceal traces and the real objective of the virus infection. From the perspective of the reputational crises, the defining functionality of computer viruses is defined not so much by the circumstance that they cut the organisation’s connectivity to the surrounding audiences, but rather the notable undermining of the public trust in the organisation and the expert potential of the corporation, or the institution, to maintain a connectivity, meeting contemporary standards. As an example is presented a mock Rulebook for using the Internet.

Atanasov, Plamen. The rumours as an external threat for a reputational crisis.

The chapter presents a critical analysis of the rumour as one of the oldest means for spreading information, and as one of the leading factors causing reputational crashes. Rumours are presented in their capacity of a communicational practice which leads to ambiguity regarding matters of relevance to the audience. Outlined are the mechanisms for counter-acting this. Utilised are the concept by R. Knapp and the one by G. Allport, L. Postman, as well as developments by J.-N. Kapferer. The focus is set on the property of rumours to urge towards active social actions in an unexpected direction, which is most often different to the one needed, sought, and useful to society, as well as the organisation. Corroborated is the statement that along with the Internet entering the important aspects of public communication and with the mediatisation of today’s society, the topic gains an even higher relevance. This is a consequence of rumours quickly amplifying the ambiguity in the collective perception. The conclusion summarises that these mechanisms turn the rumour in a powerful tool for the causing reputational crises.

Atanasov, Plamen. Trolls and hackers – external threats of a reputational crisis.

Presented are trolls and hackers in their capacity of an important factor in the pushing of an affected organisation closer to a reputational crisis. Outlined are also approaches for prevention and attenuation of the malignant influence. The high topicality of the matter is a consequence of the increasing presence of the Internet in everyday life. In these circumstances, trolls and hackers are outlined as a specific causing agent in deliberately negative and calculated online intervention against an organisation. From the perspective of the affected company or institution, the two categories are assessed as an external reputational threat. Hackers’ and trolls’ activity is projected on the communicational network of leaders of opinion. Developed are definitions. Presented is a distinction that while hackers block the connectivity between the communicators, trolls act on an external assignment by exchanging the doctrine spread in the network. Depending on how each of these online perpetrators affect the functioning of the communicational network, created are models of the hacker and the troll action, leading to a reputational crisis.

II. Reports and scientific papers

1. Articles and reports published in scientific issues, referenced and indexed in world-renowned scientific databases.

1. Atanasov, Plamen. **Persuasion potential: assessment through differences between the complexity of texts, generated with ChatGPT 3.5, and texts from traditional media.** 2024 International Conference on Information Technologies (InfoTech-2024), 2024. (indexing in Scopus)

Persuasion potential is an integral part of social interactions. Texts generated with ChatGPT 3.5 and reports from reputable informational agencies, both on the same international matter, were quantitatively compared for complexity using the Gunning-fog index. Statistically significant difference in complexity was uncovered. The analysis, considering the educational level of the study participants, addresses the resulting persuasion potential and opportunities.

2. Articles and reports published in non-referred issues with scientific review, or published in collective volumes, subject to editorial review.

1. Атанасов, Пламен. **Хакери и тролове в мрежовата система.** В: Сборник доклади от годишна университетска научна конференция, 20-21 октомври 2016 година, Електронно издание, Велико Търново: Издателски комплекс на НБУ „Васил Левски”, ISSN 2367-7481, 2016, стр. 610-619

Atanasov, Plamen. Hackers and trolls in the network system.

The work explores hackers and trolls, who, along with the advancing globalisation and with the intensive use of the Internet, quickly enforce themselves as active participants in the online communication. The focus is set on the network interactions in the global web space. Proposed is a model of the actions of hackers and trolls in the global web space. Analysed is the damage that the said internet players are capable of causing to the network of the system.

2. Атанасов, Пламен. **Място и роля на интернет при изграждането на социална перцепция.** В: Пейчева, Д., Миленкова, В. (съставители) Дигитализация и социални трансформации. Благоевград: ЮЗУ „Неофит Рилски“, 2017, ISBN 978-954-00-0113-5, с.158-166.

Atanasov, Plamen. Place and role of the Internet in the development of the social perception.

The paper presents a subset of the results from a sociological survey performed by the author. Tested is the hypothesis that the participation of students in social media platforms is not related to a desire for interaction with a smart personal electronic device, but is spawned by a need for quick and highly efficient connectivity. Partially corroborated is also the expression of possibilities for forming and changing of priorities in the building of the social perception. Utilised are: analysis of the content of a popular online forum, non-representative direct surveying (non-online) via a questionnaire in five Bulgarian universities, and a comparison of the results to a group of French students. The content analysis shows that 54.2% of participants confirm the dependence of the Internet is constant. Over 50% of the participants have an account in more than one social network, but 80% of the answers of young educated people favour direct interactions, when informing

themselves about another person. Simultaneously, when an industrial or a commercial company is concerned, 49.2% of the Bulgarian students and 79,4% of the French students choose the corporate site. This discrepancy highlights problems in the creation and utilisation of a corporate site by Bulgarian companies. Reached is the conclusion that as far as information channels are concerned, the transformation processes are dynamic and still on-going.

3. Атанасов, Пламен. **Слуховете в Интернет като част от днешните пропагандни техники.** В: Сборник доклади от годишна университетска научна конференция, 1-2 юни 2017 година, НБУ „В. Левски“. Велико Търново: Издателски комплекс на НБУ „Васил Левски“, 2017, ISSN 1314-1937, стр. 86-92.

Atanasov, P. The Rumours in Internet as a Part of the Modern Propaganda Techniques

The rumours are one of the most ancient communication tools. However, they have evolved in the communicational reality of the modern webspace. Both their spread and potential to rule the public opinion are increased. In the paper are explained some of the online action mechanisms

4. Нинов, Мариан, Пламен Атанасов. **Практико-приложни подходи за използване на Големи данни (big data) за разузнавателни цели.** В: Годишник на Факултет „Национална сигурност и отбрана“ на ВА „Г. С. Раковски“. София, 2017, ISBN 978-954 -9348-92-7, с. 124-129.

Ninov, M., P. Atanasov. Practical-Applied Approaches for the Usage of Big Data for Intelligence Purpose

: In the research are presented the general issue of processing with Big Data. The aim is the extraction of useful information. The principal characteristics of this processing and some software are presented. Possible practical-applied approaches are being suggested for use by the intelligence organizations

5. Atanasov, Plamen. **Online vs. Traditional Media in the Communication of Young Educated People.** In: Social change in the global world, Proceedings 4th international scientific conference, Shtip, Goce Delcev University. Stip: Goce Delcev University, ISBN 978-608-244-423-9, 2017. pp 1267-1280.

The work presents a secondary analysis of the results from a statistical survey. The focus is set on the reasons, due to which young educated people use the new and the traditional media. Used is the method of the non-representative direct surveying by a questionnaire of a homogenous sample of people. It is shown that sites, social online platforms, and newspapers, radio, and television are used in conjunction as a source of messages. It is also uncovered that the new media do not dominate, as far as the influence on the mass communication is concerned. Rather, along with traditional issues, they fulfil specific aspects (timeliness and trustworthiness) of the necessity to be informed. Reached is the conclusion that the two types of media – new and traditional – participate simultaneously in today’s social interactions.

6. Атанасов, Пламен. **За някои етични проблеми и истината в Големите данни. Кеймбридж аналитика и фалшивите новини.** В: Сборник от доклади на Научна

конференция 19 – 20 април 2018 г. Факултет "Авиационен" НБУ „В. Левски“- Долна Митрополия, 2018, ISBN 978-954-713-114-9, с. 380-386.

Atansov, Plamen. On some ethical issues and the truth in Big Data. Cambridge Analytica and fake news.

The work outlines ethical problems, caused by the changes in everyday life. Tested is the hypothesis that the digitalisation, the Big Web, and the advance of globalisation cause critical changes in the thinking, and require actualisation of the philosophical understanding of ethics and truth, which is nowadays applied when forming an attitude towards news. The subject of the analysis is limited to the field of Big Data, Fake news, and the logic in instances, such as the one with Cambridge Analytica. The topicality of the matter is defined by the circumstance that although in an almost completely globalised world, people find it ever harder to reach a consensus on the definitions of “good” and “evil”. Social values, which until recently have been a hardpoint in the cultural, ethnic, and geographical individuality, are changing, along with social roles, among others. The methodological approach is based on philosophical concepts ranging from Antiquity to M. Heidegger and J. Habermas, as well as on existing elaborations in the field of communication and crises. Used are also publicly available materials from the media. Presented is an algorithm for generating fake news, and the role of Big Data in this process is explained. Although partially, it is argued the necessity for a new look on the already known philosophical concepts relating ethics with virtues, duty, and values.

7. Нинов, Мариан, Пламен Атанасов. **Място и роля на комуникацията в хибридните войни.** В: Сборник научни трудове от международна научна конференция в НБУ „Асиметрични заплахи, хибридни войни и влиянието им върху националната сигурност“. София: Изд. НТС по машиностроене – индустрия 4.0, 2018, ISBN 978-619-7383-09-6, стр. 145-152.

Ninov, M., P. Atanasov. Place and Role of the Communications in the Hybrid Wars

The place of communications among the other instruments of the hybrid war has been discussed. The character of the modern communication mechanisms during a hybrid confrontation has been analyzed. It has been concluded that communication is an essential and leading element of modern hybrid warfare.

8. Atanasov, Plamen. **Fake News between Artificial Intelligence and Credibility.** In: Social change in the global world, Proceedings 5th international scientific conference, Shtip, Goce Delcev University. Stip: Goce Delcev University, 2018, ISBN 978-608-244-548-9, pp 1017-1030.

The paper explores issues in the media presentation, which nowadays is shifted towards the web dimension of social interactions. This creates new factors of the environment. Proven is the necessity for adequate reaction towards a part of these factors: artificial intelligence, trust, and the so-called fake news. After a review of the appearance of the matter in the media agenda, and after a secondary analysis of some publicly available statistical data, the problematic areas are outlined. They entail the methodological hardship of lacking a universal definition of the term “fake news”, despite the dangerous consequences and the level of concern in the public. This absence markedly complicates the statistical evaluation of the occurrence. It is shown that nowadays software robots aggregate messages and test their reliability. However, such AI is not typical of the journalistic practice and leads to negative consequences. On the other hand, creating an institution for testing

the reliability of published materials carries a set of problems in itself, as it presents a potential threat of single-sidedly defining what is and what is not true. Such action would enforce a dangerous and unnecessary censure. Summarised is that the solution to the problem lays within increasing the trust in the media, and within convincing society in the importance of the socially responsible journalistic presentation of whatever is happening.

9. Atanasov, Plamen. **Rumour, websites, the family and the media and young people's communication.** In: Rhetoric and Communications E-journal, Issue 34, May 2018 (РЕТОРИКА И КОМУНИКАЦИИ електронно научно списание – ISSN 1314-4464 (<http://rhetoric.bg/rumour-websites-the-family-and-the-media-and-young-peoples-communication>))

The work was presented at the 4th ESTIDIA (European Society for Transcultural and Interdisciplinary Dialogue) Conference Dialogues without Borders: Strategies of Interpersonal and Inter-group Communication. 29-30 September 2017, Faculty of Philosophy Sofia University "St. Kliment Ohridsky" Sofia, Bulgaria in partnership with Institute of Rhetoric and Communications, Sofia Centre for New Media and Transdisciplinary Dialogue, Constanța. The paper presents data from an empirical non-representative sociological survey undertaken in a homogenous sample of people, among volunteering students from universities in Bulgaria, Romania, and France. The aim of the paper is the partial justification of the occurring global and glocal changes in the communication, as well as defining their level of completion and the threat of introducing errors in the mass behaviour. Confirmed is the hypothesis that web sites and social online networks broaden the communication space and enter the field of influence, previously taken up by the family, close friends, or printed and electronic media - 20-30 years ago. The scientific matter is topical, as defining the tendencies in the interpersonal and mass communication are closely related to people's orientational efforts. The focus of the study are young people. The subject of the elaboration entails the intensively expanding place of the rumour too. The collected data suggest a reorganisation of the communication channels. The preference towards one source of information or another is relative to the direction of the search – if it concerns a person, 72.36% prefer face-to-face contact; while for organisations, 59.85 choose the corporate site. Statistically significant differences were recorded between different countries only in the tendency to fill out questionnaires – 23.4 % for Romania versus 3.06% for France. The absence of statistically significant differences in the rest of the parameters is noted as a corroboration of the advanced stage of globalisation. According to the results, the young educated people from Bulgaria, Romania, and France tend to use social online platforms more often, but have the highest level of trust in the traditional media. Less than half (37.09%) of the participants are inclined to answer online surveys. The participants are convinced that rumours are spread over the Internet (98.7%) and only half of the answers (47.63%) state that this type of messages contain truth. It is concluded that the outcome from the study justifies both the scientific focus of attention on the threat of using the newly-incepted communication channels for microtargeting and for manipulating along the axis first-informed/trustworthiness, with the view to instil actions with unclear social responsibility.

10. Атанасов, Пламен. **Вариации върху организационната репутация в среда 4.0 – борба за доверие в условия на комуникационен излишък.** Проблеми на постмодерността, 2019, 9 (2), ISSN 1314-3700, с. 248-269 (Postmodernism Problems, Vol 9. № 1, 2019). Available from: <https://pmpjournal.org/index.php/pmp/article/view/187/171>

Atanasov, Plamen. Variations of the organisational reputation in Environment 4.0 – fighting for trust in conditions of communicational surplus.

The work concentrates on the topical sides of the social changes after the development of technologies and communication over the past few decades. Explored are matters of the organisational reputation, the public communication and trust, artificial intelligence, and the interconnections in the social networks. It is proven that the changes now clearly form a complex environment of interactions, in which organisations present their vision and behaviour in conditions of a communicational surplus. Used are existing scientific elaborations (G. Bentele, St. Nock, K. Schwab, A. Кутан, St. Howking and others), an interdisciplinary assessment of the publicly available information in the media, as well as a secondary statistical analysis of different sociological surveys (Mitek and Zogby Analytics, World-statistic.org). In a deliberate fashion are outlined tendencies, which present both science and practice with topical questions regarding the attraction of the audience's attention and the generation of trust. The results show that conflict instances are not only the result of the formal appearance of the Internet, but also of the pressure caused by othercultural, technological, economical, political, demographic, and other factors. In these circumstances, organisations ever more often have trouble, but not with colouring their actions and intentions in pleasant tones, rather with convincing the audience that the presented picture is worth the attention. Registered is also the understanding that radical changes are underway. Reached is the conclusion that in the emerging Environment 4.0 strives are being defined towards the re-assessment of elements of the socially responsible behaviour; towards heightened creativity and pragmatism in the communication of organisations; and towards conquering the trust of ever smaller social sub-formations.

11. Атанасов, Пламен. **Изкуственият интелект в контекста на онлайн комуникацията: Предизвикателство към “Принципа за безопасност”**. Медии и обществени комуникации . София: Изд. УНСС; Алма комуникация [online]. 2019, №42 . ISSN 1313-9908. Available from: <http://www.media-journal.info/?p=item&aid=393>

Atanasov, Plamen. Artificial intelligence in the context of the online communication: A challenge to the Safety Principle.

The paper investigates the topical content of today's interactions, which are expanded in the cyberspace. It points the attitude towards these changes in the direction of constructivism, limiting artificial intelligence's potential to evolve into a threat. The hypothesis is that changes caused by the penetration of the computational metaphor in the cognitive sphere, as well as the expansion of the communication in the virtual space, reflect in a specific way on the ways of communication, and on the anticipated behavioural activity of people. Used is an interdisciplinary approach, based on affluential concepts regarding the computer metaphor in thinking, communication, and psychology. The conclusions are partially corroborated with examples from publicly available messages in the media. The results show that the simultaneous action of the virtual interaction and artificial intelligence presents a factor, which gives online-based communication a powerful impulse for social constructing. Registered are examples of learned helplessness, of stress, and of communicational overload. Explored questions about the future of journalism and the role of robots – generators of messages. Concluded is that these novelties do not meet the requirements of the Safety Principle and this disparity asks even more urgent questions.

12. Атанасов, Пламен. **Корпоративният сайт в комуникацията на българските предприятия в условията на масово достъпен интернет**. В: Сборник: Юбилейна международна конференция „Съвременни управленски практики. Свързаност и реигонално пълтнърство“. Бургас: БСУ, 2019, с. 268, 275. ISSN 1313- 8758.

Atanasov, Plamen. The corporate site in the communication of Bulgarian enterprises in conditions of a mass-accessible Internet.

This work explores matters related to Bulgarian enterprises lagging behind the European average for corporate site use. Here, it is shown that the corporate site is a functional element of the connectivity between the organisation and the surrounding audience, and that neglecting it is a threat to society. Used are methods of comparison of available statistical data (National Statistics Institute of Republic of Bulgaria, Eurostat), and examples are analysed. The obtained results show that in Bulgaria small and medium enterprises do not utilise the opportunity to give their organisational sites media functionality, and to establish an active dialogue with their audience. Outlined is a sizeable discrepancy: on one hand, almost all of the country's population uses the Internet; on the other, only large organisations use this communicational channel to assert their reputation. The reasons for this are summarised in the conclusion that the factors, such as GDP and the media freedom also contribute to the lack of enthusiasm exhibited by small and medium enterprises to use a corporate site.

13. Атанасов, Пламен. **Локусите на публично внимание – хаос или стохастика в индустриална революция 4.0: Лидерство и комуникация.** В: Сборник научни трудове: Международна научна конференция “Модерна сигурност и съвременни технологии”, т. 1 “Технологии в сигурността”, София: НТСМ „Индустрия 4.0“, 2019, с. 47-54. ISBN 97 8-619-7383-13-3.

Atanasov, Plamen. The loci of public attention – chaos and stochastics in the industrial revolution 4.0: Leadership and communication.

The paper explores security from the angle of the changes in the post-modernist era, with the view to prove its functional dependence on the public attention and on the spread of information. Outlined are the problematic foci, which draw the social activity and so move themselves into the leadership approaches. Tested is the hypothesis that the changes are not chaotic, and the reactions correlate with the high stochasticity of the environment. In the proving of this are utilised existing theoretical elaborations in the field of Industry 4.0, leadership, and security, as well as analysis of examples from the publicly available media messages. It is elucidated that the large-scale entrance of the Internet increases the necessity for intensive communication, while, at the same time, the necessity for trustworthiness does not decrease. As a significant consequence is noted the increase in stochasticity in the complex mechanisms of social interactions. The reason is the increase in the multitude of equally likely options, also dependent on the mass attitudes. Outlined are specific problematic loci. Reached is the conclusion that the advance of technology is associated with an increase in informational load in social interactions, and the fight for the public attention appears to be the leading factor for exercising influence. These circumstances transport the said problems in the realm of security as a science and practice for ensuring a relatively stable predictability in the social interactions.

14. Атанасов, Пламен. **Сравнение на три случая на мащабно изтичане на дигитализирани данни.** В: Сборник доклади от научна конференция “Актуални проблеми на сигурността” 17-18 окт. 2019 г, т.4. НВУ – В. Търново, 2019, ISSN 2367-7465, с. 110-120.

Atanasov, Plamen. A comparison of three instances of large-scale digital data leaks.

The present work investigates topical aspects of matters related to the digitalisation and the thefts of data. It is aimed at the physical security of digital information. Confirmed is the hypothesis that along with its advantages, the digitalisation of data predisposes to large-scale thefts of archives, and this causes qualitatively new risks. Utilised is a comparative analysis of three large-scale thefts of digital data: from Swiss banks in the 2008-2011 period; in the Panama files case; and from the National Revenue Agency of Republic of Bulgaria. The focus is set on the consequences from the

heightened informationalisation of the interactions, which increases the opportunities for tracking of messages, and from the digitalisation which reduces the size of the drives multi-fold, meaning that a lot more information can be retrieved in one intervention. The results show common themes in the analysed thefts: 1) all three cases are made possible by the digitalisation of data; 2) a full account of the losses is not published; 3) the reasons behind the theft remain somewhat obscured; 4) there is no specific date for when they took place. In most cases, the ethical and the juridical aspects remain unresolved. The reached conclusions form specific requirements for: justification for creating a database; no duplication; organisation of physical security of access; organisation, protection, and control of the virtual access; development of experts and the provision of their place and development in the organisation in the long-term.

15. Атанасов, Пламен. **Новите и традиционните медии в конфликта между достоверност и навременност на съобщенията.** В: Медийна сигурност 1. Медиите – между пазара и контрола. София: Балкански институт за стратегически прогнози и управление на риска, 2019, ISBN 9 7 8-619 -90757-4-6, с. 211-220.

Atanasov, Plamen. New and traditional media in the conflict between trustworthiness and timeliness of the messages.

The paper concentrates on topical matters, relating to the symbiosis between traditional and new media. It is shown that in the range of this symbiosis, along the axis trustworthiness/timeliness are developing synergistic opportunities: 1) for the activation of specific orientational mass reflexes; and 2) for the development and maintenance of a dominating informational field on pre-defined subjects. It is established that new media provide speed and high intensity of the reflection, while traditional forms guarantee a relatively high trustworthiness of the messages. This way, the discrepancy between the timeliness/trustworthiness in the social interactions attains the sense of a safety mechanism with a significant role in preserving the democratic values and principles. The applied methods are interdisciplinary, ranging from social psychology, through the media, to the cyberspace. Used are existing theoretical elaborations, secondary analysis of statistical data, and events reported by the media. The results show the occurrence of mechanisms for shaping the public, based on the spread of messages between new and traditional media, the design of the mainstream in television programmes, the time which Europeans devote to gaming and entertainment on the Internet, etc. Reached is the conclusion that the conflict timeliness/trustworthiness is at the core of a powerful tool for affecting the mass perception, which acts in the triad: media – organisations and celebrities – society.

16. Атанасов, Пламен. **Организациите и изкуствения интелект. Вътреорганизационни проблеми в съвременния дигитален свят.** В: Сборник Международна научна конференция „Дигитални трансформации, медии и обществено включване“ - Бургаски свободен университет 5 юни. Бургас: БСУ1 2020, с. 493-500. ISBN 978-619-7126-92-1

Atanasov, Plamen. Organisations between public relations and artificial intelligence. Some problems in the modern digital world

The approaching informational society and of Industry 4.0 faces organisations with a specific situation. On one hand, the presence of artificial intelligence makes the involvement of people in some traditional professions unacceptable, while simultaneously altering the relationship organisation - engaged audience. On the other, corporations and institutions lose their relevance

when not comprised of people and not useful to the people. It is not a matter of alternative: people are necessary and artificial intelligence seems ever less avoidable. In these circumstances, some problems in the adequate management and PR which maintain the trust and the high reputation are explored.

17. Атанасов, Пламен. **От комплексност към страх и оптимизъм в COVID -19 ежедневието.** Проблеми на постмодерността, Vol.10, №3, 2020. DOI <https://doi.org/10.46324/PMP2003330> ISSN 1314-3700.

Atanasov, Plamen. From complexity, towards fear and optimism in the COVID-19 daily life.

The present work confirms the hypothesis that the pandemic caused by the COVID-19 virus evolved into a civilisational crisis in 2020. The interactions in society are complicated. The levels of confusion are high; the social trust is low; and the fear is visible. It leads to conspiracy theories, to behavioural discrepancies ranging from depression to aggression, and, at the same time, it causes the need for hope and optimism.

Here, it is shown that overcoming social isolation and balancing fear with optimism and hope are definitive of the future of the social reality. Used a existing scientific developments in the field of psychology, sociology, and the media, as well as publicly available publications. In this context is present the problem: from the penetration of neoliberalism in the social interactions, of fear and conspiracy theories; as well as the whole not-well executed need for optimism and hope. The focus is set on the mass media, for whom the situation is extraordinary in terms of the fear of the coronavirus. Reached is the conclusion that in these circumstances, for the media and for society it is imperative to decide on their values towards neo-liberalist policies and to displace the fear with hope.

18. Атанасов, П.А. **Репутационные кризисы онлайн.** SocioTime (Социальное время - Научный журнал) 1 (21), 09.10.2020. с. 77-87. УДК 316.77, DOI: 10.25686/2410-0773.2020.1.77, ISSN 2410-0773.

Atanasov, Plamen. Reputational crises online.

The paper is published in SocioTime Magazine, referenced in accordance to Russia's VAK at the Ministry of education and science of the Russian Federation. The magazine is distributed in Russia, as well as other countries around the globe. The paper features an overview of the reflections on the image and the reputation, caused by the expansion of everyday life in the web space. Utilised are existing theoretical developments on the subjects of reputation and trust, and a logical approach has been employed for the transition from the abstract to the actual. All conclusions are supported by examples.

It is shown that the image-reputation complex is dependent on the trust, and is the result of the social mutual understanding and perception, as well as being specific to the various types of organisations. The changes are dependent on the instrumental influence on the perception, which nowadays is related to the computer mediation of everyday life. A threat are also the shortage of time for scrutinising the messages in, for example, the social online platforms; the mechanisms for digital manipulation; and other. It is concluded that after the intervention of the Internet in the social spheres, the constructs of image and reputation retain their specifics. Factors, such as the mixing of time and space, single-sided online messages, fake sites, etc. become ever more prominent threats to reputational crises. Elucidated are principle directions for overcoming reputational threats of the explored type.

19. Atanasov, Plamen. **Mediatisation, Mediated Communication and Artificial Intelligence (AI) - Some Appearances in Today's Media**. In: Communication Management: Theory and Practice in the 21st Century. *12th Central and Eastern European Communication and Media Conference CEECOM 2019*. Sofia: UNIVERSITY PRESS ST. KLIMENT OHRIDSKI, 2020, p. 228-235. **E-ISBN-13: 978-619-7567-04-5; Print-ISBN-13: 978-619-7567-03-8**

Web 4.0, Fourth industrial revolution, Globalisation, Mediatisation and Computers: all of them have an impact on today's social interactions. Their reflections on the way we think, as well as the presumption there is a form of artificial intelligence that affects human communication, are matters discussed in an increasing number of scientific and practical research papers. Our everyday life becomes increasingly dependent on the media, which leads to the problem of managing the effects of the computer-mediation in the Web. Unknown variables become an important way of psychologically influencing mass perceptions and beliefs in a desired direction. Artificial intelligence interferes with our meta-communication ever more frequently. In the present paper, existing psychological concepts are applied to a wide range of practical examples from everyday life, so as to explore the nature of some of the unknown variables faced by today's media. Furthermore, featured is an, at least partial, discussion of the threats posed by overlooking computer-mediated intrusions in the mainstream and other media effects.

20. Атанасов, Пламен. **Пропагандата като технология през последните години**. В: Сборник доклади от годишна университетска научна конференция 27-28 май, 2021, НБУ „В. Левски“, т. 5. Научно направление „Сигурност и отбрана“. Велико Търново: Издателски комплекс на НБУ „Васил Левски“, 2021, с. 26-35. **ISSN 1314-1937**

Atanasov, Plamen. Propaganda as a Technology in Recent Times

Not as part of psychological or information wars, but as an aspect of public communication, propaganda appears in everyday life. This becomes evident in crisis times - also affirmed by the increasing scientific interest. The present work explores the activity of propagandising communication in the interactions in the 21st century.

21. Атанасов, Пламен. **След кризата (КОВИД–19) – неолиберализмът и макиавелизмът като управленски предизвикателства за доверието към организациите**. Сборник доклади от международна научна конференция по случай 30 години от създаването на Бургаския свободен университет „Съвременни управленски практики. Интелигентната специализация в десетилетието на свързаността и автоматизацията“. Бургас: БСУ, 2021, с. 342-348. **ISSN 1313-8758**

Atanasov, Plamen. After the Crisis (COVID 19) – Neoliberalism and Machiavelialism as Managerial Challenges to the Trust in Organisations.

Experience has taught us that every global crisis is associated with a downfall in the social trust in institutions and organisations, even in sectors which are unrelated to the crisis agent. There is no reason to expect a different scenario after the Covid-19 pandemic either. The present work focuses on the relationship trust-organisations, with an emphasis on the magnitude of factors, such as neoliberalism and machiavelism. Neoliberalism is accepted as a problematic area between today's policies and market relations; while machiavelism - as a psychologically defined behaviour in social groups; particularly in organisations and their relations with the surrounding audience. This work uses existing developments on the subject, and media publications. Secondary analysis has been performed on data from publicly available research. The results show, especially as far as

businesses are concerned, that the social trust - defined as per N. Luhmann's theory as a construct which lowers the complexity of social relations - is eroded, due to ambiguities and distortions caused by neoliberalism. The solution for organisations is explored in the context of maintaining transparency and preventing machiavelism in their communication with the surrounding audience.

22. Атанасов, Пламен. **Сигурността на държавата и сигурността на обществото в условия на напреднала глобалност**. В: Сборник доклади от научна конференция „Актуални проблеми на сигурността“ 27-28 октомври 2022, т. 3. Научно направление „Социални и правни аспекти на сигурността в отбраната“. НБУ „В. Левски“. Велико Търново: Издателски комплекс на НБУ „Васил Левски“, 2022, с. 69-78. ISSN 2367-7465

Atanasov, P. Security of the State and Security of Society in the Conditions of Advanced Globalisation

Society associates itself with the state. In the contemporary world, however, the communication is intensive. Simultaneously, the opportunities for travel and the informational connectivity expand the scope of human interactions, while territorial borders become an ever more restrictive framework for society. An informational society appears too, which enters a controversial associativity with the state. These changes concern both security and society and create a relevant research area.

23. Атанасов, Пламен. **Слух и страх vs. медийна грамотност**. В: Сборник доклади от Международна научна конференция на ФЖМК, 28-29.10.2021 „Медийна грамотност: класически и нови измерения“. София: Факултет по журналистика и масова комуникация, СУ „Св. Кл. Охридски“, 2022, с. 101-108. ISBN 978-619-7567-11-3.

Atanasov, Plamen. Rumour and Fear vs. Media Literacy

A lot of rumours instil fear. Rumours disappear when the associated ambiguity is addressed, and the media are the tribune who are expected to achieve this. Media literacy amplifies this effect. The rumour is the oldest form of communication and is part of sociality. It is known that it is a function of importance, and of ambiguity; it is not dependent on the truth; and nor could it be refuted by pointing to logical discrepancies, or with emotional arguments. Fear is inversely proportional to reason. However, its manifestation is more complex, due to the protective function of the reason – literacy – rumour chain.

24. Атанасов, П. „Зло“-употреби с журналистиката по време на война. Два случая в контекста на сигурността. В: Сборник доклади от годишна научна конференция НБУ „В. Левски“ 2023 г., т. 2. В. Търново, 2023, с. 61-70. ISSN 1314-1937.

Atanasov, P. Malicious Use of Journalism in Wartime. Two Case Studies in the Context of Security

The work explores two cases of mass media use during war time: 1) The announcement of the peace in Europe in 1945; and 2) The British initiative in the Falklands War, the information about its unfolding being provided exclusively by military sources. The work shows how the mass media is a significant factor at times of war, and why the development of its potential requires cooperation between military experts and civil journalists.

25. Атанасов, П. **Закономерности при формирането на конспиративни теории.**

Слух, страх и активно комуникиране. Сп. Сигурност и отбрана, бр. 1/ 2023. ISSN: 2815-388X, с. 158 – 177.

Atanasov, P. Paterns in the Formation of Conspiracy Theories. Rumour, Fear, and Ative Communication

Conspiracy theories are explored as a communication phenomenon and as a challenge to the security of the state and of society. Uncovered is the pattern that the inception of a conspiracy theory requires a specific combination of: fear, rumour, and appropriate communication environment. Simultaneously, due to the multitude of varied external factors, these are a necessary, but not sufficient requirements for a conspiracy theory to take shape. Concluded is that the phenomenon is ambivalent, relative to the category beneficial/harmful; that the inception of conspiracy theories is an inevitable part of communication; and that the disproval of each conspiracy theory ought to follow a specific approach. This work presents a mechanism for the deliberate manufacture of a conspiracy theory.

26. Атанасов, П. *Глобалното уеднаквяване на културни модели – предпоставка за прилагане на информационно воюване.* В: Доклади от научна конференция „Актуални проблеми на сигурността“, НВУ „В. Левски“, 2023, т. 1. В. Търново, 2023, с. 285–294. ISSN 2367-7465

Atanasov, P. The Global Homogenisation of Cultural Models – a Predisposition to Informational Warfare

The advancement of globalisation intensifies, broadens, and homogenises social interactions. Singular cultural stereotypes spread over an increasing number of social groups. The present work explores the reduced number of differences which creates a viable way to accessing different systems of security and to informational warfare, i.e. to a specific deliberate introduction of externally directed decisions on matters concerning not only cultural memory, but also the national interests of different countries and the societies within them.

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