



# EDUCATION FOR THE NEW AGE:

TRADITION,  
REFORM,  
INNOVATION

*PROGRAM*

**9<sup>th</sup> International  
Fulbright  
Conference**

**Bansko**

**August 7 - 8, 2010**

**EDUCATION FOR THE NEW AGE:  
TRADITION, REFORM, INNOVATION**  
9<sup>th</sup> Fulbright International Conference  
Bansko, August 7- 8, 2010

**PROGRAM**

**Conference site:**

Orphey Hotel, Bansko  
2A Banyo Marinov Str.,  
www.orphey.com

Tel: 0749 888 15,  
Tel/fax: 0749 888 16,  
GSM: 089 999 14 88;  
e-mail: info@orphey.com

**August 7, Saturday**

8:00 a.m. – 9:00 a.m.     **Registration**

9:00 a.m. – 9:30 a.m.     **Official opening**

*Vihren Hall*

**Julia Stefanova**, Executive Director, Fulbright Commission

9:30 a.m. – 10:30 a.m.     **Greeting addresses**

*Vihren Hall*

**Sergei Ignatov**, Minister of Education, Youth and Science

**Susan Sutton**, Chargé d'Affaires, US Embassy

**Alexander Kravarov**, Mayor of Bansko

10:30 a.m. – 10:45 a.m.     **Coffee break**

10:45 a.m. – 11:30 a.m.     **Plenary session**

*Vihren Hall*

*Internationalization of Education and the Fulbright Program*

*Speaker: Julia Stefanova*

11:30 a.m. – 1:15 p.m.     **Panel session 1**

*Vihren Hall*

**THE EXPERIENCE OF INTERNATIONAL EDUCATIONAL  
EXCHANGES AND ACADEMIC MOBILITY (1)**

**Chair: Madeleine Danova**

*Presenters:*

**Ivanka Tzankova**

*Promoting Change and Innovation of the Bulgarian*

*Educational System*

**Ivan Vassilev and Nayden Prahov**

*Where Formal and Informal Education Met. Good Practices from the Balkan Heritage Field School, Bulgaria and Macedonia*

**Nadya Boyadjieva**

*Defining Human Rights: Legal, Social and Political Perspectives (Teaching the Field in the Framework of an Erasmus Intensive Course LLP Project)*

**Spasimir Domaradzki**

*Perspectives for International Cooperation in the Frames of the EU Erasmus Intensive Program – Critical Analysis*

11:30 a.m. – 1:15 p.m. **Panel session 2**

*Vassilak Hall*

### **THE EXPERIENCE OF INTERNATIONAL EDUCATIONAL EXCHANGES AND ACADEMIC MOBILITY (2)**

**Chair: Kostadin Grozev**

*Presenters:*

**Aneta Sakalova**

*The Role of Academic Exchange and Mobility for Scientific Capacity Development*

**Alexander Gungov and Maria Dimitrova**

*Why are International Students Attracted by the Bulgarian Higher Education?*

**Ivan Mladenov**

*The Experience of the Fulbright Scholar Exchange*

**Georgui Iliev**

*Role of Academic Exchanges in the Knowledge Economy*

11:30 a.m. – 1:15 p.m. **Panel session 3**

*Todorka Hall*

### **HARMONIZATION OF ACADEMIC STANDARDS AND THE BOLOGNA PROCESS**

**Chair: Alexandra Bagasheva**

*Presenters:*

**Steven Sullivan**

*From Inputs to Process to Outcomes: the Quality Management Program at the American University in Bulgaria*

**Yorgos Christidis**

*Implementing the Bologna Process: the Case of Greece*

**Rumyana Marinova-Christidi**

*Bulgaria's Higher Education and the Bologna Process*

**Aneliya Koeva**

*Europe Building Policy in Germany: The Bologna Process*

**Hristina Petrova**

*Approaches to Globalized Education: Policies towards International Students in the EU and US*

1:15 p.m. – 2:00 p.m.      **Lunch Break**

2:00 p.m. – 4:00 p.m.      **Panel session 4**

*Vihren Hall*

**TRADITION AND INNOVATION IN HIGHER EDUCATION (1)**

**Chair: Alexander Gungov**

*Presenters:*

**Kostadin Grozev**

*Promoting Knowledge and Dialogue through the Center of Excellence Dialogue Europe at Sofia University*

**Madeleine Danova**

*Introducing Multimedia and Hypermedia Teaching Resources in English Language Teaching*

**Rumyana Todorova**

*Cooperation and Competitiveness: Two Sides of One and the Same Coin*

**Maria Deenichina**

*Challenges before Journalism and PR Education Today*

**Kostadin Kostadinov**

*Education and Business, Knowledge and Practice*

**Raya Staykova**

*Doctoral Training in Core Research and Transferable Skills – a Groundwork for Dynamic Career Development*

2:00 p.m. – 4:00 p.m.      **Panel session 5**

*Vassilak Hall*

**TRADITION AND INNOVATION IN HIGHER EDUCATION (2)**

**Chair: Ludmila Kostova**

*Presenters:*

**Brenda Tooley**

*Helping New Faculty Members Find an Appropriate Balance between Teaching and Research: The Value of a Strong*

*Faculty Orientation Program*

**David Austill**

*The Growing Significance of Ethics in the Business Curriculum*

**Danail Danov**

*New Technology and Education: Perceptions and Practices*

**Aneta Varbanova**

*Evaluating the Impact of the Case-Study Approach on Maritime Education: Application in Shipping Business and Ship Management Programs*

**Vassil Vassilev**

*Analysis of Results of the Innovative Approach Application in the Education of Seafarers for River Navigation*

**Katya Dionisieva**

*Restructuring Initial Training for Speech-Language Pathology in Bulgaria*

2:00 p.m. – 4:00 p.m. **Panel session 6**

*Todorka Hall*

### **TRADITION AND REFORM IN SECONDARY SCHOOL**

**Chair: Ludmila Teneva**

*Presenters:*

**Amy Kuiken** and **Stamatka Platikanova**

*Bulgaria, Meet America. America, Meet Bulgaria: Closing the Chasm between Bulgarian and American Classroom Cultures*

**Svetlozar Kirilov**

*African Americans in the United States and Roma in Bulgaria: Problems of Integration*

**Katerina Marcheua**

*Use of IT in Self-Evaluation Process*

**Dimitar Kambourov**

*Bulgarian Literature – How to Make it Making Sense after All*

4:00 p.m. – 4:15 p.m. **Coffee break**

4:15 p.m. – 5:45 p.m. **Workshop 1**

*Todorka Hall*

### **NEW DIMENSIONS IN TEACHING AND LEARNING (1)**

*Presenters:*

**Iona Sarieva, Amanda McArthur, Violeta Tsoneva,  
Yordan Kosturkov**

*Changing the Medium: a Moodle Project*

4:15 p.m. – 5:45 p.m. **Panel session 7**

*Vihren Hall*

### **TEACHING LITERATURE & LINGUISTICS**

**Chair: Rумыana Todorova**

*Presenters:*

**David Jenkins**

*Bard Wired, Shepard Tendered, Ten Years After: Teaching  
Drama and Film in Bulgaria*

**Ludmila Kostova and Brenda Tooley**

*Joint Teaching of an Elective Undergraduate Course on  
Literature and Film*

**Svetlana Nedelcheva**

*Using Technologies in Case Studies – Combining Tradition  
and Innovation*

**Alexandra Bagasheva**

*English for Language and Linguistics – Linguistics' Progress  
or Decay? The Fate of General Linguistics within English  
Studies in non-Anglophone Contexts*

5:45 p.m. – 6:00 p.m. **Break**

6:00 p.m. – 7:00 p.m. **Roundtable 1**

*Todorka Hall*

### **REGIONAL LIBRARIES AND INTERNATIONAL EDUCATION**

**Moderator: Snejana Ianeva**

*Presenters:*

*Librarians from American Corners/Shelves from Sofia, Varna,  
Montana, Silistra, Shumen, Haskovo and Gotze Delchev*

6:00 p.m. – 7:00 p.m. **Roundtable 2**

*Vihren Hall*

### **ENGLISH LANGUAGE HIGH SCHOOLS AND INTERNATIONAL EDUCATION**

**Moderator: Katerina Marcheva**

*Presenters:*

*English Teaching Assistants, High School Principals and  
Teachers from Sofia, Pleven, Lovech, Shumen, Sliven,*

Plovdiv, Stara Zagora, Blagoevgrad, Smolyan

7:00 p.m. – 7:45 p.m.

*Vihren Hall*

**Prof. Randall Baker**

*presents his books about Bulgaria*

8:15 p.m.

**Welcome reception**

### **August 8, Sunday**

9:30 a.m. – 10:15 a.m. **Closing speech**

*Vihren Hall*

*Education at Sofia University “St. Kliment Ohridski”*

*Speaker: Ivan Ilchev*

10:15 a.m. – 10:30 a.m. **Break**

10:30 a.m. – 12:00 p.m. **Workshop 2**

*Todorka Hall*

#### **NEW DIMENSIONS IN TEACHING AND LEARNING (2)**

*Presenters:*

**Iona Sarijeva, Amanda McArthur, Violeta Tsoneva,  
Ludmila Teneva**

*Moodle and Internet - Changing and Enhancing the Learning  
Process*

10:30 a.m. – 12:00 p.m. **Workshop 3**

*Vihren Hall*

#### **EDUCATION AND CREATIVITY: HOW DO WE ENCOURAGE CREATIVITY IN THE CLASSROOM**

*Presenters:*

**Ellen Greenberg and Milena Stoycheva  
Lubomir Terziev**

*How Important Is Peer Reviewing in a Creative Writing  
Class?*

12:15 p.m. – 12:45 p.m. **Conference closing**

*Vihren Hall*

12:45 p.m. – 1:45 pm **Lunch**

**The 9<sup>th</sup> Fulbright International  
Conference is organized by the  
Bulgarian-American Fulbright  
Commission**  
**[www.fulbright.bg](http://www.fulbright.bg)**