



АКАДЕМИЯ ЗА МУЗИКАЛНО, ТАНЦОВО И ИЗОБРАЗИТЕЛНО ИЗКУСТВО

„ПРОФ. АСЕН ДИАМАНДИЕВ” – ПЛОВДИВ

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РЕЗИОМЕТА

НА АНГЛИЙСКИ ЕЗИК НА

НА ПРЕДСТАВЕНИТЕ ПУБЛИКАЦИИ

НА ДОЦ. Д-Р ВЕСЕЛА КАЗАШКА

SUMMARY

of

"Cultural policies. Opportunities and Challenges'

by Vesela Kazashka

We are contemporaries of a new time - dynamic and different. Now is the time of high-tech and knowledge-based social achievements that represent the intellectual power of man. A time of moral-philosophical aspirations, struggles and contradictions between spirit and matter, which favour the flowering of the individual's creative abilities and critical thought. Today we discover new horizons and worlds – real and virtual. However, regardless of time, human development rests on culture. Through it, man transmits civilizational messages to the next generations, thereby contributing to world evolution.

The topic related to cultural policies in Bulgaria sounds relevant. In Bulgaria and around the world, it is time to ask questions and look for answers, to do, not to talk. Scientific interest and the desire to analyse the cultural policies in Bulgaria are at the basis of this undertaking - conducting theoretical and empirical research. The formulation and implementation of cultural policies is not within the power of one person, but it can be a foundation to be built upon by many. We also drew on the scientific developments of colleagues and the experience of practitioners.

The cultural sector and artists were among the most affected by the pandemic caused by COVID-19 and suffered a lot of damage - creative, material, human. Politically correct thinking, action or inaction during this period was unacceptable. Thus, the conditions for decline are created, and the changed cultural code of a nation changes its past, present and future. The search for private and temporary solutions does not adequately respond to the challenges. Sustainable problem solving takes place through the formation of purposeful



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policies, strategies and operational plans for development, which are interconnected and aimed at achieving the goals.

The current monograph is focused on the study of cultural policies in our country, the challenges and opportunities that they open before us.

The author's main goal is to make a theoretical analysis of the normative base related to culture and, through an empirical study, to examine the position of experts in the field of culture. We hope that the results will help to activate and optimize the processes of updating, adopting and implementing a long-term strategy for the development of culture in Bulgaria. Achieving this goal goes through the relevant stages and solving the following tasks:

- Study of the normative framework related to culture at the national, European and world level. The analysis will help us outline a vision for the future development of the sector by formulating specific problems and proposals for overcoming them.
- Researching the specifics of cultural policies and developing a concept - formulating and justifying the research, determining the subject and object of research.
- Organization of the research – preliminary and basic planning, systematization of the empirical material and statistical analysis.
- Course of empirical research - conducting the research, analysis and evaluation of the obtained results.
- Building guidelines for the future development of cultural policies in Bulgaria.

The object of the present study is the cultural policies of Bulgaria. Through a survey, we will study the expert opinion of managers, creators, experts in the field of culture regarding the financing of culture and their recommendations to state policy in this direction. We are driven by the understanding that in order to preserve our cultural integrity, we must ask pressing questions of politicians. Let's look for answers to the same questions from the people of art and culture, so we can contribute to a two-way productive dialogue.

The subject of the study is the legislation in the field of culture and art and the financing of the cultural sector. Through a survey in which the last 3 of the 13 questions are of the "open" type, the respondents are given the opportunity to make specific recommendations related to cultural policies in Bulgaria.

The research thesis finds expression in the fact that there is a normative base at the national and European level that supports development, and with its proper application, culture can be preserved and presented more widely. The existence of a good regulatory framework in itself does not guarantee the fulfillment of the



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objectives. Culture needs funding to ensure the fulfillment of the goals set in the regulatory framework, to stimulate the use of new sources of funding, to motivate those working in the field for the development and upgrading of knowledge and skills, to attract young people to the sector. Without a strategy, without human resources, even with sufficient funds, the goals will not be achieved.

Our research interest is provoked by the finding of omissions that occurred a prerequisite for formulating proposals. The hypothesis whose confirmation we seek herewith research, is that the normative framework related to culture has need immediate update like the way and size of the funding of culture and the arts should also be adjusted to suit the leading meaning of culture as a civilizational pillar of society. We believe that the development of personnel employed in the sector and increasing their motivation for career development need serious analysis and revision of the measures for attracting more young people and retaining established ones specialists. Participants in the research are 80 people who are creative, managers or cultural experts, representatives of nongovernmental organizations developing activity in the field of culture and art.

The survey was conducted through Google Forms, and the survey was sent to 1,446 people. For the achievement of the set goal and related to it tasks, the author uses methods, techniques and approaches, based on research and analysis of documentary data and research materials. In the first chapter of the monograph, they are briefly presented the terms "culture", "politics" and "cultural policy". The terminology has been widely explored in the scientific literature, therefore the author only marks it as an introduction to the problem. The first chapter examines the legal framework (national and international), regulating the development and protection of the culture. On the basis of the normative acts, it was deduced a terminological apparatus that gives a description of the terms and the source, this apparatus being provided to the reader at the end of the book. The second chapter reflects a study of the opinions of creators, managers and experts regarding the present legal framework and cultural policies, as well as to the manner of funding of culture in the country. They are described in it the actuality, the goals, the stages, the subject, the object, the hypotheses and the methodology for conducting the research. This real one a chapter in the monograph also presents the obtained results. The third



chapter of the monograph offers an analysis and discussion of the regulatory framework and its relationship with state funding. At the end of the book is presented a list of those considered normative acts, as well as links to them. The list of tables, figures and abbreviations enables further individual work with the offered materials. The author presents the normative base and its connection with funding for the implementation of cultural policies. From the review shows that the main commitment to protection and development of culture has the state by providing the state subsidy to the responsible institutions, as well as through distribution of funds through project financing.

1. **Казашка, В. (2019).** Европейски политики за култура и изкуство – минало, настояще и бъдеще. Сборник с доклади от Международна научна конференция „Наука, образование и иновации в областта на изкуството“, 24-26 октомври 2019, АМТИИ – Пловдив, ISBN - 978-954-2963-56-1 стр. 281-289

Abstract: This report is an overview article on European cultural policies and future priorities for the development of cultural and creative industries through project funding. The article reviews the programs through which art has been funded from 2000 to the present, and presents the vision of the Framework Program for Research - Horizon Europe, through which research will be funded, including in the field of culture and art for the period 2021-2027. I hope to use the capacity of the European financial instruments for the realization of successful future projects, which will enrich, preserve and present at European level the Bulgarian culture and art, and thus to strengthen the prestige of the Bulgarian creator.

2. **Казашка, В. (2019).** Българският танцов фолклор и неговото отражение върху личността. Сборник с доклади от Международна научна конференция „Наука, образование и иновации в областта на изкуството“, 24-26 октомври 2019, АМТИИ – Пловдив, ISBN - 978-954-2963-56-1 стр. 371-377

Abstract: In today's global world, Bulgarians need a positive theory through which we can assert ourselves and increase our self-esteem. More and more Bulgarians are turning to the past, to achievements in science and culture in order to build their modern appearance. This report presents



the Bulgarian folk dance in the context of the modern dynamic life and its influence on the individual.

3. **Kazashka V. (2019).** The Bulgarian Folk Dance in the context of the National Identity in the Global World. Arts Academy – Scientific journal, Kazakh National Academy of Choreography , ISSN 2523- 4684, Index-74863, p. 18-24

Abstract: This report looks at Bulgarian folk dance as a means of identifying in the global world as well as intercultural communication. The language of dance excites, explains, teaches, develops, art is the global language of communication in the modern world. The Bulgarian folklore dance unites the five directions of human evolution: art – exciting creative imagination and expression, science – theory, innovation and their application for the development of the global world, education – teaching through tradition and inheritance of traditions, culture - the sense of identity and belonging, personal development – self-improvement of the individual as part of global society.

4. **Kazashka V. (2019)** The „Live Skills” project – possibility for improving Digital and Management Skills in the professions of the Audiovisual and Life Performance Sector, Bucharest, Romania ISBN 978-973-0-29590-0, pp.116-119

Abstract: The article presents an Erasmus + project with the number 575425-EPP-1-2016-1-UK-EPPKA2-SSA. Project Coordinator is the British Council, Brussels. Partners on the project are organizations in the field of culture and art from United Kingdom, Romania, Greece and Bulgaria. The main goals of the project are to improve entrepreneurship, management, digital and new technology skills and to prepare professionals ready to open new paths to the sector. This will be achieved by designing and piloting three innovative curricula for two vocations in the Audiovisual (AV) and Life Performance Sector (LP) sectors. Project Partners for Bulgaria for the National High School of Performing Arts and Performing Arts - Plovdiv and the Bulgarian Association of Employers in the Arts. More information can be found on the project site: <https://www.live-skills.eu/about/partners>



5. **Казашка, В. (2019).** Финансови грешки в отчетите по програма Хоризонт 2020. Сборник с доклади от Седма международна научнопрактическа конференция „Управленски и маркетингови проблеми в изкуството“, АМТИИ – Пловдив, ISSN 2603-462X, стр. 37-42

Abstract: This report presents the results of the audit of projects funded under Horizon 2020 and the most common mistakes made. The information is of particular importance to the beneficiaries and beneficiaries of the projects of the 8th Framework Program, on the one hand, because error-making is a guarantee for faster verification of costs and obtaining funding for the next stage. On the other hand, the audits ensure that the funds allocated for project financing are spent appropriately and legally.

6. **Казашка, В. (2021).** Компетентност на образователния медиатор. Сборник с доклади от Трета международна научна конференция „Наука, образование и иновации в областта на изкуството“, 28-30 октомври 2021, Том 1, АМТИИ „Проф. Асен Диамандиев, ISSN 2738-8956 (Print), ISSN 2738-8964 (Online), стр. 229-237

Abstract: This article presents a relatively new participant in the country's education system – the educational mediator. We consider the competence approach in performing the activities of the educational mediator, which is related to the skills and abilities he has and develops for effective behaviour with the world around him and his ability to deal with problems, having a set of patterns of behaviour that can apply in certain situations, to affect the environment. The competence of the educational mediator is a combination of knowledge, skill and his legal capacity (competence).

7. **Казашка, В. (2022).** Николай Стойков и проектът „Ритмо-мелодични параметри на българското изречение“. Сборник с доклади от Юбилейна международна научна конференция „50години традиции и развитие на българския фолклор“, 27-28 октомври 2022, АМТИИ „Проф. Асен Диамандиев, ISBN 978-619-7682-17-5 (мека корица) ISBN 978-619-7682-18-2 (e-book PDF), стр. 114-120



Abstract: The report presents the personality of Nikolay Stoykov – founder of the „Musical Folklore“ Department. He has contributed a lot to the development of each member of the department and to the musical tradition in Bulgaria. The review is made mainly from publications that Nikolay Stoykov has made and describes himself. His review of the project „Rhythm-melodic parameters of the Bulgarian sentence“ was published in the original, which reveals the Maestro’s broad outlook and vision for the future.

8. **Казашка, В. (2022).** Казусът „Непознатите“. Сборник с доклади от Юбилейна международна научна конференция „50 години традиции и развитие на българския фолклор“, 27-28 октомври 2022, АМТИИ „Проф. Асен Диамандиев, ISBN 978-619-7682-18-2 (e-book PDF), стр. 121-131

Abstract: The article presents the „Unknown“ cultural forum, which aims to promote our cultural diversity, including Bulgarian musical folklore, both in Bulgaria and among Bulgarian communities abroad. The forum is held every two years and in 2022 its 4th edition was realized. The „Unknown“ case study is an important example of the creation of independent spin-off organizations, the beginning of which is academic and inextricably linked to the scientific research activity of the organizer

9. **Казашка, В., Иванова, Ц. (2022).** Базис данни и тяхното място в сферата на културата и изкуството. Интелектуалната собственост в университетите – нови хоризонти на академичния диалог. – София: Академично издателство За буквите – О писменехъ, 2022, с. 267–276.

Abstract: This report connects scientific databases and publications in the field of culture and art. Knowledge management saves us time, experience and enables us to apply what has been achieved in science faster. Scientific databases are very important in knowledge management. They are the way in which scientific knowledge is stored, disseminated, processed, and analysed. Scientific databases are collections of logically related data, for example, in a scientific field, they are data structured in a certain way. Excellence is the result of a vast resource of information and accumulated scientific knowledge that can be applied today and now. Acquired practical experience and applied research are an important



condition for the development of society. The quantity and quality of the scientific work of scientists is measured by scientometric indicators.

10. **Kazashka, V. (2019).** Finance management in Arts Organizations in Bulgaria, International Conference on Innovation in Science and Education, March 20 – 22, 2019, Prague, Czech Republic, p. 159-164
DOI: <https://doi.org/10.12955/cbup.v7.1356>

Abstract: Arts organizations are a major factor in the Bulgarian economic. Good management of Art organizations is also associated with good financial management and control in order to achieve their goals and objectives. The delegated budgets, the small scale of most of the Arts organizations, are a prerequisite for saving money or imposing the appointment of a financial controller. The lack of such a specialist in turn leads to poor control, inefficient spending of funds, violations and failure to verify costs, which can sometimes lead to bankruptcy. The objective of the report is two-sided - on the one hand, preventing the repetition of mistakes perceived as unsuccessful practices and, on the other hand, emphasizing the place and role of controlling the financial execution of a project and its importance for optimizing the effectiveness of the implementation as well as in the overall activity of Art organizations.

11. **Панферова, Е., Казашка, В. (2020).** Условия развитие психологической безопасной образовательной среды в новой реальности, обособленной COVID 19, Международна конференция „Психологически безопасная образовательная среда: проблемы проектирования и перспективы развития“, Тула 2020, Изд. „Среда“, стр. 297-302, достъпно на: <https://phsreda.com/e-articles/10216/Action10216-96890.pdf>

Abstract: The article presents an analysis of some conditions for the formation of a safe educational environment in the new reality caused by COVID-19. Modern approaches to the organization of the educational process in European countries are described. Ways to solve the problem in the changed conditions in the universities in Bulgaria have been identified. The factors and conditions on which a safe educational **environment** in the future depends have been identified.



12. **Казашка, В. (2020).** Вътрешни хоризонти и социална изолация. Терапевтични практики, основани на творческите нагласи. Научно списание „Общество и здраве“, Година 1, бр. 2, ч. 1, Изд. Регионална библиотека "Любен Каравелов" - Русе, МБАЛ "Канев", ISSN – 2683-0892 (online), стр. 148 – 154. Достъпно на: https://www.researchgate.net/profile/Venelin-Terziev-2/publication/348742298_Naucno_spisanie_Obsestvo_i_zdrave_1/links/600e94b4299bf14088bc8618/Naucno-spisanie-Obsestvo-i-zdrave-1.pdf#page=148

Abstarct: Man's connection with the arts for centuries has made it possible for people to be psychologically saved. Today it offers new opportunities and today's crisis presents us with challenges that reveal new internal horizons for self-development. Social isolation is for everyone, but each person accepts and experiences it individually. It is important to know how to deal with the situation, whether we find a place for art in our lives and what future activities related to our creative attitudes will have a therapeutic effect on our psyche in the future.

13. **Kazashka, V. (2021).** Art therapeutic practices for coping with stress in the conditions of COVID 19, Review of Psychopedagogy, Universitatea din București, Facultatea de Psihologie și Științele Educației, Departamentul Psihopedagogie Specială, X/2021, p. 156-161, достъпно на: <https://www.ceeol.com/search/article-detail?id=1010195>

Abstract: The connection between people and art for centuries has provided an opportunity to stabilize the psychological state, their personal development and well-being. Today, in the conditions of “new normal” art therapy is desirable and offers us opportunities to deal with the crisis, reveals internal horizons for self-development. Positive thoughts and feelings fill a person when is engaged in creative activity. The present study marks the beginning of a study related to the impact of art therapy practices on a people emotional state in conditions of social isolation.

14. **Kazashka, V. (2021).** Strategy for Development of Bulgarian Culture 2019-2029. Opportunities and Challenges. Cultural and Historical Heritage: Preservation, Presentation, Digitalization (KIN Journal), 7(1), ISSN 2367-8038, Institute of Mathematics and Informatics – Bulgarian



Academy of Sciences, 96–107. [DOI: https://www.doi.org/10.26615/issn.2367-8038.2021_1_008](https://www.doi.org/10.26615/issn.2367-8038.2021_1_008)

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.

15. **Ivanova, Ts., Kazashka V. (2021).** The need to review Cultural Policies in Bulgaria, Prague, Proceedings of CBU in Social Sciences, Vol. 2, p. 149-155, DOI: <https://doi.org/10.12955/pss.v2.214>

Abstract: Cultural policy guarantees freedom of expression, creates conditions for equal participation in the cultural life of the country, preserves and promotes the culture of different ethnic groups and religions, supports education, intercultural exchange and expands intercultural communication. In this context, the influence of European cultural policies on national ones is of particular importance for the development of art and the preservation of cultural values. The choice of priorities, goals and tasks, a good set of measures, funding mechanisms, accessibility to citizens, their recognition by society are of particular importance and favors the development of culture. In the context of the social isolation caused by COVID-19, cultural policies need to be updated. This report is based on an analysis of statistics relating to the expenditure on culture and the arts at the European and national level, a comparative analysis of European cultural policies and their impact on national ones. The obtained results outline guidelines for the development of cultural policies at the regional level and can be a basis for practical application and further research in this direction.



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16. **Kazashka, V. (2022).** New training master's program in " Art Therapy" at Academy of Music, Dance and Visual Arts" Prof. Asen Diamanidev" Plovdiv, Bulgaria, Review of Psychopedagogy , Universitatea din București, Facultatea de Psihologie și Științele Educației, Departamentul Psihopedagogie Specială, V.11, p. 98-103, достъпно на: <https://www.cceol.com/search/article-detail?id=1118722>

Abstract: This article reflects a study related to the master's programs in "Art Therapy" in Bulgarian universities and formulates the need for training personnel in this field. An analysis of the existing master's programs was made, and a new interdisciplinary master's program "Art Therapy" was presented at the Academy of Music, Dance and Fine Arts "Prof. Asen Diamanidev" -Plovdiv, Bulgaria.