

# ACADEMIC SOCIETY IN THE PUBLIC ELECTRONIC MEDIA AREA DREAM-TV

In Bulgaria, there are 201 television stations, which broadcast their program in cable or satellite network. 185 are registered as merchandising operators, according to the law for radio and television, and 16 are social channels.

62 of them broadcast 24 hours per day. The televisions, which target the youth, are usually monothematic. Despite the large number of TV channels and stations, there are still free program niches. Such an empty niche is the idea for a youth TV channel, created by students, graduates and professors. In the university there is a large number of subjects, which, if properly coordinated, could realize the potential of one youth TV station, free from censorship and prejudice. This TV station could be DREAM TV – the channel of the New Bulgarian University.

The New Bulgarian University has a special place in Bulgarian education. Its founders managed to create a territory, free for thought, speech and knowledge. One of its key characteristics is the students' motivation. I dare to say that it is higher than the motivation of their colleagues in other universities. At NBU, there is a large variety of different subjects, which, if coordinated in

**Ivo Draganov,**  
*New Bulgarian University*

the right way, will give huge potential for one free of censorship and prejudice television station, which will aim at the young audience.

## **Television like DREAM TV.**

It is a matter of will and hard work. This project can happen and it will increase radically the level of education at NBU, first, but not only, in the area of distant learning.

On the other hand, we will be able to create capable, competitive experts – directors, operators, editors, actors, already experienced in TV, managers. The whole society will have the unique opportunity to hear the viewpoint of young people. And not simply “young people”, but young people who will develop themselves as leading experts and professionals. This is the real program niche. What do the young people think? Charles de Gaulle, the great French president, retired from politics with the words: “Nobody can win against the students”. So, not only will we develop our already advanced utilitarian way of preparing good, young

experts, but we will have a highly competitive product, which will expand and develop in the rapidly changing media reality. We won't impress just with high technology and CGI, but also with content and clear points of view in our discussion with the society, the politicians, the professional guilds, the NGOs.

The New Bulgarian University is the natural protector of the young from the practices of dishonest moduls, far from the corrupting methods for winning easy popularity, far from political influences.

The student TV will be the place where truth will be heard – the truth as understood and felt by young people in Bulgaria. The young people with potential for an active public role will finally be able to participate in the public debate, to announce and defend their position in the ever-changing society. DREAM TV will be a breath of fresh air in our stagnated and disillusioned civil society.

Last, but not least, the TV will be able to solve another problem. Professors from NBU are rarely invited to comment and analyze the news or current events. One fast check on the public affairs programs will reveal that commentaries are no more than 10% of the program time. Less than 1% is given for analyses. With a student TV station we will be able to increase the level of the public debate and to fill a void in the Bulgarian media. All thinking people in Bulgaria need this, they are tired from the rest of the TV stations, which either show only old entertainment programs, very often of low quality, or can debate the news only through the prism of the scandal.

Besides all these arguments, our departments create wonderful and important events. However, in our media-driven society, when something is not broadcasted on TV, it never happened for the people or was minor, unimportant. Using our own scientific potential, we can give our experts the opportunity to shine and to use them to achieve more than the other TV stations.

DREAM TV is a program, necessary for the people in Sofia and Bulgaria /I make the distinction intentionally/. All of us have the national TV stations for free. But they unfortunately broadcast problems, which are not so important to the average people and often follow the interests of politicians and shady media moguls. We will not compete with them. As a student TV station, we will fill the void, left by them. It is unthinkable for a country, member of EU, in our modern media-driven society, not to have a TV, focused on the life of young people, people in the capital city, which will help the youth to overcome the challenges, which await them in life.

This project could increase dramatically the quality of education at NBU, last, but not least, in the area of distance learning. The whole society will have the unique opportunity to hear the point of view of the young people taking them. This is, actually, the program niche.

**The academic community – students and professors, who have potential, will be able to participate in the public debate and defend their opinions.**

As the civil society in Bulgaria stagnates, NBU can be catalyst for its development with its own TV station. The program of Dream TV will be connected to the production and broadcasting for educational shows and movies, for distance learning, like the ones which the University film centre produces now.

The TV station will also be a powerful channel for advertising and PR for NBU. In the free time the TV studio could be used as a technological base for the students, who study in the program “Cinema and television”.

DREAM TV will create a program, which is necessary for the people in Sofia and Bulgaria. It will create a multifunctional, student, low-budget cable channel, which will reach the viewers throughout the whole nation and will fulfill the following targets:

- It will prepare young people for the challenges of the media-driven society and the digital informative and telecommunication technologies, so they will be able to create a high quality audiovisual product, compatible with the European and world standard.
- It will create a media, which is independent from the state and from the corporate interests, and with it the young people will be able to achieve and improve their skills and knowledge for independence and pluralism when showing different opinions and topics. They will learn to actively participate in the dialogue, which is necessary for the strengthening of the civil society in our country.
- It will create a base for manufacturing different programs for publicity for the problems, fought by non-government organizations, which defend the rights of the minorities, the cultural and linguistic pluralism, and the rights for free education and information.
- It will show, comment and analyze the problems of young people, especially young scientists and the perspectives in front of them in our society.
- It will create a base for distance learning

for people who live in far off regions, who are disadvantaged in their education.

**Our main communicative tasks will be:**

- To inform.
- To comment and to analyze.
- To educate.
- To use higher lexical style.
- To cultivate social and esthetic point of view.
- To entertain.
- To amaze!!!

**Our program priorities will be**

- The relations between the authorities and civil society, between the people and the institutions.
- The motivation of the person and the challenges in the EU.
- The development of different economic initiatives.
- The integration and the future of the youth.
- The problems of the culture and the intellectual property.
- The quality of life in Bulgaria and abroad – the opinion of the young person.
- The integration of the minorities and the disadvantaged people.
- Protection of the cultural traditions and customs in the regions.

**PROGRAM IDEAS**

The development of the program ideas is pro-

jected according to the two main criteria:

- The expectations of the young public
- The most effective way of achieving the aims of the NBU and DREAM TV.

We will talk to the viewer and not “in front of the public” as some colleagues from the so-called big TV stations often do.

Dignity, Justice and Compassion will be key subjects for DREAM TV.

We will show our messages with humor, so the information will be delivered attractively and emotionally.

Important criteria for our concept are the development and the choice of the following type of programs:

- Educational shows for the purposes of distance learning.
- Specialized programs for different groups and subgroups of people.

**In conclusion, the main idea of DREAM TV is the creation of:**

- A tribune for young people.
- A bridge between the society and the institutions.
- A bridge between young people and the business.
- A main source for news and knowledge for the young people, which will prepare them for the challenges, which every Bulgarian faces after our entrance in the EU.