

**Abstract**

**Bissera Zankova**

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**Medialized politics and  
politicized media. Some  
characteristics of the Bulgarian  
media model**

The presentation will make an overview of the Bulgarian media system through the prism of the impact media has made on politics and political struggles on the media. The analysis will dwell particularly on the role of the new media in this complicated process. The status and prospects for reforms of the public service media institutions will also be discussed. Despite the communication, journalistic, social and political outcomes the presentation will try to deal with the regulatory framework in force and how the peculiarities of the Bulgarian model impact it and vice versa during the years after the democratic changes.