

ACADEMIC SOCIETY IN THE PUBLIC ELECTRONIC MEDIA AREA DREAM-TV

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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 empty niche is the idea of youth TV channel, created by students, diplomants 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 the other universities. At NBU, there is a large variety of different subjects, which, if coordinated in the right way, will give huge potential for one free of censorship and prejudices television station, which will aim for 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 in the 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 on TV, managers. The whole society will have the unique opportunity to hear the viewpoint of the 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 we will 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 realities. 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 moguls, far from the corrupting methods for winning easy popularity, far from political influences.

The student TV will be the place in which truth will be heard – the truth as understood and felt by young people in Bulgaria. The young people with potential for active public role will finally be able to participate in the public debate, to announce and defend their position 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 the 1% is given for analyzes. With a student TV station we will be able to increase the level of the public debate and to fill avoid 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 trough 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 brodacasted on TV, it never happened for the people or with was minor, unimportant. Using our pwn 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 for the average people and often follow the interests of politicians and shady media moghuls. 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 their life.

This project could increase dramatically the quality of education at NBU, least, but not last, in the area of distance learning. The whole society will have the unique opportunity to hear the point of view of the young people, from 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 cathalisator for its development with its own TV station. The program of Dream TV will be connected with the production and broadcasting for eductational shows and movies, for distance learning, like the ones which the University film centre produces now.

The TV station will be also a powerful channel for adversiting and PR from the NBU. In the free time the TV studio could be used as a technic base for the students, who study 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 in 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 telecommunicational 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, defended by the non-government organizations, which defend the rights of the minorities, the cultural and linguistic pluralism, the rights for free education and information.
- **It will show, comment and analyze the problems of the young people** , especially the young scientists, the perspectives in front of them in our society.
- **It will create a base for distance learning** for the people who live in far regions, who are disadvantaged in their education.

Our main communicative tasks will be:

- To inform
- To comment and analyze
- To educate
- To use higher lexical style
- To cultivate social and estetic 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 intergration of the minorities and the disadvantaged peoplel
- Protection of the cultural traditions and customs in the regions.

PROGRAM IDEAS

The development of the program ideas is projected 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 humour, so the information will be deliverted attractively and emotionally.

Important criteria for our conception 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.