



EEMPS

**OUTPUT
SUMMARY**

MEDIANE

Media in Europe for Diversity Inclusiveness

EUROPEAN EXCHANGES OF MEDIA PRACTICES

Pair: **COE 2**

YOUNG PEOPLE'S ENGAGEMENT WITH MEDIA IN BULGARIA AND IN THE UK

1. Exchange Partners

| | Partner 1 | Partner 2 |
|----------------------|------------------------------------|------------------------------------|
| Name and Surname | Petya YANKOVA | Lida ASLANIDOU |
| Job title | <i>Journalist</i> | <i>Journalist</i> |
| Organisation / Media | Europe & Me Bulgaria | Freelance United Kingdom |

2. Summary

We have prepared a short documentary, a comparative case study on young people's engagement with the media in the UK and in Bulgaria. On the principle of comparison and contrast, our study examines how young people are represented in media and to what extent they participate actively in content production in both countries. We found out that the situations in the two countries differ significantly, although on points such as the negative image of youth in media and the difficult entry to the job market, Bulgaria and the UK share some similarities.

<https://www.youtube.com/watch?v=QyCKDKLIuPI&feature=youtu.be>

3. Dissemination of the Output

During the working process information about our findings was presented at the conference "Youth and/in Literature & Society" at New University of Lisbon, July 2014, which gather around 100 researchers. The documentary will be shared with everyone involved in the research (around 50 people). In addition, we will publicize the video with the youth media such as Europe & Me, Cafe Babel, One Europe, European Youth Press, Yo!Mag. Finally, we will publish the video on line for free sharing with everyone interested. If opportunities to further share our results arise in the future, we would gladly take them.

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4. *Biographies of the authors*

Petya Yankova holds a degree in English Literature from Durham University and a master's in Linguistics from the University of York. She is a frequent correspondent for the online youth magazine Europe & Me. She has also contributed to the business magazine GRASP and the student journalism platform Pandeia. Petya's main research interests include youth activism in Europe, education, tolerance and human rights.

Originally from Thessaloniki, Greece, at the age of 17 **Lida Aslanidou** moved to London to study Journalism at City University London. While practicing all different forms of media, her main focus has always lied on broadcast, and documentary production in particular. Her choice to learn a number of languages, including English, German, French and Spanish was the outcome of my unadulterated love for communication and interest in Europe and the issues surrounding it. My first contact with Mediane was in 2010, when I attended a MARS conference in Brussels, which focused on diversity inclusiveness in sport.