

Училищно партньорство по  
“КОМЕНСКИ”  
Двустранно партньорство

# **THE IMPACT OF MEDIA ON THE PUPILS**

## **ВЛИЯНИЕ НА МЕДИИТЕ**

Регистрационен номер на партньорството:  
2008-1-NL1-COM07-00190

Страни партньори:  
СОУ “Йоан Екзарх Български”  
гр. Шумен  
Montessori College Nijmegen

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**Teachers**  
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The globalization and the increasing cooperation within a more and more expanding Europe, it is almost not more than logical that learning does not take place in a figurative sense but also factual beyond boundaries. International exchanges contribute to an enrichment of learning and developing processes of pupils. They enable children to develop competences different from the usual. But at the same time it is important that only those partnerships that are built on a direct contact, give the possibility to see the national identity in the spiritual life and the cultural variety, to learn by the experience of the partners.

Being a part of the international project “The Impact of Media on the Pupils”, we had the real possibility to think ourselves as genuine European citizens, presenting our national cultural atmosphere and historic heritage, our knowledge about the other national cultures, which enriched and widened our experience and outlook. The media as a part of the cultural development and a reflection of intellectual maturity were a good ground for both observation and contribution. Acquiring knowledge about our partners’ language was one of our main intentions because through it their identity was shown to us in the best way and at the same time it helped us to appreciate our own.

Pupils taking part in the project enhanced their language skills, not only English but also Dutch and Bulgarian. Moreover, by living with each other for ten days, they discovered what’s behind the reality of coming from Bulgaria and The Netherlands. In fact our students got into contact with different ways of life and thinking. And this resulted in mutual understanding and respect.

The work on the project was very exciting because students investigated and discovered different aspects concerning the impact of media not only on pupils but on the society in both countries. They found out how medias influence the ways of thinking in Bulgaria and the Netherlands, how the media is used to achieve a good mix of information and amusement. Our students compared the two different cultures, the two different systems of education and the two languages with an extremely different origin. Both Bulgaria and the Netherlands are small countries in the framework of the European society and this fact has its

influence on the way medias are used there.

Why did we choose to focus on media? The reason is that the media covers almost the complete scale of interests, activities, approaches sentiments and points of view of a country. The press in the widest sense reflects the spirit of a nation. By investigating the media, we investigated the spirit of our countries.

During the time students and teachers got familiar to their partners' culture and way of life. They also became part of each other's school and family life establishing lasting and fruitful contacts and relations. The work on the project helped us to increase our sense of national identity within the context of Europe. We could accept the differences, coping with the unknown and fighting against prejudice. Thus we were able to recognize the problems of young people in their value orientation.

At the end getting to know each other led us to appreciate each other. Being housed in families, our students got an excellent impression of what is going on in the host country. As a result the horizons of all concerned were broadened in the broadest sense of the word. The participants developed their awareness of European issues in such a way that they could report in a well-informed and creative manner on their activities within the project. They improved their research skills as well as their language skills. Students and parents were motivated to speak English and to be able to use basic expressions in their partners' language. We got acquainted with different didactic approaches to stimulate and motivate better learning.

As a result the local communities were not only informed but involved in the project as well. The work on the project has been presented on the local TV and radio programs. The final products have been shown to the local communities both in the Netherlands and Bulgaria. Through the project all the interested institutions and societies in the two areas broadened their European consciousness and citizenship.

**Comenius program activities  
(13-23.04.2009)**

**13th April**

A visit to Sofia Airport – 2:30 pm ; A dinner at a restaurant in Pravetz .

Arrival in Shumen. Accommodation in the families.  
Bus rout: Shumen – Sofia Airport – Pravetz – Shumen

**14th April**

10 am – a meeting at school .

A presentation about ‘Joan Ekzarh Bulgarski’ High school .  
A presentation about the Bulgarian system of education.

**15th April**

Introduction of the Bulgarian history and presentation of some historic monuments. A visit to the old Bulgarian capitals Pliska and Preslav and to the global symbol of Bulgaria – Madara. A visit to the monument ‘The founders of the Bulgarian state’.  
Bus rout : Shumen – Pliska - Madara – Preslav – Shumen.

**16th April**

A meeting with the new Bulgarians. A visit to Pomoshtiza – a village inhabited with 100 Dutch families.  
Bus rout : Shumen – Pomoshtiza – Shumen  
An evening party at the Retro club in the park.

**17th April**

10 am – a lesson on journalism with Christina Krasteva  
A presentation ‘ The impact of media’ made by the Dutch group

**18th , 19th , 20th April**

A visit to Nesebar; Fred Nagels and Ramiro Wanga, accompa-

nied by Svetlana Petrova celebrated Easter.

### **21st April**

11 am – a visit to Shumen municipality. A meeting with the Town councils and the members of the committee on the European issues and international cooperation.

1.30 pm – a visit to Shumen radio. A meeting with the director of the local radio station Ivailo Savov an a journalist who has worked for the Dutch medias for 3 years.

### **22nd April**

8 am – a departure to Sofia

Bus rout : Shumen – Veliko Turnovo – Sofia

### **22nd , 23rd April**

A visit to Alexander Nevski cathedral and the Squire of the Parliament .

An evening at 'Capri' hotel in Sofia

### **23rd April**

6 am – A flight to Amsterdam

Bus rout : 'Capri 'Hotel-Sofia Airport - Shumen

## **Програма**

За дейностите по програма „Коменски“ от 13 април до 23 април 2009 година

### **13 април**

Посещение на аерогара София - 14.30 часа. Вечеря в ресторант в град Правец.

Пристигане в град Шумен. Настаняване при партньорите.  
Маршрут на автобуса: Шумен - летище София - Правец - Шумен

### **14 април**

10.00 часа - среща в училище

Презентация на тема:

I. СОУ „Йоан Екзарх Български“

II. Образователната система в България

11.00 часа - посещение във “Форте радио”. Провеждане на интервю.

### **15 април**

Запознаване с историята на България, представяне историческите паметници. Посещение на Плиска, Преслав - стари български столици, Мадара - глобален символ на България. Паметник „Създатели на българската държава“ - Шумен  
Маршрут на автобуса: Шумен - Плиска - Преслав - Мадара - Създатели на българската държава.

### **16 април**

Запознаване с новите българи. Посещение в село Помощица - село заселено с около 100 холандски семейства от 10.00 до 16.00 часа.

Маршрут на автобуса: Шумен - Помощица - Шумен  
Вечерно парти в Ретро клуб в градската градина

от 21.00 до 00.00 часа.

### **17 април**

10.00 часа - посещение на учебен час по журналистика с преподавател Кристина Кръстева. Презентация на тема „Влиянието на медиите” от холандската група.

### **18,19,20 април**

Посещение в Несебър. Фред Нагел и Рамиро Ванга, заедно със Светла Петрова празнуват Великден в Несебър.

### **21 април**

11.00 часа - посещение в Община Шумен. Среща с общински съветници, членове на комисията по европейски въпроси и международно сътрудничество.

13.30 часа - посещение в радио Шумен. Разговор с директора Ивайло Савов и журналист, който е работил 3 години в холандски радиоефир.

### **22 април**

8.00 часа - отпътуване за София

Маршрут на автобуса: Шумен - Велико Търново - София

22 - 23 април

Нощувка в София в хотел Капри. Посещение на църквата Александър Невски, площад Народно събрание.

### **23 април**

6.00 часа - полет за Амстердам

Маршрут на автобуса: хотел Капри - София - летище София - Шумен.



## **DAYS IN THE COUNTRY OF THE TULIPS**

### **Day 1**

#### **27th September, Sunday**

At 5:30p.m. we gathered in the school yard and set off for Rumania. During the trip we said jokes(especially Blagoy) , and when we crossed the Danube bridge, we enjoyed a wonderful view and took pictures.

We arrived at the Bucharest Airport two hours before the flight and after the check-in, we took off. Most of us have never been flying before, we were curious and excited .An hour later the plane landed at Dortmund. We had dinner at the spectacular Van der Valk Hotel. The hotel was nice and the food was delicious, but we were impressed mostly by the bathrooms- everywhere one can see vases with roses, beautiful flowers on the wallpapers, big mirrors in silver frames. Everything was so clean and shiny!

After the dinner we set off for Nijmegen. We arrived at 7:30 p.m. Our Dutch partners were waiting for us at Montessori College. We went to our hosts' homes and few hours later we had a party at Yonna's house to watch a film.

### **Day 2**

#### **28th September, Monday**

We started with a lecture about how to make a film and we were presented different topics for presentations. At noon we had lunch and went for a walk round the town. In the evening there was at Sophie's.

### **Day 3**

#### **29th September, Tuesday**

In the morning we visited the Media Park in Hilversum. One group made videos of their own and another worked with different media equipment. In the afternoon we visited Burger Zoo in Arnhem. We spent four unforgettable hour there. It was very interesting- the

animals lived in natural environment, there was the rain forest, the desert, the safari and the ocean. Later we had dinner at Oliver's. We thought that the meat was quite row and a bit strange.

#### **Day 4**

#### **30th September, Wednesday**

We spent all the day working on our presentations. Ester had a Birthday.

#### **Day 5**

#### **1st October, Thursday**

We had a trip to the capital of the Netherlands- Amsterdam. But it was not just a walk in the crowd. Our guide Hans had prepared for us a quiz. Before dividing into teams, we had a cup of tea and then we had a boat trip round the city the canals. We could enjoy a lot of beautiful buildings, especially Anna Frank's house and the building where the mayor of Amsterdam lived. We also saw the Opera House which had the shape of a big green ship, lots of bridges and some of them quite old. After the trip the teams were given instructions where to go and what to look for. We were supposed to find the answers of some questions. During the game we visited the oldest museum in Amsterdam- Ons' Lieve Heer op Solder which is in a 17th century house with a church in the attic. We didn't have much time but we could see some objects and pictures connected with life in 17th century. It was really exciting.

We had the possibility to visit the famous Rijks Museum and to enjoy the paintings of Rembrandt, Hedda, Frans Hals etc. We spent much time watching the Rembrandt's Night Guards People say that if you have visited Amsterdam and haven't seen that painting, that means that you haven't been there.

### **Day 6**

#### **2nd October, Friday**

We went to Arnhem again and this time for sightseeing. But we visited Gelderland TV station as well and we were taught how to make an interview. We were back at Nijmegen at 4 p.m. and some of us went to eat pancakes in a forest restaurant.

### **Day 7 and 8, Saturday/ Sunday**

Each of us was with the Dutch families- some visited the Fair, some went to museums, some did shopping.

### **Day 9**

#### **5th October, Monday**

A visit to Brussels. We had a short walk around the city and then we visited the European Parliament. We had to wear our school uniforms. First there was a lecture and then we enter the Session Hall. We listened to speeches in different languages with headphone. Before leaving the building we took pictures in front of the European flags. In the evening we had dinner at Hotel Orts Café. On our way back we were singing and it was fun.

### **Day 10**

#### **6th October, Tuesday**

We finished our presentations and presented them to the parents of our Dutch partners at a meeting.

### **Day 11**

#### **7th October, Wednesday**

At 11a.m. we left for Dortmund and we arrived in Shumen late at night.

## **Десет дена в страната на лалетата**

### **Ден 1**

27 септември, неделя

В 5:30 сутринта всички се събрахме пред училище и тръгнахме с автобус към Румъния. По време на пътуването си разказвахме вицове (особено се отличи Благой), а когато минавахме по Дунав мост, на всички им хареса гледката от моста, повечето почнаха да снимат.

На летището в Букурещ пристигнахме два часа преди полета, предадохме си куфарите и в 13:50 излетяхме.

Повечето летяхме със самолет за първи път, затова всичко беше интересно и любопитно, особено гледката от илюминатора.

След час и половина вече бяхме в Дортмунд, където имахме вечеря в хотел Van der Valk. Хотелът беше много красив и храната беше добра, но най-вече ни хареса тоалетната – вази с рози, цветя и по тапетите, големи огледала със сребристи рамки, и всичко бе толкова чисто и блестящо!

След вечерята тръгнахме с автобус за Ниймегем, където пристигнахме в 19:30 часа.

Холандците ни чакаха пред тяхното училище – Montessori College. Всички се прибраха в къщите на своите партньори, а след няколко часа се събрахме при моята холандка Йона да гледаме филм.

Така завърши първият ни ден в Холандия.

### **Ден 2**

28 септември, понеделник

Програмата започна с лекция по обработване на видео и представяне на различни теми, по които трябваше да направим презентации. След това имахме обяд и разходка из центъра на града. А вечерта имаше парти при Софи.

### **Ден 3**

29 септември, вторник

В 9 часа отидохме в медиапарк в Hilversum, където част от нас снимаха свои клипчета, а другите играеха различни компютърни игри до 13 часа. В 13:30 посетихме Burger's Zoo в Arnhem, където бяхме 4 часа. Там беше доста интересно – за животните бяха създадени идеални условия, доближени до естествени – имаше влажна и топла тропическа гора, пясъчна пустиня, сафари и океан. Вечерта вечеряхме в ресторант Olivier's. На почти всички ни се стори, че месото в този ресторант беше недопечено и странно на вкус.

### **Ден 4**

30 септември, сряда

Цял ден работихме по презентацията си. Естер (една от холандките) имаше рожден ден.

### **Ден 5**

1 октомври, четвъртък

В този ден по план имахме екскурзия до столицата на Холандия – Амстердам. Но това не беше най-обикновено разхождане на тълпа из града – нашият екскурзовод Ханс бе приготвил за нас нещо като игра – конкурс. Преди да се разделим на групи и конкурсът да започне, ние изпихме по чаша безалкохолно или чай, а след това обиколихме града с лодка по многобройните амстердамски канали. По пътя се срещаха интересни сгради, включително къщата на Ане Франк и дома на кмета на Амстердам. Видяхме и оперен театър във формата на голям зелен кораб, много мостове, някой от които доста стари. Когато излязохме от лодката, ние се разделихме на няколко отбора, включващи както българи, така и холандци, и Ханс ни даде листи с инструкции накъде да вървим и няколко

въпроса, отговорите на които трябваше да открием по пътя. По време на конкурса посетихме Ons'Lieve Heer op Solder – вторият най-стар музей в Амстердам, намиращ се в градска многоетажна къща от 17 век с църква и таванската стаичка. Нямахме достатъчно време да разгледаме внимателно абсолютно всички експонати, но все пак успяхме да видим предмети от бита на хора от 17 век и няколко картини, беше много интересно.

Освен това посетихме и средновековния Rijks Museum, там видяхме произведения на Рембранд, Хеда, Франс Халс и други. Особено дълго разглеждахме „Нощната стража“ на Рембранд, за която се казва „Ако си посетил Амстердам и не си видял тази картина, все едно, че не си бил там.“

### **Ден 6**

2 октомври, петък

Пак отидохме в Arnhem, този път на екскурзия из града. Освен това бяхме в TV Gelderland, където се учихме да взимаме интервю. В Ниймеген се прибрахме в 16:00 часа и някой от нас отидохме да ядем палачинки в един ресторант в гората.

### **Ден 7 и 8**

3 и 4 октомври, събота и неделя

Всеки беше с холандското семейство – някой ходеха на панаира в центъра на града, други посещаваха музей, ходеха по магазините и т.н. на панаира имаше много различни въртележки и щандове със сладки неща.

### **Ден 9**

5 октомври, понеделник

Посетихме Брюксел. Имахме малко време за разходка из центъра, после отидохме в Европейския Парламент, където

трябваше да сме с училищните си униформи. Първо имаше лекция за Европейския съюз, а после влязохме в залата за заседания. Там слушахме реч, преведена на различни езици (със слушалки), беше забавно да сменяме езика. Преди да напуснем сградата на парламента се снимахме на фона на знамената на държавите на Евросъюза. След това вечеряхме в Hotel Orts café и вечерта се прибрахме в Ниймеген. А докато пътувахме пяхме песни и беше много забавно.

### **Ден 10**

6 октомври, вторник

Довършихме презентациите си и вечерта, в 19:30 часа, ги представихме на родителите на холандците си.

### **Ден 11**

7 октомври, сряда

В 11:00 часа тръгнахме за Дортмунд и през нощта (някъде към 2:00 часа) вече бяхме в Шумен.

**Елисавета Георгиева**

## **A lesson on journalism**

### **“The impact of media on the pupils”**

Journalism has entered my life for a long time. It is part of my life for 10 years. During that time I reached a truth about it and the truth is that journalism is indisputably a power. We can argue whether it is the Forth power as we usually define it...But when you reach to the end of my contemplation, which I don't intend to be completely thorough , I think each of you will ask the question “ How did I get so dependent on the media that I myself became “ media product?!”

The time while I was working in different local medias, gave me a small part of tools that I was supposed to learn how to work with, so that I could reach people's minds. As a rule I was their mediator...

In 2005 I was invited as a lecturer in “Joan Ekzarh Bulgarski” High school and there was another challenge in front of me – to be a mediator again but this time to an audience which shared the same time and space as me. Then I realized the power of the term “face to face” and “feedback”. That's why I keep saying that working with these young people is extremely responsible and in many cases unpredictable. Something that you could hardly feel if you work in a newspaper, a radio or a tv station. My colleges are not able to get out of their own trap or the trap that the policy they work for has put. There is a “paper model” - which is a measure for the people in their audience. I had to speak and convince the living young people and to overcome the fear of suspicious towards Journalism as a whole. At the very beginning I was going to turn 24 from my 25 pupils into students in Journalism. I wanted to spell those children with the magic of journalism and to let them touch the power of media. It was like that since the moment when I heard about a 10-year-old boy from Pleven who jumper from the roof thinking that he could fly like Harry Potter. Since then the basic purpose of my work with the students was to show them the manipulative device of media and at the same time to discover the well-known models of suggestion in order to be able to distinguish them and to be journalistically intelligent readers, listeners and spectators. V. M. Behterev defines the suggestion: “While the



conviction uses the front door the suggestion reaches the inner rooms through the back door.” How and why – it was my task to explain.

It is clear that the biggest part of the audience are the children especially of the tv audience!!! Psychologists claim that the childhood is a period of looking for information when a child learns what to expect from the environment and what the environment expect from him. Thus the children grew especially manageable to the influence of communications. That’s why one can’t escape from that influence: “The small people” can get part of their vision on the world from their parents or from other sources that could give them direct experience. But the children need information that the sources mentioned can not or do not want to give them. Therefore the small “ information sponges” are supposed to build the basic part of their image on the world on the information given them from the mass media. That’s how attitudes rules and relations are learned from the characters presented on tv.

The mass communication does not have its reflection only on our children’s life. It’s high time me left that illusion and admitted one of the most powerful inspirations of the mass media “ to consume means to be happy!” and now we jump into deep waters which we must swim but without a lifebelt. That’s why we have to stay on the surface. I only would attract your attention to “ The Island of the Blissful” which the experts label with the complex term ohlotesuggestion – ohlo(crowd, calf ), points the bearer of information “the television” and “suggestion” ( the way of inspiration and verbal effect of a man on another man which is unconsciously accepting the inspiration). Manipulated and programmed mind! May be the commercial is really a strong hypnosis turning people into zombies. This device is applicable when we talk about the coca-cola commercial or a commercial with a film star. And where is the manipulation in the commercial about socks? The hypnosis stops immediately.

The strategy of communication with the user is practically the same for a romantic date and commercial communication. AIDA ( Attention, Interest , Desire, Action )

For example:

A girl at a party sees a boy who she likes a lot. She wants to attract

his attention. What should she do?

First : the girl tries to attract the attention. No communication is possible. That's the most important thing she should do.

Second : the girl wants to be liked and to be interesting for the boy. She should look so that the interest is born and then to behave so that the interest keeps existing

Third: it is necessary that the boy feels desire. He should ask for the thing that interested him. If there is no desire his interest will be extinguished and his attention will be attracted by another girl.

Forth: the girl should encourage the boy to act – the boy may offer her to take her home. He may ask for her telephone number or invite her on a date. If the boy doesn't do something like this the girl may presume that she is not desired.

If the girl is not attractive and while meeting the boy uses hypnosis, could she make him think she is beautiful and attractive?! No way...

If she is beautiful, no hypnosis would be necessary. If she is not then she has to try to find a way to the boy's heart, a way that as we all know goes through the stomach. It's exactly the same with the commercials!

I saw a drawing – a car with a flat tyre stopped aside the road , a storm , two children watching their father who is kneeling in the puddle trying to change the flat tyre . The cations below give the father's answer to the supposed question of the children: ' Don't you understand? That is life , what happened is life. We can not just switch the channel !!! '

From time to time to time we are promised that "Life will get better and we will be happier" somewhere – in the Marlboro country , or me will be protected from city dirt and the stress in the crystal – clean air of Alps and all this costs only as much as a piece of chocolate. That time promises is called elections. Then we go and vote for the one whose manna seems to us heavenly.

Something like this happens to our everyday life and there is one difference – we have to make choices. We have to choose among the most preferable signals accessible to our attention – pictures, sounds, smells and feelings . ( There are so many things around us and which of them we could notice is up to us)

The process of looking at particular object carefully is called selective attention . With the mass media as well as the other sources

of information , we have to bear in mind that each individual riles him or herself . He or she decides what to pay attention to and how to spend time , what each piece of communication means for him/her and how to respond . It is a fact that our participation in the process of communication is a guarantee for our sensibility – human beings are social animals! But how much sensible are we? When and where shall we climb over the wall called ‘ ohlotelesuggestion’?

Every male has the instinct of hunter, who wakes up with the smell of a Marlboro cigarette. The smoke of it is equal to the jinnee from Aladin’s majic lamp. Only in few minutes the spirit of the wild and infinite, wakes unknown instincts. And can a woman be indifferent to a hunter like this? Even if it is true that each beautiful woman has a man who is already fed up whit her, then with the manipulation of the commercials this truth can be washed away – ‘ in the perfect whiteness that only ‘Ariel’ can give you or ‘Aquafresh’ can remind your beloved how dazzling pearly the smile of the lady of his hearth is... there is no household today where one can not find the products maintained , we buy them at the price of our illusion that the more we consume , the happier we get... And who doesn’t want to be happier?

Actually all we are strongly influenced by the medias. And if so are they ‘The Fourth Power’ only

## **„Влиянието на медиите върху учениците”**

Журналистиката навлезе трайно в живота ми. Вече 10 години „съжителствам” с нея. За това време, първата истина, която мога да кажа за нея е, че безспорно е власт. Спорен е моментът дали е Четвъртата власт, както сме свикнали да я определят...когато стигнете до края на това мое разсъждение, което няма амбициите да е напълно изчерпателно, мисля, че всеки един от вас би си задал въпроса – „Кога станах толкова зависим от медиите, че самият (самата) аз съм „медия продукт?!”

Времето, в което работех в различни регионални медии, ми даде една малка част от инструментариума, с който трябваше да се науча да работя, за да мога да достигна съзнанието на хората. Та аз, по определение, бях техен посредник...

През 2005 г. ме поканиха като лектор в СОУ ‘Йоан Екзарх Български’ и пред мен стоеше ново предизвикателство – пак да бъда посредник, но на аудитория, с която сме в едно време и пространство. Тогава разбрах силата на учебникарските термини „face to face”(общуване „лице в лице”) и „ feedback”(обратна връзка). Затова продължавам да казвам, че работата ми с тези млади хора е изключително отговорна и в много случаи непредсказуема. Нещо, което се усеща в много по-лека степен ако работиш за вестник, радио или телевизия. Колегите трудно могат да излязат от собствения си капан или капана, заложен от политиката на медията, в която работят, че в момента говорят на т.н. „картонен модел” – единицата мярка за онези, които ще влязат в тяхната аудитория. Аз трябваше да говоря и да убеждавам по-живи от живите млади хора и да преодолеем страха от дозата недоверие, с която подхождаха към Журналистиката като цяло. В самото начало имах амбицията да направя от 25 ученици – поне 24 студенти в специалност „Журналистика”. Исках да „запаля” тези деца с магията на журналистиката, да им позволя да се докоснат до властта на медиите.

Така беше до момента, в който не чух за 10-годишното момченце от Плевен, което скочило от покрива на блока си, като си мислело, че ще литне като Хари Потър с магическата метла. От

този момент нататък усилията ми в работата с моите ученици бяха да разкривам манипулативните механизми на медиите, заедно с тях да откриваме заучени схеми на сугестията, да се научат да ги разпознават, за да станат журналистически „грамотни“ читатели, слушатели и зрители. Интересно е изказването на В. М. БЕХТЕРЕВ за същността на СУГЕСТИЯТА: „Докато убеждението използва парадния вход, то сугестията стига до вътрешните стаи през задната врата.“ Как става това и защо става – това беше моята задача да обясня.

Ясно е, че огромна част от масовата публика са деца, особено на телевизията!!! Психолозите ще потвърдят, че в основата си детството е период на търсене на информация, в който детето се научава какво да очаква от своето обкръжение и какво обкръжението му очаква от него. Така децата стават особено податливи на влиянието на комуникациите. Ето защо е неизбежно попадането под това влияние: „малките човеци“ могат да придобиват голяма част от концепциите си за света от собствените си родители или от други източници (не от масовите средства), такива, които могат да им дадат пряк жизнен опит – приятели, в училище, в спортния клуб...Но децата ни се нуждаят от много информация, която гореспоменатите източници не предават, не могат да предадат или не искат да предадат. Следователно очаква се тези малки „информационни гъби“ да изградят значителна част от образа си за света на базата на предадена от масовите средства информация. Така се заучават поведения, норми, отношения от представени образи по ТВ и кино.

Ефектите на масовата комуникация не се отразяват само върху живота на децата ни. Време е да излезем от това самозаблуждение и да признаем влиянието на едно от най-силните внушения на масмедияте - „Да консумираш – означава да бъдеш щастлив!“ и тук скачаме в едни много дълбоки и мътни води, които, за да ги преплувате ще ви бъде нужен пояс или сал, който все още на съм ви дала! Затова ще си останем на повърхността. Само ще ви насоча вниманието към „Островът на блаженните“, който специалистите наричат със сложния за произнасяне термин охлотелесугестията – „охло“ (тъпа, теле) , посочва се носителят на информацията

(телевизията), а „сугестията“ (начин на внушение и словесно въздействие от един човек върху друг или върху себе си, който се отличава с несъзнателно възприемане на внушаваното.

Манипулацията и програмираното съзнание. Може би рекламата наистина е силна хипноза, която превръща хората в послушни зомбита. Този механизъм е напълно приложим когато става дума за реклама на „Кока – кола“ или реклама с участието на някой известен актьор или друга магнетична публична фигура. А къде се крие манипулацията в рекламата на продукцията на фабриката за чорапи „Ала-бала“? Хипнозата веднага спира.

Стратегията на общуването с потребителя е практически еднаква и за романтичното запознаване, и за рекламната комуникация. AIDA (Attention, Interest, Desire, Action) – внимание, интерес, желание, действие.

Пример:

Девойка на купон вижда непознато момче, което много и харесва. Тя иска да спечели неговото разположение. Какво трябва да направи в такъв случай?

Първо - девойката се стреми да обърне вниманието на момчето върху себе си. Без това е невъзможна никаква комуникация. Това е най-важното, което трябва да се направи.

Второ – девойката много иска да се хареса на младежа и да събуди неговия интерес. Тя трябва да изглежда така, че този интерес да възникне, а след това да се държи така, че този интерес да се запази.

Трето – необходимо е обектът на симпатия да изпита желание. Момчето трябва да поиска да има онова, което го е заинтригувало. Ако такова желание няма, неговият интерес бързо ще угасне и вниманието му ще се насочи към друго момиче.

Четвърто – девойката трябва да подтикне момчето към действие - момчето да и предложи да я изпрати, да поиска телефона и или да я покани на среща. Ако момчето не направи подобно нещо, момчето може да предположи, че е нежелано.

Ако девойката направи всичко правилно, момчето ще попадне под влиянието на нейния чар. Тук няма никакво хипнотизиране или зомбиране.

А ако момичето няма привлекателна външност и при запознанството си с момчето използва хипноза, дали би могла да му внуши, че е красива и привлекателна?! Няма начин...

Ако е красива, няма да и трябва никаква хипноза, а ако не е, ще и се наложи да търси алтернативен път към сърцето на момчето, който, както е известно, минава през стомаха. Същото е и в рекламата!

Наскоро излезе карикатура – автомобил със спаднала задна гума, дръпнат встрани от пътя, в дъждовна буря и две малки деца, надничащи от колата към баща си, който е коленичил в локвите и се опитва да смени гумата. Текстът под карикатурата дава думите на бащата, който отговаря на предполагаемия въпрос на децата: „Не разбирате ли?! Това е животът, това е, което се случва. Ние не можем да превключим на друг канал”!!!

От време на време ни обещават, че „ще живеем по-добре и ще бъдем по-щастливи” някъде там – в „страната Marlboro” или ще открием спасение от градския стрес и смог в кристалния въздух на Алпите и всичко това на цената на парченце шоколад.

Това време на обещания се нарича избори. След това ние отиваме до избирателните урни и гласуваме за онзи кандидат, чиято манна ни се струва най-небесна.

Нещо подобно става във всекидневния живот, с тази разлика, че ни се налага да избираме постоянно. Да избираме най-предпочитаните сензорни сигнали от общото количество достъпни до нашето внимание – зрителни картини, звуци, миризми или усещания. (Около вас има стотици предмети и кой от тях ще забележите, зависи единствено от вашите предпочитания).

Да гледате внимателно, който и да е предмет се нарича избирателно внимание.

При масовите средства, както и при всички източници на информация трябва да помним, че всеки индивидуален реципиент управлява сам себе си. Той решава на какво да отдаде вниманието си и времето си, какво означава за него всяка комуникация и как да отговори. Факт е, че участието ни в комуникационните процеси е гаранция за нашата разумност – човек е социално животно! Но доколко наистина сме разумни?! Кога и как ще прескочим

„стобора“ на охлотелесугестията („охло“ – теле, тълпа)?

Всеки мъж носи дълбоко в себе си инстинкта на ловеца, който се пробужда с аромата на запалената “Marlboro” цигара. Димът от нея е еквивалент на Джина от вълшебната лампа на Аладин. Само две минути и духът на дивото и необятното, събуждат непознати инстинкти. И коя жена ще остане безразлична към такъв ловец? Дори и да е вярно, че на всяка красива жена се пада по един мъж, на когото тя вече е омръзнала, то с помощта на рекламните манипулации тази „истина“ поне може да бъде размита – в „безупречната, ослепителна белота, която само „Ариел“ може да ви даде или пък „Аквафреш“ да напомни на любимия каква ослепителна бисерна усмивка има дамата на неговото сърце...Днес едва ли има домакинство, в което да не се намерят споменатите продукти, на тяхната цена купуваме илюзията си, че колкото повече консумираме, толкова по-щастливи ставаме...А кой не иска да бъде щастлив?

На практика всички ние сме под силното влияние на медиите. Щом е така, дали са едва „Четвъртата власт“?!

Кристина Кръстева – учител по журналистика



**“And we to achieve!” - Instead – “To achieve them!”  
Radoslav Nikolaev and Pim Knops**



I am one of the students from secondary school “Joan Ekzarh Bulgarski” and I participated in an exchange project with Dutch students from the college of Montessori in Nijmegen (the Netherlands). For ten days we were discussing the theme of our project – “The Influence of the media.”

After we returned, the majority of people would probably expect from us to talk about the differences between us and them. To talk how higher their life standard is. I guess it was in their expectations to say: “Ah, the West is on so many light years from us!”- or ...-“When and we are going to achieve in reaching the Europeans?!”

With such a kind of thoughts I was disposed on the way out for Nijmegen. But here is what said Mike, Pim’s mother (the boy in which house I was for ten days). Right in the first couple of hours when the Knops family had showed me around their home she concluded our conversation with the cracking of a friendly spirit joke:

- „Well...as you probably have noticed ... the house is not crystal clear and I’m not exactly the perfect housekeeper.” That of course was far, far from the truth and it was indeed a huge gesture of modesty from her side. She caught me fully unprepared and in my head immediately sounded a huge beeping siren – Alert! Alert! Diplomatic blunder!

Really, their house was incredibly comfy, tidy and well ordered. But later, after that I realized her words “under the lines”. I felt the real message of Mike and the Knops family. With these words she in fact was telling me kindly:

“We too are human beings exactly like all the others. We are just like you and your parents. So, please, feel yourself at home.”

And that was one of the greatest and most interesting things that I felt there. This can be kind of a motto for us for the entire project in which we took part.

During these ten days we have visited a lot of places. We’ve entered deep behind the curtains of the local movie center and felt a fraction of the work on a single one filming day. We were allowed to split on groups and our job was to direct and film a short episode for continuing of a local TV serial. We passed on trough short but substantial explanation and conversation with a real journalists and filming crews.

I though that after we have visited Brussels and the European parliament I would have saw the most interesting things. But I was in huge mistake. When the Knops family learned that I’m keen on history and especially on WWII period they gave me one amazing tour to their National museum of the Liberation. There I saw that immense hall created like a parachute form. It is a memorial for all of those US, British and Canadian soldiers who have died for the liberation of the Netherlands. In this hall under the sounds of Bach’s music, Air on the G string, are written the names, ranks and units of all of those men, who have fallen, right from the D Day until the end of the war. The sight of those seemingly endless thousands and thousands of names each one of them with his own personality. That pure, perfect unbreakable and humbling silence over the entire place. Over the calm and silent green grass field next to the museum on which field are laid dozens or may be even hundreds of rows of purely white grave crosses ordered in sharp, tide lines...

For me that is just one inexpressible, unexplainable and unforgettably real moment.

One supreme, soul penetrating emotion of humbleness and honor indulgence that I will carry with me forever!

In conclusion, after we experienced trough these ten days, talking and building up an entire opinion for the influence of the media we in fact were building one mutual, common “bridge”. A wonderful bridge of good will full with peace, appreciation and friendship.

We were building, creating and changing not just our countries

but and our shared continent, our shared planet into a really equal, peaceful and free universal home!

### **“И ние да постигнем!” - а не- “Да ги стигнем”**

Група ученици от СОУ “Йоан Екзарх Български” участвахме в проект на разменни начела с холандски ученици от колежа Монтесори в Наймеген Холандия. За десет дни ние обсъждахме темата на проекта - влиянието на медиите.

След очакванията в повечето хора са, че ще говорим за разликата между нас и тях. За това колко е по-висок жизненият стандарт там. Колко по-невероятен е животът в “люлката” на обединена Европа. Сигурно се очаква да кажа:- „Ех, на колко светлинни години е животът на Запад” и ... - “Кога ли ще ги стигнем и ние Европейците?!”

С подобни мисли бях настроен и аз. Но още щом пристигнах ето какво каза Мике, майката на Пим (момчето в чиято къща бях за 10 дни). Още в първите часове, щом семейство Кнопс ме разведоха из дома си тя завърши разговора с най-дружелюбна шега казвайки:

- „Е, както сигурно виждаш... къщата не е кристално чиста, аз едва ли съм идеална домакиня.” Това, разбира се бе проява на огромна скромност от нейна страна. Тя ме хвана напълно неподготвен и в главата ми зазвуча огромна бибиткаща сирена – Внимание! Внимание! Опасност от Дипломатически гаф!

Настиния, къщата им бе невероятно уютна, спретната и подредена. Но малко по-късно прочетох истината “между редовете”. Усетих истинското послание на Мике и семейство Кнопс. С тези си думи тя всъщност ми каза: “И ние сме хора като всички други. Като теб и твоите родители. Моля, чувствай се като у дома си.”

Ето това бе едно от най-страхотните, интересни чувства които изпитах там. Това може да е едно мото на целият ни проект в който участвахме.

През тези десет дни ние посетихме доста места. Вникнахме зад кулисите на местния филмов център и усетихме частица от работата

на един снимачен ден. Позволиха ни да се разделим на групи с цел да режисираме и заснемем малък епизод-продължение от местен телевизионен сериал. Минахме през съдържателен курс и разговор с истински журналисти и снимачни екипи.

Смятах, че след пътуването до Брюксел и Европарламента ще съм видял най-интересното. Ала изглежда бях сгрешил. Щом семейство Кнопс узнаха за слабостта ми към историята и специално за Втората световна война, те прекараха с мен една неделя развеждайки ме из Националният музей на Освобождението. Там видях тази огромна зала с формата на парашут в която под звуците на Air on a G string на Бах са изложени най-подробно имената, чиновете и частите на падналите войници още от денят Д чак до края на войната. Гледката на сякаш безкрайните хиляди и хиляди имена, съвършенната, ненарушима, смиряваща тишина над цялото място. Над спокойното зелено и тихо поле в съседство, обсипано със десетки, може би стотици редици от бели кръстове подредени в стегнат, строй ...

За мен това е просто един истински неописуем, незабравим спомен. Едно върховно уникално, проникващо в душата чувство на смирение и почит, което ще нося със себе си завинаги!

Като цяло, след като изживяхме тези десет дни, говорейки и изграждайки цялостно мнение за влиянието на медиите ние всъщност градяхме един общ мост на приятелство и разбиране между самите нас.

Изграждахме и превръщахме не само държавите ни но и континентът на които живеем в един истински равен, свободен и общ дом.

# History of Nijmegen

The history of the oldest and most interesting city's of Holland in a newspaper.

"The streets are beautiful, the trade is very lively, and much of the habitants are rich merchants" Thomas Coryat 1608"

C.a. 1254 The beginning of the Construction of the St. Stevenskerk.



C.a. 1300 the First city wall reached. And the Hunnerpark.



1530 construction of a venture building (de Waagh) page:



1375, 1378, 1385. The famous Brothers from Limburg get born.



Nijmegen in the second World war.

17 v. Chr. The Romans make a roman pillar to worship their gods from this point Nijmegen is a real community. It used to be an ordinary camp for roman armies. *More information at page:*



# History of Nijmegen

## The Roman gods pillar ( 17 v. Chr.)



This is a picture of the original Roman gods pillar, found in 1980.



This is the new monument of the Gods Pillar, in front of the Valkhofmuseum, at Kelfkensbos.

Nijmegen, the oldest city of the Netherlands has celebrated in 2005 it's anniversary in 2000 with a number of festivals, exhibitions and other events

The mayor of Nijmegen thought that the celebration of the old nijmegen also had to be permanent. in 2002 they had already made plans for a replica of a pillar of Roman gods. These fragments of these gods pillar, found in 1980 led to the final approval of nijmegen as the official oldest city of Holland.

A complete reconstruction of the entire Roman gods pillar was not possible because of the state of the pillars. They were not in a good condition anymore.

The original pillars were found in the Kelfkensbos, so the monument placed there as well.



# History of Nijmegen

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## Hunnerpark



The Belvedere tower, used to be a normal tower, which around 1511 had the name of Hoender tower. From that period date the large cellars under the building, which until 1818 were used as storages. According to the legend, the Duke of Parma or perhaps one of his Italian engineers gave the tower the name of Belvedere.



The cast iron sculpture group "The Four Seasons". The four female statues, which propose Spring, Summer, Autumn and Winter .

The images were donated to the city in 1889 by the Association for Improvement of Nijmegen.



The First city wall was built in 1300. at least the stone gates, connected by an earthen or stone wall. The walled area was divided into 4 quarters, which are still recognizable.

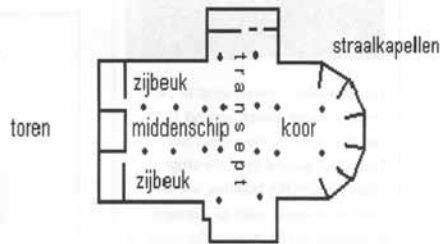
# History of Nijmegen

## The St. Stevenskerk (1254)



The forerunner of the Saint-Etienne was a 7th-century church near the Kellkensbos, which was demolished around 1250. In 1254 they began to build a church on the Hundisburg tuff, a hill in the far west of the city. This church was built in Romanesque style: with heavy walls and small windows with round arches. In 1273 the church was dedicated to Stephen, the first Christian martyr. Around 1307 the building was finished, but completion of the tower had lasted another 19 years.

The church was then rebuilt and enlarged many times.





# History of Nijmegen

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## Nijmegen in the 2nd World War

At 22 February Nijmegen was bombed by the ally's by mistake. We found a fire report which said that it was an extremely large fire. The rescue people had a shortage of people so they had a lot to do. But Peter still manages to rescue kids from the Montessori college at the burchstraat. In the hours and days after they tried to control the situation again. They gave food to the people who lost their home. After all this they came to the awful conclusion that they lost 800 people. More then 65 years later, a lot of old citizens of Nijmegen still remember the bombing.



# History of Nijmegen

## De Waagh

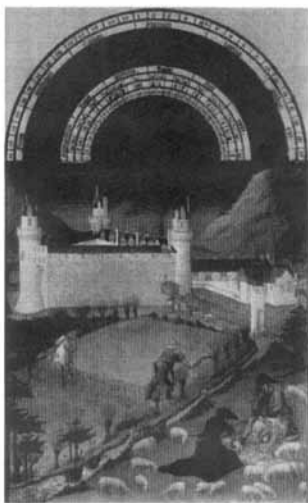
The Waagh was designed by Cornelis Janssen van Delft and built in 1613. They placed it in the centre of Nijmegen. It had many purposes such as a military headquarters in 1855, as a house and now as a restaurant. The Waagh was actually built for trading of products. All the products the traders wanted to sell had to be weighed there. This was because then the trades they made would be honest. If you weighed something you had to pay a tax what was then called 'waaggeld' this was a income of the city.



# History of Nijmegen

## The Brothers of Limbourg

Paul, Herman and Johan were born in the late 14<sup>th</sup> century in Nijmegen. They went to Paris, that was the idea of their uncle who lived in Paris. They studied with the jeweller Alebret de Bolure. After that they went to Nijmegen and back to Paris in 1402. When their back they get an assignment from duke Filips the Naughty. They will start to work on a *Bible Moralisée* which would include 5000 thumbnails. But Filips dies before they finished their work but it still has 384 thumbnails. Filips the Naughty was good friends with Jean the duke of Berry. He visited Jean often so he knew the talents of the brothers. After Filips' death he asked them to work for him. Jean de Berry was a passionate collector. He especially liked writings, so the brothers had to learn this for him and got great rewarded. Jean de Berry had a lot of trust in them and let them make a breviary that should be unique this will get known as: *Les Belles Heures de Jean, duc de Berry*. Paul got a house as a gift from the duke so he has to stay work for him. Paul is one of the persons who is a lot around the duke. They make it to courtiers and get an even greater assignment; to make a breviary that should outshine all the others the so called: *Très Riches Heures*. But unfortunately Filips and the brothers die before it could be finished.





**“The impact of media on the pupils”**  
**Dimana Tsenkova and Suzette Tannemaat**



**Dimana and Suzette front of the church in Rila Monastery during the Easter holidays.**

**Димана Цветомирова Ценкова и Сюзет пред църквата в Рилския манастир през Великденските празници.**

In 2009 my school joined in the project “The influence of media on students” to program “Comenius”, which includes the interchange of students. Visiting college students “Montessori” - a partner in the project was in the month of april 2009. During their stay in Shumen they visited some cultural cities related to the history of Bulgaria as: “Madara Horseman” monument “Creators of the Bulgarian state”, the old capitals Pliska and Preslav. They also visited radio Forte and radio Shumen.

Before we depart to the Netherlands , we had a course in Dutch. With my arrival I was housed in the family of my partner Suzette. At the weekend I met Suzette’s two older sisters, which are studying in Amsterdam. The whole family was very nice and friendly - something that surprised me because I thought all North nations are very cold nature. They made me feel at home.

In Suzette’s school I liked most that it was clean. Also a great impression made on me beautiful garden and many bikes. And it was a surprise for me the fact that most people are cycling.

At some days we traveled to other cities like Amsterdam and Arnhem. Examined a big zoo and visited the media center in Arnhem,

which was bigger and more modern than ours. Besides, we did a trip with tourist boat on the canals of Amsterdam. All these things were very interesting and also fun. Surprised by the Dutch was our visit to the European Parliament in Brussels. Amazing was the fact that we were able to visit this important institution and heard the speech José Manuel Barroso.

At the end of our visit in the Netherlands we had the task to prepare a presentation or movie for our stay in Nijmegen or newspaper about city's history.

During my residence in this country I have learned many new things about her, its traditions and customs. The whole experience was very exciting and unforgettable. I am very pleased that Syuzet and I continue our contact even after the end of the project, as write emails and send small gifts for Christmas and Easter. I hope my school will continue to participate in such projects.



**Me and another girl from the project on the center of Nijmegen.**

**Аз и още едно момиче от проекта на центъра на Ниймеген.**

### **“Влиянието на медиите върху учениците”**

**Димана Цветомирова Ценкова**

През 2009 година моето училище участва в проекта “Влиянието на медиите върху учениците” към програма „Коменски”, който включва взаимен обмен на ученици. Посещението на учениците от колежа „Монтесори” – наш партньор в проекта, бе през месец април 2009 година. По време на престоя си в Шумен те посетиха някои от културните забележителности, свързани с историята на България като: „Мадарски конник”, паметник „Създателите

на българската държава”, старите столици Плиска и Преслав. Посетени бяха също радио „Форте” и радио „Шумен”.

Преди ние да заминем за Холандия беше проведен курс по датски език. С пристигането си бях настанена в семейството на моята партньорка Сюзет. През почивните дни се запознах с двете по-големи сестри на Сюзет, които учат в Амстердам. Цялото семейство беше много мило и добронамерено – нещо, което ме изненада, тъй като мислех, че всички северни народи са много студени по темперамент. Накараха ме да се почувствам като у дома си.

В училището на Сюзет най-много ми хареса това, че беше чисто. Също така голямо впечатление ми направиха красивият двор и многото велосипеди. Беше изненада за мен и фактът, че голяма част от хората се придвижват с велосипеди.

В някои от дните пътувахме и до други градове като Амстердам и Арнем. Разгледахме една голяма зоологическа градина и посетихме медийния център в Арнем, който се оказа по-голям и по-модерен от нашите. Освен това направихме разходка с туристическа лодка по каналите на Амстердам. Беше много интересно и същевременно забавно. Изненада от страна на холандците беше визитата ни в Европейския парламент в Брюксел. Невероятен беше фактът, че успяхме да посетим тази важна институция, станахме свидетели на дебатите, провели се там и чухме речта на председателя Жозе Мануел Барозу.

Накрая на нашата визита в Холандия имахме за задача да изготвим презентация или филм за престоя ни в Ниймеген или вестник относно историята на града.

По време на пребиваването си в тази страна научих много нови неща за нея, нейните традиции и обичаи. Цялото преживяване беше много вълнуващо и незабравимо. Много се радвам, че двете със Сюзет продължаваме да контактуваме, дори и след края на проекта, като си пишем имейли и си пращаме малки подаръци по случай Коледа и Великден. Надявам се моето училище и занапред да участва в подобни проекти.

**“The impact of media on the pupils”**  
**Siyana Deyanova Simeonova and Anne Bolhuis**



In reference with project “Comenius” in September 2009 a group of students from our school visited the Netherlands. We were prepared for this trip and the month before we leave, we had a course in Dutch. The teacher was nice Dutchman, who taught us some basic expressions. During our stay in Nijmegen city everyone was accommodated in the house of his partner. The family of my partner Anne consists of five members - her mother, her father and two smaller brothers. All of them were very nice, sociable and caring, but I had a great fun with the smallest brother Boaz. The whole time he talked to me in Dutch, thinking that I understand, and finally even wanted to come with me in Bulgaria. From the window of my room there was a wonderful view to the garden (the father is a gardener) and Germany (the village, where I stayed was small but very beautiful and it is located only two kilometers from the border with Germany). My partner parents were interested in Bulgarian nature and culture. They said that their daughter was very impressed by her visit in Bulgaria and that the whole family want to visit Bulgaria. I liked the Dutch cuisine, particularly the dish of ham, cauliflower and cheese which was something like lasagna. In Bulgaria Anne told me that she was happy, because my family is sociable and that she like it. Otherwise she would not feel comfortable. Indeed, I made sure that our families are cheerful and sociable. Anne`s parents made me feel at home as part of a common family.

When we visited the “Montessori College” I noticed that the school



was very clean and tidy. People who welcomed us, were kind and sociable. In this kind of situation everyone would be pleased to learn there.

I left with the impression that the Dutch are friendly and immediate - something that contradicts the traditional view of Scandinavians.

In one of the days we visited the Media Museum and it was very interesting. We also went in a big zoo.

The biggest surprise, which our Dutch friends prepared for us was the visit to the Brussels Parliament. The ability to come across in this institution, to watch the live debate and to hear speech by José Manuel Barroso is something unique.

In the end of the project we divided into groups and each group had the task to make a movie, a newspaper or presentation for Nijmegen. I think our work on making the newspaper not only unite us more like a team, but gave me the opportunity to learn more about the history of the town. With surprise I found that Nijmegen is the oldest city in Holland. We included pictures and sights of the town. I keep my newspaper and for me it is a dear memory.

The journey gave me a lot of information about that country. My whole family is excited when we hear anything in our media for the Netherlands. For me it awakens fond memories that I will never forget. I enjoy the emails from Anne and the Easter card that she sent me. I hope I'll see her again. And I hope our school will continue to practice working on similar projects.



**In this photo Anne is in the left. The picture is in the centre of Nijmegen.**



**Siyana Deyanova Simeonova View of the River Rhine with its beautiful bridge.**

### **Сияна Деянова Симеонова и Анне Болхиус**

Във връзка със съвместен проект по програма „Коменски“ през месец септември 2009 г. група ученици от нашето училище посетихме Холандия. Бяхме предварително подготвени за това пътуване, като месец преди да заминем, имахме курс по холандски език. Преподавателят беше симпатичен холандец, който ни научи на някои основни изрази.

По време на престоя ни в град Ниймеген всеки от нас беше настанен в къщата на своя партньор. Семейството на моята партньорка Ан се състои от петима членове – майка ѝ, баща ѝ и двете ѝ по-малки братчета. Всички те бяха много мили, внимателни и грижовни, но най-много се забавлявах с шестгодишния Боаз. През цялото време той ми говореше на холандски език, мислейки си, че го разбирам, а накрая дори искаше да дойде с мен в България. От прозореца на стаята, която обитавахме с Ани, се откриваше прекрасна гледка към градината (бащата се занимава с градинарство) и Германия (селището, в което живее Ан, Милинген, е малко, но много красиво и се намира само на два километра от границата с Германия). Родителите ме разпитваха за България, интересуваха се от природата и културата. Споделиха, че дъщеря им е останала много впечатлена от посещението си при нас и че имат желание всички да посетят България. Холандската кухня ми допадна, особено ястието от шунка, карфиол и топено сирене, което прилича на лазаня. Още в България Ан ми каза, че е доволна, защото моето семейство е общително и сърдечно като нейното. Иначе не би се чувствала комфортно. И наистина се уверих, че

семействата ни са задружни и жизнерадостни. Родителите на Ани ме накараха да се почувствам като у дома и като част от едно общо семейство.

При посещението в колежа „Монтесори“ ми направи впечатление, че училището беше много чисто и подредено. Хората, които ни посрещнаха, бяха сърдечни и общителни. Обстановката е такава, че на всекиго би било приятно да учи там.

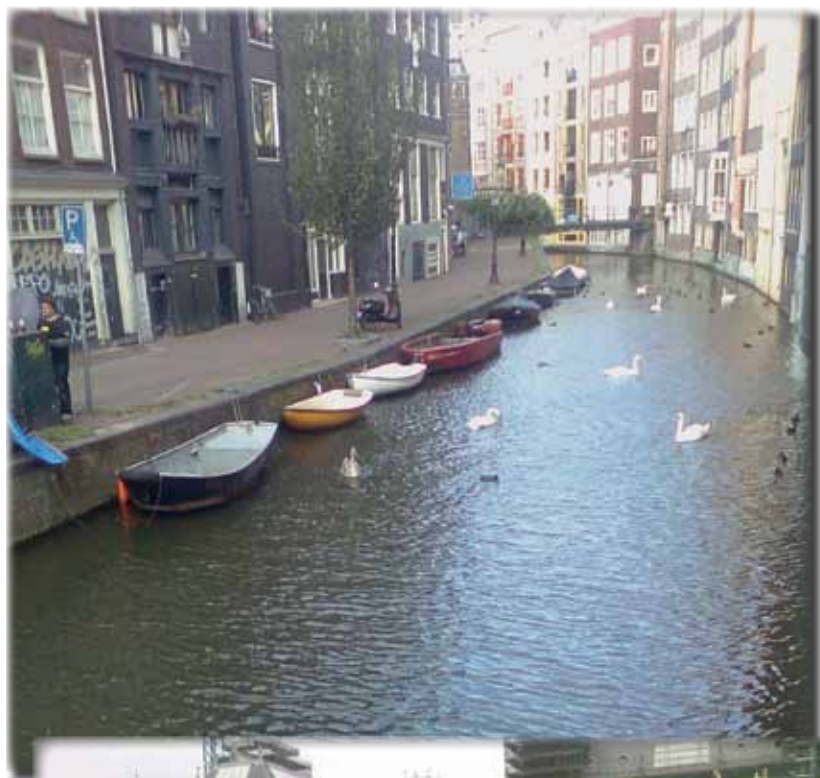
Останах с убеждението, че холандците са приветливи, топли, непосредствени – нещо, което опровергава традиционното мнение за студентите скандинавци.

В един от дните на пребиваването ни посетихме музея на медиите и беше много интересно. Отидохме и в една огромна зоологическа градина.

Най-голямата изненада, която бяха подготвили нашите холандски приятели, беше визитата в Европейския парламент в Брюксел. Възможността да попаднеш в тази институция, да наблюдаваш наживо дебатите и да чуеш речта на Жозе Мануел Барозу е нещо уникално.

Накрая на проекта се разделихме на групи и всяка група имаше задачата да направи филм, презентация или вестник за Наймеген. Мисля, че съвместната ни работа по изработване на вестника не само ни сплоти още повече като екип, но ми даде възможност да науча повече за историята на града. С изненада разбрах, че Ниймеген е най-старият град в Холандия. Включихме и снимки от забележителности на селището. Пазя си вестника и за мен той е един скъп спомен.

Пътуването допълни познанията ми за тази страна. Цялото ми семейство се вълнува от всичко чуто в нашите медии за Холандия. За мен то събужда мили спомени, които няма никога да забравя. Радвам се на всеки имейл от Ани и на великденската картичка, която ми изпрати. Надявам се, че пак ще се видим някога. И дано училището ни продължи практиката да работи по подобни проекти.



## Georgi Nedelchev and Bram Jansen



Hello, my name is George and my exchange partner was Bram. I'm sorry for not putting our picture when we are together! It's very difficult to explain the situation. My computer crashed and I had to reinstall it and with that all my pictures with him were deleted! My camera is broken too.

Whatever I want to tell how much fun I had in Netherland. It was a great experience for me and for all of the group! We saw many beautiful things in your country. It was a great pleasure for us! Also we saw how your day life passes, what you do for fun and many other positive things! I've learned a lot from your way of living!

We even saw how the media technology grows. We saw many different ways of communication. When our dutch partners were in Bulgaria they were able to see our radio station like when we were in Nijmegen and we saw yours. It was a great experience for each of us! I'm very happy that I was in that project and that I saw the beauty of Netherland. Netherlands are very hot and warm people with big hearts! That's all I have to say! The whole project was so magnificent that I can't find the right words to explain it! I think that both the Netherlands and the Bulgarians had a wonderful time with each other and we've had great moments!

## **Achter Mechmed Ali and Imke Meewisse**



My name is Achter Mehmed Ali and I was one of the Bulgarian students from the exchange project between Bulgaria and The Netherlands. My exchange partner was seventeen years old girl called Imke Meewisse. This project was about the influence of the media over students. Along with this everybody had the chance to touch another culture and I was able to know another way of life different from that in my country. We visited the big Media Center and a local radio studio where we made some short films presentations interviews and we got to know different and newer technologies. We were the lucky students to visit the European Parliament where we saw how the eurocomisars work. But the most important thing was that we met people with different understanding and we still made good friendships.

## Anton Davkov and Jeroen Beurskens



I am Anton Davkov and I took a part in student exchange project between very different countries - Bulgarian and The Netherlands. My exchange partner Jeroen. The project was about how the media affects us - the students. We were able to meet a lot of people and new technologies while this project. We saw a lot of interesting places and met with a different culture and way of living. I had the chance to visit the big media center where the workers show us a lot of interesting things. We had to make some presentation and films for the final result and it was positive plus we did make good relationships with the people in the project.

## Elisaveta Georgieva and Janne Nauta



My name is Elisaveta Hristova Georgieva. I'm 16 years old. In 2009 I participated in a Students Exchange Project with the Netherlands. The topic of this project was The Influence of the Media on young people. My partner's name was Janne Nauta. She and other Dutch students arrived in Shumen in April and stayed here for 10 days. During these days we went sightseeing in Pliska, Preslav, Madara and other places near Shumen, and also visited Varna – the sea capital of Bulgaria. Seven months later we - the Bulgarian students, went to Holland and spent there 11 exciting and informative days. We went to many interesting places like Rijks Museum and Ons' Lieve Heer op Solder Museum in Amsterdam, the Mediapark in Hilversum, (where some of us shot our own videoclips, while the others played some games on the second floor); Burger's Zoo in Arnhem, TV Gelderland - also in Arnhem (there we learned how to make a good interview); we even went to Belgium and visited the Europarlament in Brussels. We had lots of different media-involved lessons and excursions. I had a great time in Holland.



## Desislava Sergeeva Zlatkova and Yonna



Being a part of the project “The impact of media on the students” created my vision about the culture and the education in an unfamiliar country - The Netherlands. This project showed the influence of media on a global scale. It turned out that it is the media that connects the teenagers in the whole world. My experience there was different because we meet people different from us but at the same time with similar interests. Our Dutch partners made it possible for us to see some of the most interesting places in their country. We visited one of the most beautiful European capitals- Amsterdam. We also had the possibility to use the most modern technology in the biggest Media Center. This project was an exciting experience for me because there I met people without prejudice, with a different point

view which enriched my vision on the world. We enjoyed many parties, bike trips around the town and movie nights.

## **Gulbie Usref Osman and Dorian Brower**



Six months ago we had the possibility to participate an international project “ The impact of media on the pupils”. The work on the project showed me the way of thinking and living, the traditions and customs of a very different nation and the influence of the media on the modern teenagers. This event created a relationship between two cultures quite close and similar- the Dutch and the Bulgarian. During our visit in the Netherlands we saw many educational and cultural sites We were extremely impressed by Rijksmuseum Amsterdam where we watched paintings by some of the most famous Dutch painters. The Burger zoo was an unusual experience for us. Our assignment there was to make a film. We had the possibility to enjoy the capital Amsterdam and to make a trip round it. One of the most amazing events was the local fair. The work on

the project was very pleasant and useful for us. We had parties, visited nice places and made a lot of friends.

## Vanesa Krysteva and Lesley de Keijzer



Lesley de Keijzer



Vanesa Krysteva – me

This was one of my most exciting experiences. I am very happy that through to the school project “The impact of media on students’ ,I had the opportunity to visit an amazing country, Holland. I met with the lifestyle of the Dutch and I loved it. The difference between Bulgaria and the Netherlands is extremely high ... There I met one positive people thinking for the good of others, not only for themselves ... I was very fascinated by the fact that the main vehicle for the Dutch is the bicycle. Had made bike lanes. These people love and are trying to protect the environment.

I think that the media is that they really affect the behavior of current students, but I don’t think that the main “culprit” for bad behavior of students, either to the parent, teacher or friend is the media! Everything hides in home education, and when it is gone and the child don’t receives the necessary attention It begins to derive information about its behavior in the media...

Let’s go to Holland for a moment, and in particular to my partner, Lesley de Keijzer. One girl who met me the Dutch lifestyle only for 10 days...She teach me some Dutch words and phrases Who could help me a lot in my communication with the Dutch people.

## Monika Petrova Genova and Ilse Kersten



My name is Monika Petrova Genova and I'm 15 years old. Last year I participate in an exchange project called the influence of media. My partner's name is Ilse Kersten. She arrived here with other students from The Netherlands in April. When they were here in Shumen we went sightseeing and we also went to Varna. After 7 months we went to Holland. We visited a lot of interesting places like the Media, Rijks museum and the Burger's zoo. The whole project was great experience for me. It was very educational and it was a lot of fun.



Gina van Lent - Monika's new partner

## Polina Hristova and Lotte House



My name is Polina Hristova and I'm 16. I joined in a project between my school in Shumen and a school in Nijmegen, Netherlands. We had to figure out what is the influence of medias. My partner's name is Lotte House.

We made a lot of educational things like movies and presentations by ourselves. We also went in many historical places, museums, galleries where we had a lot of fun.

## Ivalina Deneva Georgieva and Romee Van Dam



My name is Ivalina Deneva Georgieva and I took part in a project called Influence of the Media. I had a guest from Holland. Her name is Romee Van Dam. She was here in Shumen for ten days. We visit the memorial and we went to Varna too. A few months later I went to Holland. When I was there we visit Beeld en Geluid. There we had to make a piece and to made a video of it. We went to the zoo and to some restaurants.

This project helped me to find a good friend to me.

## **Influence of the mass media**

### **Viktor Petrov and Dylan Peusen**



The thing that makes the man different from the animal is that he is always searching for new information – by education, by experience, and by combining the both. In our time information is crucial part of everyday life. The most common source of information is the media – the so-called fourth power. The media born during the Age of Enlightenment – the first newspapers were printed back then, taking the ideas of the time and showing them to the public. Of course the first newspapers were not available in large quantities – they were made for the use of the well educated elite. But that changed – today we can't imagine the world without the media. It has changed a lot – it became mass, available for everyone, but still has the same function to inform people.

During the project between my school – the Joan Exarch School of Humanities in Shumen, Bulgaria and the Montessori college in Nijmegen “The influence of the media” I found out how media works by visiting a lot of places and watched and experienced how the mass media works, and what is its primal objectives – to deliver information to the people as accurate as possible.

**Sashka Peteva, Gergana Vicheva, Jamilla Beumer, Anne Kuijpers**



Our visiting in Netherland started on 27 september. We arrived at the german airport-Dortmunt,where the dutch teachers Fred and Ramiro were waiting us. Our dutch partners were in the school in Nijmegen with their family.

So, our visit on the next day started with tour in the school, and then in the centre of the town. Nijmegen is one of the oldest cities in Netherland.

While the whole visitation in this country we were in Amsterdam - in the museum Rijksmuseum with the most famous painters in the world, like Rembrand, Picaso, Frans Hals and etc. We were in the museum of the television, in the biggest zoo, at the radio where we made movies, interviews and etc. In the weekend I was with the family of my partner and the places which I visited were the biggest atraction park Eftelling, and an aquapark.

I will never forget this journey, because it was so exciting.

Thanks for this wonderful time.

Our dutch partners are always welcome.



## Denitsa Dimitrova and Bambi Boland



I am really happy about participating in the exchange program with Montessori Collage in Nijmegen because it gave me the opportunity to expand my social contacts. Being there also helped me see and understand their traditions and the culture of the people of Netherlands. While I was in Nijmegen I had an amazing time spent with my partner and with so many amazing people! That was an experience that I won't never forget!

## Silvia Stojanova and Esther Kuik



The exchange program with Montessori Collage in Nijmegen made me realize how multifarious our world is. That project gave us the opportunity to explore different country, different culture from our own. During our visit in Netherlands we experienced things that we had never experienced, we met people who helped us see the world through different perspective. Moreover, we got to see and use different kind of media and we saw how dutch people use it for their own enjoyment. The high developed technologies that are used there give young people a chance, an opportunity to express their thoughts, their feelings and to show the world how they feel about everything around them. And medias are those that allow people to express themselves as individuals. Spending time in Nijmegen with my Bulgarian and dutch friends is an experience that I would like to remember my whole life.

## Georgi Naydenov and Ton Koopmans



The project which my school "Ioan Ekzarh Balgarski" made was the best thing what happened to me for the last eleven years. The exchange was very helpfull for the progress of our English. My Impressions were the different culture and different lifestyle. The programme that they made for us was exelent. We visit Brussels Belgium and the amazing Amsterdam. I really liked Amsterdam.

Like a city and when I grow up I will definetly go again there. I liked the Rembrandt museum, the stunning canals and the harbor which is one of the biggest in Europe. In Brussels I was amazed form the beautiful city architecture and the Europian parlament which we visit more detail.

The family that I was The Koopmans were very kind and open to new contact people. We visited the TV medias in Nijmegen (our exchange town) which we learn about Holland medias and how to record a reportage. I am holping that there will be more projects like this one, because this is the real test do you really now the language.

## Blagoy Zhechev and Anneke van Daelen



My name is Blagoy and I was on an exchange program between my school and one school in the Ninderlands. We had to figure out what is the influence of medias.

We made a lot of exercises to get into the meaning of this project. We even made short movies by ourselves and it was educational and also lot of fun.

But that's not all, every night we had a great time with the other exchange students. We went to historical places, discos, had a tour in Amsterdam, had a great time in the rnhem's zoo...

## **The project between Bulgaria and Netherlands about the media influence.**

### **Krum Alexandrov and Filip Wilmsen**



My name is Krum Alexandrov and I got in the project between Bulgaria and Netherlands which was about the influence in the media nowadays.

On the way to Netherlands we took a plane from Romania, Bucuresti. The flight was about 3 hours, when we landed safely the teachers had welcomed us. We got into a bus and after half an hour we went eating. Blagoy and George had eaten something disgusting. After that we were on our way to Nijmegen. When we arrived Filip and his mother had welcomed me. Everyday the teachers from Montessori college was taking us to new and interesting places. The most interesting was The National Institute for Sound and Vision. It was interesting there because we had a task, to make a short movie and it was fun. We went to the zoo and maybe that's one of the biggest zoo's I have ever seen. After that we went to Amsterdam and to the Rijksmuseum where we saw Rembrandt pictures. We went to see the studios of one of their biggest television and radio companies. There we had to do a short clip like an interview with a professional camera. We went in Belgium, Brussels to see the European Parliament and to do some sightseeing and the city was beautiful.

Personally I think this project was important and interesting in the same time. We have learned how TV show's that we watch on TV are made. We saw something new, a new lifestyle , fashion , behavior and we made some new friends which is I think one of the most important things.

## Vladimir Bogdanski And Tom Aalmers



My name is vladimir bogdanski and this is my exchange partner from holland, his name is tom aalmers and he is seventeen years old. We took part in the student exchange project between holland and bulgaria. The project was about the influence of the media nowadays.

In april 2009 the holland group of students came in shumen – bulgaria where they had to spend 10 days while we had to show them what is the influence of the medias in bulgarian society and especially in our town - shumen. These 10 days they learned a lot about the medias but most of all they discovered our culture, our lifestyle and many other different things.

Five months later we went to holland. In nijmegen tom and his mother welcomed me. I spent 10 days living in their house with his family. These 10 days we visited the national institute for sound and vision where we had a task to do some “media” things, i mean that some students had to take an interviews and other to make a film or a radio program. We also went to belgium and we had the chance to visit the european parliament. These 10 days while i was in holland was the most exciting days in my life.

I am really happy that i had the chance to take part in this project because i learned a lot about the life in holland, andthe medias in holland.

## Elisaveta Dragieva and Eline van Ooij



My name is Elisaveta Dragieva and I took part in the project between The Netherlands and Bulgaria about the influence of the media on the students nowadays.

The name of my partner in this project is Eline van Ooij. She is at the age of mine – 16 years. We, the Bulgarian kids, were living in our partners' houses with their families in Nijmegen. The traveling was very exciting for me because we traveled with plane. When we arrived in Netherlands we were warmly welcomed by the families of our partners and the teachers from the Montessori College. I was very impressed by people's nature there. They are relaxed, smiled and positive. Everyone can do something unique. They all can play musical instruments and love the art.

The project lasted 10 days and during this period we visited many places, did a lot of projects with the holand students and we learned a lot about the holand culture, lifestyle and media influence. For me personally the most memorable places we visited were the local radio, the Rijksmuseum in Amsterdam, the European Parliament in Brussels and the Netherlands Institute for Sound and Vision. The last is a real paradise for the Media Experience. That's the place where people produce their national television and radio. It is a mirror of the Holand society which shows how organized the people there are.

My personal opinion about the media's influence of the young people is that it is really significant and important. We perceive and remember what we see on TV or what we hear on the radio. It's not only about the news, it's about fashion, lifestyle, what's right and what's wrong. We believe on what media broadcasts. And we can not deny that media has changed our lifestyles, our type of thinking. That's why it is so important for the contemporary people.











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