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Systemic Approach in Assessing the Significance and Impact of the Scientific Knowledge of the Academic Composition as a Component in the Scientific Scientific Organizations Raising

Stoyko Stoykov, Rumen Marinov, Petar Marinov

Abstract

The authors present to the unprepared reader a paper answering a number of questions related to the field of scientific knowledge of academic staff as a component in the rating of scientific education organizations in the European Higher Education Area. Through the use of well-known approaches to scientific knowledge and the tools of the architectural approach in the integrated security sector, significant scientific and applied research results have been achieved, which not only enrich the scientific knowledge in the security sector but also provide well-founded algorithms for increasing the efficiency of the publicity activity of the academic staff and its impact on the rating of universities providing knowledge in the security sector.

Key words: rating, scientific knowledge, architectural approach, algorithm

SCIENTIFIC RESEARCH

Diana Bogueva, Dora Marinova: Metamorphoses in the Semantics of the Relationship between Food and Masculinity

Metamorphoses in the Semantics of the Relationship between
Food and Masculinity

Diana Bogueva, Dora Marinova

Abstract

Male masculinity is deeply ingrained in the socially established norms of strength, power, virility and machoism. Although for many „real“ men the traditional male masculinity stereotype is strongly associated with meat consumption, there are indications about this changing amidst concerns about human health and sustainability values. The article explores this shift based on a survey of men in Sydney, Australia. It reveals the influence of new factors, which shape the concept of masculinity.

Key words: meat, masculinity, environmental sustainability, diet, social marketing, new masculinity.

Pseudoscience – working schemes and publicity

Abstract

Ivan Zagorchev

Pseudoscience is a combination of ideas and assumptions that have not been acquired, documented and argued in accordance to the basic methods of science. Pseudoscience adepts not only pretend to be scientific thus imitating and mimicing science but deny the genuine scientific results and argumentations as obsolete, and attack real science as „official“, „old-fashioned“, „anachronistic“, etc. Pseudoscientific assumptions and ideas accompany as a „nebulous zone“ almost all sciences. However, the pseudoscience diversity may be classified mostly within three groups: (1) explanation of a group of real facts and events with the a priori made explanation of a single fact, and absolutizing this explanation, extrapolating it over the whole group without experiments and sound proofs; (2) misrepresentation of real facts, artifacts, events, or their qualities, and impute to them other non-existing qualities (examples – homoeopathy; real meteorological phenomena accepted as UFO, etc.); (3) pseudoscience based on entirely unreal (imaginable) and/or fake artifacts, phenomena or events (examples – science fiction or phantasms represented as “strict scientific facts” in ufology, etc.).

At least five categories of pseudoscience representatives may be outlined: (1) scientists mystified by a pseudoscientific idea who refuse to throw to doubts and checks its credibility; (2) laymen or dilettantes in a given science domain attracted by an apparently logical pseudoscientific idea; (3) fanatic adepts of religious and other cults who deny science facts and interpretations; (4) persons with psychic problems and deviations; (5) persons with lucrative commercial intentions who fabricate false and advertise false qualities of different (most often, cosmetic or medicine drugs) products. In all cases, pseudoscientists are aggressive against real science, and very often possess manners borrowed from real pedagogues, lectors, rhetoricians, magicians, and travel salesmen. Another advantage upon real scientists is their solidarity and mutual support whereas scientists are always inclined to have independent opinions on almost all science problems even doubting their own results and hypotheses.

We discuss farther the typical scheme of presentation of pseudoscience camouflaged as „modern science“ in the mass media based on real examples from the television practice. The existing regulations in the mass media laws are stimulating in fact the presentation and advertising of pseudoscience, and are preventing scientists from questioning pseudoscience and showing the inconsistencies and inaccuracies of pseudoscience interpretations and publicity. The ethical codes of journalists are also discriminating real science in favor of pseudoscience.

GLIMPSE AT THE PAST

Hristo Popov: Gold and Bronze. Metals, Technologies and Networks in the Eastern Balkans during the Bronze Age

Gold and Bronze.

Metals, Technologies and Networks in the Eastern Balkans during the Bronze Age

Hristo Popov

Abstract

On 24.10.2017 the National Archaeological Institute and Museum at the Bulgarian Academy of Sciences opened the exhibition „*Gold and Bronze. Metals, Technologies and Networks in the Eastern Balkans during the Bronze Age*“, which will be on display until 28 January 2018. The background of the exhibition is connected to the results of a broad international scientific cooperation on the research of the oldest (known so far) goldmine in Europe – Ada Tepe near Krumovgrad in the Eastern Rhodope Mountain. Part of the research was the implementation of three international scientific projects (in partnership with many scientific institutions in Bulgaria, Austria, Germany, and Belgium). One of the important stages of the projects was the socialization and promotion of their results through the exhibition „The First Gold. Ada Tepe – the Oldest Goldmine in Europe“, which took place in Kunsthistorisches Museum – Wien from March to July 2017. Its remarkable success inspired the idea the exhibition to be presented to the Bulgarian public as well. That is why we modified and expanded the initial concept of the exhibition and transformed it into a new one: „Gold and Bronze“. It is actually the largest exhibition dedicated particularly to the Bronze Age on the Balkans that has been organized in Bulgaria. It demonstrates the role of the eastern parts of the Balkan Peninsula as a crossroad for the exchange of ideas, technologies and raw materials; a place where the main cultures of the ancient world met – the Aegean-Anatolian, the Eastern Hallstatt, the cultures of the North Black Sea region and others, and in particular the role of the Bulgarian lands as the main provider of raw materials during the Bronze Age. Thanks to the cooperation of 28 museums, an exclusive collection was gathered and presented, which includes over 600 artefacts, found on the territory of modern Bulgaria.

PERSONALITIES

Yatchko Ivanov: Ivan Ivanov – a talented Engineer and Mayor of Sofia

Ivan Ivanov – a Talented Engineer and Mayor of Sofia

Yatchko Ivanov

Abstract

The life and activities of Ivan Ivanov – a talented engineer, mayor of Sofia and scientist, are outlined. He is an example for patriotism and selfless service for Homeland.

The exceptional role of eng. I. Ivanov for the building of Sofia as an European Capital, the construction of a number of emblematic buildings, which have changed the appearance of Sofia, the development of cultural life and education in the new Capital of Bulgaria is shown. The name of eng. I. Ivanov is related with the construction of many remarkable objects as the water-mains „Rila – Sofia“, and the „Iskar“ and „Beli Iskar“ dams – he was a great specialist in hydraulic engineering. For his special merits to the Bulgarian science and hydraulic engineering eng. Ivan Ivanov has been elected to membership of Bulgarian Academy of Sciences, and enriched the Bulgarian technical literature with a number of prominent papers.

Mariya Popova, Svetlana Pitkevich: Eminent Representatives of Bulgarian Linguistic Studies
(First Half of 20th C) (Part II)

Eminent Representatives of Bulgarian Linguistic Studies (First Half of 20th C)
(Part II)

Mariya Popova, Svetlana Pitkevich

Abstract

The goal of this article is to present the intellectual inheritance of some of the most eminent Bulgarian linguists (born before 1930), i.e. prof. St. Stoyanov, prof. St. Stoykov, prof. K. Cholakova and prof. Y. Zaimov. They are all representatives of the historical-comparative period in the development of Bulgarian, Slavic and Indo-European studies and have created both the image of contemporary Bulgarian linguistics and the Institute of Bulgarian Language.

Galya Staneva: In memoriam Acad. Kamen Koumanov, Doctor Honoris Causa de l'Universite Pierre et Marie Curie, Paris, France

In Memoriam Acad. Kamen Koumanov,
Doctor Honoris Causa de l'Universite Pierre et Marie Curie, Paris, France
Galya Staneva

Abstract

On September 2, 2017, Academician Kamen Koumanov (1937 – 2017) passed away. In 2003, on the same day, June 17, Acad. Kamen Koumanov was awarded two honorary degrees, Academician of the Bulgarian Academy of Sciences and Doctor Honoris Causa of the largest and most prestigious university in France „Pierre and Marie Curie“, Paris, France.

Thanks to his unabated perseverance and high scientific competence gained over time and in fruitful cooperation with famous French lipidologists, Acad. Koumanov introduces the Lipidology in Bulgaria and creates the most prestigious scientific group in the Institute of Biophysics at the Bulgarian Academy of Sciences examining the lipid and fatty acid composition of cell membranes and their organization in normal and pathological conditions.

On the Occasion of the 100th Anniversary of Acad. Dimitar Angelov

Ilya G. Iliev

Abstract

Dimiter Angelov was a leading Bulgarian scholar – specialist in medieval history and founder of Byzantine studies in Bulgaria. Despite of all political obstacles of the postwar period in transformed to socialism Bulgarian society Acad. Angelov managed to lay the foundations of modern Bulgarian Byzantinology. The years spent ahead of the Medieval Department at the Sofia University and the Department of Medieval Bulgarian History of the Institute for historical Studies at the Bulgarian academy of sciences marked a groundbreaking renaissance of medieval studies and coincide with the publication of the first six volumes of the multivolume academical History of Bulgaria.