

TRANSLATED PHILOSOPHICAL LITERATURE IN BULGARIA DURING THE POST-TOTALITARIAN PERIOD

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ABSTRACT. This presentation is based on the understanding that the translated philosophical literature plays key role in the development of the process of philosophizing in Bulgaria – during the post-totalitarian period in particular as far as giving our native language up to the great achievements of the world philosophical thinking is immense contribution as to qualification of the professionals in philosophizing as to satisfying the needs of the amateurs in it. Realizing the importance of the translation activity for the development of the philosophical culture in our country large number of its founders and bearers make systematic endeavors to conduct and step by step enlarge it. The process of accelerate translation of valuable foreign philosophical literature, started after the crash of the totalitarian socialism, contribute a lot to raising the level of philosophizing in the country and integrating it in the world – especially the European philosophical culture. Thanks to the efforts of numerous translators today the accumulated in far and not so far past, backwardness in acquiring the most important philosophical ideas, originated beyond the national boundary, by giving the native language up to the works, where they could be found, is compensated to a great extend.

THE SPECIAL RULES FOR ADVERTISING IN ELECTRONIC MEDIA

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ABSTRACT. The legal framework of advertising in electronic media is built on several levels. On one hand, a major part of the statutory requirements are laid down in the Radio and Television Act, which contains general and specific rules for broadcasting of commercial communications. The general rules for advertising included in the Radio and Television Act should be interpreted in unity with the general rules concerning comparative and misleading advertising in the Protection of Competition Act and those concerning unfair commercial practices – in the Consumer Protection Act. Special rules for advertising can be found in the Radio and Television Act (e.g. concerning children and activities with potential for negative effects on human health and society such as cigarettes and tobacco, medicines and treatments, spirits and alcoholic beverages, gambling, goods and services whose production and trade are subject to licensing or authorization), and also in special legal acts such as the Health Act, the Law on Medicinal Products in Human Medicine, Tobacco and Tobacco Products Act, Gambling Act and etc. The legal framework consists also the rules adopted under the process of self-regulation in the media industry, as well as general administrative acts of the Council for Electronic Media. Diverse regulations pose serious challenges to law enforcement and therefore merit a thorough analysis. This study focuses on the special rules for advertising on cigarettes and tobacco products and spirits and alcoholic beverages.

CONSTRUCTING IDENTITY IN VIRTUAL REALITY

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ABSTRACT. This text is based on Dewey's theoretical understanding of habit – impulse – character tries to show that the constructing of identity, personal identity, in the virtual world is possible. In fact in this reality it is possible to be created personalities who impact and change the reality as much as the reality impacts and changes them – that understanding opposes the one stating that the virtual reality of internet is a place where the unifying mechanisms are active.

PENTAGON-DODECAHEDRAL AND ICOSAHEDRAL ARTIFACTS IN ANTIQUITY: 3D FIVE-FOLD SYMMETRY APPLIED TO CULTURAL HERITAGE

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ABSTRACT. Regular pentagon-dodecahedral and icosahedral artifacts (two of the five regular Platonic solids) from the Antiquity period, made of mineral substance or metal (bronze, gold), are found in many museums and collections. It is assumed that these objects, along with other similar regular geometric objects copy the crystal habits of minerals in nature. Their function is subject of discussion. An overview is made for the pentagon-dodecahedral artifacts and all the known icosahedral artifacts are listed. The pentagon-dodecahedral artifacts (symbol of the universe) occur primarily as hollow bronze (in Europe) or gold (in Southeast Asia) objects with circular holes on the 12 faces and small spherical knobs on their vertices. The icosahedral artifacts (symbol of water) are most often made of transparent quartz (rock crystal), faience or serpentinite (their faces often inscribed with Greek letters). Report of the five-fold symmetry and the corresponding presence of 12 faces or vertices in the artifacts target their possible interpretation to astronomical (calendar and zodiacal) symbolism and function.

ANALYSIS ON THE CONSTRUCTION ACTIVITY IN BULGARIA DURING THE PERIOD 2000 ÷ 2013 AND PROGNOSIS ON THE FUTURE DEVELOPMENT OF THE INDICATOR

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ABSTRACT. In the report it is presented the alteration of the construction activity by the type of construction in Bulgaria during the period 2000 ÷ 2013, made on the basis of averaging the monthly indexes of the construction production according to data from NSI.

Analysis has been presented for the construction activity in Bulgaria by statistical regions and areas in detail in Sofia – city during the period 2002 ÷ 2012. The analysis is based on the alteration of the income from operations of the construction enterprises by statistical regions and areas for the analyzed period according to data from NSI.

In a short-term period it is expected the production and consumption of construction and stone cladding materials to smoothly increase due to expectations of recovery of the national economy from the economic crisis and the weak growth in the construction activity. This prognosis is still characterized by low degree of distinctness.

BULGARIAN MINING INDUSTRY IN 2013 - PERSPECTIVES, EXPECTATIONS AND PROGNOSIS

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ABSTRACT. The paper presents real GDP realized by world, American, European and Bulgarian economies for 2007 ÷ 2013 and prognosis for 2014 and 2015.

A short characteristic of the external and internal business environment in Bulgaria in 2013 is done.

The fluctuations of industrial production volumes and production prices in mining extraction industry are analyzed for 2008 ÷ 2013. Finally, the conditions and perspectives of mining companies for production and processing of coal, metal ores and nonmetal raw materials are outlined.

THEORY AND PRACTICE OF COMPILATION OF STATE BUDGET ON BASIS OF THE EXAMPLE OF BULGARIA

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ABSTRACT. The authors have examined the theoretical and practical aspects of the formation and expenditure of the state budget of Bulgaria. The main goal is to optimize the compilation of the state budget, in order to be aligned with the theoretical formulations and to eliminate the corrupt practices

NATURAL MONOPOLIES AND PRICE DISCRIMINATION: EMPIRICAL STUDIES

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ABSTRACT. The specifics in the mechanism of price discrimination in the public service "WSPs". Empirical study of unequal treatment of service users "drinking water" in the village Topolchane, Sliven Municipality on file at the Commission for Protection against Discrimination. Analyze the harmful effects arising in circulation and the contractual relationship between the company and the consumer monopoly. Adverse effects in the social regulation and the emergence of two user segments: consumer preference and discriminated against consumers. The role of government regulation of the service in Bulgaria and institutional environment for the conduct of price discrimination in the provision of "drinking water". Be justified approach to institutional change and the creation of a targeted assistance in limiting criterion "social tolerance" for the service.

CONTROL ON WATER SERVICES: STATUS AND PROSPECTS

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ABSTRACT. The specifics of controlling the activities of water-operators and approaches related to the strategic and operational control in the public service "drinking water." Analyzed the degree of control impact, effectiveness and interactions between control institutions. Analyze the role of public control oligopolistic firms and barriers to access to information by the user. The need for institutional change and the creation of a single control information system at the national level.

SHALE GAS - ENERGY PANACEA OR RESOURCE CURSE

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ABSTRACT. Based on the study naraznorodni sources of information presents a position on the question of the necessity of an active policy implementation in Bulgaria of exploration and extraction of shale gas activities. Generalizations that can be reached is that set out the position in a much greater extent than in any other energy project are tied more to the motives serving specific political and economic interests, rather than dictated by the interpretation of results of correct economic and environmental studies. As a result, formulate a position that diskusionnosta problem is diverse and multi-layered, and its clarification on the specific conditions of Bulgaria is a very responsible task, the answer to which should be the basis in making responsible national management decision.

DEVELOPMENT OF MANAGEMENT MODELS FOR BALANCING GROUPS ON THE BALANCING ENERGY MARKET IN BULGARIA

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ABSTRACT. Bulgarian electricity market has been fully liberalized since 1 of July 2007. That means that each user has a legally rights to choose a provider and access to the network for the electricity transmission to the place of consumption. In reality, until September 2012, except for consumer-level high voltage liberalization was only a theory. According to data from Transmission system operator /TSO/, effective market opening until April 2014 is approximately 35% and refers primarily to electricity consumers connected to the network of high and medium voltage, and some of low voltage entitled to buy electricity on the free negotiated prices. These users need to negotiate the price of electricity alone and to plan on hourly basis quantities to consume. Any inaccuracy takes them on the balancing market, where prices for shortage and excess are quite favorable compared to the market. Good solution for those users to optimize their costs for electricity is participation in balancing groups.

The introduction of the balancing groups is one of the steps for the liberalization of the energy market in Bulgaria, whose ultimate goal is to give to consumers maximum choice and opportunity to optimize costs of imbalances by transferring the responsibility for balancing the balance group coordinator /BGC/. BGC is required to determine the method of distribution of total unbalance between members and the price of balancing energy in the group. This implies developing and testing different methods of distribution imbalances and choosing the most effective profile of balancing group.

Keywords: Electricity; Balancing Market; Balancing Group /BG/; Balance Group Coordinator /BGC/; Management Models for Balancing Groups

ENVIRONMENTAL RISKS AND ECOLOGICAL SAFETY IN THE BUSINESS

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ABSTRACT. A man is constantly confronted with different types of risks - geopolitical, political, social, economic, financial, commercial, technological, environmental, etc. - both in their everyday lives and in their professional activity. The risk is inevitable factor in any business. The possibility of obtaining negative results due to risk-taking requires a complete analysis of this problem. This need is driven by the fact that with the development of economic globalization, the risk is constantly expanding, and the size of the potential negative consequences increases. The ecological risk is considered as an ecological event in the ecological environment. Concepts such as "ecological site" and "environmental damage" are described qualitatively. The main types of environmental risks in the business are stated. Environmental safety is presented according to different perspectives. Environmental business is viewed by environmental management, environmental investment, financial investment, environmental auditing and environmental insurance. It also covers issues related to the continuity of the environmental risks and the formation of ecological culture.

RESEARCH AND ANALYSIS CAPABILITIES TO PROVIDE SAAS CLOUD SERVICES FOR WORD IN WYSIWYG MODE

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ABSTRACT. This report aims to explore and analyze opportunities for word in WYSIWYG mode by using the SaaS cloud services on the Internet. Web-based word processing, spreadsheet and other office applications launch of a contemporary work from any place and at any time via the Internet, at a low cost of services used, reliability of applications, additional space for storing documents possibilities for making them members of the group or community. Research in the field of cloud structures are the result of the need for development and implementation of SaaS services in various fields of human knowledge. Increased public demand for the establishment and use of modern and innovative platforms making consideration of cloud systems as an integral part of the research process to achieve higher performance while minimizing the cost of their implementation

PROBLEMS OF EMPLOYMENT AND UNEMPLOYMENT IN THE COUNTRIES FROM ECONOMIC AND MONETARY COMMUNITY OF CENTRAL AFRICA

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ABSTRACT. On the way of their social and economic development the countries from Economic and Monetary Community of Central Africa face a lot of different challenges. Such are some difficulties that they have to overcome on the labour market. The aim of the present report is to represent some characteristics and special features of the labour market in the countries from CEMAC. Describing the parameters of unemployment and employment gives the opportunity to define some perspectives for future development.

CRISIS-RIDDEN TENDENCY AND PROBLEMS IN THE AGRICULTURE DEVELOPMENT IN SOME CENTRAL AFRICAN COUNTRIES

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ABSTRACT. The object of this study is connected with the agriculture and its stage of development in some developing countries in Central Africa. By usage of economy-analytical method of approach and scientific methods, based on expert assessments and current statistic data, an attempt is made to bring out and to systematize some fundamental problems of this field and in particular the social and economic development of these countries. These defined trends give the possibility to conclude that contemporary agriculture face a lot of serious challenges that must be overcome and make it possible to use its available potencial.

THE RAW MATERIAL-RELATED CHALLENGES OF THE EUROPEAN UNION AND THE POSSIBLE CONTRIBUTION OF THE EAST- AND SOUTH-EAST EUROPE

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ABSTRACT. The raw material-related challenges of the EU are tackled by a package of European initiatives and - for the first time since the European Community on Coal and Steel - positive signals for the raw materials sector and a political willingness for a re-industrialization of Europe can be observed. Compared with the world powers, the USA, China and Russia, the supply of the EU with existentially important mineral raw materials is clearly considerably lacking behind. Whereas, China, the USA and Russia produce about 47% of world trade of mineral raw materials (Iron and Ferro-Alloy, Non-Ferrous Metals, Precious Metals, Industrial Minerals & Mineral Fuels), the EU produces only 4.73%. These results do not only pose strategic risks to the EU's supply, but also to the future industrial development of the EU, which, in any case, is in a critical phase of economic essential re-industrialization. In 2011 the reviewed group of 60 mineral raw materials showed a globally concentrated market (Herfindahl-Hirschmann Index > 2.000) for 33 mineral raw materials. More than 50% of the world mining productions of 48 mineral raw materials in this group are produced in only 3 countries. Where as 75% of the world mining production of 27 mineral raw materials in this group are produced in also only 3 countries.

USING THE POSIBILITIES OF CONTEMPORARY E-LEARNING PLATFORMS TO CREATE A COURSE IN PHYSICS

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ABSTRACT. Adapting the learning process to the modern lifestyle and technologies that evolve more rapidly than ever requires updating methods and forms of studying and teaching. Variety of software and existing e-learning platforms present new perspectives for education. Based on current scientific knowledge and existing technologies new trends in the development of this area are opened up. These trends are related to the opportunities for innovation in various aspects of training: innovation in the presentation of the material and its storage, innovation in the methods and forms of education, advanced research opportunities of learning outcomes and others.

In this study we examined some specific opportunities that provide e-learning platforms for teaching physics in high schools.

NEW PROFESSIONS CHALLENGES

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ABSTRACT. In global scale the labour market trends outline potential areas and professions so that young people could make their easy and optimal choice. Financial analysers, IT engineer, marketing and PR consultant, supervisor in a call-center, nanotechnologist, etc. -these professions seem to have nothing in common but analysers predict them the most perspective future. Future payment and labour market in these professions is going to grow.

What is the requested training, qualification, technical and soft skills to answer the chosen occupations as well as the real progress responsibilities, requirements and opportunities- those are the main issues. The mission "Make progress" is a responsibility to one's future and successful carrier. Young people should have the feeling that their own life depends on their views and freedom of action.

DEVELOPMENT, APPROBATION, AND APPLICATION OF NEW EDUCATIONAL MATERIALS IN FOREIGN LANGUAGE TEACHING FOR SPECIAL PURPOSES AT THE UNIVERSITY OF MINING AND GEOLOGY "ST. IVAN RILSKI"

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ABSTRACT. The current study continues a previous trend of work of our team in the field of methods of foreign language teaching. Attention is focused on FLT for special purposes. The authors' aim is to further raise the level of teaching, mastering, and testing of students' knowledge in the module of special purpose foreign language. The assessment and expectations of students with respect to FLT at the University of Mining and Geology have been reviewed. In the bi-lateral educational process, work goes in two directions: development, testing, and employment of new teaching materials on the part of the lecturers, and the use of the new materials by the students for the purposes of developing the specific language skill of making presentations on a variety of topics. The approaches applied are as follows: including a separate module of making presentations within the course in special language training; preparation, presentation, and discussion of various presentation patterns; individual/group presentations and discussions on them. The core of the expected results is the raise of quality and efficiency of FLT for special purposes, both of which are due to the stimulated training of the activity of students. The practical benefits for students with regards to making presentations are discussed.

SIGNIFICANT PHYSICAL AND INTELLECTUAL QUALITIES FOR SPECIALISTS IN THE MINING INDUSTRY

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ABSTRACT. In the modern and intensive lifestyle that we live today, far more frequently people that have better qualities for certain activities are most wanted. They stand out not only with their academic abilities, but with the presence of physical, intellectual and personality traits of their characters. In his book "Profesiology" K. Spassov (2004) highlights the need to have such qualities that are specific to each activity. Activities in the mining production are not an exception. The importance of this project is confirmed by realized project of the National Employment Service (now the Employment Agency) and the Ministry of Labour and Social Affairs of Bulgaria and the Federal Employment Agency of Germany in 1994. In this project are made job analysis of the most common professions in Bulgaria. Among them are professions that UMG "St. Ivan Rilski" educates specialists.

STUDY OF MUTUAL DETERMINATION OF MENTAL MOBILIZATION AND PHYSICAL ACTIVITY

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ABSTRACT. Theoretical foundations of mutual determination of mental mobilization and physical activity are built on the thesis of the unity of the structure of human activities derived from A. Leontiev. The author reveals a pattern that "internal and external activities have a common structure". External action is seen as a physical (practical) activity, and internally as mental activity. On the basis of theoretical generalizations and experimental studies showed that with the increase of the coefficient of determination between physical and psychological factors refine the structure of the psychophysical mode. The mutual determination between psychological mobilization and physical activity is revealed. Conditions are created to manage this process in different situations.

METHODS OF TRAINING OF AEROBIC GYMNASTICS IN UNIVERSITY EDUCATION

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ABSTRACT. Aerobic gymnastics is a powerful healing tool. It improves the function of the respiratory and cardio-vascular system and helps the muscle building of the body. As a consequence, the metabolism is accelerated. The goals that are set may be different. An important condition for reaching aerobic effect is the sport's intensity and duration. The method of sequence of the gymnastic exercises is well-known to the specialists in the field of physical education. The aim which is to be achieved is through high intensity training to strengthen the cardio-vascular system. The participating students usually enjoy taking part in the classes because the aerobic exercises include elements from the rhythmic, basic and stretching gymnastics, modern dances, jazz ballet and moves from folklore dances. Through the right structure of aerobic training one can achieve highly positive effect. A very important role in aerobic classes is contributed to the number and nature of the exercise, the speed of execution, and break intervals for recovery. The level of preparation of the students must be taken into consideration as well. Since the founding of the aerobics approximately 45 years ago from the American physicist Kenneth Cooper, it has undergone a lot of changes which have contributed to the overall development, physical as well as mental, of the students.

THE OPPORTUNITIES OF INFOGRAPHICS FOR SELF-PROJECTION OF TEACHING MATERIALS AS A METHOD FOR IMPROVEMENT IN PROFESSIONAL COMPETENCIES

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ABSTRACT. In the next few years, the infographics will be used as a standard for presentation of data. It is for the teachers to adopt this method and to prepare the audience for its application. Infographics are used as channels for organization and interaction. Their main aim is to help in reducing the capacity of information by presenting it in an easier and more interesting way with different colour schemes. Infographics possess a potential for good visual presentation of the teaching materials in physics, which are an expression of the integrative nature of knowledge and skills of this subject. Volume, intellectual intensity, interdisciplinary and over subjectivity, which are key characteristics of professional competencies, can be effectively used by the application of infographics.