OLYMPIA IDEA, SOCIAL TIME AND “MEDIA TIME”  
( Olympia Games in Greece 2004 : reflections in Bulgarian press)  

Assoc. Prof. Dr. Minka Zlateva,  
Chair  Holder of UNECO Chair “Communication and Public Relations”,  
Faculty of Journalism and Mass Communication,  
“St.Kl. Ohridski” University of Sofia, Bulgaria  
e-mail  zlateva@mbox.contact.bg  

ABSTRACT  

The paper presents the Olympia ides as myth and reality, in the connections between  social time and “media time”.  
The empirical basis for analysis are more than 550 news and articles in the Bulgarian daily newspapers and in the journal of the Bulgarian Olympic Committee “Olympic horizons” in Olympic year 2004: before, during and after Olympia Games in Greece.  
The accents are the Bulgarian contribution to development of Olympic movement sine 1896, the participation of Bulgarian athletes in Athens 2004 and the media echo of organization and  most important results  for sport and Olympia movement  of Olympia games 2004 in Greece.  
Some  initiatives for lecturers and students of UNESCO Chair “Communication and Public Relations” at the Faculty of Journalism and Mass Communication of “St. K;iment Ohridski” University in Sofia  as papers, meetings with Olympic champions and multimedia products to Olympia Games in Greece 2004 will be presented too.  

Key words: Olympic idea, Olympic movement, Olympic Games, Olympia champions, Greece,Bulgaria, press, Public Relations, social time, “media time”. 