

**Колко е важно да разказваме добри
истории**

- **“If your texts aren't good enough, you're not close enough!**

• *Robert Capa*

Защо разказваме истории?

Споменете си лекцията на Ники Петканов и защо сте тук!

**Защо е важно да разказваме ДОБРИ
истории?**

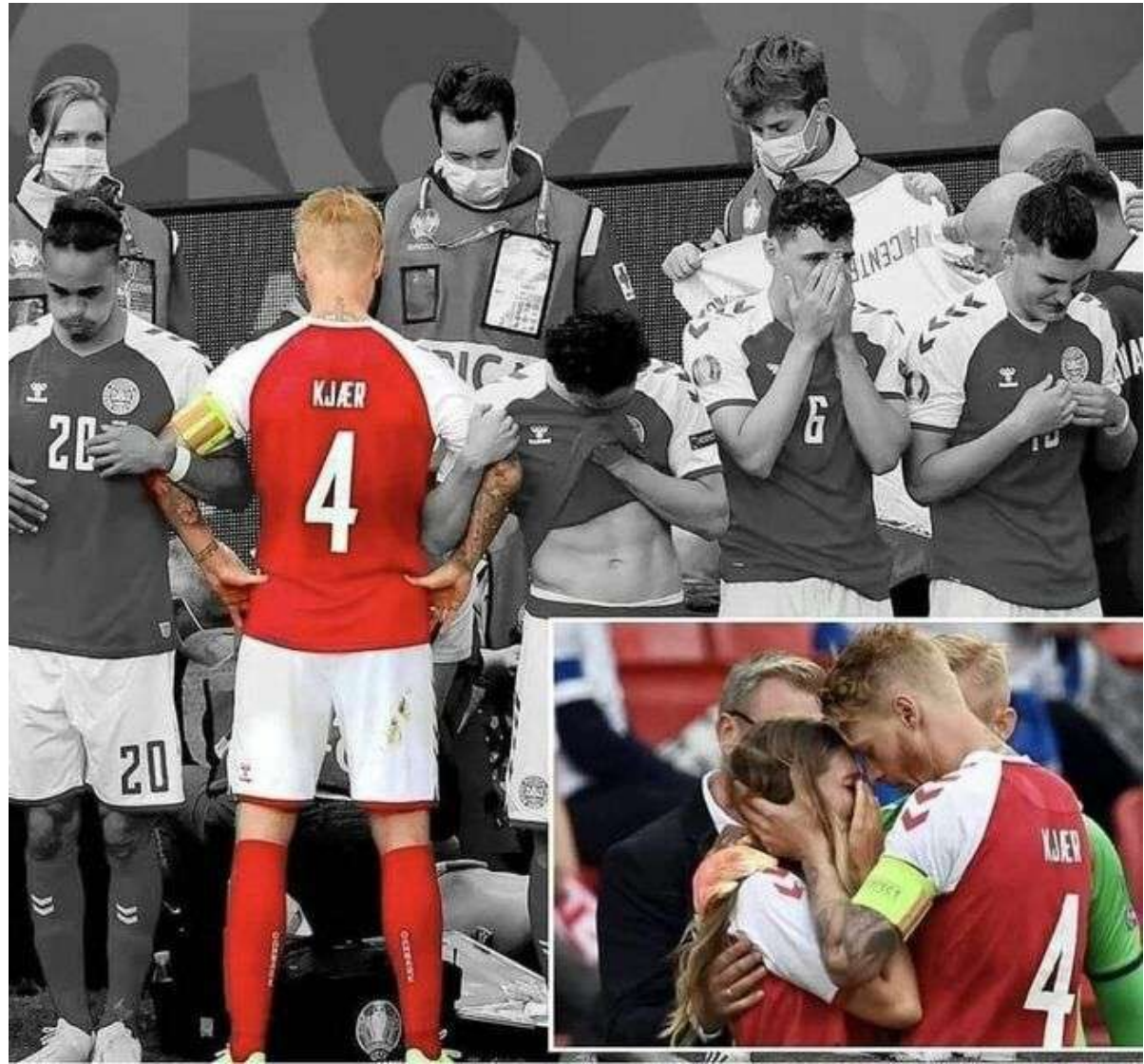
Добрата история

- *Създава образ*
- *Провокира желание*
- *Ражда емоция*
- *Решава проблем/казус*
- *Научаваш нещо – тук и сега*
- *Позволява ти да избягаш*
- *Води до (call to) action*

Какво има в добрите истории

- Сюжет/тема
- Герои – кой е разказвачът?
- Личен елемент или защо сме любопитни
- Драма/казус/проблем и exit
- Решение/предложение/(call to) action

И още – текст, картинка, звук, видео!







The audacity TO BE THE FIRST

"No one told me that this can not be done and I did it," said the credo of the patriarch of the Bulgarian industry Ivan Hadzhiberov.

By Dorothea Nikolova

At some time in the early 20th century, good-looking English gentlemen, led by the entrepreneur from London from Blackheath Mills and Manchester, arrived at the doorway of the factory of Ivan Hadzhiberov from Galena to check out what dared to compete them in their own export market.

Group of them after they had visited and returned from that Hadzhiberov was busy, a very dirty man invited them. The standard and first ones with the words: "But to just have and do it had?"

The answer was "Yes, Sirs". A little later the chief to his others came back dressed like a dandy with a tailcoat and a cylinder. The English gentlemen thoughtfully observed, "But... You must" said, shocked by what they saw they returned later from the work center of the Bulgarian entrepreneur who had replaced the domestic machine and models perhaps with the self-confidence of world class textile industrial revolution and began to weave the second fabric for him. The partnership continued the years and contributed to the rise of Galena in Bulgarian Manchester.

"The firm of Blackheath Mills was far from being the only one that had to work for Ivan Hadzhiberov while he was working alongside his workers." Milan Yanev and Emil Milen, the authors of a documentary about Hadzhiberov tell.

The idea arose accidentally during shooting of pictures when a friend exclaimed: "Do you know that you are standing in the place where the first mill in Bulgaria is built?" Milan

3 years later just a month or so later, he signed an industrial partnership... (transcription of the text continues in Cyrillic)

... (transcription of the text continues in Cyrillic)



"In the year 1910, when the... (transcription of the text continues in Cyrillic)

"The firm of Blackheath Mills... (transcription of the text continues in Cyrillic)

members, it remained in production by the firm... (transcription of the text continues in Cyrillic)

After the first photos they get together with Emil - historian and photographer who digitizes old documents, books and photographs... (transcription of the text continues in Cyrillic)

"It's like we've had a glimpse in the 1910s and we've brought your reality" Emil says. "More than that, relying solely on his own strength, with no shoulder or political protection and with the psychological burden of nearly 90 years foreign domination."

Milen and Emil's big dream is a series of documentary films about the forgotten Bulgarian industrialists, who, despite the fact that they were forgotten by today's students, lived modestly, created all of their money as teachers and administrators, often traveled around class on the train, worked equally with their workers, passed on their secrets to those who needed and gave nothing to charity.

Ivan Hadzhiberov is cited as a contemporary figure with Carl Dreyfus before 1920. After the liberation, to which he was a volunteer, he found the way out from his father. He raised thousands of Bulgarian boys, but was disappointed. Hadzhiberov wanted not only to live but to be successful. He modernized the family man with... (transcription of the text continues in Cyrillic)

A year later his drive for success took him to an exhibition in Frankfurt, where he had glimpsed ideas from Galileo Ferraris,



... (transcription of the text continues in Cyrillic)

"This is the same year... (transcription of the text continues in Cyrillic)

In order to keep his trained employees, Ivan Hadzhiberov set up a cultural center for entertainment, a fruit and vegetable garden, tennis courts and even a summer ice rink.



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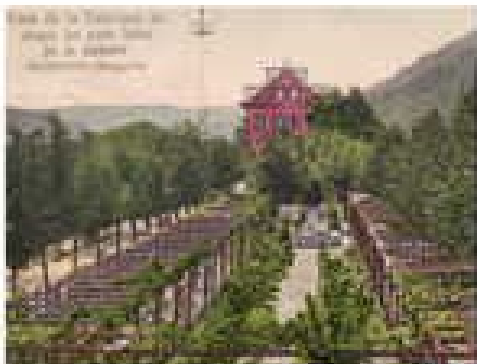
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A year later his drive for success took him to an exhibition in Frankfurt, where he had glimpsed ideas from Galileo Ferrari, Thomas Edison and Nikola Tesla and from where he brought dynamo and his first five looms.



Thomas Edison and Nikola Tesla had been where he brought dynamo and his first five looms.

He finished only a second grade at junior high school, something like today's 6th grade, advanced the grade in the mail by himself and started the looms. This invention led to the first use of electricity from 1890, the industrial program in Bulgaria. And when some other that, when realized that he needed more driving power, he decided to build a power plant - technical and even create ideas for his time. He made all by himself all of the technical studies, drawings and network diagrams.

From Haidibabura, the man who for the first light bulb - then still with a carbon fiber and very close to Edison's prototype. He electrified Haidurovo by paying all of the electricity. The Haidurovo cinema not only showed him of having been allied with the devil, but also the electricity for stopping women to give birth and children to be born.

Being aware that capital in the wool textile industry is gathering fast and it can lead away his profit, the innovative entrepreneur from Haidurovo build for his wife's secondary cotton wool production. He furnished his factory entirely in English style and the factory was regarded as the first private owned factory in the wool fabric.

He started importing the latest machines and treated working hard. He opened a private school with professional teachers for his workers and their children. He provided free education and health care, accommodation and food. He created a unique factory complex, unparalleled as a structure at this very day. In addition to factories, there were playground for the worker and an English park, with swimming pool, tennis field and gymnasium. In order to keep his trained employees, from Haidibabura created up a cultural center for



entertainment, a fruit and vegetable garden, tennis courts and even a swimming pool. The first three tea houses championships in Bulgaria were played there.

Because of all this, his fellow citizens decided he was going mad. The rumors came in the point that his head stopped landing and had all its parts shattered. Then there were in Thessalonica and with a gun he forced the director of the bank to cancel the advance with his words "Credit is a bullet for both of us."

"He was rich, but before everything else he was a man. He helped with money for every wedding of a worker, the bride received a dowry, and the groom a dowry fund for education. It was common that something be gathered all of the workers in two rows and instructed the girls present to give flowers them so they can see him."

The production was still made at Haidurovo in Hara, Lomsko, Hrapo, Aravuro, Alibona. During the war, when the money in the fabric industry, he started to produce wool fabric for the army. When his factory burned, he builded a new one. He worked shoulder to shoulder with his own until his death in 1914.

Communist power, although did everything to erase the memory of Haidibabura, still appreciated what he had done and his factory continued to work as a modern textile factory "Georgi Dimitroff".



Haidibabura's relatives and fans, however, could not let him die in Haidurovo his death. They managed to do it only after 1990 when they said they did not want any money but only to "keep the grandfather's chimney smoking." However, their grandfather's chimney did not withstand the pressure of the complex-heroin production and, in 2000, it finally stopped.

To be in the place of the great looms, where the English textile people have found their heads in Haidibabura's dedication, there are only ruins, remains of his factory however and a few remaining looms. In the main square complex, some days ago than tomorrow, the wind blows through the broken doors and windows, the reminder to that a memory.

A small child with the same dream accessible after all the years, and the chimney on the very traces of the man who during his life, was called the patriarch of the Bulgarian industry.

За да задържи обучените си вече служители, Иван Хаджиберов създава читалищен салон за развлечения, свещина и зеленухова градина, тенис кортова и дори лятна ледена пярзалка.



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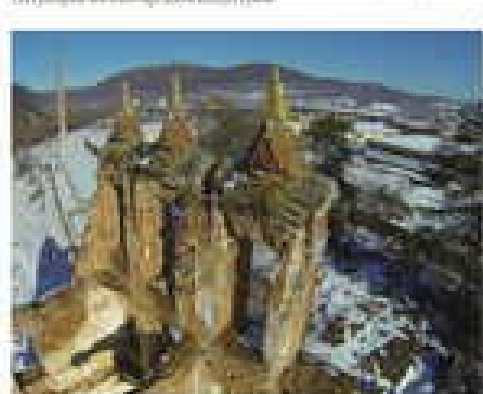
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ANALYSIS

Women Head East for Wombs to Rent

Doroteja Nikolova | Brasov, Harkov, Kiev, Sophia, Varna | October 26, 2010 | 09:19

Banned from paying someone to carry a child for them at home, infertile women travel as far as Ukraine in search of surrogate mothers.

This article is also available in: [Shqip](#) [Bulgarian](#) [Macedonian](#) [Romanian](#) [Bos/Her/Srp](#)

"No drinking, no smoking, no taking drugs and eat healthily." As she lists the rules she wants her future surrogate mother to abide by, the voice of Rumyana Nencheva, 34, a dentist from Varna, Bulgaria, gets thinner and quieter.

The 'infertility epidemic'

According to the [European Society of Human Reproduction and Embryology](#), ESHRE, in 2010, one in six couples in the world suffers

Latest premium



June 26, 2021

OPINION

EU Enlargement is a Strategic and Shared Interest



June 25, 2021

ANALYSIS

Football Club's Disputed Sell-Off Exposes Rot in Albanian Sport



June 25, 2021

ANALYSIS

Borissov Faces Tougher Odds in Bulgaria's Repeat Elections



June 25, 2021

REVIEW

Democracy Digest: V4 Dragged into Hungary's EU Gay Rights Spat



June 25, 2021

INTERVIEW

Ahead of Verdict, Journalist Recalls War Power of Serbian

30°C Sunny

Доротея Николова

Румен Сарандев

Радио Варна

Животът

Споделете



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Да "прекрачиш" Луда Камчия

публикувано на 14.10.20 в 14:15 | обновило на 16.10.20 в 11:39
| Автори: Доротея Николова, Румен Сарандев



Самотни лодки се белеят на дъното на най-големия извор в Източна България.

Всяка сутрин - в дъжд, пек, вятър, мъгла или сняг, Пламен Попов се отправя по пътеката, която води до р. Луда Камчия под моста в родното си село Береново, за да замерва нивото на реката, които де факто захранва с питейна вода областите Варна и Бургас. Прави това от повече от 15 години, откакто е наблюдател към

Подводните камъни

- **Fact-checking** и proofreading
- The lost art of listening...
- Убий ме отново – етиката?
- Напишете си домашното или една история на **Mitsubishi Pajero**
- Българският не е единствения език! Английският също!

Welcome пакет

- Наръчникът на Илф и Петров
- Импровизация
- Синоними, суперлативи, пирамиди...
- Бъдете честни.
- Пишете НА/ЗА реален човек. Вие сте ТОЙ/ТЯ/ТЕ
- Новинарският хедлайн на BBC/CNN

Бягайте далеч от...

- Прекалено красивите думи
- Липсата на конкретика – не разказвате по принцип!
- Сложните, витиевати и дълги изречения – *на никой не му пука колко сте интЕлигентни! Наистина!*
- Анонимността на аудиторията – да, ама не!

Designing an Engaging Story

Something black, something light, something different

Something wrong, something right, something missing

Don't you ever feel you need to speak to me that way...

Don't forget!

Приемането/разбирането/осъзнаването/впечатляването/ученето от една история зависи от опита ни... или от липсата му!

Читателят/зрителят/слушателят по презумция е леко мързелив, разсейва се бързо и иска лесно смилаема информация! Специално и само за него!

Всеки разказвач трябва да е като главният готвач в Рататуй – накрая, освен талант, зор, леене на пот, мислене, нервене, стрес, псуване и т.н. ви трябва и щипка любов!

