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***“WE ARE NOT WHAT YOU SEE!” OR ON THE INEVITABLE STEREOTYPES OF
BULGARIA AND BULGARIANS ABROAD***

Philological Observations

Abstract

*The paper analyses cases of stereotypical presentations of Bulgarians in today’s Poland. It is focused on Bulgaria-related visual and verbal symbols with decreasing potential on the Polish market, such as media images of Bulgarian citizens, the Bulgarian shepherd, culinary terms, the messages on the book cover of Milen Ruskov’s novel *The Heights*, translated into Polish in 2017. The author’s conclusions lead to three questions concerning the process of creating positive modern stereotypes about Bulgaria and Bulgarians abroad.*

Keywords: stereotypes, Bulgarians abroad, culinary terms, cultural branding, Polish-Bulgarian relations