FROM NEWS TO CONCEPT: THE ROLE OF THE GREEK AND BULGARIAN PRESS IN SPREADING THE IDEA OF A BALKAN FEDERATION (1883)

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***Abstract*:** This article examines the role of the Greek and Bulgarian press in promoting the idea of the Balkan federation in 1883, with a particular focus on Alexander Battenberg's trip to Athens. Utilizing social network analysis, the study analyzes publications in Bălgarski Glas, Philippoupolis, and Ephimeris to trace how these newspapers formed an interconnected ideological network that facilitated the exchange of ideas and promoted the political concept of the Balkan federation. The findings demonstrate how newspapers not only informed but also participated in creating political and ideological narratives that influenced public opinion. By engaging with the broader socio-political context, the study provides insight into how the press acted as a catalyst for change, fostering dialogue and unity among different national groups. The ideological network among these newspapers played a crucial role in disseminating and reinforcing the idea of the Balkan federation, highlighting the press's ability to influence and drive political agendas across national boundaries.

Keywords: Ideological network, newspapers, Greek-Bulgarian relations, nineteenth century, Balkan federation

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