

**Ethno-entrepreneurship and Media**  
**(The Representation of Russian Realia in the Media**  
**of the Russian Community in Bulgaria)**

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(Summary)

Ethno-entrepreneurship is a characteristic mechanism for declaration of ethnic and cultural identity and a specific resource for the safeguarding of cultural heritage. The present text is an attempt to reveal how the Russian ethno-entrepreneurship is emblemized as an ethnic entity in the social environment in Bulgaria due to its media positioning. Here one should take into consideration that the representatives of this characteristic social category are naturally a part of the Russian community in Bulgaria and have to be analyzed within its parameters of being.

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