

**#THE PROTEST: ANTHOLOGIZATION, BRANDING
AND INSTITUTIONALIZATION OF THE PROTEST**

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Abstract

The text suggests an analysis of the “culture of protest“ within the time frame of the “protest year of 2013“ in the cultural and social context of Bulgaria. The basis of the study – inscription (“thick description“) and specification (“diagnosis“) in the sense of Clifford Geertz (1971) – is a “microscopic“ social fact, namely the book Smilov, Daniel and Lea Vaysova (eds.). *#Theprotest: Analyses and Positions in the Bulgarian press, the Summer of 2013. Sofia, “Iztok-Zapad“, 2013* (Смилов, Даниел и Леа Вайсова (съст.). *#Протестът: анализи и позиции в българската преса, лято 2013, София, „Изток-Запад“, 2013*). The publication which collects and (re)frames selected media stream within particular period of time, i.e. the book as an abstract collection of words/images (text) existing in a material form, is here understood as a social fact in the sense of Emile Durkheim. The adoption of such approach allows the comment to acquire specific outlines – the study of this „text-as-a-book“ neither brings to the fore the abstract dimensions (the text) of the book, which is usually the field of the literary critique and the text hermeneutics, nor focalizes exclusively the material dimensions, which is reserved for the history of the book and the analytical bibliography. The aim here is to describe and understand society and the social by examining and tracing the connections which exert an influence and exist between the simultaneous engagement of the abstract and the material side of this book as a social fact, as well as the social activities within it.