

**Blog-adaptation of Russian-Speaking Immigrant Women in Bulgaria:
Specifics of the Process, Online Behaviour and Identity**

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(Summary)

The article proposes to refine the periodisation of Russian and Russian-speaking immigration in Bulgaria. It examines the necessary context, describing changes in motivations and identity projects of these groups from (relatively) 2013 to 2023. The text outlines the specific tool - the blog, reinvented in a modern context – the text highlights the differences between it within the visual platform Instagram and its classical visual version. Thus, some of the main features of Russian-speaking users' own online representations are brought to the fore through the implicit and (counterintuitively) explicit discourses of Russian-speaking users. They focus the analysis on their identifications and the specifics of adaptation and its dynamics, maintaining a sense of community but also accumulating social capital that directly reflects their plans and strategies for the present and future.

Keywords: Russian speakers; Bulgaria; adaptation; Instagram; blogging; identity

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