

## OPINION

for the research and teaching activity of Dr. Simeon Ignatov Vassilev, candidate in the competition for the academic position "Associate Professor"

3. Social, economic and legal sciences, 3.5. Public Communications and Information Sciences (Media Content Management)

The competition was announced in SG, issue 21 of 13.05.2020.

Announced for the needs of CAP-FJMC-SU

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Assessment of compliance with minimum national requirements. Data for the competition.

The scientific jury of the competition was appointed by order of the Rector of Sofia University

RD 38/169 / 27.04.2020. I am a member of SJ and by decision of SJ I present the following Opinion. The opinion is in compliance with the internal requirements of Sofia University, reflecting the indicators of the higher school for competition for "Associate Professor" and the Law for Development of the Academic Staff of the Republic of Bulgaria, the requirements of the Regulations for obtaining degrees and holding academic positions at Sofia University. St. Kliment Ohridski ”

The competition has been announced for the needs of the Department of Communications and Audiovisual Production at the Faculty of Journalism and Mass Communication of Sofia University “St. Kl. Ohridski ”. Dr. Simeon Vassilev is admitted by documents to participate in the competition for the academic position of "Associate Professor" and is the only candidate in this competition. The competition provides the required workload for "associate professor".

Dr. Simeon Vassilev has an internship in the International Department of Sofia University, as a part-time employee lecturer (since 2011) at FJMC-SU. He has a long professional career and managerial experience in the field of journalism and media. He was a correspondent for BNT in Bonn and Berlin, Director of News at Television Europe, Director of News at Bulgarian national television, BBT television, head of the "External Communications" department in

National Palace of Culture, as well as other management and consulting activities in the field of media and communications, international politics and international relations. There are specializations in the Air Force and at Martin Luther University in Halle, Germany. It is Dr. Simeon Vassilev Master's degree at Sofia University "St. Kliment Ohridski" - "Bulgarian Philology". His teaching activity is related to his professional development, as well as to his publications and books. His education, teaching, doctorate, publications and habilitation work submitted for the competition are in the field of the competition. All this makes a suitable candidate for the announced competition.

According to the Information submitted by the candidate for implementation of the minimum national requirements to the Regulations for implementation of the Law on Public Procurement, the publication activity of the candidate has fulfilled the minimum required points by group of indicators for different scientific degrees and academic positions. In most indicators the candidate has above the required points by group of indicators.

#### Research (creative) activity and results

After getting acquainted with the documents submitted in the competition by the candidate, I present the following Opinion: The candidate in the competition has provided all the necessary documents for participation in the competition. The presented Information for fulfillment of the minimum national requirements to the Regulations for application of the Law on Public Administration and Public Procurement proves full compliance with the requirements for participation in a competition for the academic position of "Associate Professor" at Sofia University. The presented publications exceed the requirements many times over.

Three monographs are presented on the management and distribution of media content, the foreign policy process, cultural and political relations of the countries before the 20th and 21st centuries, the political process, the media and the leadership of the countries and a book in German,

For participation in this competition as the main habilitation work is presented the scientific monograph on the topic: "Contributions from the chaos of time. Media content and foreign policy process". (Sofia: Sivas Consulting Publishing House, 2020, 284 pp. With scientific editor Zdravko Popov. The scientific monographs are also presented: "Leadership and Media" (Sofia, Sivas Consulting Publishing House, 2018, scientific editor Teodora Petrova ) and "The Decade. In the Shadow of Leaders, Elections, Crises and Wars" (Sofia, Sivas Consulting. 2011, 344 p.) 13 articles in scientific journals and scientific collections, 1 study and 15 reports from He is the compiler and editor of a number of publications, author and presenter of programs, as well as publisher of a series of books. The publications are the theme of the competition and reflect his professional and research work, focusing on international topics in journalism, influence "Journalism-Power-Politics", the influence of the new information environment on the production, distribution and influence of the media content of the audience. I would mention the "Great Bulgarian return to Europe; -Correspondent journalism as public communication", "In p talk for you, Professor ", " BNT - the special place in the media coordinate system of Bulgaria ", " Georeligion "of global terrorism", "Multimedia notes from Germany", etc., which monitor and analyze the professional role of the journalist as a whole, processes from the cultural-historical interrelations between the countries and the connection of the media with history, literature, politics, power. I would especially like to mention the articles of Dr. Simeon Vassilev on the writings of Prof. Veselin Dimitrov and Prof. Nikola Georgiev, which supplement the writings of colleagues from the University

I think that the scientific monograph on the topic: "Letters from the chaos of time. Media content and foreign policy process" was presented. (Sofia: Sivas Consulting Publishing House, 2020) has contributions and it has a theoretical and practical contribution to media research on the role of media content in the foreign policy process, and in particular the role of correspondent journalism and its cultural and historical relationships, with international relations and foreign policy, with the history, literature of a country. "Through the selected many examples in the text, it is proved that the media content is key for the foreign policy processes. It is important not only for communication science, but also for the philosophy of history, political science and international relations, which emphasizes the relevance of the researched problem. The relevance of the study is underlined by the fact that it was done at a time of dynamic changes in the global media environment," wrote in his report Dr. Vassilev. It is no coincidence that some of Sato McGahan's greatest correspondents have influenced world politics with their publications, and some of the best correspondents such as Hemingway and Mark Twain are world-renowned writers, and as correspondents they influence political decision-making. I agree with the author's thesis that "the media are a factor in foreign policy processes and help to build stereotypes about different peoples and countries." A general system for the foreign policy process and its specifics has been derived. I would also like to emphasize that part of the empirical material in the monograph is presented for the first time and is a reliable study, based on which patterns of influence of media content and correspondence journalism as a mediator in building stereotypes in relations between countries and leaders.

An important place among these publications is occupied by his monograph "Leadership and Media". S. 2018, 384 p. Here his research interest is focused on the problem of the emergence of leadership in foreign policy, its foreign policy rise and its natural end in the conditions of a continuous communication process, the result of media development. A strong point of this research is the heuristic analysis of the place of the media image for building the personal image and for its perception by the society. An indisputable merit of this work is the "portrait" presentation of a number of processes and events, as well as specific leaders of the first decade of the XXI century, with which the author provides us with a large picture of the intersections of political myth and journalistic interpretation. One of the disciplines included in the competition can be provided with this and other publications of the author. This work has scientific significance with the collected documentary media sources, analyzes and assessments in European countries, the described dependence between leadership of people and countries and the role of media campaigns to influence a given action or decision of political leaders.

One of the presented monographs "The Decade. In the shadow of leaders, elections, crises and wars. S., 2011, 344 pp., Has gained popularity with the personalities and events presented there, which influence the development of modern international relations.

In the Information presented by the candidate are noted 13 citations and references to his works.

Teaching and learning activities

Dr. Simeon Vassilev is an established part-time university lecturer and teaches courses at Sofia University "St. Kliment Ohridski" - FJMK. Experimental studio at FJMK at Sofia University "St. Kliment Ohridski. Each school year has an average of 150 hours of classroom employment. He has taught courses at the University of Mining and Geology in the disciplines: "Economic Development and Corporate Social Responsibility" and "Organizational Behavior, at UniBIT in the following disciplines: "International Aspects of Leadership in the 21st Century", "Leadership in a Global Environment" and "Spirituality and the Global Environment", in the "Institute for Public Policy", Head of Media and Communications Program and Lecturer in Curricula to increase the capacity and competence of the public administration, in the Diplomatic Institute at the Ministry of Foreign Affairs. I would mention his work at the Rector's Office of Sofia University, at the Bulgarian National Television, my work as a correspondent in Germany, his specializations in Germany and Great Britain, his work as a correspondent at summits of the EU, NATO, OSCE and others. his broadcast "The World Gambit", as well as his professional career as editor-in-chief of information departments in several media, which are reflected in his teaching activities. In addition to the above, I would like to add here his activity as a Consultant to the Chairman of the Council of Rectors for Public Communications, Advisor to the Chairman of the 39th National Assembly. his participation in scientific and political forums

I believe that with the presented works and his experience as a teacher, he is a worthy candidate and meets the requirements of the announced basic courses for the competition "Cultural-historical relationships and media content" and "Political leadership in Western Europe".

Dr. Simeon Vassilev has 15 participations in scientific conferences on media issues as a factor in shaping European and national identity, correspondence journalism and public communication, media and foreign policy, NATO-EU relations, security in the media environment, media diplomacy and robotics journalism, etc. (reports: Security in the media environment. International Conference "Regional and Global Dimension of Security (Challenges and Policies)", 2019; Bulgaria and Germany in the Mirror of the Media, International Forum on 140 Years of Diplomatic Relations between Germany and Bulgaria, Munich , .2019, Correspondent journalism as public communication, "Communications of the 21st century - innovations, challenges and trends", .etc.)

Opinions, recommendations and notes on the activity and achievements of the candidate

I accept the activity of Dr. Vassilev as a researcher and lecturer, as well as his professional activity as evidence of his successful participation in the competition. Some recommendations

and critical remarks can be made to any scientific work, and to this one. Surely there are such remarks to the presented works. I think he could develop his research on the influences of media content in the context of globalization and new technologies and the influence on foreign and domestic policy processes.

## CONCLUSION

The presented research and the presented reference for teaching and professional activity of Simeon Vassilev, as well as the qualities of the main habilitation work in the competition, but also his other publications that I know, show the contribution of Dr. Vassilev in the development of Bulgarian publications in the field of politics. leadership of the countries, the analysis of the place of communication and the influence of the media content on the political processes in the world, as well as its publications for creating news and media content in the changed conditions today, in which journalists and journalistic teams work. The attached materials for the competition are sufficient and show a high publishing activity of the candidate. The students' assessments show that he is a valuable teacher on the part of the students. Dr. Simeon Vassilev is a well-known name among the professional community, in the media and communications not only in Bulgaria. I believe that the articles and books he has published have a place among professional research and are useful for colleagues, researchers, experts, but also for students of communication, media and political science. The author's publications also contribute to the research of the media and communication environment and the distribution and consumption of media content. The candidate's publications are devoted to current processes in the field of professional journalism, the creation of media content and its distribution, the role of the correspondent and the possible influence that journalists have on political and economic processes in individual countries, publications dedicated to the role of journalism in general.

As a result of all that has been said so far, I order the esteemed members of the Scientific Jury to award Dr. Simeon Vassilev the academic position of "Associate Professor" in the professional field 3.5. Social Communications and Information Sciences (Media Content Management) for the needs of FJMC at Sofia University "St. Kliment Ohridski ". to be proposed to the FS of FJMC to elect him as an "associate professor" at Sofia University. I will vote for this.

Sofia, 08.08.2020

Prof. Dr. Teodora Petrova