

Opinion

For the candidacy of Dr. Simeon Ignatov Vassilev,
For Associate Professor of Public Communications and Information
Sciences, 3.5. Media content management,

From Prof. Dr. Vladimir Stefanov Chukov, Angel Kanchev University
The competition for associate professor of Public Communications and
Information Sciences, 3.5. Media content management has been legally
announced by the FJMC at Sofia University "St. Kliment Ohridski "in SG,
issue 21 of March 13, 2020.

The only candidate is Dr. Simeon Ignatov Vassilev. The presented
documents correspond to the Law for the development of the academic
staff in the Republic of Bulgaria / ZRASRB / and the
regulations of Sofia University "St. Kl. Ohridski ".

According to the report, the colleague has enough workload to fill a full-time
associate professor. It is noteworthy that the competition actually legitimizes
the labor relations between the candidate and the university, where he has
been teaching without interruption since the academic year 2011/2012. The
accumulated professional academic experience is impressive. Dr. Simeon
Vassilev teaches simultaneously at UNIBIT, MSU, the Diplomatic Institute
and the Institute of Public Policy. Conducts separate lectures in a number of
educational international and national programs and projects. All this shows
that he is valuable as an expert and as an educator.

His practical experience is especially valuable. Apart from being a science,
journalism is also a profession. It is difficult to list the positions in the
national media that Dr. Vassilev founded or led. These are BNT / in which
he is the program director of Channel 1, as well as a correspondent in
Germany /, BBT, TV Europe, founder of the press center of the National
Palace of Culture, FOCUS News Agency, founder of the Fakti news agency
and others. This impressive work biography is a definite proof of the
ascending professional career of my colleague Vassilev. The most valuable
thing is that he has trained a number of young journalists not only in
theoretical terms, but also in the professional skills themselves, which, in
my opinion, are even more important. Thus, long before he became a
habilitated person, he created his own school, which is one of the social
commitments and social vocation of every scientist in the heyday of his
creative powers.

The candidate for associate professor Simeon Vassilev presents one exceptionally
an impressive list of publications about his habilitation. It's about three
monographs with a total volume of over 1000 pages, 6 articles in magazines and 6
studies and articles in
collections. The emphasis of the presented scientific production is placed on the
latter
the published, peer-reviewed book "Letters from the Chaos of Time. Media content
and

foreign policy process. " It is at the same time a theoretical section of the concept "Foreign correspondent" and regulations with practical instructions for the future, young people

journalists who will take the path of the professional realization in question. Dr. Vassilev shares his expertise, but from the height of the huge, more than 30 years, experience gained in various media.

As an international theorist and a regionalist-practitioner, I dare say

I argue that the thesis of the monographic study is developed precisely in these two planes. I would not commit which of them is dominant or more important. according to me

subconsciously Dr. Vassilev dissects the complex scientific puzzle, defined as "International Relations". Such a statement is valid mostly from methodological point of view. Half a century ago, researchers like George Model, Ole Hosti, Joseph Frankel, P.M. Kamat and others clearly sense a few waves of primary sciences such as history, philosophy, geography, psychology, anthropology, economics, law and others that accumulate in each other before form the so-called a systematic approach defined by a number of researchers such as the original methodological approach characteristic of international relations. IN the book "Letters from the Chaos of Time. Media content and foreign policy process "Dr. Simeonov convinces us that we need to add another ingredient to him, namely journalism. Moreover, it clearly brings to the fore, the hypothesis that this scientific share is an immanent part of the general foreign policy process.

Remaining in the stream of such logical reasoning, I would immediately do and a recommendation of Dr. Simeon Vassilev for future research. He has enough scientific and professional potential, / but hopefully find time / to make scientific analysis of journalism on the national / following the example of Bulgaria / foreign policy process. In my monograph "Foreign Policy and Ideas" I single out a modest place of the influence of journalism / as ideas and as staff / on the taken in our country foreign policy decisions over the past 30 years. Especially it is important to study the media as sources of the primary, for foreign policy our apparatus, information.

The author's hypothesis about "media diplomacy" is extremely interesting. IN In this respect, the Bulgarian democratic practice also has something to point to as examples. Such a typical example is the role of the media and journalists in the case against Bulgarian medics in Libya and in my opinion, their crucial role in the mobilization of state institutions and society for their release in 2007

In the habilitation work a historical review of the correspondent is made journalism, with a clear awareness of the inevitable technical diversity of media tools. Dr. Vassilev divides them into "classic" and "new" as correct bound them to the culture of society. I would also supplement the people's psychology of the individual nation or social group closely related to the level of education qualification and that of the development of high technologies.

The other two monographs presented, namely "The Decade in the Shadow of Elections, Leaders, Crises and Wars "and" Leadership and Media "reflect previous creative stages of the development of the scientific profile of Dr. Vassilev. As if in the creative In search of my colleague Vassilev, we observe a kind of author's thematic zigzag. IN the creative focus initially falls on a huge multiplicity of objects

a study in which Dr. Vassilev seeks the shadow of the individual components. As a result he concentrates on the leader's profile, and in the third book he returns to some, at first glance, vastness. Subsequently, however, it is understood that the researcher he has already developed his faithful, scientifically based methodological flair, which pushes him to stare at politics and rather at its external component. His professional role directs him to the position and specifics of foreign policy correspondent, which is a visible sign of a completed process of creative "maturation" and logical specialization to a specific branch of journalistic activity.

The twelve articles submitted for review for the competition also do great impression. I would like to distinguish two of them, namely "BNT - the special thing place in the media coordinate system of Bulgaria" and "Georeligion" of the global one terrorism. " The first is close to me in terms of subject matter, as I have personally taken part in many journalistic programs on BNT and I have practical observations on the work of this public institution. Many of the hypotheses advocated by Dr. Vassilev, I accept. In this light, I would like to share an idea that I have repeatedly I have launched in the journalistic circles regarding the leadership role of BNT us. It is a question of forming a kind of unit within this institution, which performs scientific and analytical functions. Similar models are realized by the management of media with huge financial opportunities, but also with strategic ones vision for the future. Many analysts at Al Jazeera have graduated FJMC in Sofia University "St. Kl. Ohridski".

As part of the mandatory critique, I would like to recommend to Dr. Simeon Vassilev to keep / as far as possible / his accelerated research rhythm and heuristic spirit. If it remains in the research channel of the hybrid "journalism-foreign policy" it is good to understand even more deeply the theoretical meanders and the terminological apparatus of the science of international relations and in particular of the scientific discipline "foreign policy theory".

Regardless of the remarks and recommendations made, I would like to emphasize that Dr. Simeon Vassilev has all the necessary professional, scientific qualities achievements and language competences to move to the group of habilitated persons.

A purely formal proof of this is that according to the Law on Public Procurement, it covers scientometric requirements. In this light, I would like to suggest to the colleagues on the scientific jury that we vote unanimously on the proposal to the FC of the FJMK of Sofia University "St. Clement Ohridski" to award the position of "Associate Professor" to Dr. Simeon Ignatov Vassilev in professional field of Public Communications and Information Sciences, 3.5. Media content management.

Sofia, 29.07.2020 Sincerely,
/ prof. d.n. Vladimir Chukov /