



REVIEW

From Assoc. Prof. Stefan Serezliev, PhD / Faculty of Modern Languages – Department of Journalism and Public Relations / "St. Cyril and St. Methodius" University of Veliko Tarnovo

for obtaining the educational and scientific degree "Doctor" in a professional field 3.5. Social Communications and Information Sciences (Media and Communications – Foreign Journalism) with a dissertation on the topic: "Latin American Spanish-language journalism from the mid-twentieth century to the present", presented by Vladimir Georgiev Stoichkov, full-time/doctoral student in the Department "Communication and Audiovisual Production" of the Faculty of Journalism and Mass Communication

with supervisor: Prof. Milko Petrov, DSc

I. Presentation of the PhD student based on the submitted documentation

In the creative and professional biography of the PhD student Vladimir Stoichkov manifested the main directions of his professional growth as an artist, journalist and teacher. Also, the key milestones of his life define the directions and areas of his scientific and creative activity.

Education

The doctoral candidate received his bachelor's and master's degrees from the Sofia University "Kliment Ohridski" in 1991-1996, Faculty of Journalism and Mass Communications, speciality "Journalism".

From 2019 to 2022 – as a full-time PhD student at the Department of Communication and Audiovisual Production of the Faculty of Journalism and Mass Media with a scientific supervisor Prof. Milko Petrov, DSc.



Professional and career development

Over time, PhD student Vladimir Stoichkov developed a remarkable professional career in which his creative and professional pursuits as a journalist, researcher and writer intertwined successfully and naturally. His teaching career as a university lecturer in journalism, history and literature logically added to these activities.

From his student days in the early 1990s, the PhD student confidently began his journalistic career at the newspaper "Democracy" until its closure in 2002, appearing mainly on the sports and culture pages.

At the same time, he successfully collaborated with other media such as these Bulgarian ones: "Trud", "24 Hours", "Sega", "Standard", "For the People", "Parallels", "Club M", "Hair and Style", "Sprint" and the foreign publications "Mundo Diners", "Soho", "La Hora", "Historias Anónimas", "Revista Q", "Otro Enfoque" (Ecuador), "La Nación" (Costa Rica), "El País" and "Nova slovo" (Spain).

His creative work as a scriptwriter and documentary filmmaker is impressive. In 1998, he created the well-known popular documentary series "The Other Bulgaria", also known for its scale (launched on Nova TV and then on BTV). In the period 1999-2002 alone, the team under his leadership managed to tour Bulgarian communities in almost 50 countries around the world - Oceania, Asia, Africa, Europe, North and South America, filming 74 series broadcast on BTV, with a rating of second place among the journalistic publications.

Vladimir Stoichkov supports various activities as coordinator of different social projects - such as the so-called "Recuperar la memoria cultural de zona 7" (Recuperation of the cultural memory of zone 7) in the period 2015-2018.

Since the spring of 2002, Vladimir Stoichkov has been settled in Ecuador, with his family spending long periods in Spain and Argentina due to business.

Over the years, he has developed various creative projects in documentary cinema. He has appeared as a coordinator and author of texts for exhibitions; he regularly publishes his articles and books, mainly in Spanish, and has respectively authored six books - Ecuador (2), Argentina (1) and Bulgaria (3).

His publications in the media are mainly in Spanish for Ecuadorian and Spanish publications, and he is also the author of the Bulgarian publications Media of the 21st Century (an online



journal for research, analysis and criticism in the field of media and communications); the magazines "Sprint and Economist.

Pedagogical activity

The doctoral student's pedagogical activity mainly covers the following areas:

- Journalistic Investigations, Reporting and Documentaries (USFQ) - Quito, Ecuador;
- Courses in literature and journalism;
- Literary Screenwriting;
- Courses in Literary Creativity; Creative Writing;
- Journalistic Ethics; History of Communication, etc.

II. Evaluation of the qualities of the dissertation text

The dissertation "Latin American Spanish-language journalism from the mid-twentieth century to the present" by PhD student Vladimir Georgiev Stoichkov fully meets the scientific speciality of the Department of Communication and Audiovisual Production.

I would like to begin by congratulating the Department of Communication and Audiovisual Production (FJMC) and the scientific supervisor Prof. Milko Petrov and his PhD student for accepting the challenge of such comprehensive thematic and multi-layered conceptual research. This study is a white swallow in the Bulgarian research tradition in this field.

Latin American Spanish-language journalism has not been sufficiently studied in Bulgaria as an academic topic, making it undoubtedly topical.

This topicality becomes even more significant as the period of study throws a bridge from the beginning and heyday of the so-called "Latin American Boom" (in Spanish: Boom Latinoamericano) to the present day (the beginning of the third decade of the 21st century).

Initially, the period of the research topic may seem challenging in its temporal and thematic scope. Still, I must immediately emphasize that the doctoral student has managed to master the key approaches and methods, concentrating on defining the conceptual frameworks and limitations of the research as much as possible. At the same time, he has precisely synchronized the factual material of personalities-authors, works, etc.



The research has been done thoroughly and comprehensively, and the theoretical sources have been carefully selected according to the relevant criteria of academic research - significance in the field of journalism and literature (or more precisely: in the context of literary journalism); contribution to culture; strong regional and international presence and influence, etc.

I find the hypotheses formulated and worked upon by the PhD student to be particularly original, and this fact marks the overall research approach and methodology in developing the thesis.

While the first hypothesis (and its sub-hypothesis), in its part about the thematic commitment of Latin American journalism and its direct dependence on the political and social changes in the societies of the noted regions, are logically justified as a kind of research forecast for the region, the inclusion of the female presence (in the second hypothesis) in Latin American journalism (as the author defines it) reveals a truly new, broad and conceptually new research horizon.

The research methods are carefully chosen and argued - again in the context of the study's main objectives and their specificity (including their temporal limits).

In this order, I define:

- The operability of the chosen research methods to be fully adequate and applicable;
- The presence of academic correctness in the collection, processing and analysis of the various data in the process of work;
- The contributions that I accept so formulated in the course of the research are significant, valid and have been achieved based on the full credibility of the materials on which the PhD student has worked;
- The PhD student has demonstrated excellent bibliographic and factual awareness in his work. At the same time, I find that he has been able to incorporate in a particularly appropriate way his own authorial, creative and research accumulations in the various thematic areas, the result of his professional work over the years and proven academic experience and affinity.
- The dissertation text is within the requirements of compositionality. A well and logically structured study with the clarification that the total length according to BDS is about 190 standard pages;



- The linguistic and stylistic qualities of the presentation are at the appropriate academic level. Except for some unsystematic spelling errors, no deviation from literary norms of grammar, spelling and punctuation is found.
- The text of the abstract corresponds to the text of the thesis.

III. Contributions to the dissertation research

I accept the dissertation's contributions, finding them to be a natural consequence of the applied critical and comparative analysis. Moreover, they are essentially and directly related to the applications of the PhD student's scientific achievements in his professional creative, teaching and research work over the years. I also find his rich creative experience of intrinsic importance, systematically accumulated and applied in the regions of South America that are the research focus.

In this sense, I also appreciate the publications, directly and indirectly, related to the dissertation.

In my conclusion, I commend the doctoral student's participation in obtaining the contributions of this dissertation and its publications. My high evaluation is based primarily on the multidisciplinary approach that the PhD student has successfully applied to conceptually integrate his research work in journalism, literature and education, in which he is actively involved in the creative, professional and academic levels.

IV. Notes and recommendations

I have no critical remarks, questions or recommendations, as the PhD student has complied with those made during the internal presentation.

I have no questions regarding the content.

I confidently recommend the PhD student to continue his research in the stated scientific areas, continuing to interfere conceptually with the issues, approbating the results in academic and in different creative directions, where the PhD student has already proven himself as an author.

One of my recommendations is for the PhD student to create a glossary of terms that can be widely used in education and research, attempting to explore the term "literary journalism" in



different contexts, aspects, themes, and characters, including the concept of fake news, making possible connections with basic literary concepts, etc.

In this sense, I have a question for the PhD student:

1. In his research (Chapter 5), Vladimir Stoichkov formulates and analyses several female archetypes that have played a key role in Latin American journalism from the so-called "boom" to the present day - the Woman-object; the woman-mother, the woman-symbol, etc. At the same time, the PhD student also makes a comparative analysis between several classical archetypes and their application in Latin American journalism - the mother, the criminal, the maiden, the seductress, etc.

At the same time, it is increasingly being argued that to be a woman (and a journalist) in Latin America is, in any case, to fight fiercely against the rules. There is the development of an acute conflict whose dramaturgy is based on the need for women to defend themselves in the field of equality, asserting themselves as women, challenging power and its agenda; to wage an unequal uphill struggle against a series of imposed media stereotypes that largely maintain the status quo of women's delegitimation in male-dominated territories.

At the same time, sexual violence and harassment of women more generally (female journalists in particular) in this hemisphere are becoming a hotly debated topic and a social-ethical wound...

Along these lines, my question is: is it possible to expect the formation and crystallization of a new feminine archetype, including one developing in the Latin American media space? Of the violated woman, of the woman who does not yet dare to speak out about the systematic sexual harassment of her, accepted as the norm in the media, in the newsrooms where they exercise their professional duties. Is it possible that such a female archetype resonates thematically and narratively in Latin American literary journalism's creative and professional structure?

V. Publications and participation in scientific forums

The publications of the PhD student Vladimir Stoichkov and his participation in scientific forums are within the requirements of the Regulations on the Conditions and Procedure for the Acquisition of Scientific Degrees and Titles of Academic Positions at Sofia University



"Kliment Ohridski" and cover the national requirements respectively - according to art. 5, item 5 and the minimum national requirements under art. 63, par. 1, item 4 and Art. 69, par. 3.

VI. Conclusion

It is my definite conclusion that the submitted dissertation, the abstract and the procedure materials fully comply with the relevant requirements of the Regulations on the conditions and procedure for awarding the Doctor of Education and Science degree.

Taking into account the originality and precision of the research, the excellent theoretical knowledge and analytical skills of the doctoral candidate and the high scientific results achieved, which are distinguished by their high theoretical and applied value and correctness, I recommend with conviction the esteemed jury to award the degree of Doctor of Education and Science to Vladimir Georgiev Stoichkov in a professional field 3.5. Public Communications and Information Sciences (Media and Communications – Foreign Journalism).

July 07, 2022

With respects

Assoc. Prof. Stefan Serezliev, PhD