

OPINION

For a dissertation

of Vladimir Georgiev Stoichkov

on the topic: LATIN AMERICAN SPANISH PUBLICITY FROM THE MIDDLE OF THE
TWENTIETH CENTURY TO THE PRESENT

for the awarding of the scientific and educational degree "doctor" in a professional direction 3.5.
Public Communications and Information Sciences (Media and Communications - Foreign
Journalism)

Scientific supervisor: Prof. Milko Petrov, Ph.D

The dissertation submitted for defense on the topic "Latin American Spanish-language journalism from the middle of the 20th century to today" by Vladimir Stoichkov meets the formal requirements for a dissertation work for the acquisition of an educational and scientific degree "doctor" and can be successfully defended. The author has professional experience in the field of media and communications in our country and in countries in Latin America and for years he has been a university lecturer in higher schools in Latin America in the field of literature, media and communications, which helps him to make a systematic study of the chosen by dissertation topic. The dissertation work submitted for defense meets all the requirements of ZRASB and Regulations for the terms and conditions for acquiring scientific degrees and holding academic positions at SU "St. Kliment Ohridski" The scientific jury was determined by order No. RD 38-247/20.5.2022 of the Rector of SU "St. Kliment Ohridski".

General description of the dissertation work

The dissertation submitted for defense is an independent author's research, with certain scientific and practical results. The author has a very good knowledge in the field of Latin American Spanish-language literature, is himself a novelist, has professional experience as a journalist, and is a teacher of university courses in Literary Journalism, History of Communication and Investigative Journalism at the universities USFQ (Universidad San Francisco de Quito), Los Hemisferios y UTPL (Universidad Técnica Particular de Loja). His basic education is "Journalism" at FZHMK-SU. All this helps him to make in-depth research and, ultimately, a systematic study of his chosen topic and trace the development of Spanish-language journalism from the middle of the twentieth century to the present day, something that the author successfully does in his dissertation.

The topic is relevant because it provides a systematization of the journalism and literature of 19 Spanish-speaking countries of Latin America. By its nature, it is a contribution to research on this topic in our country, in terms of clarifying concepts such as literary journalism and creating an author's systematization of the development processes of Latin American literature. One of the objectives of this study is the relationship between literature and journalism based on socio-political development in 19 countries in Latin America. In his Introduction, Vladimir Stoichkov writes "The first Latin American novel, *El Periquillo Sarniento*" ("*El Periquillo Sarniento*" in the original) was written by a journalist, by the Mexican José Joaquín Fernández de Lizardi... The fourth volume is banned because it treats the subject about slavery. It was published only in 1830, after the death of the author". "These two facts clearly mark the trends on which Latin American journalism will develop in the coming years. On the one hand is the close connection between literature and journalism. Today, it would not be an exaggeration to say that Latin American Spanish-language literature was written by journalists, because all the great writers of the region were journalists: from the Nobel laureates Pablo Neruda, Miguel Ángel Asturias, Octavio Paz, Gabriel García Márquez, Mario Vargas Llosa to the classics Jorge Luis Borges, Julio Cortázar, Carlos Fuentes, Juan Carlos Onetti, Eduardo Galeano, Tomás Eloy Martínez". "On the other hand, there are the prohibitions. Latin American journalism has always been and is under the crosshairs of the authorities, regardless of the political orientation of those in power." The author notes: "Literary journalism is the great passion of Latin America, its calling card in the written word. Its mission is to expose, to search for the meaning of life and to be a tribune of anonymous stories and unknown characters that are worth knowing by the general public." the description of trends and summaries of theories and literary facts related to Latin American literature. I think that, based on his analysis, the author rightly says "The listed differences, however, lose strength in the territory of journalism, called overseas literary or subjective journalism, whose end product is hybrid texts between literature and information. Or more precisely, information presented with literary devices.'

The object of the study is "Latin American Spanish-language journalism from the period of the birth of the New Journalism in the 1960s to the present day. The doctoral student justifies the selected period as follows: "The research covers the period from the birth of the so-called Latin American literary boom in the 1960s to the present day." The merit of this study is the clearly defined period, the good knowledge of the geopolitical characteristics of the countries and the social development of the region, as well as the trends in the development of literature and journalism in the 19 Spanish-speaking countries in Latin America named by the author.

The dissertation consists of 208 pages, structured in three sections. The text contains 122 sources. Of these, 26 are in Bulgarian, the remaining 96 in Spanish. Also used are 15 illustrations and 3 tables, product of own development. The research structure is logically integrated. The separate parts present thematic parts of the work. Chapter One focuses on the geopolitical context of the birth of modern Spanish-language journalism in Latin America. The second chapter clarifies the concept of "literary journalism" and its leading genres, attention is paid to the "witness novel" of Rodolfo Walsh, the literary boom and the new journalism. The third chapter describes the methodology of the research, its objectives, hypotheses and the questions on which it is based. The fourth and fifth chapters are devoted to the presentation of the achieved results. "The fourth chapter presents the first object of the study. Namely, who are the reference representatives and what are the trends of Latin American Spanish-language journalism in the selected period from the "boom" to today", and "the fifth chapter is engaged with the second object of the study. It talks about the presence of women in Latin American literary journalism as a reflection of the social and political development in the region," writes the author. Although translated, Latin American literature is not well known in our country, although Bulgarian readers know authors such as Pablo Neruda, Gabriel García Márquez, Mario Vargas Llosa, the classics Jorge Luis Borges, Carlos Fuentes and others, but I must emphasize that one of the contributions of this research is also the inclusion of unknown Latin American authors and works in our country, such as Martin Caparos, Leila Guerriero, Juan Vijoro, Alberto Salcedo Ramos, Leonardo Aberkorn, Susana Wiener and others, which mark a new Latin "boom" in the modern world journalism, says the author. I agree with the author that "the approach to analyze the political and social reality of a given region through the presence of women in literary journalism, as well as the comparative comparison between the participation of women in journalism and politics, is also innovative". The "subject" of the study "is the most significant authors, their themes and the leading titles of Latin American Spanish-language journalism", and the "goal" of the study - to offer a systematic overview of the experience of the best Latin American authors in the last six decades, who have added own approach and originality in the treatment of topics of public interest". I agree with the doctoral student who says that "the dissertation work is a kind of cultural bridge with the rich, exotic and relatively little-known Latin American reality in our country". In my opinion, this can also be considered as a contribution of this work. Another contribution of the author is the analysis of the presence of women (authors and characters) in Latin American journalism as a reflection of social and political development in the region. I believe that he successfully achieves the goal of his research "to create a kind of journalistic map of Latin America, including the most significant in the genre from the Spanish-speaking territories from

Mexico to Patagonia, as well as to indicate the contemporary trends of Spanish-language journalism in Latin America". The author also has clear hypotheses that he proves, and they are: "The leading literary journalists in Latin America are also the most read writers from the region at the world level"; "The themes of Latin American literary journalism are directly dependent on the political and social changes in the society there" and "Women's presence in Latin American journalism is in tune with the social and spiritual pulse of the region and is a direct reflection of the changes in the last two decades" and "Women characters in Latin American literary journalism are a metaphorical projection of the local worldview". The research methods, research limitations and scientific and scientific-applied contributions of the dissertation are correctly described. I find the author's approach correct to examine the trends in the development and creativity of the authors from the 19 countries of Latin America in a geopolitical context, to derive and characterize Spanish-language journalism in Latin America and the development of literary journalism in Latin America based on this context . At the end of the dissertation, scientific and scientific-applied contributions contained in the dissertation are formulated, with which I agree. In general, this work presents an unknown, or very poorly known in Bulgaria, part of world journalism, a description and systematization of authors, creative instruction manual and author's works of the best Latin American authors. To the credit of the author are the author's systematization of periods and authors, the author's justification of the tendencies of the development of journalism characteristic of Latin America. Last but not least, I must emphasize the author's professional, readable language and deep knowledge of the literature of the countries of Latin America.

Critical remarks and recommendations.

I have no notes on the text of the dissertation work. Any text can be improved and edited. This text, in my opinion, can be published in a monograph. I have no doubt that this can be done, remembering that the author has published several novels. The text can also be reworked into a teaching aid to support the courses taught by Mr. Stoichkov. The results of this research can be used of interest to both practitioners and researchers, but also for teaching students, if published. "Because words are the real heritage of every age," writes the author.

Conclusion

I can say that the dissertation work of Mr. Vladimir Stoichkov is in accordance with the requirements of SU and ZRASB for the acquisition of a scientific degree "doctor" in the professional field 3.5. "Public Communications and Information Sciences" - "Foreign Journalist". The dissertation is an

author's research with a conceptual framework, the research has an interesting approach to the topic, it achieves its research goals. The text may be of interest to researchers, but it can also be used as a basis for a lecture course for students in Latin America, but also in Bulgarian conditions - for Hispanic students and journalists, for people interested in literature, journalism and in general Latin America. This text, certainly, can, through literature, give a picture of the social development of Latin American countries. Therefore, I propose to the highly respected Scientific Jury to award Vladimir Stoichkov the educational and scientific degree "Doctor" in professional field 3.5. Public Communications and Information Sciences, as I myself will vote in favor of this.

11.07.2022

Reviewer:

Prof. Dr. Teodora Petrova

11.07.2022