

REVIEW

of the submitted works for participation in a competition for the academic position "ASSOCIATE PROFESSOR" in professional direction 3.5. Public communications and information sciences (Communication management of facts and data), announced by SU "St. Kliment Ohridski" in State Gazette No. 48, dated 28.06.2021.

Reviewer:

Prof. Dr. Margarita Yordanova Pesheva

Candidate: Maya Dimitrova Vasileva

1.Summary data about the candidate (research, teaching and academic activity).

The research activity of candidate Maya Vasileva is based on the following basic scientific facts:

1. Maya Vasileva has submitted 2 scientific monographs for participation in this competition - an original monograph/main habilitation thesis, on the topic: "Working with facts and data in a digital environment", "BMGK Commerce" EOOD, 2022,
2. peer-reviewed and published monograph, which is not presented as the main habilitation thesis, on the topic: "The era of the evening talk show. Production of an evening talk show for online platforms", UI "St. Kl. Ohridski", 2021.
3. She has contributed individual chapters to several collective volumes and a monograph. In the section "Scientific works and publications on the topic of the competition", the candidate submitted for participation in this competition: 7 articles and reports with scientific review, the content of which is in the scientific fields: transformation of television as global digital entertainment; the new evening talk show as cross-platform entertainment; the world television formats - as communication of universal values; Rhetoric and fake news; corporate influence of Modern Times Group on the Bulgarian group NOVA, etc.
4. And also 8 scientific articles published in proceedings of scientific conferences, which are in the fields of: working with facts and data in the communication campaign of the Ministry of Interior-Plovdiv "flower on the road"; "Digital Television The Near Era of Bundled Streamers"; the new evening talk show designed for various media platforms; world television formats - communication of universal values; production of original online content in Bulgaria.

5. The candidate has also presented: 1 scientific studies and 5 scientific articles, which are in the following scientific fields: world television formats - communication of universal values; Post-truth theory. Identifying and curbing fake news; The road to lies - fake news and the post-truth, etc .
6. In the section: "All scientific publications", the candidate has submitted 8 authored scientific articles in journals and 1 co-authored article, as well as 10 articles and reports in collective volumes with scientific review, which are in the following scientific fields: modern trends in the development of the television talk show, television as global digital entertainment; quality journalism and a new communication environment; world television formats-communication of universal values; modern trends in the development of the television talk show, etc.
7. Candidate Maya Vasileva participates with reports in scientific conferences dedicated to the media in Bulgaria - 30 years later, to rhetoric and fake news, to modern trends in the development of television talk shows, etc. For the 2 scientific monographs presented by the candidate, 2 scientific reviews have been published in authoritative scientific journals that are in the national reference list. All presented scientific publications fully correspond to the theme of this competition.
8. The main habilitation work of the candidate is her scientific monograph: "Working with facts and data in a digital environment". It thoroughly examines the identification of forms of deviations in the communication process, proposes a classification of problematized genre forms and problem fields in the information environment and the public sphere. The monograph offers a serious professional argumentation of the author's statement that "public information, based on facts and data, gives fundamental stability to the public sphere". The main research question in it is "how policies and institutions, companies and organizations that are based on communication management of facts and data will develop in the future". The main part of the candidate's scientific articles and studies respond to the theme of this competition.

The teaching activity of candidate Maya Vasileva has the following factual values:

-In the period from 2014 so far, she has been successively a titular teacher and chief assistant in the departments: "Television and Radio" (2014-2016) and "Communication and Audiovisual Production" (from 2016 until now). She teaches at the Bachelor's College and the Master's College the following subjects: "Television News"; "Working with facts and data in a digital environment"; "Management of production projects"; "Production of

television commercial formats"; "Corporate production"; "Production models and publishing systems" and others.

Actively works with graduates from bachelor's and master's programs at FJMC.

- Ch. Assistant Professor Maya Vasileva, Ph.D., has over 20 reviews of student theses. Organized numerous meetings of the students with practitioners from the television industry and production practice. In March 2022 an attestation of her teaching and scientific activity was carried out, as a result of which she received 288.4t. at required 100t. This is undoubtedly a very high assessment of her teaching and scientific activity.

-The candidate also has joint work with students in various artistic and creative projects, including the "Online Festival of Student Creativity"; "Student Production Festival", etc.

The academic activity of the candidate Chief Assistant Professor Maya Vasileva has the following factual values:

- Maya Vasileva is a member of the Faculty Council at the FJMC of SU "St. Kl. Ohridski";

- Maya Vasileva is a member of the General Assembly of the FJMC of SU "St. Kl. Ohridski";

- Maya Vasileva is a member of the Editorial Board of the electronic magazine for media analysis, research and criticism "Media of the 21st century"/www.newmedia21.eu;

- Maya Vasileva is a member of the "Union of Bulgarian Journalists" SBJ, a member of the SBJ "Media of the 21st Century" in FJMC;

- Maya Vasileva is a reviewer in the scientific journal "Rhetoric and Communications" ("Rhetoric.bg");

- Maya Vasileva held the position of executive director of the "Association of Film and Television Producers" in Bulgaria (2010-2013).

2. Characteristics of the candidate's scientific and scientific-applied production of Ch. Assistant Professor Maya Vasileva, Ph.D.

The presented scientific works of the candidate Maya Vasileva can be accepted for evaluation in this competition.

Scientific arguments:

- The two monographs presented by the candidate Maya Vasileva for participation in this competition fully correspond to the announced topic of the competition, namely: "Communication management of facts and data".

- The first scientific monograph: "Working with facts and data in a digital environment" is presented as the main habilitation thesis. It conceptually examines the main specifics of working with facts and data in the context of the global network, the development of mechanisms for correction and verification of news and evaluative statements in it. The monograph addresses a very important research problem related to the policies of institutions, companies and organizations whose activities are based on the communication management of facts and data in a digital environment. The monograph offers author's definitions of a number of key concepts, it also formulates original solutions for overcoming manipulative information practices when working with facts and data in a digital environment.

- The second scientific monograph: "The era of the evening talk show. Producing an evening talk show for online platforms" is the first comprehensive study in our country of the evening talk show, with its genre identification, development of this television format in the USA and Bulgaria, and construction of the entertainment policy of the television networks, and the model of political entertainment created by them .

Both scientific monographs available in the scientific field of television communication and the new digital environment, in which numerous facts and data function, with which all participants in the activities of traditional and digital media work on a daily basis.

- The scientific studies and articles, a chapter of a collective monograph and participation in scientific conferences of the candidate Maya Vasileva, in general, are in the issues of this competition. They are in the following scientific fields: post-truth theory; identifying and limiting fake news; world television formats - communication of universal values; rhetoric and fake news; rhetoric of communication in the 21st century, etc.

The presented works of candidate Maya Vasileva, in terms of quantitative and qualitative indicators, receive an excellent scientific evaluation.

Scientific arguments:

-Candidate Maya Vasileva has a total of 690 points on all indicators in the fulfillment of the minimum national requirements under Article 26 of the ZRASRB;

-Candidate Maya Vasileva professionally and competently examines the Communication Management of facts and data in 2 scientific monographs, 1 chapter of a collective monograph, 1 study, 5 articles in scientific journals and 7 articles in collective volumes with scientific review.

3. Main contributions to the candidate's scientific, scientific-applied and teaching activities of Chief Assistant Dr. Maya Vasileva:

The scientific activity of candidate Maya Vasileva develops new research fields and scientific problems that substantiate a new theory, thesis and hypothesis related to the topic of this competition:

- In the scientific monograph "Working with facts and data in a digital environment" a systematic academic review was made, in which a series of well-known theoretical statements were traced, an etymological group of concepts was derived, which indicate some deviations in the communication process and their manifestations in media practice and impacts in the architecture of social networks and platforms;

- In it, a comprehensive theoretical formulation is developed and professionally argued for some phenomena, processes and forms in the digital environment, which have a problematized nature; Candidate Maya Vasileva proves with new means some essential aspects of already existing theories and hypotheses, in accordance with the theme of the competition:

- An overall research concept for the digital environment is analytically substantiated, with a view to the "problematized content and information";

- An author's definition of the term "informational" is proposed

- An author's definition of the term "information disorder" is proposed;

- The definition of "working with facts and data in a digital environment" is examined and argued in detail;

- An author's definition of "fact checking" is given; - An author's definition of "fact-checking" is given;

- A definition of the term "fact checker" is proposed;

- A definition of the term "truth meter" is given; The scientific and applied activity of candidate Maya Vasileva develops new research fields and scientific problems that are directly related to the topic of this competition:

- Professionally argued systematization of original methodologies for assessment and evaluation of the truth of information in a comparative perspective of the practice of leading media organizations;

- A theoretical framework is proposed for the nature and applicability of information on facts and data, identification of information on data as principled solutions for the prevention of problematic content in information flows in a digital environment;

- A theoretical formulation was formulated for the communication management of facts and data, as a new approach for the management of policies and systems, organizations and institutions.

- Genre identification of verification of media content and communication unit in public information was carried out;

- A theoretical formulation of the "verification" genre was created;
- A theoretical presentation of what the specific and innovative professional activity of working with facts and data is;
 - A definition of the new "fifth power" is proposed - communication based on facts, data and evidence, which fulfills the function of "corrective of the corrective" in relation to the achievements and results of the so-called "fourth power";

The candidate Maya Vasileva has a realized scientific, scientific-applied and educational effect in her scientific and teaching work, in accordance with the theme of the competition:

- The candidate has authored participations in 5 scientific publications The candidate has author participation in 5 research projects under the FNI of the Ministry of Education and Culture and 1 jubilee scientific conference dedicated to the media of the 21st century, held at SU "St. Kl. Ohridski".
- The candidate is the scientific leader of 1 scientific research project, under the FNI of the Ministry of Education and Culture, with the name "Quality journalism and new communication environment";
- The candidate is a member of the scientific team and in 4 research projects, which are in the fields of: Student practices - Operational program "Science and education for intelligent growth", "Television in Bulgaria: 1954-2014. Programs-journalism-regulation-new media" etc.

Candidate Maya Vasileva made contributions to the introduction of methods, approaches, theoretical models that directly relate to the topic of this competition:

- Maya Vasileva: "Quality journalism and a new communication environment", SU "St. Kl. Ohridski", project of the Scientific Research Institute of the Ministry of Education, Science and Technology, 2020, Scientific supervisor;
- Maya Vasileva: "45 years of "Television" profile - education at the border of two centuries", SU "St. Kl. Ohridski", FNI of MES, 2014, Member.

Candidate Maya Vasileva has the following significant contributions to science and practice, in accordance with the theme of the competition: - "Methods and methodologies in the field of rhetorical and communication studies", chapter of a collective monograph on the topic: "Rhetoric and communications in the 21st century: theories, methods and practices", Institute of Rhetoric and Communication, peer-reviewed;

- "Training in (new) rhetorical genres and formats in a virtual environment"; peer-reviewed collective monograph chapter, Institute of Rhetoric and Communication;

- "World television formats - communication of universal values", chapter of collective monograph "Communications of the 21st century - innovations,

challenges, trends", 2021; "Infodemic and media content", chapter of a collective monograph: "Quality journalism and a new communication environment", UI "St. Cl. Ohridski", 2021;

- Professionally argued scientific definition of "problematic information", based on extensive and thorough scientific analysis;

-A scientific definition of "communication context of problematized information" in the conditions of a rapidly expanding digital environment. This is one of the first comprehensive scientific studies in this area;

-Original theoretical framing for "constructed communication context of impact of forms of problematized information".

A large part of Maya Vasileva's scientific contributions, made in numerous publications, is also proven through her participation as a member and reviewer in editorial boards of journals with scientific review, which corresponds to the theme of the competition

. - The candidate is a member of the Editorial Board of the 21st Century Media www.Newmedia21.eu;

-The candidate is a reviewer in the scientific journal Rhetoric and Communications;

-The candidate participated with sectional reports in 9 scientific conferences dedicated to the problems of working with facts and data in various communication campaigns; the new evening talk show - as entertainment on various platforms; production of original online content in Bulgaria; rhetoric and fake news; crisis PR during a protest, etc.;

-The candidate has a number of appearances on national media shows in which she promotes research and ideas, gives professional assessment to a number of media shows in genres in which she is an undisputed expert.

4. Notes and recommendations

The presented scientific and scientific-applied production of the candidate Maya Vasileva fully meets the necessary scientific requirements for participation in a competition for the acquisition of the academic position of "associate professor" at the FJMC of SU "St. Cl. Ohridski" (Communication management of facts and data).

Scientific arguments:

-Candidate Maya Vasileva has a sufficiently large volume and thematic variety of scientific production;

-This scientific production shows a high quality, which is evidenced by the citations of the candidate's scientific research - 19 citations in monographs and collective volumes with scientific review and 9 citations and reviews in non-refereed journals with scientific review;

-Candidate Maya Vasileva actively participates in national and regional projects under the FNI of the Ministry of Education and Culture at SU "St. Kl. Ohridski";

-Candidate Maya Vasileva teaches basic scientific disciplines at the FJMC of SU "St. Kliment Ohridski", which are in the problems of this competition. Namely: "Working with facts and data in a digital environment"; "Television news"; "Management of production projects"; "Production of television commercial formats", etc.

- The candidate actively works with graduates from the bachelor's and master's programs of FJMC. Under her scientific supervision, more than 20 diploma theses have been defended.

These scientific arguments give me the necessary professional grounds to formulate my entirely positive assessment of the scientific and professional qualities of the candidate Maya Vasileva, in the competition for the academic position of "associate professor" at the FJMC of SU "St. Kl. Ohridski".

5. Conclusion

The overall detailed review of the candidate's scientific research, teaching and academic activities chief assistant Professor Maya Vasileva gives me the necessary scientific grounds to formulate my entirely positive assessment of her research, teaching and academic activities. Scientific reasons for this assessment:

- Candidate Maya Vasileva has a large and very serious scientific output that commands professional respect. Her scientific research is based on our and foreign sources, which speaks of her high professional competence, which enables her to propose original scientific theses and definitions, and to argue interesting scientific predictions about the development of the digital media environment, and the work with facts and data in it;

- Candidate Maya Vasileva has a number of scientific and applied studies, as well as participation in scientific research projects, under the FNI of the Ministry of Education and Culture, at SU "SV. Kl. Ohridski";

- Candidate Maya Vasileva has a very active teaching activity - she teaches a number of subjects, some of which are entirely on the subject of this competition;

- Candidate Maya Vasileva is a public figure who has a number of media appearances in which she professionally presents and argues media theory and research. Based on the rich and diverse teaching activity of the candidate, on the professional quality of her scientific research, on her numerous participations in

scientific and scientific-applied conferences, on her successful implementation of a number of scientific and research projects, on her numerous participations in broadcasts of the electronic media to popularize important problems related to media theory, I **strongly recommend** to the esteemed members of the scientific jury to award the academic position of "associate professor" to Maya Dimitrova Vasileva, who is the only participant in this competition, announced in professional direction 3.5. Public communications and information sciences (Communication management of facts and data), SG No. 48 of June 28, 2022.

Sofia, October 17, 2022.

Reviewer: Prof. Dr. Margarita Pesheva