



## OPINION<sup>1</sup>

on the submitted works for participation in a competition for the academic position of ASSOCIATE PROFESSOR in professional field 3.5. Public Communications and Information Sciences (Communication Management of Facts and Data), announced by Sofia University "St. Kliment Ohridski" in SJ, issue 48/28.06.2022 г.

**Reviewer:** Prof. PhD Iliana Pavlova Koleva

**Candidate (s):** Maya Dimitrova Vasileva

### **I. Evaluation of the scientific and practical results and contributions of the scientific and educational production submitted for participation in the competition**

Maya Vasileva has submitted for participation in the competition 2 monographs (the monograph "Working with Facts and Data in a Digital Environment" (2022) - peer-reviewed, listed as the main habilitation work, and the monograph "The era of the evening talk show. Producing an evening talk show for online platforms" (2021) - peer-reviewed, based on her doctoral dissertation), 1 chapter of a collective monograph, 1 study in scientific journal, 5 articles in scientific journals, 7 articles and reports in collective scientific peer-reviewed volumes. All submitted scientific works are in the subject of the competition and are focused on the interdisciplinary field of communication management.

The monograph "Working with facts and data in a digital environment" (2022) focuses the scientific research on the problematized information as an important aspect of our time and, in particular, of the media and information environment. At the very beginning of the study, the "big research goal" is set - "to plead for the status of factual information and quality journalism" (p. 12). The monograph contributes to the theoretical understanding of the phenomenon "problematized information", as well as to the presentation of its social manifestations in the context of the development of social networks, the various technologies for creating and managing digital content, automation in communications, etc. As a contribution, I point out the scientific overview of the topic, the systematization of the practical experience in working with problematized information, as well as the presented methodological frameworks for checking and evaluating content. The monograph also contributes to the defining a number of new concepts (fact checking, truth meter, etc.). As a new point to the scholarly field, I appreciate the introduced understanding of working with facts and data in a digital environment as a "specific professional activity", aimed at verifying information, creating and publishing "*specific genre forms in order to develop a coordinated*

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<sup>1</sup> Note: Recommended volume of the opinion - 2-3 standard pages.



*global response against online problematic content through effective shared methodologies, tools and applications to derive the empirically proven truth" (p. 122-123).*

The monograph "The era of the evening talk show. Producing an evening talk show for online platforms" (2021) for the first time in a Bulgarian context explores the development of the evening talk show in the field of journalistic theory, as comprehensive, in-depth and reasoned, with numerous examples, outlines its specificity and meaning, as well as its various achievements. The monograph is an undeniable contribution to the study of the evening talk show on the Bulgarian television market in the aspect of its development, in its genre identification and conceptual understanding, as well as in its presentation as part of modern television programming and audio-visual production for multi-platform presentation.

Submitted for participation in the competition 1 chapter of the collective monograph "Rhetoric and Communications in the 21st Century: Theories, Methods, Practices" (2021, pp. 113-149) explores in a comparative plan the rhetorical structural models used in the speeches of the American presidents upon their assumption of office. The analysis proves the role of introductory speeches as powerful tools of modern public communication for the purpose of sending messages and influence.

The entire scientific production, including the submitted studies, articles, reports from scientific conferences, present Maya Vasileva as a very good researcher, who is focused on the problems of modern forms of communication and the media in the 21st century, with an affinity for the facts and thoroughness in the presentation of the phenomena.

The scientific research activity of Maya Vasileva also finds a natural expression in her lecturing in the bachelor' degree program "Communication Management" of Faculty of Journalism and Mass Communication and the courses she held "Working with facts and data in a digital environment" and "Management of production projects", as well as the course "Television News", the students' practices, etc.

## **II. Notes and recommendations**

I have no notes and recommendations on the submitted scientific works. The necessary documents have been submitted in the competition and the documents indisputably present the candidate's qualities. Maya Vasileva has the necessary scientific and teaching experience for the applied academic position, she has a solid number of citations in authoritative scientific publications, also 2 scientific reviews for the monograph "The Era of the Evening Talk Show". The minimum national legal requirements are completed according to the submitted report.

## **III. Conclusion**

I positively evaluate the publications presented for the competition, as well as the overall scientific and academic activity of Maya Vasileva. I accept the report with scientific contributions.

I will vote positively for **Maya Dimitrova Vasileva to be elected to the academic position of „associate professor“** at Sofia University „St. Kliment Ohridski“ in professional



field 3.5. Public Communications and Information Sciences (Communication Management of Facts and Data).

31.10.2022