



OPINION

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

Reviewer: Associate Professor Manuela Manliherova

Candidate : Assistant Professor Maya Vasileva

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

Assistant Professor Maya Vasileva, Ph.D., is the only candidate in the current competition for associate professor. The colleague has a long-term status as a teacher and sufficient experience in the subject of the competition. The work of Maya Vasileva in the field of news, event management and working with facts and data undoubtedly provides the necessary practical basis for teaching and the present study. I would add, the colleague is a trained researcher and teacher, skilfully combining practical experience and management of activities in the professional sphere of television production. It is visible from the submitted materials that the candidate meets the formal requirements for the competition.

A significant part of the topics in the scientific publications of the Assistant Professor Dr. Maya Vasileva are also related to the theme of the competition. As the quintessence of this research experience, I see her habilitation thesis "Working with facts and data in a digital environment". I would like to emphasize that some of the presented publications on the subject of the current competition are evidence of the consistent and full-fledged development of the scientific activity of the Assistant Professor. Dr. Maya Vasileva. Academic achievements are evidenced by the citations of her works in scientific publications - proof of the impact of consistent and thorough research work in this field. The monograph, submitted for participation in the competition "Working with facts and data in a digital environment", publishing house "BMGK Komers" EOOD, Sofia, 2022, ISBN 978-619-92104-1-3, is considered in a broad framework and in detail issues that correspond to one of the main courses that assistant professor Maya Vasileva leads in the "Communication Management" specialty. Systematizing and analyzing the dynamic communication process owns a practical contribution. A number of theoretical studies from international scientific and expert experience are summarized in order to obtain a global representation of the information



dissemination process. In this context, EU legislative initiatives in response to and countering online disinformation are presented. The monograph has a practical usage, it brings out typical cases and examines situations, summarizes practices and approaches in working with facts and data. The book is the result of a combination of professional reflection and in-depth research on this issue so important for the development of media and society today. The candidate emphasizes fact-checking methodologies and data in the content. It pays special attention to the use of technological digital algorithms to check the content, which today is in any case visualized. An essential importance for the connection of theory and practice in the scientific activity of the candidate Maya Vasileva analyzed the role of communication management in managing content and working with facts and data with the work of independent organizations in this direction. In my opinion, a well-founded point made in the presented monograph is precisely Bulgarian practical experience in the field under consideration. This text promises to be a useful teaching aid in the education of students not only of the "Communication Management" major, but also of all others who study media and information. A conceptual and terminological apparatus was applied in the study. Concepts are derived that name the following deviations from the norm in the communication process, such as disinformation, mal-information, misinformation, publications, fake news, alternative facts, infodemic, information disorder. All this makes the book useful for a wider range of readers and especially practicing journalists who need to quickly navigate the flow of news in terms of reliable information. In summary, the scientific work presented in the competition for associate professor is distinguished by a clear concept, rich and coherent argumentation, supported by numerous examples.

II. Notes and recommendations

I would like to welcome the research effort by noting two distinctive features of the study - precision and comprehensiveness in the context of the dynamics and ongoing transformation and integration in the media space.

III. Conclusion

Based on the overall analysis of the teaching and especially the research activity and the achievements of assistant professor. Dr. Maya Vasileva - the only candidate in the competition for the academic position of "Associate Professor" in "Communication management of facts and data" in the professional field 3.5. Public Communications and Information Sciences opened by Sofia University "St. Kl. Ohridski", I am convinced that Assistant Dr. Maya Vasileva meets the requirements of the Law on the Development of the Academic Staff in the Republic of Bulgaria and I recommend the respected members of the scientific jury to support her candidacy.

Jury member: Assoc. Professor Manuela Manliherova

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