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of the submitted works for participation in a competition for the academic position of ASSISTANT PROFESSOR in professional field 3.5. Public Communications and Information Sciences (Communication Management of Facts and Data), announced by SU "St. Kliment Ohridski" in the State Gazette, no. 48 of 28.06.2022 Reviewer: Prof. Dr. Totka Monova Candidate: Maya Dimitrova Vasileva, Ch. assistant, doctor at FJMK

Evaluation of the scientific and practical results and contributions of the scientific and educational production presented for participation in the competition The presented by chief assistant Dr. Maya Vasileva, a set of materials fully complies with the "Regulations on the terms and conditions for acquiring scientific degrees and occupying academic positions at SU "St. Kliment Ohridski" and complies with the legal framework of the relevant normative acts. Candidate Dr. Maya Vasileva presented a total of 23 scientific papers and 2 reviews. 16 texts were selected for participation in the competition, of which 2 monographs - "Working with facts and data in a digital environment", Sofia, 2022, 220 p. and "The era of the evening talk show: Producing an evening talk show for online platforms", Sofia, 2021, 270 pp. All texts submitted for review exactly correspond to the direction of the competition. According to the attached reference, the applicant exceeds the minimum national requirements under Art. 26 from ZRASRB as, out of a total of 690 points, for citations in monographs and collective volumes with scientific review the points are 190, and for citations and reviews in non-refereed journals with scientific review – 55. Colleague Maya Vasileva has proven to be a specialist in the research of new media and in particular the transformations to which the traditional media system and classic journalism is objectively subjected on a daily basis. She has extensive research and teaching experience in this field. Actively participates in national and international conferences and seminars; is the head of the Master's program "Production and Creative Industry"; he is the academic supervisor of 22 successfully defended diploma graduates (in the period 2014 – 2021). Dr. Maya Vasileva is a tenured teacher in the "Communication Management" specialty at the FJMK and teaches lecture courses on "Working with facts and data in a digital environment", "Management of production projects", "Television news", and leads practical training in the discipline "Learning Studio 1". Her educational and pedagogical work is characterized by systematicity, purposefulness and high professionalism, for which she enjoys authority among our academic collegium, and for innovative modern forms of teaching, regular updating of curriculum content and bibliographies, she is highly valued by students consultant from various institutions. Actively works on various scientific projects, for the period 2010-2022 he is a member of the scientific teams of 5 projects and the head of the NIS project (2020) "Quality journalism and a new communication environment", part of the research and results of which are at the heart of her monograph, Working with Facts and Data in a Digital Environment. While unconditionally accepting the scientific innovations and contributions formulated and presented by the candidate, I would like to dwell in more detail on the habilitation thesis "Working with facts and data in a digital environment" - among other things, and because it is the closest to the scientific research field, in which i work. A significant and extremely relevant work is brought to our attention. In my opinion, this is the first comprehensive and in-depth study by a Bulgarian author, whose center of attention is focused on undoubtedly the most radical and dynamic genre diversification in the history of the media. New media and social networks provoked

a new kind of communicative situation, which led to a restructuring of publics and a shift in power centers. Personal blogs, sites, podcasts, profiles in the networks - in contrast to professional media - today inform us above all about the emotions and experiences generated by social facts, rather than about the fact itself, i.e. too often today, the ontological fact is no longer the center, core of the classic media text. From here to fake news, hybrid wars, post-truth, etc. phenomena and problems of modern communication, the step is very small. Openly debatable today is the question of whether it is a question of transformation of discursive models and genre forms from traditional media and their adaptation to new media, or whether there are already two different genre systems in the general global media field. It seems to me that the habilitation work proposed by Dr. Maya Vasileva gives us quite definite evidence in favor of the second, and here, in my opinion, is one of the essential contributions of this text, because her studies, analyzes and conclusions in this direction are well supported and substantiated with representative empirical data. This new communicative situation, on the other hand, places researchers with the task of searching for and developing new methods for describing, researching, analyzing and predicting the recent changes in the new media spaces that we already witness every day. The need for such a methodology for quick reflections regarding media content is clearly visible in periods of global - such as the covid pandemic or the war in Ukraine - or public political crises of a more private nature, such as the current situation in our country. Crises acutely pose the question of a quick reaction on the part of state institutions, including changing certain legal frameworks, in order to protect audiences from propaganda manipulations and information disinformation of any kind. But before such an intervention, it is important to accurately and precisely, protected from political and party speculation, analyze the content that the institutional media and social networks distribute. Here I see the other main contribution of the habilitation thesis - Dr. Maya Vasileva introduces a definition of "problematized information" by concretizing, and thus making it possible for a variety of empirical studies, the concept of "deformed statements". I emphasize in particular the theoretical development of the types of "deformed propositions" because in purely linguistic terms they always relate to the problem of deciphering presuppositions (or the "web of presuppositions", as Umberto Eco defines it), which is key to all kinds of infotactics and hybrid wars. In my opinion, no study of fake news and post-truth is complete without detail."destruction" of the presuppositions of the communicator and the recipient, which, unfortunately, is rarely done, due to its narrow linguistic specificity. That is why I admire the framework proposed by Dr. Vasileva for defining "deformed statements" and although she looks at them from a different angle, they are fully applicable to a purely textual linguistic study. I would especially like to note as a contribution the author's theoretical framing of "constructed communication context of impact of forms of problematized information", beyond which it is impossible today to analyze categories such as "genre balance", "genre horizon", "genre competence of audiences" ", hypertext and storytelling. As I noted, there is not just a new kind of genre system, but also a new type of media text, the most characteristic of which is the shift of emphasis from information as free as possible from subjectivity in classic qualitative journalism to evaluations and arguments of a primarily emotional nature, and this is due to the new forms of freedom of writing-speech-expression that the new media provide. This, in turn, updates and undoubtedly turns it into a contribution to the habilitation work and the author's definition, as well as his typology, of the concept of "information disorder". Of the practical-applied contributions, the most interesting for me was, therefore I specially note it, "the systematization of

original methodologies for judging and evaluating the truth of information in a comparative perspective of the practice of world leading media organizations", especially considering the unlimited of practical opportunities of social networks to destroy the expertise and the hierarchy of authorities. The content analysis of the main scientific, scientific-applied and practical-applied, I would also add methodological, contributions of ch. assistant professor Dr. Maya Vasileva proves the high academic preparation of the candidate for participation in the competition for "associate professor" in Communication Management of Facts and Data. I would add that the presented habilitation work has the qualities to be an academic reference point in updating and renewing the educational content of academic disciplines not only in the "Communication Management" major, but also in the "Journalism" major.

Conclusion

The habilitation work "Working with facts and data in a digital environment" (Sofia: BMGK Komers EOOD, 2022, 220 pp. ISBN 978-619-92104-1-3) and the overall presented scientific and research output of Ch. assistant professor Dr. Maya Vasileva contain indisputable scientific and scientific-applied results that represent an original contribution to the modern theory of mass communication.

All submitted texts fully comply with the requirements of the FJMK in the profile of the announced competition.

The analysis of the entire publication activity of Dr. Maya Vasileva categorically proves that she possesses in-depth theoretical knowledge and professional skills related to the specialty "Communication Management" in general and to the theoretical discipline "Working with facts and data in a digital environment" taught by her. , of which he is the holder, in particular.

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Without a doubt, the candidate demonstrates qualities and skills for conducting modern scientific research using own, approved and proven methods, as well as the realization of a modern, adequate to the requirements and challenges of the global 21st century, academic training.

Based on the analysis of the overall teaching and research activity of ch. assistant Dr. Maya Dimitrova Vasileva, I strongly suggest to the respected colleagues of the scientific jury that she be elected as an "associate professor" in professional direction 3.5. Public Communications and Information Sciences (Communication Management of Facts and Data), for which I vote positively, and also to be proposed to the Scientific Council at the FJMK to confirm the election of Dr. Maya Vasileva.

Date: November 5, 2022 Jury member:

/prof. Dr. Totka Monova/