



OPINION

on the submitted works for participation in a competition for the academic position of PROFESSOR in professional field 3.5. *Public Communications and Information Sciences (Media ecosystem)*, announced by Sofia University “St. Kliment Ohridski” in SJ, issue 35/15.04.2023.

Reviewer: Prof. PhD Iliana Pavlova Koleva

Candidate: Assoc. prof. PhD Simeon Ignatov Vassilev

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

The following are submitted for participation in the competition: 2 monographs studies, 1 chapter of a collective monograph study, 2 studies and 10 articles. Assoc. prof. PhD S. Vassilev is in author team of 1 textbook; he participated in 5 projects and was the head of 1 project.

All submitted publications are in the field of the competition, meet the requirements and may be accepted for evaluation. The scientometric data for the academic position "professor" corresponds to the requirements.

The scientific output of Assoc. Prof. PhD Simeon Vassilev shows purposeful and thorough research work in the field of the media ecosystem. This is a significant, current scientific field, distinguished by complex interrelationships and interactions of processes and transformation mechanisms in various areas. Examined in the conditions of technological innovations and a dynamically developing information society, the studied issues have a contributing character and enrich the Bulgarian media knowledge.

The main habilitation work is the monograph study "Media Ecosystem. Challenges of Transformation" (2023). The monograph study offers a systematized scientific knowledge and research contribution to the problematic of the media ecosystem. Assoc. prof. PhD S. Vassilev uses the interdisciplinary approach in the systematization and analysis of phenomena



from political, social and journalistic theory, thoroughly examines the interrelationship and interaction of various processes not only within the media system itself, but also in its relationships with other social systems, presents the observed processes in scope.

I appreciate the conceptual development and enrichment of understanding of the media ecosystem as a contributing point in Bulgarian media studies. The topic is also the main one in the presented chapter of the collective monograph study "The greenhouse effect of the media (eco)system" (In: "Rhetoric and communications in the 21st century: theories, methods, practices", 2021), as well as in the articles: "Media Transformation" (Sofia: Friedrich Ebert Foundation, Bureau Bulgaria, 2023), "From Passive Social Atoms to Metaaudience" (In: "New Industries, New Audiences", 2022), "The Fourth (Network) Power: Manifestations, phenomena and tendencies" (In: Rhetoric and communications", 2022) and others.

Related to the main research topic of the media ecosystem, received additional attention and serious scholarly reading in the works, is the topic of the network society, changes in the behavior of the network audience and the processes that take place along the axis of traditional - new media. The topic is central to the monograph study "In the Spiral of Sharing: Media Content and Social Networks" (2022). The research collects and systematizes the accumulated scientific experience and is distinguished by its factual density.

The scientific production corresponds to the teaching profile of Assoc. Prof. PhD Simeon Vassilev. In the FJMK he is a lecturer of the disciplines: "Media Ecosystem", "Cultural-Historical Interrelationships and Media Content", "Functions of the Institutional and Political Spokesperson", "Political leadership in Europe", "Content management and target audiences", "Modern world media of the 20th and 21st centuries", "Communication skills (Television)", "Media convergence".

In the documentation submitted for the competition is also included one participation in the author's collective of textbook "Communication and presentation skills in an international environment" (2021).

II. Notes and recommendations

Taking into account the fact that the term "Internet" directly refers to the idea of a network and a network structure, I accept the discussion nature of the term "metamedia Internet" used in scientific works ("metamedia Internet" - in: "The Media Ecosystem", p. 8;



"The metamedia Internet is the product of two forces - globalization and digitalization" - in: "In the Spiral of Sharing: Media Content and Social Networks", p. 9, as well as others).

I believe that the overall research activity of Assoc. Prof. Simeon Vassilev in the field of the media ecosystem, also related to the problems of the network society, the relationship between media and technology and their influence on the socio-political and economic spheres, as well as the cultural transformations as a result of digitization, has a contributing character for Bulgarian media studies, and this, together with the rich practical experience of Assoc. Prof. Simeon Vassilev in the field of media and journalism, forms a serious academic presence at the FJMK.

III. Conclusion

On the basis of the overall scientific and teaching activity of assoc. prof. PhD Simeon Vassilev, the relevance and contributions of the scientific publications, I express my positive assessment and will vote that **assoc. prof. PhD Simeon Ignatov Vassilev to be elected at the academic position of "professor" in professional field 3.5. Public Communications and Information Sciences (Media Ecosystem).**

31.07.2023

Prof. PhD Iliana Pavlova