

REVIEW

by Prof. Rossen Kostadinov Stoyanov, Ph.D.

Professional field 3.5. Public Communications and Information Sciences

New Bulgarian University

July 31, 2023

Regarding: the candidacy of Associate Professor Simeon Ignatov Vassilev, Ph.D. for the academic position of professor, higher education field 3. Social, economic and legal sciences, professional field 3.5. Public Communications and Information Sciences (Media Ecosystem), according to a competition announced in SG No. 35 of 18.IV.2023.

The specificity of the competition implies the acquisition of the academic position of „professor“ in professional field 3.5. Public Communications and Information Sciences. The competition was announced for the needs of the Faculty of Journalism and Mass Communication, SU „St. Kliment Ohridski“.

Candidate Assoc. Prof. Vassilev's publications are in the field of his scientific interests, among which are topics such as media awareness and democratic principles and standards, the new space-time continuum of the media, audience, the change of the media environment, the crisis of journalistic identity, the communication power of social networks and the information power of traditional media.

Assoc. Prof. Vassilev is the author of dozens of publications and books, including journalistic and monographic works such as „The World Gambit“, „The Globalized Absurd“, „Version „International Politics“, „The Decade. In the Shadow of Leaders, Crises, Elections and Wars“, „Leadership and media“, „Letters from the Chaos of Time. Media Content and the Foreign Policy Process“, „In the Spiral of Sharing. Media Content and Social Networks“.

Here, it is obligatory to add his creative activity as the author of documentaries – „The World Gambit“, „Hungary. Cooperation and Security“, „The Wall“, „September 11th...“, „Bulgaria's Path to NATO“, „Bulgaria In the World of the UN – a Diplomatic Chronicle“.

Colleague Vasilev is a recognized publicist, publisher, editor and consultant, member of a number of professional organizations, winner of prestigious Bulgarian and international awards.

In his research activity, Assoc. Prof. Vassilev shows a desire to systematize his rich personal practical experience with theoretical analysis and forecasts. A distinctive feature of his work is the successful formulation of methods and models and the application of new techniques

for explaining and optimizing processes in the communication environment and the educational process.

1. Evaluation of the monographic study „Media Ecosystem. Challenges of Transformation“.

1.1. I find the monographic research up-to-date, with practical and applied value.

Interdisciplinary in nature, which is one of its essential advantages.

1.2. This work is a unified result of in-depth knowledge of a number of scientific fields of research, including media transformation, the fourth network power, technological properties of media, media literacy, media as part of the analysis of diplomatic and military characteristics of the modern world, and is the result of a serious practical experience combined with a scientific approach and academic reasoning.

1.3. The issue of the monographic research definitely corresponds to the subject of the competition.

The monograph „Media ecosystem. Challenges of Transformation“ represents a successful attempt to create an interpretive framework for the nature of media transformation as a process.

The key role of the media ecosystem for all social systems and their normal functioning is presented in parentheses and is the main theme of the monograph.

The media ecosystem is defined by the author as a special type, complex and multifunctional organism, undoubtedly influenced by technological changes that influence, transform and change all internal system aspects – cultural, social, political and economic.

The interdisciplinary approach used by the author Vassilev systematizes and explains, on the one hand, the dynamic change of the media ecosystem and, on the other hand, the interdependent individual transformations in other social systems.

2. Evaluation of the candidate for the competition.

2.1. Assessment of the applicant's research/creative work.

Term of the long-term attestation – 2018-2023. During the period, the candidate has realized 3 studies, 10 articles and 1 teaching aid, as well as the main text for the current procedure – a monographic work \$Media Ecosystem. Challenges of transformation\$, UPH SU „St. Kliment Ohridski“, 2023.

For the purposes of the competition, an additional monograph was presented – „In the Spiral of Sharing. Media Content and Social Networks“, UPH SU „St. Kliment Ohridski“, 2022.

There is an undoubted influence on the external environment, evidenced by more than the number of citations in peer-reviewed monographs and collective volumes, as well as citations or reviews in non-refereed peer-reviewed journals.

2.2. Assessment of academic workload and teaching quality.

Colleague Vassilev was a part-time teacher in the period 2011-2018 and a full-time associate professor at the Department of „Communication and Audiovisual Production“ of the FJMC, SU „St. Kliment Ohridski“ from 2020.

According to Art. 115, para. (1), item 5 of the Regulations on the terms and conditions for acquiring scientific degrees and holding academic positions at SU „St. Kliment Ohridski“, Assoc. Ph.D. Simeon Vasilev has the necessary teaching load to hold the academic position of „Professor“. During the years of the certification, the disciplines led as a titular teacher are in the specialty „Communication Management“ of FJMC „Media Ecosystem“, „Cultural-Historical Interrelationships and Media Content“, „Leadership in Europe“, „Functions of the Institutional Spokesperson“, „Target Audience and media content“. He also teaches the courses „Communication Skills“, „World Media of the 20th and 21st Century“, „Media Convergence“.

2.3. Assessment of the candidate's joint work with students and doctoral students.

For the period 2018-2023, Assoc. Prof. Simeon Vassilev was the supervisor of 22 students who successfully defended their thesis, as well as one doctoral student who successfully defended his thesis. There are also over 20 reviews of diploma theses and participation in state commissions for diploma defenses. Assoc. Prof. Simeon Vassilev works constantly with students on scientific and practical-applied projects.

2.4. Assessment of the candidate's participation in research projects, membership in professional organizations in the scientific field, etc.

During the certification period, the candidate took part in numerous prestigious national scientific and educational projects. He participated in research projects in Bulgaria and abroad.

Colleague Assoc. Prof. Vasilev is a member of a number of renowned organizations of specialists and experts in the field of communications.

CONCLUSION.

I am convinced that with the election of Assoc. Dr. Simeon Vassilev, colleagues from the Faculty of Journalism and Mass Communication will be able to count on a teacher and expert with lasting interests in the stated professional and scientific field, and colleague Vassilev will continue to contribute for upholding the high scientific and professional competence of the faculty and the undoubted academic authority of the Alma Mater.

Taking into account the circumstances mentioned so far, I give a positive assessment to the candidate Assoc. Ph.D. 35 of 18.IV.2023, to occupy the academic position „professor“ in professional direction 3.5. Public Communications and Information Sciences (Media Ecosystem), Faculty of Journalism and Mass Communication, SU „St. Kliment Ohridski“.

July 31, 2023

Cordially Yours:


Prof. Rossen Kostadinov Stoyanov, Ph.D.