



ОPINION

From Assoc. Prof. Stella Angova, UNWE, Media and Public Communication Department
For obtaining the educational and scientific degree "Doctor" (PhD) in professional field 3.5
Social Communications and Information Sciences.

With a dissertation on the topic: **"THE CREATIVE COMMUNICATIONS AND NEW MEDIA FORMATS IN THE CONTEXT OF EXTRAORDINARY VIRTUALITY: The New Media Art"**

Presented by **Atanas Lozanov**

with supervisor: Assoc. Prof. Simeon Vasilev

I. Evaluation of the qualities of the text of the dissertation

The dissertation interdisciplinarily analyses the current topic of new media art. Artificial intelligence has taken a serious space in the communication field both textually and visually. The author thoroughly examines the changed paradigm of information collaboration between humans (artists) and machines. In the text we not only see the current picture of high-tech discourse in the context of media art, but also a possible scenario of collaboration between artists and smart machines in the future is proposed. The inclusion of the topic of ethical standards is argued, i.e. how artificial intelligence (AI) can be taught "implicit ethical values".

The relevance of the topic can also be found in the framework in which the research is set - the interaction between "computational creativity" ("AI art") and the digitally born. This perspective has its scientific relevance insofar as, as the author himself says, there is "the uneven impact of technology on different segments of society, posed with certain mental and ethical challenges and attempts to regulate progress (p. 10). The generation gap is large technologically and before the advent of artificial intelligence, and with its spread, generations are further apart. The digitally born are content creators and users of artificial intelligence in addition to content consumers, which is why I find my own research conducted with 60 respondents aged 19-23 original, and the results of which make it possible to assess their digital literacy, ability to create and understand concepts, and ability to distinguish information from art in the digital environment. An original approach is the synthesis of the secondary analysis carried out on two foreign studies, the own survey and the comparative valorization using ChatGPT 3.5. I find the results correct and welcome the visualized model of new media art (Fig. 16, p. 131). This is one of the significant contributions of the thesis.



Already in the introduction the author has listed 14 basic concepts of importance for the dissertation and has indicated their definitions. In bibliographical terms, there is a knowledge of Bulgarian and foreign researchers with contributions to the field under study. The concepts of the "pre-analogue, analogue and digital age" are critically reflected upon. Interesting and worthy of discussion is the conclusion that "All of the artifacts recovered work in support of one possible variant of the development of Humanity, namely posthumanism or transhumanism (p. 140). Hence my question to PhD student Atanas Lozanov: if we are to score in categories, would such a scenario lead humans to progress or regress creatively?

As I mentioned at the beginning of the opinion, the thesis is interdisciplinary – It combines computer science, communication science, art, cultural studies, sociological science, philosophy, pedagogy, etc. Through it, I see a definite contribution in theoretical and practical-applied terms. The topic suggests debate and more research, which means that the author has a flair for defining a problem field in science.

II. Contributions of the dissertation research

I accept as justified the above contributions, which define new hypotheses for science, proven by properly selected research methods.

III. Notes and recommendations

The scientific contributions could have been formulated and numbered more concisely. But even in this form I accept them as correctly defined and corresponding exactly to the tasks performed.

IV. Publications and participation in scientific forums

The author has five scientific publications on the topic of the dissertation and participation in conferences with 8 papers, which fulfilled the requirements of the Regulations for the conditions and procedure for acquiring scientific degrees and holding academic positions at Sofia University "St. Kliment Ohridski" and the minimum national requirements under Art. 63, par. 1, point 4 and Art. 69, par. 3.



V. Conclusion

This dissertation addresses an important topic of the changing paradigm of media art under the influence of artificial intelligence. The author not only registers the transformations but also focuses on ethical and moral dilemmas and discussions about the role of technology in the contemporary world. Causal links are established. The idea of the media environment as hybrid communication, creativity and information is proposed, and this leads to a rethinking of the research perspective. Important theoretical and applied results are obtained. For all these reasons, I will vote positively for the award of the Ph.D. degree to Atanas Atanasov Lozanov for his thesis on CREATIVE COMMUNICATIONS AND NEW MEDIA FORMATS IN THE CONTEXT OF EXTRAORDINARY VIRTUALITY: New Media Art.

Jury member: Assoc. Prof. Stella Angova

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