



OPINION

from Assoc. Prof. Dr. Maya Vassileva

(scientific position, academic degree, name, surname, educational/scientific institution)

for obtaining the educational and scientific degree "Doctor" (PhD) / scientific degree "Doctor of Science" 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 Atanasov Lozanov, a full-time doctoral student in the Department "Communication and Audiovisual Production" of the Faculty of Journalism and Mass Communication

with supervisor: Assoc. Prof. Dr. Simeon Ignatov Vassilev

Ph.D. Student Atanas Lozanov graduated from FJMC "Production and Creative Industry" Master's Degree as a trainee with professional experience in media and full awareness of the role and responsibilities of the producer in the TV production process. In the three years of his Ph.D. development, I have a positive impression on his activities and publications in two international conferences of FJMC in which we have jointly participated in sections and discussions.

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

The dissertation consists of an introduction, three chapters, a conclusion, a bibliography of 82 sources in Bulgarian and foreign languages, reference to scientific contributions and a list of publications related to the topic of the dissertation. 16 figures and 9 infographics are incorporated in the main text. The paper is accompanied by 1 appendix (an empirical research survey). The total volume of work is 146 pages.

The dissertation, presented by Atanas Lozanov, is dedicated to an actual problem, a globally significant and widely-discussed scientific question and conceptual interpretation of artificial intelligence during the 21st century – a bold choice of topic for which the Ph.D. Student and scientific supervisor take a responsible position. The topic of the scientific research of the dissertation is in line with a current global trend of academic developments for the application of artificial intelligence, and in this sense, is a modern innovative part of the world megatrend of the dynamic complexity of media, communication, and art perception, as well as necessary for research differential exploring, and accordingly an original topic in its conceptual observation.

The topic of the dissertation about new media art in extraordinary virtuality is sufficiently-complicated. The author chose compiled and multi-layered analysis with an interdisciplinary approach. The genre and forms of the new media art are presented from a historical perspective



with a variety of terms and a special emphasis on technological progress that influences the ontology and discourse of the new art is also placed on. It is through digital identity based on computational cultural sublimation of the art history and legacy, cognitive psychology, and decisive interference of new technologies that the relationship between artist(human being) and machine(artificial intelligence) is emerging. As stated in the text – “It is a collaboration in a building-up understanding of creative and effective communication in the online environment and the influence of extraordinary virtuality upon consciousness in performing creative and social audience receptors. Based on his analysis, the author addresses the general question of the relationship between natural and artificial intelligence in the art sphere and by the dynamic technological process – is it possible to bring new algorithms of consciousness?”

I consider the presented object and subject of the research, as well as the available three hypotheses, main scientific problem, leading thesis, and research method of resolving three relevant research goals to be thoroughly contextually justified and appropriate to the dissertation topic.

In terms of content, the paper is very well structured in three main chapters, theoretically in-depth by set of terminological justifications. The text is distinguished by factuality, and multi-faceted analysis, shows a deep understanding and broad awareness of Ph.D. Student in art and media. The dissertation offers knowledge of scientific literature, shows complexity of scientific views in the study area and the author’s interpretation is developed as original conceptual framework with language and style, relevant to doctorate candidate. The abstract is in accordance with the text of the dissertation.

The first chapter named “ Ontology and Discourses of New Media Art” offers a theoretical frame of the study and outlines the territory of the new media art as an object and problem of creativity and communication – within the origin, techniques, cultural influences, specifics, and direction of development. Special attention is paid to genres of new media art, that are influenced by Avant-garde, Dadaism, and personalized cinema. The Ph.D. student also explores the conceptual relationship between remix culture(Lawrence Lessig) and contemporary genres of new media art, created by technological agents. Right here he addresses an old, but highly complex question about the original and copy’s value in the remix culture context and using artificial intelligence in arts, but at the same time the study raises questions about the added value of the original and the disadvantages of art replication.

In the second chapter titled “New Algorithms of Consciousness: Creative Applications, Technological and Social Connotations”, these observations become even more specific and the focus of attention turns to the place of art, generated by artificial intelligence, tracing theoretical frames, philosophical constructions, and practical applications. The second hypothesis about social and cultural transformation through computational art is observed.

The third chapter, entitled “Empirical Researches: Infoxiation and Cognitive Resilience, Patterns and Deviations of the New Age, compiles new findings and results from well-known scientific studies and the author’s empirical survey about the third hypothesis and the consolidation of the new media art paradigm, relevant to the dissertation’s scientific intentions.

In conclusion, as a key finding, it is stated that the new media art’s historical development shows conditions for cultural transformation by means of artificial intelligence.



II. Contributions of the dissertation research

One of the essential contributions of the dissertation is the positioning of the interaction between humans and machines in a new technological context, predetermined by the development of new media art. The interference of artificial intelligence in convergence with the human talent of the artist creates new opportunities for creativity exposure, but at the same time gives rise to new boundaries as well as unlimited existence of art.

I agree with the formulated contributions of the dissertation work.

Scientific contributions of the dissertation work are associated with several moments:

- Scientific concept and work definition of new media art – ontology and discourses – art and creative techniques;
- Theoretical framework of existing connection and predisposition of digital natives' generation to new media art – neuroplastic- changes in brain structure as a result of exposure to the impact of the new technologies – transhumanistic creative consciousness;
- An original research position on the essence and value of upgraded human art by means of new technologies - absorb them;
- The author's vision for the emergence of new algorithms of consciousness - extraordinary virtuality - hybrid agents in new media art.
- The reformatted audiences of new media art.

III. Notes and recommendations

Atanas Lozanov took the notes and agreed recommendations, I have singled out during internal defense discussion and they are reflected in the text submitted for evaluation. I have no recommendations except the next efforts of the author to enrich existing theories with new findings on the dissertation topic.

IV. Publications and participation in scientific forums

The PH.D Student has five publications on the topic of the dissertation and necessary participation in scientific forums is also presented. The present opinion of the dissertation work of Atanas Lozanov on the topic: “The Creative Communications and New Media Formats in the Context of Extraordinary Virtuality: The New Media Art” confirms that it is a work developed according to the requirements of the Regulations for the terms and conditions for acquiring scientific degrees at Sofia University “St. Kliment Ohridski” for approving and disclosing the results of the research according to Art. 5, item 5 and whether the minimum national requirements under Art 63, para. 1 item 4 and art. 69, para. 3 are fulfilled. The text, submitted for evaluation, corresponds to the topic, criteria, requirements, and specifics of the



scientific specialty and profile of the primary education department – the Department of Communication and Audiovisual Production”.

V. Conclusion

Due to everything stated and emphasizing the merits of the presented work, I firmly state my opinion that Atanas Lozanov should be awarded the scientific and educational degree “Doctor” in scientific field 3.5. “Public Communications and Information Sciences,” for which I will vote positively.

Jury member: Assoc. Prof. Dr. Maya Vassileva

Date: 04.09.2023