



ИНСТИТУТ ПО ФИЛОСОФИЯ И СОЦИОЛОГИЯ

RECENSION

by Associate Professor Mariana Georgieva Todorova, PhD, BAS, Institute of Philosophy and
Sociology

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

for the acquisition of the educational and scientific degree "PhD" in professional field 3.5.

Public Communications and Information Sciences (doctoral program "Media and
Communications"-

Effective communications in the online environment)

with a dissertation on the topic:

"CREATIVE COMMUNICATIONS AND THE NEW MEDIA FORMATS IN THE CONTEXT OF EXTRAORDINARY VIRTUALITY": 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: Associate Professor Dr. Simeon Ignatov Vassilev

I. INFORMATION ABOUT THE DOCTORAL STUDENT

Doctoral student Atanas Lozanov graduated from BP "Film and Television Art" at New Bulgarian University, MP "Production and Creative Industry" and is a full-time doctoral student with the right to defense in professional direction 3.5. Public Communications and Information Sciences, Doctoral Program "Media and Communications" - Effective Communications in the Online Environment.



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II. Brief description of the presented scientific works/publications and scientific contributions

The main scientific interests of Atanas Lozanov are expressed in the analysis of the phenomenon of "computational creativity" or "AI art" in the spectrum of impact and content of new media art, the manifestations of artificial intelligence, the contribution of the “digital by birth”, the new algorithms of consciousness for collaboration with technology and smart machines.

Regarding the theoretical ambitions outlined by the candidate to justify: the actuality of the topic, the thematic field, the theoretical need, motivation, the object of research, the main scientific problem of the research, the tasks, I think that Atanas Lozanov did quite well, keeping meaningfully coherent and logical consistent structure of the exposition.

I find that the leading research thesis, as the author defines it: "...that new media art is a spiral process that absorbs and adapts techniques and technologies to its advantage and structures a multi-layered puzzle of cultural and social layers as a living and sustainable strategy even in the pre-analog and the analog era, which uses an arsenal of myths, utopian, but also realistic perspectives in the construction of its identity and reshapes the cultural heritage, is assumed as a hybrid between communication channel, medium and means of expression to provoke an evolution of consciousness and to question conventional forms and is the flagship of the digital new beginning. New media art is a kind of test of personal relocation and orientation, a litmus test for the suitability and abilities of individuals of different generations to adapt to global change, despite attempts at postponement, regulations, labeling and other similar first-signal restrictions." has been successfully proven and defended by the Ph.D. candidate Lozanov.

I am satisfied that the PhD student has, following the recommendations of the previous discussion, come up with more clearly working definitions of: "extraordinary virtuality", "narrow AI", "general or general AI" and "super AI", "new algorithms of consciousness ", “new conscious



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algorithms". By doing so, he has significantly improved the quality of the second chapter and of the dissertation as a whole.

The first chapter is extremely informative, rich in nuances, outlining the various currents and styles leading to new media art.

I must note that the doctoral student has enriched the part with conclusions and summaries as far as they are the author's personal reflection on the subject, as he was also advised in the internal defending procedure. As a contribution, I would highlight the conclusion: "...Experimental artists are gradually getting closer to the commercial sector, the consumer boom has the function of turning the young generation of artists into market leaders of mass culture ... in which the dominance of market logic and the hybrid role of young artists stand out, who are also "the new entrepreneurs in the creative industries".

The comment about the deficits in the originality of new media art is also relevant. I would develop in more detail the thesis about "the acquisition of new algorithms of consciousness, relevant to the times, and so I also recommend the author to look for the Bulgarian equivalent of the vocabulary used.

The PhD student has done a solid edit of the second chapter, taking into account the critical analysis of his reviewers. The optimistic pathos of theses is again present, but they are described much more objectively. However, I would outline an alternative view of the thesis: "... AI at full scale has one distinguishing characteristic: it makes change objectively, delicately, and from the side, probably because its assumed superhuman purpose is to be responsible for providing alternatives and mechanisms for improving and rethinking the accumulated civilizational experience, as far as the knowledge of human perfection is present, and to realize the mixed transhumanist identity in the perspective of a shared, secure and solidary way of existence, so that "yesterday, here, now and tomorrow" do not remain with the meaning reviled by the masses until now. Or at least, I would specify that this thesis is mainly advocated by technological absolutists or transhumanists.



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Key to the second chapter is the thesis: "The path to clarifying the concept of 'computational creativity', which carries an equivalent meaning to 'AI art', is fraught with controversy among the high technology, cognitive psychology, philosophy, and arts communities, and grounds for productive debate in the last few decades." Through it, the doctoral student clearly outlines the fluidity of the notion and definitions of "computational creativity or AI art."

The PhD student has very quickly been able to reflect the impact of the new generation of artificial intelligence such as large language models (the product of OpenAI, etc.) and to describe the multimedia theater that is able to integrate AI in writing scripts, in supplementing the cast, etc. ., as well as trace transformations in terms of cinema, music and television.

I would deprive the text of more emotionally pejorative theses such as: "And if for young people "Yalta" is today just a disco place, then the genocide of the intellect is a cornerstone."

I find the following author's statement as the quintessence and contribution of his work: "The complexity of perceiving AI art is a symbiosis in simulating natural or emotional intelligence, cognitive individual abilities, environment, family, education, interests, needs and social".

The PhD student has successfully completed the recommendation to clarify the difference between 'intellect' and 'intelligence'.

There is no "empathetic AI". There is no "sentient", "empathetic" artificial intelligence yet. If somewhere the author has noticed that it is reflected in texts or the perception of digital natives is like that, it should be limited as fact and perception. Make it clear that these are media reconstructions or figments of the imagination.

More evidence is needed as to why digital-borns possess the qualities stated by the author: "Digital-borns are capable of broadcasting leaders who provide product ratings and reviews on platforms or create new media content in web pages, blogs, white papers, e-books, infographics, graphic arts, games, videos and films, thereby also determining market realities and trends".

When publishing, I would remove the following statement: "Of course, GPT belong to the generation of "old school" semantic machines, far more promising are the experiments in China



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and the Russian Federation, where AI is trained not only in working with data, but also in multimodal a simulation of consciousness, with a view to simulating and explaining the inherent human associative or abstract thinking, for direct and indirect implementation of messages and performance of tasks.", because it does not rest on proven facts.

In terms of "multimodal AI", ChatGPT 4 is one, but we haven't worked with it yet, haven't seen it in action. We only know about it from the video representation, but it will have the characteristics of a linguistic and visual model. China reported the "Wu Dao" but never publicly showed anything. Russia has no hint in this direction.

Despite the recommendations made, I find the second chapter completely revised, reinforced with numerous moral-philosophical theses and marking the foundation for future authored texts of the doctoral student.

The third chapter is also expanded with a more in-depth analysis compared to previous versions of the work. Regarding the ethical issues touched on from a different angle in chapters two, three and the conclusion, I am satisfied that the concepts of transhumanism are developed in a little more detail.

Conclusion

In conclusion, I express my positive assessment of Atanas Lozanov's scientific research activity, and I strongly recommend to the scientific jury that he be awarded the scientific and educational degree "a PhD/ doctor".

Assoc. Prof. Mariana Todorova, PhD

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Signature:

Sofia