

## **OPINION**

of Assoc. Prof. Dr. Sasha Vladimirova Todorova

regarding the scientific works submitted for the competition for the academic position of

“Professor” by the candidate

**Lulivera Delcheva Krasteva-Stoyanova,**

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In the competition announced by Sofia University in State Gazette, Issue 65 of 16.08.2019, for the academic position of “Professor”, there is only one candidate.

### **1. General description of the submitted material**

The candidate’s scientific output is ample in content and size. For the competition, she has submitted a total of 28 publications, including two monograph works (one of which is a collective work, but with distinct boundaries of authorship) and 24 studies and articles, 13 of which are in a foreign language and published in scientific editions in Europe and the US. Three of these publications have a SCOPUS impact factor.

The candidate has presented 31 papers, of which 18 were read at international forums dealing with the effects and defects of journalism.

She has implemented six international projects and seven university projects headed by her.

### **2. General characterization of the candidate’s scientific, applied-scientific and teaching activities**

The research activities of Assoc. Prof. Dr. Lulivera Krysteva are in the field of journalism, theory of social conflict, the media and media axiology, as evident by the direct

results of the candidate's scientific interests presented in recent years in the daily and weakly traditional and online press and information sites.

The candidate's research activities are impressively consistent in their relatedness to the the topic of the media's system of values in the context of a "journalistic 'photographing' of social reality". In this connection, she argues the emergence of the practice of "copy-paste", the phenomenon of limited informedness under conditions of excessive information and the instilling of fear.

Her accumulated research experience, conducted analyses, written publications, are the fundamental and essential basis of the candidate's successful teaching activities. She has behind her 28 years of teaching (nine of which as a part-time assistant professor) at the Faculty of Journalism and Mass Communication of Sofia University St. Kliment Ohridsky. Since the year 2000, she has been an associate professor.

She has been the holder of 12 lecture courses in three bachelor's and four master's programs at the FJMC of Sofia University, and an additional two courses in the specialty "Pedagogy of Mass and Artistic Communication" at the FEPSA (now named Faculty of Education and Art).

Assoc. Prof. Dr. Lulivera Krasteva is the author of three study programs for students enrolled in Erasmus programs. She has designed four doctoral student programs.

She was a visiting lecturer at four foreign universities: in Poland, Estonia, Latvia and Holland.

### **3. Analysis of the candidate's scientific achievements**

In the course of her professional career, Assoc. Prof. Dr. Lulivera Krasteva has successfully combined research and teaching. Based on the materials submitted for review, it is evident that her main spheres of scientific interest, research activities, and analysis are

related to the social aspects of journalism: social conflicts and their resonance in the media; social thought and the media; media social models; contemporary “social allergies”; social news and news about social problems; the imitation of new social models in the media.

The adduced argumentation, analyses and conclusions give me reason to highly assess this part of her scientific output.

What I find especially important in the candidate’s work is the focus on deviations from the basic professional principles of journalism. These include: the means of mass information creating a second reality; media conflictiveness; is silence golden when it pertains to the silence of PR specialists?; media pressure on PR reactions; media taboos; new concepts as to what is permissible and impermissible; the PR of silence operates as a new diktat for the profession.

The candidate’s searches and analysis have included the country’s topical demographic problems, European elections, etc.

#### **4. Assessment of the candidate’s scientific and applied-scientific contributions**

The contributions pointed out in the report on documents submitted for the competition are cogently deduced from an analysis of the candidate’s separate contributions. This is the most important reason why I accept them.

I am happy to emphasize the following:

- the set of categories has been made more precise, thus enriching current knowledge;
- important social conflicts have been identified, and the deficits of their reflection in the media have been systematized;
- the process of formation and spread of new media social models has been clarified;

- the changes in the hierarchy of values in journalism and the lack of media conflictiveness have been demonstrated;
- the syndrome of negativism in the Bulgarian media image has been revealed; the role of education for global society and for the media has been argued.

Pertaining to applied-scientific contributions are the analyses, assessments and recommendations regarding the possibilities for restoring public trust in the media by creating and asserting constructive journalism through the formation of the conflictological and social competence of journalists.

## **5. The impact of the candidate's scientific publications in national and foreign literature**

The positive impact of the candidate's scientific publications can be deduced from the 43 cases of citations and references listed in the materials.

The citations are in a positive aspect.

## **6. Critical remarks and recommendations**

The modern role and importance of journalism in the lives of people and society requires constant study of the processes related to the function and development of journalism. That is why Assoc. Prof. Dr. Lulivera Krasteva should continue, go deeper in, and expand her research on the topic of her studies.

## **7. Conclusion**

The candidate's scientific output is considerable in size and impressive. The scientific results have allowed her to make scholarly contributions pertaining to theory, methodology and applied science.

The problem area to which her contributions and her overall research and teaching activity pertain corresponds to the topic of the department for which the competition is being run.

On this basis, I firmly recommend that the honorable scientific jury elect Assoc. Prof. Dr. Lulivera Delcheva Krasteva-Stoyanova to the academic position of “Professor” in the area of “Journalism – Media and Social Conflicts” in the scientific area of “Public Communications and Social Sciences” at the Faculty of Journalism and Mass Communication of Sofia University St. Kliment Ohridsky.

I will personally vote in support of her election.

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Author of the Opinion:

Sofia

(Assoc. Prof. Dr. Sasha Todorova)