

## REVIEW

by **Tolya Angelova Stoitsova, PhD, D.Sc. professor in New Bulgarian University**

**Department of Mass Communications**

On materials, presented of an applicant for an academic title “Professor”

In Sofia University “St. Kliment Ohridski”

Professional field **3.5. Social Communication and Informational Sciences**

There is one applicant that participates in the competition for professor – assoc. prof. Lulivera Delcheva Krusteva-Stoyanova, PhD, lecturer in Faculty of Journalism and Mass Communication of Sofia University.

All the requirements of the procedure are met and the whole of necessary documentation I thoroughly organized into folders.

### **I. Assessment of compliance with national minimum requirements**

Dr. Krusteva satisfies all national minimum requirements required for the academic title “Professor”. The applicant receive her PhD in philology in 1989 and became associated professor in 2000.

Assoc.prof Krusteva published a serious monography entitled “Social Conflict and Media Resonance” in 2019. She presented also a chapter from another monography in English language “Mapping Foreign Correspondence in Europe” with her chapter named „The Foreign Correspondents in Bulgaria“, published in 2015. Also, the applicant presents 28 scientific materials in Bulgarian and English language in which she is the only author in the period after her habilitation. 30 reports and articles are also included in the competition where Dr. Krusteva is taking part. In this group of national criteria the applicant exceeds double the required minimum of points for associate professor.

The same is the situation with criterion “Citations”. Let me underline that publications of Dr. Krusteva are quoted in one of the most prestigious SCORPUS bases.

### **II. Research Activities and Results.**

Scientific activity of the applicant for a professor is in the field of journalism, the theory of social conflicts and media axiology. Dr. Krusteva is an author of 2 monographies one of which without doubt is showing her long years’ experience as a researcher, lecturer and practitioner. This is the last one, published in 2019 – very new, with the title “Social Conflict and Media Resonance. *Communication Problems in Bulgarian Media (2007 – 2019)*“. I think that the serious research work has been seen since the title of the book that include a research period of 12 years and content analysis

of 37 133 publications. For me no surprise that in this monography there are 7 significant scientific contributions.

Personal contributions in all publications presented by Dr. Krusteva for the competition could be summarized in three scientific fields: theoretical, practical applications and media science. Publications are results of long years' research of Bulgarian classical and online press.

The teams' fields in Dr. Krusteva's publications could be qualified into 4 different directions:

1. Research on forming and establishing of new media social models, changes in value professional hierarchy, understanding media as a "second reality".
2. Publications as results of international projects and attendances in foreign conferences.
3. Third direction includes publications that analyze real conflicts, reactions of institutions and their media reflections.
4. Publications in the last, fourth direction, treat essential problems in journalism. They include the syndrome of negativism in Bulgarian media image, PR pressure and regulation of publicity, professional stereotypes, new understanding about what is acceptable and what is unacceptable in journalistic profession and journalistic ethics.

### **III. Teaching activities**

Assoc. Prof. Krusteva has 28 years teaching experience. She created 12 lecturing courses for 3 bachelor and 4 master programs and 2 more for another faculties in Sofia University. I was very impressed that Dr. Krusteva is also the author of three study programs for students under the European Erasmus+ program, which in my opinion is a big plus for both Bulgarian and foreign students at her faculty.

Dr. Krusteva guided 6 PhD student. One defended his dissertation successfully, other 3 are on the step of approbation before the official defense. As a diploma supervisor, Assoc. Prof. Krusteva has 109 successfully defended their dissertations' students in Bachelor and Master program.

Under Dr. Krusteva guidance 10 students took part in different international conferences, which I appreciate as a significant results in her teaching activity.

Assoc. prof. Krusteva has a teaching experience in 4 foreign universities in Poland (Wroclaw), Estonia (Tallinn), and Latvia (Jelgava) and in The Netherlands (Leeuwarden). This fact proves her very good image as a teacher on an international level.

### **IV. Editorial and review work**

Dr. Krusteva is a scientific editor of two collective monographies. She has been a reviewer of 7 books, including 2 scientific collections that were written in English language. Also she is the author

of reviews of seven scientific articles in refereed editions, two of them for scientific publications in the UK.

She has been the chair of two scientific juries for the Doctorate degree and also she has reviewed projects for 14 curricula and 8 research projects.

Assoc. Prof. Dr. Krusteva was a member of the international committee - editorial board of Journal of Comparative Studies, №4 (33). Human in Language: Ethnolinguistic, Linguistic view of World, (Альманах компаративистики in Russian language) №4 (33), 2014.

She is member in The Union of Bulgarian Journalists and the International Federation of Journalists.

I would like to underline also the fact that Dr. Krusteva has received several awards for her journalistic work, as well as awards and certificates for participation in international scientific conferences.

## **V. Personal impressions of the applicant**

I do not know Prof. Dr. Krusteva personally, but the publications and documents with which she participate in the professor competition are enough for me to form an extremely positive opinion of her as a researcher and a teacher.

## **VI. Opinions, recommendations and notes on the applicant's activities and achievements**

My opinion about the academic and teaching activity of the candidate in the competition for "Professor" Assoc. Prof. Dr. Lullivera Krusteva is completely positive. The applicant's achievements go beyond the professorship requirements. I have no critical remarks on her activities.

My sincere wish for her is to continue to so skillfully combine her research and teaching work with that in practice.

## **Conclusion**

As my opinion shows, Prof. Dr. Krusteva's statements are impressive both – in research and publication, as well as in teaching and practical work. That is why my assessment is completely positive. To my assessment, I include also my understanding that with her successful professorship, Dr. Krusteva would have made an even greater contribution to the activities of Faculty of Journalism and Mass Communication and to the image of Sofia University as well.

Therefore, I strongly suggest to the colleagues from the scientific jury to support the application of Assoc. Prof. Dr. Lulliver Delcheva Krusteva - Stoyanova by voting positively and proposing to the Scientific Council of the Faculty of Journalism and Mass Communication at Sofia University “St. Kl. Ohridski” to be elected to the academic position of “Professor”.

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**Reviewer:**

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