

REVIEW

By: Prof. Milko Dimitrov Petrov, Dr. Sc., Professional Area 3.5. *Social Communications and Information Sciences*

Subject: Competition for occupying the academic position **Associate Professor** in Professional Area 3.5. *Social Communications and Information Sciences (Communication Situations Management)*, published in the State Gazette, issue 93/26.11. 2019

Grounds for participation in a scientific jury: according to the Order of the Rector of Sofia University “St. Kliment Ohridski”, RD 38-14/13.01.2020

1. COMPETITION DATA

Pursuant to Art. 4 of the Law on the Development of the Academic Staff in the Republic of Bulgaria, Art. 62 of the Regulations for the Implementation of the Law on the Development of the Academic Staff in the Republic of Bulgaria Article 29a of the Law on the DASRB, Art. 115 of the *Rules on the Terms and Conditions for Acquisition of Academic Degrees and Occupation of Academic Positions* at Sofia University “St. Kliment Ohridski“ the Faculty Council of the Faculty of Journalism and Mass Communication at the Sofia University „St. Kliment Ohridski” with Protocol №4/ 20.12.2019, **DECIDED** to announce a competition for the occupation of the academic position “**Associated Professor**” in the professional area 3.5. *Social Communications and Information Sciences (Communication Situation Management)*.

By application to the Rector of Sofia University “St. Kliment Ohridski” ent. No. 20/ 01/21/2020 Assistant Professor Svetlana Ivanova Stankova, Department of Communication and Audiovisual Production at FJMC, requests to be admitted to the competition for occupying the academic position of “Associated Professor”, applying all the necessary documents, in accordance with the requirements of the *Rules of Procedure for the acquisition of academic degrees and occupation of academic positions* at Sofia University “St. Kliment Ohridski.“

Assistant Professor Svetlana Ivanova Stankova has been admitted to the competition for occupying the academic position of „Associate Professor“ and she is the only candidate in this competition.

2. CANDIDATE DATA

Assistant Professor Svetlana Ivanova Stankova is a researcher and lecturer in the following scientific fields: election campaigns and political image; building a personal image; media agenda; the media in politics; the image of the enemy in the media.

In **1989** she is graduated with a degree M.A. in Bulgarian Philology from Sofia University „St.Kliment Ohridski“. At the Faculty of Journalism and Mass Communication at Sofia University “St. Kliment Ohridski“ she has received PhD Degree in 2010. Since **2004**, she has been working at the FJMC as a Chief Inspector of Administration, Inspector of Research and

Project Activity, part-time lecturer, and in 2018, she won a competition for Chief Assistant Professor.

Chief Assistant Professor Svetlana Ivanova Stankova has an **international specialization** at the Tomas Masarik University, Brno, Czech Republic and a **specialization in educational and cultural exchange** in the framework of the Ministry of Education and Science. She is a member of the *Union of Bulgarian Journalists (UBJ) and the Bulgarian Academic Association of Communications (BAAC)*.

3. DESCRIPTION OF SCIENTIFIC WORKS

Chief Assistant Prof. Svetlana Stankova, PhD, has presented for the competition a major **habilitation work on the topic: „Refugee Movements to Bulgaria in the Period 2011-2015. Communication Situations and Media Practices“** (Sofia, St. Kliment Ohridski Publishing House, 2019, scientific reviewers: Assoc. Prof. Maria Deenichina, PhD and Assoc. Prof. Milena Tsvetkova, PhD).

She published also a scientific monograph on the topic: **„The Press - Political Mediator. Media Reflections on the Presidential Campaigns of Bulgaria and the Czech Republic (2006-2008)“**, Sofia, Univ. St. Kl.Ohridski, 2010. She has also published a textbook on the topic: **„The Radiophenomenon“**, Sofia, ed. Avangard Prima, 2014

Chief Assistant Prof. Svetlana Stankova, Ph.D., has presented for participation in the competition 13 scientific studies and articles on scientific problems related to the media, political dialogue, political communication and more. Here are some of them:

- *„Media of the Power vs. the power of the media“*, a Collection *Journalists in Theory, Journalists in Practice*, S., 2011;
- *“Social Networks in Political Communication”*, *Rhetoric and Communication Scientific Site*, issue 39, 2019;
- *“Digital Political Dialogue and Social Networks”*, *Philosophical Alternatives, BAS, Issue 5*, 2018;
- *„Fake News - Manipulations and Mystifications in the Context of US Presidential Elections“*, *Philosophical Alternatives, BAS, Issue 5*, 2016;
- *“The Official Policy of the United States in the Ukrainian Crisis”*, *Media of the 21st Century, Online Media Research, Analysis and Criticism*, 2015;
- *„The Image of the Enemy - An Effective Political Technology“*, *Media of the 21st Century, Online Media Research, Analysis and Criticism*, 2014;

Chief Assistant Prof. Svetlana Stankova, PhD has **19 scientific publications**, which are listed in library catalogs, **9 citations of 6 publications and 4 scientific publications in indexed editions**. The reference for the fulfillment of the minimum national requirements

under Article 2b of the ZRARBB shows that it has **425 points** per group of indicators C, D, E and E, which fully meets the requirements of this competition.

4. PARTICIPATION IN RESEARCH PROJECTS AND TEACHING

A. Participation in research projects

Chief Assistant Professor Svetlana Stankova has worked as a Functional Expert in **two European projects**: „*Student Practices*“, implemented with the financial support of the Operational Program „*Human Resources Development*“, co-financed by the European Social Fund of the EU (2016-2018) and „*Student Practices - Phase 1*“ implemented under the Operational Program „*Science and Education for Smart Growth*“, co-financed by the EU through the European Structural and Investment Funds. She has also worked as part of the project team *Communication Strategy on Preparing Bulgaria for EU Membership* (Dublin, 2003).

Currently, Chief Assistant Prof. Svetlana Stankova, PhD, is a member of the scientific team of a national project, under the aegis of the NSF at the Ministry of Education and Science, on the topic: “*Model of effective visual-communicative and media environment for formation and education of new audiences in the arts and cultural and creative industries through shared spaces*”, 2018. Her involvement in international and national research projects demonstrates her professional qualities as an established and respected university lecturer at the Faculty of Journalism and Mass Communication at Sofia University “St. Kliment Ohridski”.

B. Reports at national and international scientific forums

Chief Assistant Prof Svetlana Stankova, PhD, has **16 participations in scientific conferences** on digital political dialogue, fake news - manipulations and mystifications in the context of the 2016 US presidential election, the Ukrainian crisis in the western mainstream media, the media of power vs. the power of the media and etc.

I have to point out the broad subject topics of her scientific reports - from the social network Facebook, the 2016 US presidential election, to the Ukrainian crisis in the western mainstream media. Here are just a few section reports: *Media messages in the 2019 Pre-election Campaign for EP Bulgaria*, 2019; *Digital Political Dialogue*, 2018; *Catalonia Crisis - Lack of Communication or Two-Level Democracy*, 2017; *Media Referee or Speaker (Western Mainstream Media in the Ukrainian Crisis)*, 2014; *The Image of the Enemy - An Effective Political Technology*, 2013; *Media Management and Management of the Media*, 2012 and etc. The scientific activity of Chief Assistant Prof. Svetlana Stankova, PhD in various scientific forums makes her recognizable to the scientific community in Bulgaria.

Her numerous participation in prestigious scientific forums organized by scientific and cultural institutions are very good prerequisite for her development as a university lecturer.

C. Teaching

Chief Assistant Prof. Svetlana Stankova was a part-time lecturer at Sofia University "St. Kliment Ohridski" - FJMC in the period 2007 - 2018 in the following subjects: *The Enemy Image in the Media, specialty PR; Political Image, specialty PR; Media Agenda, Master Degree/Non-specialist; Media Agenda, Master Degree/ Specialists; Media in Politics, specialty Book Publishing; Image Development, specialty PR*. In the academic position of Chief Assistant Professor, Svetlana Stankova teaches a Bachelor of Arts degree course on the subject: *Building Communication Effects*. Her other author's courses include *Media in Politics and The Image of the Enemy in the Media*. Chief Assist. Prof. Svetlana Stankova was a guest lecturer at the *Southwestern University „Neofit Rilski“* in the specialty „Culture and Media“ with an author's lecture course on „*Radio and Culture*“.

The employment record shows that Chief Assistant Prof. Svetlana Stankova, PhD, for the academic year 2017/2018 had a teaching employment of **217.6 hours**, of which **97 hours** are classroom work. For the 2018-2019 school year her teaching employment is **697.5 hours**, of which **367 hours** are classroom teaching. For the 2019/2020 academic year, according to an approved individual plan, her planned academic employment is **872.2 hours**, of which **406 hours** are classroom work. She has been the **supervisor of 5 undergraduate and 1 master's theses**, all of which are defended by excellent grades.

The teaching work of Chief Assistant Prof. Svetlana Stankova meets the legal requirements. She is an established faculty member at FJMC who lectures on current subjects.

5. SCIENTIFIC CONTRIBUTIONS

The relevance and originality of the basic scientific monograph submitted for review by the scientific jury

Main habilitation work: „*Refugee Movements to Bulgaria in 2011-2015. Communication Situations and Media Practices*“, Sofia, Univ. St. Kliment Ohridski, 2019; scientific reviewers: Assoc. Prof. Maria Deenichina, PhD and Assoc. Prof. Milena Tsvetkova, PhD.

Scientific relevance and applicability of habilitation work

Scientific monograph „*Refugee Movements to Bulgaria in the Period 2011-2015. Communication Situations and Media Practices*“, Sofia, Univ. St. Kliment Ohridski, 2019 is the first of its kind research on refugee movements in our country - in the context of communication situations and media practices.

First of all, the habilitation work builds on the author's research efforts in the field of political communication, political image and the image of the enemy. It develops a number of research ideas and fields set out in her first scientific monograph, „*The Press - Political Mediator. Media Reflections on the Candidate-Presidential Campaigns of Bulgaria and the Czech Republic (2006-2008)*.“ And it is mainly developing the idea of the media as a political mediator, as an important element of social and international communication.

Second, the habilitation work analyzes the complex problem of refugee movements in three different research fields - *communication processes* - *migration policies* - *media practices*. It reviews and classifies leading concepts in the field of migration policy, defines basic concepts, analyzes international and national documents related to refugee movements and EU policy.

Third, habilitation work looks at the concept of „international migration management“ in three interrelated contexts: **participants** who have to justify their interventions in the field of migration; **practices** that are necessarily part of migration policies; **the basic discourses and narratives** that the media creates about what migration is and how we treat it. And also the accompanying media practices and communication effects that impose a media image of refugees, which is very often identical in content (similar, analogous) - *with the image of the enemy and the image of the other*.

Adequacy of the used research methods

The habilitation work uses **an integrated methodology** based on a comprehensive scientific approach to the scientific problem of refugee movements in the period 2011-2015. Refugee movements are presented in four main contexts:

- *through the communication situation and communication effects* that build their public image, offered daily by the media to the global audience;

- *by tracking the development of migration movements* - their historical profile, regulatory models, the phenomenon of the migrant wave in 2015;

- *through the media practices, techniques and effects* of forced migration movements to Bulgaria in the period 2011-2015;

- *by managing the communication situation* of migrant movements that are steadily building up in the media the new „*image of the enemy*“ as a persistent propaganda cliché.

The scientific monograph has several very important merits - the analysis is based on various theoretical studies, media practices and regulatory policies. It is well structured, contains rich argumentation and is written in a scientific language and style accessible to any educated reader.

The habilitation work also shows the extensive knowledge and scientific competence of Assist. Prof. Svetlana Stankova. The structure, content and methods used in it fully correspond to the set research task, they allow the author to present analytically this particularly complex problem related to the growth of migrant movements in the globalized world and the contradictory communication situations that give rise to them.

The research contribution of the habilitation work is the choice of the original topic and the approach of the scientific research. It is based on methods and indicators taken from

different sciences - *media science, contemporary history, social psychology, media law and regulation, propaganda theory*, and etc. The chosen integral methodology broadens the research perspective and places the scientific analysis in a theoretical and practically applied context.

The research contribution of the habilitation work is the chosen research approach. It looks at migrant movements in 2011-2015 mainly through the new communication situation they have created. It is defined in the deployment of integrated scientific analysis - the study of a number of media texts on migrant movements through their subject matter and context; modeling of some scientific hypotheses based on the dominant and deficiencies identified in them. And most of all, the analysis of some of the psychological, historical, economic and political prerequisites that transform the media story about refugees - from a story about „*our owns*“ - into a story about „*foreigners*“.

The research contribution of the habilitation work is the analysis of the propaganda strategies and techniques used in the observed media practices on this issue - and the predominantly *negative stereotyping* of refugees as enemies of Europe and its predominantly Christian civilization. The author describes in detail propaganda communication strategies and techniques that build up the negative collective identity of refugees. It accrues numerous losses - national identity, home and security, social and economic resources. Thus, media propaganda builds refugees a „collective image of the enemy“ and creates negative public sentiment and a sense of catastrophe.

The research contribution is the correlation between the communication situation and the media's representation of the refugee movement problem. Scientific analysis and representations of numerous media practices give the habilitation work a distinct practical application. Its empirical corpus includes **1,498 media publications** on refugee movements. They show the different and contradictory media practices on this very complex issue, which are publicly recognized through *their „speakers“ - politicians, experts and journalists*.

Some recommendations

My main recommendation to Chief Assist. Prof. Svetlana Stankova is to continue her research in the field of refugee movements and their communicative aspects in the new environment - for Europe, the media and the globalized world. Emphasizing the growing role of the Internet and social networks in creating specific online propaganda for refugee movements, often split between stigma and polar labels for „*our one's*“ and „*others*“. Refugee movements have become a particularly important product of digital political marketing and digital PR, becoming part of the management of communication situations and media practices in Europe and the world.

6. CONCLUSION

The presented scientific researches - basic habilitation work, scientific studies and articles, lectures courses and participation in research projects undoubtedly show the professional presence and scientific contribution of Assist. Prof. Svetlana Stankova in the

development of media studies, which have theoretical and practically applied. The scientific analysis carried out is the first of its kind in Bulgarian media science, it is based on an original scientific approach and an integrated methodology that includes methods and indicators taken from different sciences - media science, social psychology, political marketing, propaganda history etc. This integrated media analysis of refugee movements fills a relatively empty niche in Bulgarian media knowledge and is undoubtedly a step forward in the conception, systematization and practical examination of refugee movements in a media, communication, socio-political and propaganda context.

Basing on the actual qualities of the research in Chief Assistant Professor Svetlana Ivanova Stankova, on the valuable contribution of her habilitation work, her research in the media and politics, the communication messages in election campaigns, the enemy image in the media, her activity as a university lecturer, her participation in several international and national scientific projects, **I strongly recommend** that the distinguished members of the scientific jury to sentenced to Chief Assistant Professor Svetlana Ivanova Stankova Academic position “**Associate Professor**” in the field of science 3. Social, business and legal sciences, professional area 3.5. *Social Communications and Information Sciences (Communication Situations Management)*, for the needs of the Department of Communication and Audiovisual Production at the Faculty of Journalism and Mass Communication of the Sofia University “St. Kliment Ohridski”.

Sofia, 6-th of March, 2020

Member of the Scientific Jury:

Prof. Milko Petrov, Dr.