

OPINION

for the scientific and creative activity of Assoc. Professor Ventsislav Dimov Dimov, DSc, Candidate for the Academic Position „Professor“ at Sofia University „St. Kliment Ohridski“ by professional field 3.5. Public Communications and Information Sciences (Journalism - Media Music), promulgated in the State Gazette (Darzhaven Vestnik), issue 65, August 16, 2019.

Member of the Scientific Jury: Prof. D.Sc. Lubomir Stoykov,

Associate Professor Ventsislav Dimov is one of the most prominent and successful Bulgarian researchers, interpreters, analysts and commentators in the field of ethnomusicology, ethnology, the history and modernity of recorded music, and media studies in the context of musical anthropology, folklore, ethnopsychology, traditional, popular and mass cultures. His experience of being an impressive media, music and ethno expert and theoretician, combined with his many years of highly professional practice as a radio and television author and host, and a music journalist who has left a deep imprint on the electronic media, devoted to folklore, dance and folk music, is an example of scientific and creative unity, an example of erudition, multilayered competence and a polished style.

Assoc. Prof. Dimov has a justified high reputation as a skilled and attractive university lecturer, as well as a serene, loyal colleague, filled with positive energy, at the Faculty of Journalism and Mass Communication at Sofia University „St. Kliment Ohridski“. Thanks to people like him, new important areas for exploration of society and art are revealed, there is realized progress in science, education and culture, academic standards for modern and effective teaching and learning are built and developed.

Career development, professional and teaching activity

The candidate in the current contest - Associate Professor Ventsislav Dimov, has a convincing and consistent career, research and faculty development. Over the years, he has

realized himself successfully, not only on a purely academic level but also in the creative and journalistic aspect, marking his professional positions with in-depth expertise, flexible thinking, consistency and last but not least - originality and unconventionality.

His teaching career in the Faculty of journalism and mass communication at Sofia University began in the year 2010, when he was elected Associate professor in the Department of "Radio and television". Previously he was a Research fellow, stage 1 and 2 at the Institute of Art Studies at the Bulgarian Academy of Sciences (between 2001 and 2004) and Associate professor in the sector of „Music“ in the same institutes and associations in BAS (2004 to this day). Assoc. Prof. Dimov is a university professor of the reformative and postmodern type. His work as a university lecturer can be characterized as innovative, conceptual, and even exotic. He is an established and sought after teacher, because of his relevant and valuable subjects such as „Media Music“, „Music in the electronic media“, „Anthropology of popular music culture“, „Music in digital media“, „Sound in digital media“, „Creative communication and music“, „Communication skills – Radio“ and others.

Assoc. Prof. Dimov's extra-scientific work is also intense, bright and well organized. He began his professional realization as a teacher in the village of Zrnevo, Dobrich (1987 - 1989). He subsequently became a journalist and editor at the magazine „Krule“ („Wings“) and „F 5“, TV presenter and screenwriter of the TV shows „Strangers – magicians“ and „TV Folk Fair“ on Channel 1 Bulgarian National Television (until 1996). Over the past twenty-six years he is author and host of the weekly radio talk shows „Folk Magazin“, „Studio Ethno“ and „Folk ethno Magazin“, the success of which is also due to his active journalism. I note something very essential in the life, creativity and research of Assoc. Prof. Ventsislav Dimov – the combining of the scientific and theoretical with journalist and publicistic work - a circumstance which provides him with privileges as an expert in a wide range that has the necessary professional confidence when facing students in the role of a teacher, on the one hand and on the other – one who has a common foundation of scientific knowledge and methodological confidence when speaking into the microphone and in front of the camera, or when creating his journalist publications.

Research activity

Undoubtedly, Assoc. Prof. Ventsislav Dimov meets the quantitative and qualitative criteria in this competition for „professor“. The report on the implementation of the minimum

national requirements under Article 26 of ZRASRB (scientific field 3. Social, Economic and law Science; professional field 3. 5. Public Communications and Information Sciences) shows as follows - 50 points (group of indicators A), 100 points (group of indicators B) 100 points (Indicator group B) , 215 points (Indicator group D), 225 points (Indicator group E) and 365 points (Indicator group E) or a total of 1055 points that are sufficient for the purpose of the competition. This brief recapitulation is clearly indicative of the applicant's qualities and productivity.

The scientific production of Assoc. Prof. Dimov contains an impressive quantity and quality of scientific works and publications. The overall scientific and creative balance shows that he is the author of 207 scientific publications, 142 of which are independent , respectively. 4 monographs and 138 scientific studies and articles. A significant part of the rest, which are 65 posts are written in cooperation with other writers – monographs, textbooks, studies, articles, reviews and scientific papers, as well as compilations of collections, editorials and prefaces.

Specifically, for the purposes of this competition, 1 monograph, 15 studies and articles, 5 co-authored publications have been presented , incl. textbooks and printed textbooks, as well as texts relating to other collections and various projects. 26 citations and 8 posts of the candidate are also presented, 2 of which are in scientific literature, which is referenced and indexed in Scopus and in Web of Science.

Central to the scientific publications of the competition is the latest monograph: Dimov, Ventsislav. *Music for the People of the Media Front (Soft Power of Popular and Popular Music in Socialist Bulgaria)*. Sofia: „St. Kliment Ohridski“ University Press, 2019 (368 pages). ISBN 978-954-07-4796-5. It explores recorded and broadcast songs and instrumental performances for people, respectively, and also folk and popular music in electronic media between 1944 and 1989, in depth (I would also add in a pioneering, and innovative way). **This work has remarkable scientific, cultural, educational and aesthetic value, and is a contribution to ethnomusicology, cultural anthropology, empirical cultural studies, history of contemporary Bulgarian culture, media science, Bulgarian everyday culture and more.** The structure of this significant monograph is perfectly oriented in the author's research intentions and ambitions: „Theoretical and terminological bases“, „Top-down. Music for the people and narratives of power“, „In the middle. The practices of intermediaries“ and „Bottom up. The Voices of the People“.

Assoc. Prof. Ventsislav Dimov not only interprets reasonably and in depth the relations of power - soft power and socialism - media , he does not simply explore the connection and dissonance between popular and folk, focusing on music for the people, but also touches on a number of key issues and topics in media music throughout the 45 years of totalitarian society. Among them, I would note (without underestimating the other segments of the monograph) **the power for socialist art and the people, the power establishment and the Bulgarian folk music, the pop music in the narrative of the power, the media music for the people and the practices of the cultural front, the folk music of the minorities in the country in the media desk practices, the laughter and music of the people, folk music - the people, the image of fun and their swarming, the Case study Stoyan Gigov** and others. The author's summarizing words about the everyday and "enjoyable" experience of media music are indicative, suggesting a heartfelt and human vocabulary and a musical aura. Assoc. Prof. Dimov is correct in his categorical statement that „Media music acquires an identity when it leaves the instant of an oral existence, it is transmitted from the air of the radio that broadcasts it, and reaches the person who experiences it“ (P. 334).

Among the more recent publications, which have an indisputable research charge and definitely have a contributory character, I will point out: Dimov, Ventsislav. 2019. About some media metamorphoses (how „chalgari“ becomes „citizens 'cause leaders“). Medialog Magazine, 2019, No.5, pp. 8-32. Available at: http://www.medialog-bg.com/wp-content/uploads/2019/08/Medialog_Issue-5_2019.pdf ; Dimov, Ventsislav. 2018. Towards understanding of media music. Anniversary of Sofia University „St. Kliment Ohridski“. Faculty of Journalism and Mass Communication. Volume 25, Sofia: The University of St. Kliment Ohridski, pp. 7-31. ISSN 0311-4883; Dimov, Ventsislav. 2016. „What a memory it has become“ The song memorials for the war in Dobrudzha from 100 years ago“. Art dialogue. Online Journal of Culture, 2016, Issue 4. ISSN 2367-8801. <http://artdialog-bg.com> and more.

Scientific contributions and achievements

In the publications and documents presented by Assoc. Prof. Ventsislav Dimov there are important and serious scientific contributions and achievements. Some of them he has correctly stated in a separate reference to the documents for participation in the present competition (formulation of a new research site - media music - and finding an appropriate methodology for

its research; pioneering and innovative studies and studies of the intermediate zones in culture, hybridization, the role of music and media in cultural mediation and symbolic resources: Balkan music, ethno pop music, ethno fusion; the implementation of new and changed approaches in interpreting the correlation music - media – power - politics, focusing on the soft power of music media and a number of others). It is highlighted that he:

1. For the first time in Bulgaria, he captures, interprets and defines the phenomenon of media music, adequately applying ethnographic, folkloristic, cultural, anthropological and communication research methods.

2. He enriches the theory of everyday Bulgarian culture, incl. for domestic mass and pop culture, providing evidence to further substantiate the value of everyday and "ordinary" media culture and its ability to give birth to unique works, capable of providing a complete aesthetic enjoyment.

3. He is reforming and radicalizing the scientific and theoretical tradition in the direction of stimulating interest towards empirical cultural studies and the application of new methods and approaches to the study of postmodern folklore in the era of digitalization and mainstream urbanization.

Based on everything stated above, I, fully convinced, will vote positively for this application because it is an example of not only creative originality and bright professionalism, but also of scientific, research, pedagogical and patriotic consistency and consistent patriotism. I ask the Honorable Scientific Jury to approve Assoc. Prof. Ventsislav Dimov Dimov for the academic position of "professor" in the professional field 3.5. Social Communications and Information Sciences (Journalism - Media Music) .

12 December 2019

Prof. D. Sc. Lubomir Stoykov