

REVIEW

BY: PROF. DR. VESSELINA JORDANOVA VALKANOVA,

Sofia University „St. Kliment Ohridski”,

Faculty of Journalism and Mass Communication

Member of scientific jury, appointed by the Rector of SU „St. Kliment Ohridski”,

Order № RD 38/601 - 11.10.2019

REGARDING: COMPETITION FOR AWARDING THE ACADEMIC POSITION

„PROFESSOR”

in Professional Field 3.5. Public Communications and Information Sciences -
Journalism – Media and Social Conflict

In the competition takes part a sole candidate –

ASSOC. PROF. DR. LULIVERA DELCHEVA KRUSTEVA - STOYANOVA

1. COMPETITION INFORMATION

The competition for the academic position „Professor” in the professional field 3.5. Public Communications and Information Sciences - Journalism – Media and Social Conflict was opened with a decision of the Faculty Council of the Faculty of Journalism and Mass Communication on 13 June 2019 and after a decision of the Academic Council of Sofia University of July 17, 2019 in accordance with Art. 86, para. 2 of the Rules on the Terms and Conditions for Acquisition of Academic Degrees and Occupation of Academic Positions at Sofia University „St. Kliment Ohridski” and Art. 29 „a”

of the Academic Staff Development Act of the Republic of Bulgaria. The competition has been announced in no. 65 of the State Gazette of August 16, 2019.

Assoc. Prof. Dr. Lulivera Delcheva Krusteva – Stoyanova is the only candidate in the competition, she is admitted to participation with a decision of the eligibility committee according to Art. 119 (2) of PURPNSZAD of Sofia University.

At its meeting of October 30, 2019, the Scientific Jury checked the conformity of the publications and activities submitted for participation in the competition with the minimum national requirements and with the additional requirements of Sofia University „St. Kliment Ohridski ” and came up with a decision to allow Assoc. Prof. Krusteva to participate in the competition.

2. GENERAL ASSESSMENT OF THE CANDIDATE

Ms. Lulivera Delcheva Krusteva – Stoyanova holds a Master's degree in Journalism from Sofia University „St. Kl. Ohridski“ – Faculty of Journalism and Mass Communication, profile „Television Journalism and Cinema-Documentary“ (1978), she is a Doctor of Philology, Certificate № 19595 of 14.12.1989, with a thesis on the topic „Journalism and national awareness“.

Assoc. Prof. Krusteva has been a part-time Assistant Professor at the Faculty of Journalism and Mass Communication at Sofia University „St. Kl. Ohridski“ since 1991. In 2000 he was habilitated as Assistant Professor in the Department of History and Theory of Journalism of FJMK – Certificate No. 20117 of 09.05. 2000.

The colleague has over 40 years of professional experience in the field, combining practical journalistic work with teaching in journalism. Her work in central daily and weekly newspapers and online media undoubtedly provides the necessary practical basis for her teaching and research.

Assoc. Prof. Dr. Lullivera Krusteva is a recognized specialist in Media Science, Media Axiology, Social Conflict Theory, Institutional Deficits, Internal Political Journalism.

The observations and the analysis on the academic activity of Assoc. Prof. Krusteva show a teaching striving for high standards of education and creative development of the students.

3. TEACHING ACTIVITIES

In his professional biography, the colleague has 28 years of teaching experience related to Sofia University „St. Kl. Ohridski“ – initially as a part-time lecturer at the FJMC.

Since 2000 he has been Assistant Professor of Political Journalism and Social Conflict. Assoc. Prof. Krusteva has developed 12 bachelor's and master's curricula as well as three courses that she offers to doctoral students. Among them are: „Media and State Institutions“, „Social Conflicts“, „Media Aspects and Social Conflicts“, „Journalism on Internal Topics“, „Media Analysis“, „PR and Social Conflicts“, „Cultural Institutions“, „State Institutions and Media“, „Social Conflicts and Media“, „Writing on Political Themes“. The colleague also developed two lecture courses on the specialty „Pedagogy of Mass and Art Communication“ of the Faculty of Science for Education and Arts of Sofia University.

Prof. Krusteva applies in her academic practice modern forms of teaching and interactive teaching methods as part of the learning process with students from different specialties and courses.

Assoc. Prof. Krusteva is also the author of three curricula for students under the European program ERASMUS + on topics related to social conflicts and media, cultural heritage, discourse analysis.

In addition, Assoc. Prof. Krusteva has been the scientific adviser of 109 successful bachelor and master graduates in two specialties of the Faculty of Journalism – Journalism and Public Relations. She has also been an academic mentor of a large number of students.

The colleague is also the research supervisor of 6 PhD students, one of whom successfully defended her dissertation in April 2018. Under her scientific guidance, many undergraduate and PhD students have made presentations at international conferences in Bulgaria and abroad.

What is more, Prof. Krusteva has lectured at 4 foreign universities: Poland (Wroclaw), Estonia (Tallinn), Latvia (Jelgava) and the Netherlands (Leeuwarden).

And finally, Prof. Krusteva has established herself as a respected and valuable teacher in the field of mass media and public communication. She is a sought-after expert in expertise and counseling, both from the academic community and students.

4. SCIENTIFIC PRODUCTION, ACHIEVEMENTS AND CONTRIBUTIONS OF THE CANDIDATE

Assoc. Prof. Dr. Lulivera Krusteva is the author of two monographs, one chapter of a book, has published 54 articles and

studies in scientific journals, series, collections, has participated with papers and lectures at Bulgarian and foreign scientific forums, has lead and participates in research and educational projects, including international ones.

The topics in the scientific publications of Assoc. Prof. Krusteva are related to the new journalistic models, to the media construction of reality and to the media taboos, to media stereotypes and phenomena of „media non-communicativeness“, to the problems of the social and conflicting competence of the journalists, to the functions and dysfunctions of journalism.

Dr. Krusteva's academic and research achievements are evidenced by numerous citations in scientific publications – proof for the research response and the evaluation of the results of her scientific work.

In this competition Assoc. Prof. Krusteva presents with: 1 monograph; 1 book chapter; 26 scientific studies and articles, 7 of which in English - published in Bulgaria, USA and in European scientific journals, including in recognized world databases; 30 presentations with reports in national and international forums (Croatia, Poland, Latvia, Netherlands, Estonia, etc.); participations in 13 research and educational projects, of which 7 as a head. The list of scientific publications also includes reviews of scientific publications for monographs, collections, textbooks and contributions to national and international projects, including the international project „Mapping Foreign Correspondence in Europe“ 2011-2014 and the international project „Media Education for European citizenship“- EMECE Comenius 2.1, implemented by 9 European countries in 2007.

The clear separation of publications for participation in the competition from the candidate's general publication asset, as well as the separation of the author's activity in refereed and indexed publications, makes an excellent impression. It should be noted that all publications are on the subject of this competition and are evidence of the consistent and complete development of the scientific field of Assoc. Prof. Krusteva.

The main work submitted for participation in this competition – „SOCIAL CONFLICTS AND MEDIA RESONANCE. COMMUNICATION PROBLEMS IN BULGARIAN MEDIA (2007-2019)“, has a volume of 432 pages and was published in 2019 by the University Publishing House „St. Kliment Ohridski“.

The monograph impresses with the methodology of empirical research, with its scope, with a serious theoretical overview of the leading concepts on the topic – theories of social time, media time, social transition, media transformations, the mythology of the Bulgarian transition, as well as the accents for the studies of Dr. Krusteva theories of social conflict, media functions and dysfunctions. They are respectable the levels of interpretation of interdisciplinary concepts and theories, as well as the overall organization of complex data sets. The levels of interpretation of interdisciplinary concepts and theories, as well as the overall organization of complex data sets is respectable.

The monograph is the result of many years of research, and the content- analyses study is based on tens of thousands of communication units, leading Bulgarian print and online media having been researched. For the purposes of the empirical research, Assoc. Prof. Krusteva specially develops her own algorithm and methodology, and the indices in the registration card cover the important aspects of the research problem. Based

on the quantitative and qualitative research, the author defends the theses, manages to convincingly fulfill the scientific tasks that she herself has set.

The monograph contributes to communication and media research with the categories introduced by the author – media conflict competence, media axiology and media deficits. The work is valuable with its extensive and in-depth analysis of the transformations in journalism, its public roles and functions, its skillful and competent insights into substitution, which has distorted the profile and mission of the „fourth power“, shaping the agenda and influencing public opinion in Bulgaria through in recent decades.

It should be noted that the temporal scope of the study is impressive - in fact, detailed and in-depth studies span over a decade – a time during which we have undergone significant transformations in social and communication terms. The problematic scope of the research is also wide – in the third part of the monograph important systematizations of the media reflections of four main social conflicts are made: education; demographic collapse and health and depopulation problems; the crisis of identity and institutional passivity with regard to cultural heritage and memory; changes in values.

The contributing moments of the habilitation work are related to the generalizations and in-depth analyzes deduced from Assoc. Prof. Krasteva's general social conflicts and the systematization of media deficits in their coverage in the press and online editions, and goes far beyond them: the work is by nature the first comprehensive study on the topic of social conflicts and their coverage in the media, and the conclusions made on communication, socio-psychological and conflicting aspects of the scientific problem contribute to several scientific disciplines.

Assoc. Prof. Krusteva's research and analysis on essential social topics during the complex and under-researched social and media time contribute to the theory and history of journalism of the recent past with important conclusions about journalistic axiology and its transformations dictated by professional changes, but also from the general commutations that take place in communications.

With its relevance and innovativeness; with a serious study of a significant volume of specialized scientific literature related to the topics studied; with the multidimensional analysis of a wide empirical array of media of different types – the monograph is a significant achievement of the author.

The undisputed achievement of the monograph is its approach to looking at media transformations, deficits and dysfunctions during social conflict, and in times of complex social transformations, and it is undisputed that, although there are some accumulations in this field, the monograph significantly upgrades them: the perspective is fruitful and provides trends, professional transformations and other conclusions related not only to media policies, content management, but also to media influence and social governance.

In this sense, both the approach and the chosen interdisciplinary methodology – between communication theory, social psychology, sociology, media science – prove to be successful.

THE STUDIES AND ARTICLES of Assoc. Prof. Krusteva in scientific collections and specialized continuing editions are devoted to current and important issues, perspectives, terrains in her area of expertise – problems of journalism, related to deontology and professionalism; social conflicts and

media coverage; media axiology – social competence, social accommodation and behavior, media social models and more.

Undoubtedly, the articles and studies of Assoc. Prof. Krusteva contribute to the research on contemporary Bulgarian journalism, draw trends, work on the basis of considerable empirical masses. Studies and systematization summarize current issues, outline professional deficits, positive and negative phenomena in the construction of media publicity.

Taken together with a focus on the main habilitation text, the scientific texts of Assoc. Prof. Dr. Lulivera Krusteva demonstrate:

- High research culture, scientific writing capacity and level of interpretation;
- extensive knowledge of the issues studied;
- serious study of significant volumes of specialized scientific sources related to the studied topics;
- multidimensional qualitative analysis of empirical arrays.

With this and with the contributions already highlighted, the monograph, scientific articles and studies presented for participation in the competition are a step forward in Bulgarian media science.

5. REVIEW AND EXPERT ACTIVITIES, PARTICIPATION IN SCIENTIFIC NETWORKS

Prof. Krusteva is a sought-after expert and researcher: she is the editor of a number of scientific books, a scientific reviewer of dozens of scientific monographs, two of which are in English, seven scientific articles in refereed

editions, two of them for scientific publications in the UK, collections and articles, dissertations, projects and curricula.

The colleague is a member of the International Editorial Board of the Journal of Comparative Studies. №4 (33) Human in Language: Ethnolinguistics, Linguistic view of the World, 2014.

Assoc. Prof. Dr. Lulivera Krusteva has received numerous awards for her journalistic work, as well as awards and certificates for participation in international scientific conferences.

Assoc. Prof. Krusteva's participation in national and international scientific organizations, committees and university bodies is a testament to both her lasting scientific interests in her chosen field of science and her active involvement in research networks and in the academic life of the university, faculty and department, at which he belongs to.

6. CONCLUSION

Based on the comprehensive analysis of the teaching and especially the research activity and the achievements of Assoc. Prof. Krusteva – the only candidate in the competition for occupying the academic position of „Professor“ in Journalism – Media and Social Conflicts in the professional field 3.5. Public Communications and Information Sciences, opened by Sofia University „St. Kl. Ohridski“, I am convinced that Assoc. Prof. Dr. Lulivera Delcheva Krusteva – Stoyanova fully complies with the requirements of the Law on the Development of Academic Staff in the Republic of Bulgaria.

The colleague has made a clear contribution to enriching the scientific field of mass communication science, in research and as lecturer in the fields

of media and journalism. With her work with students from bachelor's, master's and doctoral programs at Sofia University „St. Kl. Ohridski“, with the training of graduates and PhD students Assoc. Prof. Krusteva has greatly assisted and risen the quality in professional and closely profiled training of mass media and communication specialists, as is the field of her expertise.

The high results of the research and teaching activity of Assoc. Prof. Dr. Lulivera Krusteva give me the necessary reasons to support wholeheartedly her application for the highest academic position of „Professor“ in Professional Field 3.5. Public Communications and Information Sciences – Journalism – Media and Social Conflict.

Reviewer:



Prof. Dr. Vesselina Valkanova

27/12/2019