

REVIEW

From: Prof. Dr. Sc. Milko Dimitrov Petrov, professional field 3.5.Public Communications and Information Sciences,

Subject: competition for the academic position of associate professor professional field 3.5. "Public Communications and Information Sciences ", scientific specialty: Journalism (Media Content Management), published in SG, issue 21 / 13.03. 2020.

Grounds for participation in the scientific jury: according to the Order of the Rector of Sofia University "St. Kliment Ohridski".

1. COMPETITION DATA

Pursuant to Article 4 of the Law on the Development of the Academic Staff in the Republic of Bulgaria, Article 62 of the Regulations for Implementation of the Law on the Development of Academic Degrees to academic positions at Sofia University "St. Kliment Ohridski" The Faculty Council of the Faculty of Journalism and Mass Communication at Sofia University "St. Kliment Ohridski" in 2019. RESOLVED to announce a competition for the academic position of "Associate Professor" in the professional field 3.5. Social Communications and Information Sciences, scientific specialty: Journalism-Media Content Management.

With an application to the Rector of Sofia University "St. Kliment Ohridski" Dr. Simeon Ignatov Vassilev, a part-time lecturer in the Department of Communication and Audiovisual Production of FJMK asks to be admitted to the competition for the academic position of "Associate Professor", as applies all necessary documents in accordance with the requirements of the Regulations on the terms and conditions for acquiring scientific degrees and holding academic positions at Sofia University "St. Kliment Ohridski"

Dr. Simeon Ignatov Vassilev has been admitted to the competition for the academic position of "Associate Professor" and he is the only candidate in this competition.

2. CANDIDATE DATA

Dr. Simeon Ignatov Vassilev is a researcher and lecturer in the following scientific fields: international politics and international relations, media and politics.

1982-1987: acquired a master's degree at Sofia University "St. Kliment Ohridski", "Bulgarian Philology"

1993-1994: is Deputy Director of the News Directorate at BNT

1994-1995: is the program director of Channel 1 of BNT

1995-2000: is a correspondent for BNT in Bonn and Berlin.
2001-2002: is the director of "News" at Television Europe.
2002-2004: is the director of "News" at BNT
2004: is the director of "News" in the news agency "Focus".
2008-2010: is the director of "Information" at BBT TV
2014-2015: is the head of the "External Communications" department at the National Palace of Culture
2011-2018: is a part-time lecturer at FJMK
Dr. Simeon Vassilev has two specializations - in journalism at the BBC(1993) and in German studies at Martin Luther University in Halle (1991).

3. DESCRIPTION OF SCIENTIFIC PAPERS

Dr. Simeon Vassilev has presented for participation 3 scientific monographs dedicated to the media content and the foreign policy process, media leadership in conditions of elections and crises.

For participation in this competition as the main habilitation work is presented the scientific monograph on the topic: "Contributions from the chaos of time. Media content and foreign policy process". Sofia: ed. Sivas Consulting, 2020, 284 p., With scientific ed. Zdravko Popov. The scientific monographs are also presented: "Leadership and Media", Sofia, ed. Sivas Consulting, 2018, 384 p., Scientific ed. Teodora Petrova and "The Decade. In the Shadow of Leaders, Elections, Crises and Wars", Sofia, ed. Sivas Consulting. 2011, 344 p.

Dr. Simeon Vassilev presented for participation in this competition 12 scientific studies and articles dedicated to international journalism and communication, media mechanics of power, Internet and information environment, correspondent journalism as public communication, Georeligion and global terrorism and others. Here are some of them:

-The great Bulgarian return to Europe. In: Bulgaria. The predictable partner. Bulgarian Foreign Policy 2001-2005. Collection. Sofia: Bulgarian bestseller - National Museum of Bulgarian Books and Polygraphy, 2005.: Univ. ed. St. Kliment Ohridski);

-Correspondent journalism as public communication, collection "Communications of the 21st century - innovations, challenges and trends", FJMK, 2019 (in press)

- Talking to you, Professor. In: Veselin Dimitrov. Bio-bibliography. Sofia: FJMK, Sofia University "St. Kl. Ohridski ", 2004;

-BNT - the special place in the media coordinate system of Bulgaria ", in Continuing Education, Media, Globalization, Sofia: IM" St. Kliment Ohridski ", 2002;

- The "georeligion" of global terrorism. In: Publicity and Terrorism: Communication and Behavioral Models. Sofia: Univ. ed. St. Kliment Ohridski, 2005;

- Multimedia posts from Germany. In: Журналистиката днес и утре: [Кн.] 2: Българско-германски сборник = Journalistikheuteundmorgen / [Прев. Oli Grueva et al.]. Sofia: Fak. in journalism and mass communication, [1999] ([Sofia: Univ. ed. St. Kliment Ohridski]);
- Reimmunization of the media and revaccination of journalism. In: Media and Public Communications. Ed. UNWE; Alma communication. 2020, №43 .
- Media mechanics of power. The "political drama" of the media. Newmedia21.eu. 21st Century Media: An Online Edition for Research, Analysis, and Criticism. 5 March 2020. Available from: <https://www.newmedia21.eu/kritika/diskusionno-medijnata-mehanika-na-vlastta-politicheskata-drama-na-mediite/>
- The mediator in the information environment on the Internet. Rhetoric and Communications magazine [online]. 2020. No. 42, p. 104–110.

Dr. Simeon Vassilev has presented another 179 articles published in the periodical press, he is the author of 6 documentary television films, has a rich publishing activity, author's translations and prefaces. Dr. Simeon Vassilev has also presented 10 articles and reports published in unrefereed journals with scientific review and in edited collective volumes.

4. PARTICIPATIONS IN RESEARCH PROJECTS AND TEACHING WORK

A. Participation in research projects

Dr. Simeon Vassilev participated in the development of the Tempus Project, Continuing Education, Media and Globalization, University Center for Continuing Education of Journalists-2002.

B. Reports of national and international scientific forums

Dr. Simeon Vassilev has 15 participations in scientific conferences on media issues as a factor in shaping European and national identity, correspondence journalism and public communication, media and foreign policy, NATO-EU relations, security in the media environment, media diplomacy and robotics journalism, etc. I must note the broad topic of his scientific reports - from BNT in the media coordinate system of Bulgaria to post-election Germany and its coalition culture.

Here are just some sectional reports: Security in the media environment. International Conference "Regional and Global Dimension of Security (Challenges and Policies)", Berovo, Northern Macedonia, November 21-24, 2019;

Bulgaria and Germany in the mirror of the media, International Forum on the occasion of 140 years of diplomatic relations between Germany and Bulgaria, Munich, 13.11.2019

Correspondent journalism as public communication, IN: "Communications of the 21st century - innovations, challenges and trends", FJMK. 11/06/2019

The scientific activity of Dr. Simeon Vassilev in various scientific forums makes

him known and recognizable to the scientific community in our country. A number of his participations in prestigious scientific forums organized by scientific and cultural institutions are impressive, which is an excellent prerequisite for his development as a university lecturer.

C. Teaching work

Dr. Simeon Vassilev is a part-time lecturer at Sofia University "St. Kliment Ohridski" FJMK. In the school years from 2011-2012. until 2017-2018 he is a part-time lecturer in the subject "Communication Skills", 60 hours. exercises with undergraduate students in the individual specialties at FJMK, full-time and part-time education. In the school years from 2012-2013. until 2014-2015 he leads 150 hours of exercises in the Training Studio and Experimental Studio in FJMK at Sofia University "St. Kliment Ohridski". In the school year 2015-2016. Dr. Simeon Vassilev leads 270 hours of exercises in the Training Studio and Experimental Studio in FJMK.

A reference for the academic employment, issued by the FJMK of Sofia University "St. Kliment Ohridski" certifies that Dr. Simeon Vassilev during the academic years 2011-2012 until 2017/2018 for each school year there is an average of 150 hours of classroom employment.

Information about the academic employment, issued by the University of Mining and Geology "St. Ivan Rilski" certifies that in the academic years 2013 - 2019. Dr. Simeon Vassilev has 75 hours of classroom work in the following disciplines: "Economic Development and Corporate Social Responsibility" and "Organizational Behavior".

A reference for the educational employment, issued by UniBIT, certifies that Dr. Simeon Vassilev in the academic years 2012-2013. and 2015-2016. has a total of 165 hours classroom activities in the following disciplines: "International Aspects of Leadership in the 21st Century", "Leadership in a Global Environment" and "Spirituality and the Global Environment"

A report on the lecture activity, issued by the Institute for Public Policy, certifies that Dr. Simeon Vassilev is the head of the Media and Communications Program and a lecturer in training programs aimed at increasing the capacity and competence of the public administration.

A report on the lecture activity, issued by the Diplomatic Institute at the Ministry of Foreign Affairs, certifies that Dr. Simeon Vassilev is a lecturer in training courses for raising the qualification of young employees of the foreign affairs system.

The teaching work of Dr. Simeon Vassilev in FJMK at Sofia University "St. Kliment Ohridski", as well as in other universities in the Republic of Bulgaria fully meets the legal requirements.

5. SCIENTIFIC CONTRIBUTIONS

Relevance and originality of the main scientific monograph, submitted for

review by the scientific jury

Main habilitation work: "Contributions from the chaos of time. Media content and foreign policy process". Sofia: ed. Sivas Consulting, 2020, scientific editor Zdravko Popov.

Scientific significance and applicability of the habilitation work

The scientific monograph: "*Contributions from the chaos of time. Media content and foreign policy process*". Sofia: ed. Sivas Consulting, 2020 is the first scientific study of its kind, which is dedicated to the media content and the foreign policy process and the role of the correspondent abroad.

First of all, the scientific monograph has a significant contribution to the coverage of the media content and the foreign policy process, and especially to the professional role of the correspondent and the journalistic product, created by him. The author draws attention to the role of the correspondent for the development of cultural relations between the countries, the influence that international correspondents have on politics and international relations, which are closely related to the history of these countries, their culture, literature and current politics. This makes the scientific monograph particularly valuable, and it is indeed the first of its kind.

Secondly, the scientific monograph examines the role of the media as an important factor in public communications. The author presents his system of media and foreign policy, analyzes some specifics in their relations. Correspondent journalism is considered in a historical and contemporary context, its great role in creating visions, attitudes of the audience to a country, its people and culture. The correspondent is a "bridge" between two nations, which means - between their political doctrines, cultural stereotypes, economic ties and people's psychology.

Third, the scientific monograph makes an original contribution to the study of the relationship between freedom of speech and correspondent journalism. The author proves the need for an interdisciplinary approach in the use of concepts such as political theory, media theory and journalistic practice. The monograph extensively and thoroughly examines the processes of globalization, communication and digitalization, and their enormous impact on media content, which is now available at any time, in any place, on different screens and media platforms.

Fourth, the scientific monograph analyzes in detail the emergence of robotic journalism, which is likely to change correspondent journalism in general in the near future. The author examines the effects on media content of the strong influence of social networks on public and personal communication of the user. But also the consequences on the media content of the rapid development of robo-journalism, which radically rethinks journalism as an independent profession. The monograph also respects the large number of cited sources - 422, which show the high erudition and professional abilities of its author.

Adequacy of the used research methods

The habilitation work uses an integrated methodology, which is based on a comprehensive scientific approach to the problem of media content and the development of correspondent journalism. Media content and correspondent journalism are studied in several possible contexts:

- through public communication and the communication effects that daily build the public image of a country, its people, mentality, culture and people's psychology;
- through the special role of the media, which create visions, ideas and attitudes towards a country, its people, culture, political peculiarities, economic profile, religion and people's psychology.
- through freedom of speech and its influence on correspondent journalism. As well as the need for an integrated approach between media, politics and journalism, which today operate in conditions of convergence, globalization and new media practices.
- through the presence of the Internet in correspondent journalism, its development, specifics and modern profile. And most of all - in the context of the rapidly developing robo-journalism, which radically rethinks the role of the man-journalist, and its gradual replacement - with a computer algorithm.

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

The habilitation thesis also shows the broad knowledge and scientific competence of Dr. Simeon Vassilev, who is equally well versed in journalistic and research approaches.

The structure, content and methods used in this monograph fully meet the research task, they allow the author to analytically present the media content and the role of correspondent journalism in its development and change.

The research contribution of the habilitation work is the choice of an original topic and approach to the research. It is based on methods and indicators taken from various sciences - media studies, media practices, international relations, history of diplomacy, social psychology, cultural history, propaganda theory and others. The chosen integrated methodology expands the research perspective and places the scientific analysis in a theoretical, but also in a practical-applied context.

The research contribution of the habilitation work is the chosen approach of the scientific research. Media content is explored through the "filter" of correspondent journalism, which is a special form of dialogue between two countries, media systems and cultures.

Research contribution of the habilitation work is the analysis of the media

content - in the context of new online practices and automated journalism, which completely change the media environment, the role of the journalist and the media user. Correspondent journalism is placed in the context of social networks, which produce huge media content, but also fake news and propaganda manipulations. And here comes the role of the media correspondent, who is obliged to filter the huge flow of messages online, to separate the real news, to check the facts, and to gain the trust of the user.

In 2018 The Union of Bulgarian Journalists awarded Dr. Simeon Vassilev with a Golden Pen for his research contribution in the field of contemporary journalism in his book "Leadership and Media".

6. Some recommendations

My main recommendation to Dr. Simeon Vassilev is to continue his research in the field of media content, foreign policy and correspondent journalism. By focusing his scientific interest on new technological media platforms for online content that generate huge network traffic. In the future, to thoroughly consider the new digital challenges facing the management of communication situations and media content in Europe and in our country. And to what extent will media content generated by computer algorithms really become a leader in the field of journalism in just 10 years?

7. CONCLUSION

The presented scientific research - basic habilitation work, scientific studies and articles, teaching work, indisputably show the professional presence and scientific contribution of Dr. Simeon Vassilev in the development of media research, which have a theoretical and practical application. His scientific analysis is the first of its kind in Bulgarian media studies, it is based on an original scientific approach and integrated methodology, which includes methods and indicators taken from different sciences - media studies, international relations, history of diplomacy, social psychology, political marketing, history of propaganda, etc. This integral analysis of media content and correspondent journalism fills a relatively empty niche in Bulgarian media studies and is undoubtedly a step forward in understanding, systematizing and practical consideration of this important research problem in a media, communicative, socio-political and propaganda context.

Based on the actual qualities of the research of Dr. Simeon Ignatov Vassilev, the valuable contribution of his habilitation work, his research in the field of media and foreign policy, public communication and media content, his work as a university lecturer, his impressive work as a journalist and director of "News" in several leading television programs in our country such as BNT, Television Europe, etc., **I strongly recommend the esteemed members of the scientific**

**jury to award Dr. Simeon Ignatov Vassilev the academic position
"Associate Professor"** in scientific field 3. Social, economic and legal sciences,
professional field 3.5. Social Communications and Information Sciences,
scientific specialty: Journalism - Media Content Management, for the needs of
the Department of Communication and Audiovisual Production at FJMK at
Sofia University "St. Kliment Ohridski ".

August 3, 2020. Member of the scientific jury: Prof. Dr. Sc. Milko Petrov