



OPINION¹

on the submitted works for participation in a competition for the academic position of ASSOCIATE PROFESSOR / PROFESSOR in professional field 3.5. Public Communications and Information Sciences (International Journalism) , announced by Sofia University "St. Kliment Ohridski" in SJ, issue 99 / 20.11.2020

Reviewer: Assoc. Prof. Stella Angova

Candidate (s): Dr. Ralitsa Kovacheva

I. Evaluation of the scientific and practical results and contributions of the scientific and educational production submitted for participation in the competition

I know Dr. Ralitsa Kovacheva as an excellent journalist, researcher and lecturer. The presented materials for the contest are proof of the development of a specific and significant scientific field. The focus in her academic work is interdisciplinary and unites several scientific fields: media and journalism, communications, intercultural communication, political science, international relations, European studies. In her works, Dr. Kovacheva gives an original point of view on the importance and role of international journalism. She examines international journalism in the context of the news agenda, news framing, information flow speed, professional practices, the role of media and digitalization. In both her professional roles as a journalist and an academician, she demonstrates knowledge of the processes and depth of analysis. For example, in her work "News from the world. On the meaning and benefits of international journalism" she justifiably proposes a revision of established concepts and theories to the new conditions. Regarding the current state of contemporary journalism, he brings out five factors of theoretical and practical significance: post-truth, political polarization, identity politics, populism and propaganda. In her research, she has captured and defined the problems international journalism is facing. Such an issue is the topic of value opposition, which is invariably present as an object of study in her publications. As another scientific contribution, I can point out the study of the European public sphere through the center-periphery theory ("Center and periphery of the Europeanized public spheres"), which is the first of its kind in the Bulgarian scientific literature. She also proposes her own working definitions for "center", "periphery" and "peripheralization". Dr. Kovacheva analyzes global topics in a specific Bulgarian context. I would like

¹ Note: Recommended volume of the opinion - 2-3 standard pages.



to congratulate her on the accurate and balanced assessment of all of her research papers. Her books and articles are evidence of a sense of identifying a scientific problem, building on existing theories, and selecting and analyzing empirical material. Her work is recognized not only among the Bulgarian scientific community, but also in the international one. For example, she published the article “In Search of a European Public Sphere Challenges, Opportunities and Prospects” (Cambridge Scholars Publishing). She has numerous citations, including Scopus and Web of Science as well. Dr. Kovacheva is a participant in conferences and seminars (for example London, 2018, Club of Venice 2nd Seminar on Strategic communication: TRUTH, TECH AND TRENDS - The issues that European communicators need to address in 2019; “Fact-Checking in the EU”. 27-28 September 2018, European Parliament, Brussels). She often presents her point of view as a media expert on topics related to international journalism. The documents are evidence about her responsible work with students by organizing events and invitations to foreign journalists for open lectures. For instance, she is the initiator and co-organizer of a student essay competition. She is also the initiator and co-organizer of a competition for a student video on topic related to Europe. I am convinced that this is the professional path of contemporary teachers, who integrates in their work both theory and practice and also work conscientiously with students. All this is presented in Dr. Kovacheva’s academic work.

II. Notes and recommendations

I have no notes and recommendations to Dr. Kovacheva. I am convinced that she will continue to work in high professional level.

III. Conclusion

Dr. Ralitsa Kovacheva is a worthy candidate. She is an authoritative researcher and lecturer. The presented evidence respects with scientific quality and activities. Based on all the arguments stated above, with full confidence, I vote positive on the promotion of Dr. Ralitsa Kovacheva to associate professor in the field of International Journalism at the Sofia University.

Jury member: Stella Angova

Date: 18.03.2021