

# Scientific Review

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Subject: dissertation of Danislav Nikolaev Borisov on "Trends and Typologies in the Creation of Television News Content" (A News Research on BNT 1 and bTV 2019-2020) for conferring of educational and scientific degree PhD

## General data

PhD student Danislav Nikolaev Borisov presented a dissertation entitled "Trends and Typologies in the Creation of Television News Content" with the subtitle " A News Research on BNT 1 and bTV 2019-2020", bibliography, eight applications, list of scientific publications related with the topic, scientific contributions to the dissertation, abstract.

## General findings

The dissertation contains a total of 250 pages, which include an introduction (8 pages), main text (232 pages), located in three chapters and a conclusion (5 pages). A bibliography attached to the main text contains 241 printed sources and 25 online. The list of publications contains three titles. The abstract is collected in 26 pages, contains scientific contributions and is generally compliant with the requirements. These publications are related to the topic of the dissertation.

## Impressions from the dissertation

The title of the dissertation "Trends and Typologies in the Creation of Television News Content" outlines the subject of the study by specifying the scope in the media and time limit, namely 'the news of BNT1 and bTV 2019-2020'. The purpose of the research is formed in the Introduction: to highlight the basic trends in the creation of news content and after the achievement will highlight the main trends and typologies in journalism. The object and the subject of the research are formulated, the methodology, the scope of the research is outlined in time, area, and thematic-content plan. The limitations in the program and periodic-time plan are clearly outlined. The methodology is defined. The initial hypothesis is that the negative content prevails in the shows because it most often undergoes development. It is formed based on the assumption of cyclicity and the need to develop certain topics in the content of television news.

The first chapter, entitled "The role and place of television information in the creation and development of public and commercial distribution in our country" examines the periodization of general news content in the dualistic system of coexistence of public and commercial television organizations in Bulgaria; the concept of news is defined by comparison in the context of its historical development, in the discourse "news program - recipient" and emphasis is placed on the dynamics of the main types of information in a time frame of ten years. In this way, the author tries to typologize the news content in a historical context. He conscientiously reviews and cites various publications on the subject. Then it enters specific specifics of news programs in legal, ethical, content, audiovisual aspect, as well as the specialization of journalists in them. I think that the author has coped with the task he sets in this part of the dissertation.

The second chapter is entitled 'Identification of the leading television news. Trends and specifics'. The TV news content is considered here based

on the selection of topics and their repetition, as the doctoral student tries to highlight the trends in the movement and development of stories, topics and repetition in the shows to conclude that the negative content prevails. I believe that the task that Borissov has set for himself in this chapter has been fulfilled.

The chapter "Concept of construction of television news content" is the third in a row in the text and is dedicated to proving the main thesis about the predominance of negative news. It includes three independent studies on the leading media in Bulgaria, as well as a review of important authors who have dedicated serious works on the problem and its manifestations at home and abroad. Thus, the author seeks and finds a convincing definition of the term "negative news" and classification of negative content. Here again, he steps on the binary "viewer-viewer" approach in dissecting the problem, which shows a serious and thorough approach to analysis. The information impact of the Internet and the new digital media environment have not been missed either. The statement in 'Conclusion' that the overall research in the dissertation has proved the truth of the initial hypothesis set in the Introduction sounds convincing to me. The bibliography impresses with the number of titles, the citations are written in good faith and according to the requirements. A list of publications on the topic of the dissertation is presented. Contributing moments are indicated.

## CONCLUSION

The dissertation presented by the candidate "Trends and Typologies in the Creation of Television News Content" (A Study of the News on BNT 1 and bTV 2019-2020) for the conferring of the educational and scientific degree "Doctor" contains enough contributions and meets the requirements of ZRASRB, PPZRASRB and the Regulations of Sofia University 'St. Kliment Ohridski' on the terms and conditions for obtaining

the scientific and educational degree of PhD. In view of the above, I recommend to the Scientific Jury to confer Danislav Nikolaev Borisov the PhD degree.

I am voting "YES".

Sofia

20.11.2021

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