

REVIEW

Of the scientific research and teaching activity of Assoc. Prof. Lulivera Delcheva Krusteva-Stoyanova, PhD, submitted for participation in competition for the acquisition of the academic position **Professor** in professional field 3.5. *Public communications and information sciences* (Journalism – media and social conflicts), announced in no. 65 of the State Gazette of 16 August, 2019.

The review was written on the basis of art. 4 and art. 29a of the Law for the development of academic staff in the Republic of Bulgaria, art. 60 and from the Rules for the implementation of the Law for the development of academic staff in the Republic of Bulgaria, art. 118 para (1) и (3) of the Rules for the conditions and the procedure for acquisition of scientific degrees and occupation of academic positions in Sofia University „St. Kliment Ohridski“, pursuant to a decision of the Scientific Council of the FJMC, protocol 1 from 03.10.2019 and by order RD 38-601 from 11.10.2019 by the Rector of Sofia University for my appointment as a member of the scientific jury and reviewer of the sole candidate for the academic position of **professor** – Assoc. Prof. Lulivera Delcheva Krusteva-Stoyanova, PhD, covering all minimal required points for all individual groups of indicators for the academic position of professor.

Reviewer: Prof. Dobrinka Stancheva Peycheva, DSc.
South-West University “Neofit Rilski”

SCIENTIFIC AND BIOGRAPHICAL DATA

Assoc. Prof. Lulivera Delcheva Krusteva – Stoyanova, PhD, has graduated with a master's degree in Journalism (television journalism) at the Faculty of Journalism and Mass communication at Sofia University „St. Kl. Ohridski“ in 1978. She has over 40 years of

experience in media and communications. She has worked simultaneously as a practicing journalist and a teacher.

Since 1991 she has been a part-time assistant professor at the FJMC. She worked for several daily and weekly newspapers in printed media as well as for the online version of a daily edition on city news of Economedia for five years.

Assoc. Prof. Lulivera Delcheva Krasteva, PhD, holds a VAC certificate No.19595 from 14.12.1989 for the scientific degree “Candidate of philological sciences” with a thesis, titled “Journalism and national self-awareness“. After 2010, in accordance with the new educational and scientific legislation in Bulgaria, it is equated with the educational and scientific degree “Doctor”.

She received the scientific title “associate professor” through certificate no.20117 in 09.05.2000. During the same year she was appointed to a full-time contract as an associate professor of Internal Affairs Journalism and Social Conflicts at the Faculty of Journalism and Mass Communication at Sofia University “St. Kliment Ohridski”, where she has been working ever since.

Lulivera Krasteva has over 28 years of experience as a scientist-researcher and a lecturer at the Faculty of Journalism and Mass Communication at Sofia University “St. Kliment Ohridski”.

The possession of a PhD degree, the appointment as a full-time as an associate professor, covering and exceeding the minimal required points for the individual groups of indicators for the academic position of professor (a total of 990 points) represent the legal basis for her application for the scientific position of professor.

In the competition for a professor in which she is the sole candidate, she participates with publications that have not been submitted for the award of the academic title "associate professor" in 2000, as well as for obtaining the scientific and educational degree "candidate of philological sciences" in 1989.

SCIENTIFIC RESEARCH ACTIVITY

Assoc. Prof. Lulivera Delcheva Krusteva has a rich and diverse scientific experience in exploring both the weaknesses in journalistic coverage and the conceptualization of various aspects of media theory.

She is among the candidates for professorship at the FJMC with 2 published monographs: *“Journalism and social conflicts. Social nature, genesis and dynamics of manifestation”* and *“Conflicts and media resonance. Communication problems in the Bulgarian media”* (2007-2019) as well as dozens of studios and articles that enrich media and journalism research, including the media-community relationship. She is also the scientific editor of two collective monographs.

Her theoretical and empirical studies are related to a wide range of scientific topics, starting with her engagement with the media value system as a journalistic “snapshot” of social reality, and its respective weaknesses, triggered by the new copy-paste practice and moving to topics on limited information due to overload of information, infliction of social fears, etc.

Assoc. Prof. Lulivera Krusteva’s scientific presence is particularly vivid in regard to her investigation of the journalistic coverage of conflict processes in the Bulgarian society in the traditional and online press, as well as in information sites in recent decades. To this date, Assoc. prof. Lulivera Krusteva has no match in that area.

Her contributions to theoretical research are also related to the conceptualization of media axiology, which is an almost unexplored topic by other Bulgarian authors, putting an emphasis on new journalistic models; on media construction of realities, media stereotypes, etc.

The candidate for the position of professor has an innovative terminological attitude. She contributes to the discovery and labeling of new media eco-phenomena such as the definition of "media non-communication". She has also introduced new competencies - the conflicting competence of journalists and has also revealed new dysfunctions of journalistic activity, etc.

Lulivera Krusteva has published thirteen articles in European and American editions. Three of them have been indexed in Scopus.

Krusteva reports 30 participations with reports in national and international forums. She has presented reports on the topics of the competition in the Netherlands, Croatia, Poland, Latvia, Estonia, etc.

Assoc. Prof. Lulivera Krusteva has also been involved in various scientific research projects. She has been the leader or a participant of 14 research and educational projects, 7 of which, according to reference, are from European or other foreign scientific funds.

She was a participant in a project at the Catholic University of Brussels on the topic: „Mapping Foreign Correspondence in Europe” in 2011-2014, where a total of 31 international scholars

participated. In 2007 she participated in the international project "Media Education for European Citizenship" (EMECE COMENIUS 2.1), the results of which were presented by me in 2012 at the Sorbonne in connection with another international project under the French Research Fund.

Assoc. Prof. Lulivera Krusteva, PhD, also performs peer review work on scientific publications of fellow scientists. She has been a scholarly reviewer of 4 monographs and three collections of international scientific conferences, two of which are in English. She has also reviewed seven scholarly articles in peer-reviewed journals, two of them for scholarly publications in England. She has given recommendations to 8 undergraduate and PhD students at European, Japanese and American universities.

Assoc. Prof. Lulivera Krusteva, PhD, is a member of the international committee - editorial board of the Journal of Comparative Studies. №4 (33) Human in Language: Ethnolinguistics, Linguistic view of World, (Альманах компаративистики №4 (33), 2014

She is a member of the Union of the Scientists in Bulgaria, the Union of Bulgarian Journalists and the International Federation of Journalists. She is a member of the Faculty Board of the FJMC at Sofia University, as well as of the Faculty Attestation Committee.

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

TEACHING EXPERIENCE

Assoc. Prof. Lulivera Krusteva, PhD, has a workload of teaching which is far above the required minimum. For the 2019-2020 academic year, her total teaching load of bachelors and masters is 432 hours of lectures and 27 hours of seminars. She leads a lecture course in English with students under the Erasmus program, titled "Social Conflicts" with 45 hours of lectures and 15 seminars. Apart from the lectures at the FJMC, she has read lectures at four foreign universities: Poland (Wroclaw), Estonia (Tallinn), Latvia (Jelgava) and the Netherlands (Leeuwarden).

Assoc. Prof. Lulivera Krusteva has developed an enviable amount of lecture courses in both bachelor's and master's programs at the FJMC, as well as at the Faculty of Elementary and Preschool Pedagogy at Sofia University, renamed in 2019 into Faculty of Science for Education and Arts. The total number of these courses is 12.

She is the author of three curricula under the European program Erasmus +.

Assoc. Prof. Lulivera Krusteva has also developed four PhD programs within the Sofia University.

She has a huge experience as a tutor of diploma theses. She has been the tutor of 109 successfully graduated bachelors and masters at the FJMC in the “Journalism” and “Public Relations” subjects. She has been the scientific instructor of one PhD student, who successfully defended their thesis, as well as five others, three of which are ahead of an internal defence of the thesis. The fifth one is still at the beginning of their PhD education.

Under her scientific instruction ten bachelor and PhD students have delivered presentations for the International scientific conference „Students their Way to Science” (5-7 May 2010, 2011, 2012) in Latvia. One of her PhD students participated with a report in the 6th European Communication Conference in Prague in 9-12 November 2016. Three of her PhD students participated in the 12th Central and Eastern European Communication and Media Conference (2019), two others in scientific events in Germany and the American University in Blagoevgrad, as well as in the 11th Scientific School for PhD Students and Young Researchers at the Institute for Investigation of the Population and Man at the Bulgarian Academy of Sciences (October 2019, Sofia).

Assoc. Prof. Lulivera Krusteva has been the academic tutor of 18 bachelors and masters in both stages of the European programme “Student Practices – stage 1. Operational Programme “Science and Education for Smart Growth”, priority axis “Life-long Education and Learning”, financed by the European Social Fund, 2016 and Student Practices, Operational Programme “Development of Human Resources”, co-financed by the European Social Fund, 2013.

CONTRIBUTIONS IN THE PUBLICATIONS, PRESENTED AT THE COMPETITION

Assoc. Prof. Krusteva’s main contributions can be united into two aspects – theoretical and theory-applicational.

The monograph, which she presented for the competition, titled “Social Conflicts and Media Resonance. Communication problems in Bulgarian media (2007-2019)”, published by Sofia University publishing house “St. Kliment Ohridski” (ISBN 978-954-07-4707-2) is awe-inspiring in terms of volume – a total of 432 pages. It is based on an impressive 12-year-long content-analytical research of 37 133 publications in 22 printed and online Bulgarian media. The

research is made on the basis of a code book (registration map), produced by the author, with categories and categorical indications, relevantly included.

True to her innovation spirit, the author introduced and verified several specialized categories and their indications – media conflict competence, media axiology, media deficiency, etc.

The main eco-communication problems and “deceptions” in the journalistic work and several dysfunctions of the creation of the media routines in the period 2007-2019 have been presented and analyzed in the monograph. The author has managed to systemize the manifestations of the “four social conflicts and their media reflections in education, population decline (problems in the health system and depopulation), identity crisis, institutional inertness in regard to cultural heritage and memory, changes in the values”. She has used interdisciplinary approaches – sociological, socio-psychological, and historical.

The author’s contribution to her leading role in the investigation of the interconnection between the social conflicts in the period of fundamental changes and their presence in the public media environment cannot be questioned.

Based on that contribution is the explication of the discovery for the presence of “media deficiency” as representations of new tendencies in the media realias.

Specific social conflicts from the period of transition have been pointed out, as well as the changed journalistic values, connected to both the change of generations and the professional practicing, and some journalistic competencies.

Lulivera Krusteva’s monograph is a competent research and a professionally-written innovational piece of work on social conflicts, on their governing position and media coverage, combining the advantages of sociological, socio-psychological and conflict method.

The contribution of the monograph manifests itself in the introduced terms, verified by content-analytical research by the author on the basis of an investigation code book, developed by her, namely: media conflict competence, media axiology, social journalistic accommodation, etc.

The systematization of the media deficiencies in covering the most important social conflicts has a value of its own.

The articles, presented by Lulivera Krusteva, for the purposes of the competition, can be summarized in the following thematic groups:

In the first group I will place the articles, connected to the construction of new communication models. They include the themes of the introduction and the positioning of the new media modelling practices, of the transformations in the values and their hierarchy,

In the second group I will place those articles, dedicated to problems of the journalistic representation in the media: the overwhelming negativism in Bulgarian media, the blurring of boundaries between PR and journalistic activities, the journalistic “confectionery”, the taboos for the journalistic ethics and professionalism, the presence of vulgarisms and obscenities, the deficiencies in the investigative journalism, the spreading of the copy-paste practice and its consequences, etc.

In the third group I will place the articles, specifying conflicts – corruption practices, social tensions, Bulgarization of European financing, the damaging of cultural heritage, the institutional reactions and their media representation, the contradictions in social change, etc.

In the fourth group I will place the articles, concerning the author’s international contributions, connected to project assignments and results, namely: “mapping” of correspondents’ bureaus in world media in Europe, of the media education for European citizenship, of the cultural identity and its media coverage, of the problems education faces in a globalized world, etc.

The articles included once again are contributory in nature in terms of several new categorical combinations: social accommodation, syndromes of negativism, media non-communication in times of overload of information, deficiency of social news and problems, favouring negative news, forming of journalistic models of doom, etc.

Several specific Bulgarian phenomena have been researched for the first time – blemishing, nihilism, negation. Several positive and negative professional tendencies in the construction of media publicity have been pointed out. Opportunities for the return of trust in media through constructional models of formation of conflict and social competence in journalists have been named.

A scientific-applicational contribution is the unearthing of unknown data, connected to the history of the first correspondents’ bureaus, those of France Press and Xinhua, in our country, which, according to the author, are missing even from the Bulgarian Telegraphic Agency’s archive, as well as interesting population and professional trivia for the foreign correspondents in our country.

Assoc. Prof. Lulivera Krusteva's works are written in an academic language and successfully combine theory and empirical data with a high degree of analytical abilities.

I confirm most of the contributions, pointed out by the author, in her works, reviewed by me, putting a stress on some of them in particular – media axiology, media non-communication, journalistic dysfunctions, etc.

Her contributions to the theory are connected to her attempts to model media and communications and her putting a stress on the new journalistic model, on media construction of realities, media stereotypes.

My question to Assoc. Prof. Lulivera Krusteva is connected to the “media-natured aspect”, named by her, along with a “theoretical and a practice-applicational one”. What does she have in mind in particular? Does she have a development on that and if that is the case – shouldn't it be in the course of the others?

Lulivera Krusteva has her own place of great importance as a renowned researcher of the journalistic coverage of conflict processes in Bulgarian society.

She has kept her long-standing position in the conceptualization of the media axiology as a scientific field, still not investigated enough in Bulgaria.

The fact that Lulivera Krusteva has over 50 citations in Bulgarian and foreign scientific editions, speaks that she is a highly distinguished author in the country and abroad.

Assoc. Prof. Lulivera Krusteva's innovative nature, her renowned position in several theoretical fields, her contributions and her international recognition and ambition to combine theory with empirical data, as well as the high academic style of her publications, give me full ground to support her application for the acquisition of the academic position **Professor** in professional field 3.5. *Public communications and information sciences* (Journalism – media and social conflicts) at the Faculty of Journalism and Mass Communication at Sofia University “St. Kliment Ohridski”.

Reviewer: Prof. Dobrinka Peycheva, DSc

05.01.2020

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