

REVIEW

By Professor Chavdar Hristov, Faculty of Journalism and Mass
Communication at Sofia University “St. Kliment Ohridski”
On the Scientific Works of Senior Assistant Professor Svetlana Ivanova
Stankova

For the competition for the occupation of academic position “Associate
Professor” in the professional field 3.5. Public Communications and
Information Sciences (Management of communication situations) announced
in State Gazette no.93 of 26.11.2019.

Senior Assistant Svetlana Stankova is the sole candidate in the competition
for academic position of “Associate Professor” in the professional field 3.5.
Public Communications and Information Sciences (Management of
communication situations) announced in State Gazette no.93 of 26.11.2019.

EDUCATION BACKGROUND OF THE CANDIDATE

Senior Assistant Professor Svetlana Stankova is a Master in Bulgarian
Philology with “English language” (1989) as a second major. She has completed
a specialization in “Tomash Masarik” University in the sphere of “Media
Agenda and the Development of Media in Czech Republic after 1989” (2008).
She became a PhD in “Journalism” (High Attestation Committee diploma №
34655/20.12.2010 г.) after a successful defense of her dissertation on the topic:
“The Press as a Political Medium – Media Reflections of the Presidential
Campaigns in Bulgaria and Czech Republic (2006-2008)”. The candidate has
advanced knowledge in English and Russian languages.

ACADEMIC BACKGROUND AND TEACHING

For the Period 2007 – 2018 Svetlana Stankova was a part-time lecturer at the
Faculty of Journalism and Mass Communication at Sofia University “St.
Kliment Ohridski”. For the period she has introduced lecture and practice
courses in the spheres of image establishment and media agenda in the Bachelor
and Master degree programs at the Faculty. During this time, she has held the
positions of Chief Academic Administration Inspector as well as Academic
Inspector for Scientific and Project Activities. Since 2018 she is a Chief
Assistant Professor at the “Communication and audio-visual production”
Department while she continues to lead lectures and practice in the above-

mentioned fields. For the academic period of 2019/2020 she has had 872.2 teaching hours in total, 406 of which are academic load. Therefore, she covers the needed minimum national requirements for the occupation of the academic position “Associate Professor” according to art. 2b of the Act for the Development of the Academic Staff in the Republic of Bulgaria.

Senior Assistant Professor Svetlana Stankova was graduate’s academic advisor and reviewer in the Bachelor and Master programs of the Faculty. For the period 2013-2018 she was an expert in two projects under the framework of “Student practices” program in the Operational Programme “Human Resources Development” and Executive Agency Operational Programme “Science and Education for Smart Growth”, respectively. In the course of her work she assisted more than 606 students in concluding contracts for mobility under the project. Since 2018 she is a part of a “Model of effective visual communicative and media environment aimed at forming and nurturing new audiences in the sphere of arts and the cultural and creative industries through shared spaces” scientific project. It is funded by the Bulgarian National Science Fund (entr. no.: H 25/11 since 05.09.2018 г.). She is also part of the scientific projects “Heritage BG” and the European Researchers' Night, Horizon 2020 (SEP-210495477, K-TRIO 3).

She is a member of the Union of Bulgarian Journalists since 2014 and of the Bulgarian Academic Association of Communication since 2013.

SCIENTIFIC AND RESEARCH BACKGROUND

Senior Assistant Professor Svetlana Stankova is a researcher with a profound knowledge and expertise in investigating important communication problems related to the communication situations management, the media image of the enemy, the media influence over the elections, the influence of the social media over the political communication, media reporting on current crises. All these topics are part of her scientific works. In the period between 2017 and 2019 she has published:

- **Monographies** – Станкова, Светлана, *Бежанските движения към България в периода 2011-2015 г. Комуникационни ситуации и медийни практики*, ISBN:978-954-07-4892-4, УИ "Св. Климент Охридски", София, Рецензирано 2019; [Stankova, Svetlana, *Refugee movements towards Bulgaria in the period 2011-2015. Communication Situations and Media Practices*, ISBN:978-954-07-

4892-4, “St. Kliment Ohridski” University Publishing House, Sofia, Reviewed 2019].

Станкова, Светлана, *Пресата - политически посредник*, ISBN:978-954-07-3098-1, УИ „Св. Кл.Охридски“, София, Рецензирано 2010. [Stankova, Svetlana, *The Press – a political medium*, SBN:978-954-07-3098-1“St. Kliment Ohridski” University Publishing House, Sofia, Reviewed 2010].

- **Handbook** - Станкова, Светлана, Радиофеноменът, ISBN:978-619-160-314-5, Авангард Прима, София, Рецензирано 2014 [Stankova, Svetlana, *The Radio as Phenomenon*, ISBN:978-619-160-314-5, Avangard Prima, Sofia, Reviewed. 2014].
- **Articles and papers published in non-refereed journals with scientific reviews or published in collective edited volumes – 17 articles and papers.**

Six of Stankova’s publications have been cited altogether nine times, four of her works have been indexed (CEEOL) and 19 of them have been entered in foreign and Bulgarian library catalogue systems.

She has 16 papers presented at national and international conferences.

She has edited one collective volume.

HABILITATION WORKS

Senior Assistant Professor Svetlana Stankova takes part in the competition with *one monography and thirteen articles* published in non-refereed journals with scientific reviews or published in collective edited volumes.

The monography “*Refugee movements towards Bulgaria in the period 2011-2015. Communication Situations and Media Practices*” offers to the reader an in-depth analysis and theoretical conceptualization of the communication situations management related to the so called “refugee crisis” which developed in Bulgaria and other EU countries for a prolonged although now passed period. Despite that the topic remains relevant in 2020 having in mind the events from the past few months. Throughout the course of her study she analyzed an impressive amount of media publications (1498 pieces) and scientific sources (242). The methodological framework employed in the work allows specific components of the communication situations to be highlighted. This also leads to a creation of a general model with an applied management value. At the same time Stankova manages to outline an important communication field concerning a wider social conflict related to the refugee

crisis. This conflict is a result of the clash between the general imperative of the liberal democracies advocating humane approach towards those in need, on the one hand, and the dominating fear of the masses toward the threat of the “*cultural other*” reinforced by elites and media, on the other. The author outlines the media deconstruction of the public image of the refugees as the “enemy” as an opportunity for managing the communication situations in this regard. This approach combines the positive outcomes of both elevated feeling of social security in the receiving country and empathy towards the migrating *other* among the public.

Unquestionable theoretical contribution is the synthesized conception of communication situation and its management potential including Stankova’s typology and classification of communication situation which draws a comprehensive academic image of the researched topic. The influence mechanism derived from the analyzed communication situations is characterized by dominant propaganda strategies and techniques which form permanent negative and even xenophobic public attitude toward the *other*. As such it has an important theoretical-applied value as it gives the opportunity for correction of the communication in analogical situations for a balance along the axis “us – them” to be reached.

The articles presented for review offer concise analyses of the media coverage of political conflicts (Ukraine and Catalunya) and the peculiarities of the political communication both in traditional and in digital environment. These outline the opportunities for directing the media agenda as well as the use of misinformation (fake news) for redirecting the public opinion.

It must be noted that the works which are under review are directly related to the lecture course “Building Communication Effects”, established by Senior Assistant Professor Stankova, under the framework of the academic course of the Faculty’s Bachelor educational qualification degree.

CONCLUSION

Based on the above, I am confident to recommend to the Academic Board the election of Senior Assistant Professor Svetlana Stankova for the academic position “Associated Professor” in the professional field 3.5. Public Communications and Information Sciences (Management of communication situations) announced in State Gazette no.93 of 26.11.2019.

05.03.2020

Member of the academic Board:

Professor Chavdar Hristov