

OPINION

from

Assoc. Prof. Dr. Georgi Valchev, Lecturer at the Department of History and Theory of Culture at the Faculty of Philosophy, Sofia University "St. Kliment Ohridski »

for the scientific works of Dr. Simeon Ignatov Vassilev

submitted for participation in a competition

for holding the academic position "Associate Professor" in a professional field 3.5. Public Communications and Information Sciences (Media Content Management), announced in SG, issue 21 / 13.03.2020 for the needs of the Faculty of Journalism and Mass Communication at Sofia University "St. Kliment Ohridski ".

The only candidate in the announced competition is Dr. Simeon Vassilev. The set of documents and materials presented by him fully meets the legal requirements. The theme of the competition fully corresponds to the educational profile of the candidate, to his research interests, to his rich practical-applied and project activity.

Presentation of the candidate. Simeon Vassilev graduated with a degree in Bulgarian Philology from Sofia University "St. Kliment Ohridski "in 1987, specialized in German studies (1991) and journalism (1993) in Germany and Great Britain, and in 2018 he obtained the educational and scientific degree "Doctor "in the professional field 3.5. Public communications and information sciences.

His professional biography in the field of journalism is impressive and began in 1992, when he was employed at the Bulgarian National Television as an international editor. Over the years, he has successively held various management positions in it - Deputy Director of Channel 1 of BNT - "News" (1993-1994), Program Director of Channel 1 of BNT (1995) and Director of the "Information" Directorate (2002- 2004). Creates the international gambit show "World Gambit"

(1994-1995), and as a correspondent and special envoy of BTN in Bonn and Berlin (1995-

2000) reflects all key EU, NATO, WEU, OSCE and UN summits, as well as

and dozens of intergovernmental conferences and interstate meetings of Bulgaria on

European level.

Co-founder of the first news television "Europe" in Bulgaria, where he occupies

the position of Director of News (2000-2002), Dr. Vassilev continues the professional

his journalistic path in other Bulgarian media - FOCUS Information Agency

(2004), BBT TV (2008-2010), Fakti News Agency (2016-2017),

where it also performs managerial functions.

In the period 2014-2015, he was the head of the External Communications Department at

The National Palace of Culture, and from 2011 to the present he is the manager of

Sivas Consulting and Head of the World Gambit Publishing Program,

including books created by or dedicated to prominent world figures and

events that have had an extraordinary impact on the development of modern

International Relations.

His vast professional experience makes him a sought-after media advisor and consultant in the field of

public communications, with special attention it is necessary to pay attention to the fact that Dr.

Vassilev is actively involved in teaching activity. Since 2004 he has been a lecturer in training courses

for employees of the Ministry of Foreign Affairs of the Diplomatic Institute, in the period from 2011 to

2018 is part-time lecturer at the Faculty of Journalism and Mass Communication at Sofia University,

"St. Kliment Ohridski ", and since 2019 he has been the head of the program "Media and

communications "at the Institute of Public Policy.

Fully built and indisputably proven specialist in the field of modern international relations, Simeon

Vassilev is the author of 179 articles in the periodical press, author of six documentaries and numerous

television reports on all of them most important topics of European and world political life from the

end of the XX and the beginning of the XXI century. The focus of his professional attention are both

topics related to current domestic political problems of individual member states of The European

Union, as well as issues related to European integration or important events in areas of ongoing or

potential military conflict that are significant influence on the world political order established after

the fall of Berlin wall - the Gulf War and the fate of post-war Iraq, the disintegration of the former

Yugoslavia and the bloodshed in the Balkans, the ongoing problems in Afghanistan and The Middle

East, the nuclear programs of Iran and North Korea, the complicated relations between the United

States and Russia after the end of the Cold War, NATO 's new role in the growing threats from global

terrorism, etc.

Evaluation of scientific results and contributions. For his participation in the competition for the

academic position of "Associate Professor" Dr. Simeon Vassilev presented a list of published 3

monographs and 12 articles published in periodicals and collections, which in this opinion are subject

to evaluation of scientific results and contributions. of the candidate.

His habilitation work "Letters from the chaos of time. Media Content and Foreign Policy Process" (Sofia, 2020) is a scientific research with significant theoretical and practical contribution to the analysis of media content and its connection with the foreign policy process, the professional role of the correspondent and journalism in the life of modern societies. It systematizes the research of leading researchers on the topic and their various concepts and models of media coverage of world events. The monograph has a volume of 284 pages, consists of a preface, seven chapters and a conclusion, a rich bibliography, which includes titles in Bulgarian, English, German, Russian.

In many respects, this is the first-of-its-kind study of the relationship between media content and the foreign policy process, as well as the figure of the correspondent abroad, with specific professional characteristics. The study puts in a new context the relations journalism - politics and media content - culture and proves in an indisputable way the thesis that media content is key for foreign policy processes, for domestic and international relations, as well as for cultural relations between modern societies, formed largely by a series of codes of different cultural stereotypes. From this point of view, the study of media content is important not only for communication science, but also

for a much wider range of humanities and social sciences, especially in times of dynamic changes in the global media environment such as today. In this sense, Simeon Vassilev convincingly proves the need for an interdisciplinary approach and compatibility of concepts from political theory, media theory and journalistic practice.

Special emphasis in the habilitation thesis is placed on the need for academic research on the processes of communication in the context of globalization and it will probably focus the attention of modern researchers to the theoretical perspectives of correspondence journalism, as its specifics are outlined in a very long historical context. Visible changes occurring in them and allowing for theoretical generalizations. Moreover, in today's world dominated by indirect information, correspondents are likely to retain the key role of its indispensable corrective for the audience and users of online media content. Based on rich empirical material, including examples from the literature, the study gives a convincing idea of Dr. Vassilev's erudition, his ability to "surpass" his own journalistic schooling and his inner conviction that modern factors that change and influence on the media require a new type of competencies, knowledge and general culture from the new generations of journalists and from media management in order to protect the meaning, purpose and mission of the media from the public.

The other two monographs and the presented scientific articles also correspond to the topic of the competition. They address important issues such as the role of modern media in building the public image of political leaders in a world that generally rejects traditional elites, the functioning of the media in a global information environment, often completely anonymous, the clear trend towards

commercialization of modern media. and susceptibility to collaboration with official political power and shady economic dependencies and interests.

Conclusion. Having in mind the overall research, publication, journalistic, publishing, teaching and popularization activity of Dr. Simeon Vassilev, the topicality of the issues developed by him

in the presented scientific papers on the announced competition, the achieved scientific results and contributions, I confidently express my positive assessment and I will vote for awarding Dr. Simeon Vassilev to the academic position "Associate Professor" in the professional field 3.5. Public Communications and Information Sciences (Media Content Management)

09.08.2020

Assoc. Prof. Dr. Georgi Valchev

Sofia