

## OPINION

Presented by Proff. Rozalia Kuzmanova – Kartalova,

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Prepared for the competition for the academic position of "Professor" in the field of higher  
education 1. Pedagogical sciences

Professional area 1.2. Pedagogy (Media pedagogy)

Sofia University "St. Kliment Ohridski "

Faculty of Educational Studies and the Arts, Department of Pre-school and Media Pedagogy

Announced in State Gazette, issue 67 from 28<sup>th</sup> July 2020

Candidate in the competition: Assoc. Prof. Danail Kirilov Danov

### **Candidate data - professional career**

In the competition for professor, announced in SG, issue 67 / 28.07.2020 for the needs of the Faculty of Educational Studies and the Arts Assoc. Prof. Danail Danov is the only candidate.

Mr. Danov is a graduate of Sofia University "St. Kliment Ohridski "with a MA degree obtained at the Faculty of Classical and Modern Philology in 1988. In 1992 he obtained another MA degree in Society and Politics at the Central European University, Prague, Czech Republic. In 1994 he obtained his third MA degree in Area Studies at SOAS, University of London, UK.

From 2009 to 2011 he was a part-time doctoral student at the Faculty of Primary and Preschool Education at Sofia University, and in 2011 he acquired his PhD degree.

Danov's professional career began as a junior editor at the Institute of Cartography, Sofia in 1988 - 1989. From 1989 to 1992 he worked as a junior editor at the Bulgarian National Radio.

He continued his career at Radio Express, Sofia as editor-in-chief of news and information programs in 1992-1993, and from October 1993 to October 1995 he worked at the BBC World Services, Bulgarian Section, London as a release-producer.

From 1995 to 1996 Danail Danov was Deputy Editor-in-Chief of Radio Express, Sofia. From 1996 to 2001 he coordinated the Media Program at the Open Society Foundation, and from 1998 to 2001 he was a Deputy-Chairman of the Board of Directors, Chief Executive Officer and ultimately, and acting Director General of the Bulgarian National Radio. From 2001 to 2010 he was the Program director of the Media Development Center, Sofia. In 2010 he worked as a producer of Global Vision Ltd., Sofia. From 2010 to 2014 he held the position of Project management at the Center for Development of Communications and Human Resources, Sofia.

The academic career of Assoc. Prof. Danail Danov began in 2014 as a senior assistant professor at the Faculty of Primary and Preschool Education with major commitments including lectures and seminars, curriculum development, organization and conduct of internships, research, and supervision of undergraduates. In 2016 he was elected Associate Professor, and in 2019 he received the degree of "Doctor of Science" with a dissertation on "Media literacy: genesis, development, challenges and prospects."

The candidate has a very good language competence, which has a very positive effect on his growth as a scientist, such as participation in project activities at international level and visits as a lecturer at many foreign universities. He is fluent in English, very good in Russian and Turkish and has a good level of French.

Assoc. Prof. Danov popularized his ideas and research at many national and international conferences. He is the author of a rich scientific production: 9 monographs, instructive manuals, studies, 3 chapters of books, 32 articles, 10 translations from English to Bulgarian in his scientific field.

I confirm my conclusion that the educational competence, professional and practical experience, indisputable social qualities, communication and leadership skills are essential for the successful academic path of Assoc. Prof. Danail Danov, who consistently presents his scientific achievements at national and international level and is established. as a prominent scientist in the field of media pedagogy.

**Scientific, research and publication activities in connection with the competition for a professor**

Assoc. Prof. Danail Danov participates in the competition for a professor with 2 monographs, 1 study and 12 articles, out of which two in English. The candidate for professor covers the national scientometric indicators with 925 points out of the required 550.

The main habilitation work with which Assoc. Prof. Danov participates in the competition for professor is "Digitalization and Education - Innovation, Creativity and Interculturalism", a monograph published in 2020.

The work is innovative and relevant to the broad public discussion about the nature, trends and possibilities of the new type of education through digitalization, as part of the essence of the education in the 21st century. Significant emphasis is placed on models for education through the development of digital skills and competencies in learners, as a challenge for their full participation in modern life.

The second monograph, entitled "Media Literacy - Experience Reconsidered", published in 2020, is based on a defended dissertation for the degree of "Doctor of Science", with a kind of upgrade of the topic. It presents analyzes of the nature and development of media literacy, with an eye fixed on the specifics of the Bulgarian context and offering also a comprehensive training program for this purpose. The paper reveals a comprehensive concept of media literacy as an

educational strategy, which is a significant contribution to the overall educational policy and practice.

One of the articles of Assoc. Prof. Danov - Modern approaches to Foreign language Teaching (Journal of Foreign Language Teaching, issue 3, 2020, pp. 251-259) was published in a scientific publication, referenced and indexed in world-famous databases with scientific information. It provides modern analyzes of trends in effective foreign language learning through digital technologies, relying on creativity, interculturality and technical innovations for greater student engagement in learning and higher performance.

The study "European Media Coach Initiative as a Tool for the Development of Media Literacy in Bulgaria", published in the Annual book of the Faculty of Education and Arts (ed. Ts. Kolarova, IMS, Sofia, 2020, pp. 123-142), presents results from a study as part of a project to increase the level of media literacy in some European countries, as well as an analysis of the Bulgarian experience in creating a model of sustainable development in this direction. Of interest is the analysis of the media environment, social and demographic characteristics and education, as a basis for compiling and implementing a curriculum model for media literacy.

The candidate's production for this competition offers also three published chapters part of a collective monograph, entitled i.e. "Theoretical aspects and practical research in the field of media pedagogy", Sofia, Sofia University, 2020. These are "Media literacy and media pedagogy - the relationship and points of intersection", "Media pedagogy in the context of the requirements of the European Union for the development of media literacy", an analytical overview of the requirements of the European Union in the field of media literacy, and "A Glance towards the education of the future", a critical analysis of modern education in Bulgaria and the ways it has to be tailored according to the needs of students.

Articles published in unrefereed scientific peer-reviewed journals or in edited collective volumes:

The article "Media Literacy Study Guide, in Communication Management: Theory and Practice in the 21st Century", V. Valkanova (ed.), Sofia University Press, presenting the results of applied teaching experience in media literacy education at Sofia University through an adapted curriculum of the Dutch experience for increasing media literacy as a form of social policy and an opportunity for sustainable development in Bulgaria.

The article "The digital world and its impact on People", in the magazine Practical Pediatrics, G. Apostolov (ed.) No. 4, April 2020, pp. 16-18, bringing out various aspects of digital media literacy as a means of conducting training at all educational levels during the Covid-19 pandemic.

The article "Indigenous languages - why they are endangered and how to preserve them", in the journal Philology, M. Danova (ed.), no. 36, 2020, pp. 161-166, offering a scientific overview of approaches to the preservation of endangered languages, and emphasizing modern computer technology as an opportunity for this.

The article "Interculturality and Education", in the journal Philology, no. 37, 2020, pp. 63-71, dedicated to interculturality as a form of coexistence and to the need it is included in education.

The article "Communication and Training", in a jubilee collection dedicated to the 70th anniversary of the Department of "Methods of Foreign Language Teaching", Faculty of Classical and Modern Philology, ed. D. Veselinov, Sofia, 2020, pp. 94-102, presenting a critical analysis of the interrelationships and dynamics of the relations between "learning and communication". According to the author, "today only equal communication between the subjects of the learning process, strongly advocating the formation of critical thinking and active application of modern technologies can make it education effective and inclusive."

The article "A close look at media literacy", published in the electronic journal Pedagogical Research, ed. M. Pironkova, Faculty of Science, Education and Arts, issue 1, August 2020, pp. 4-

13, presenting the main characteristics of media literacy, which is associated with the development of competencies in the field of new technologies and skills for proper understanding of the media, perceived as environment, means and content.

The article "Towards the need to develop media literacy in kindergarten", in a collection in honor of the 80th anniversary of Prof. Georgi Bizhkov, published by the Faculty Education Studies and the Arts, 2020, arguing the need for systematic efforts by preschool education entities aimed at developing media literacy as a way to prevent negative social phenomena, such as unethical use of the Internet, lack of online security, online bullying, etc.

The article "Application of new digital technologies in education", in the above mentioned collection, bringing out the possibilities of modern digital media technologies as a means of supporting learning and allowing teachers and students to obtain higher efficiency and degree of involvement in the educational process.

### **Citation in publications by other authors**

The reference presented for the competition contains 28 citations of the publications of the candidate for professor in monographs and collective volumes with scientific review, scientific journals and scientific collections. This confirms the recognizability of the candidate and his production in the scientific community.

### **Academic contributions of the candidate**

I accept the contributions formulated by the candidate Assoc. Prof. Danail Danov, namely:

-A comprehensive scientific concept of media literacy has been derived and substantiated as part of the educational process in different age groups, outlining the relationship between media pedagogy and media literacy.

- A new type of skills and competencies of students and trainers related to the digitalization of education as a modern paradigm in the educational process and the possibilities of digitalization as a means of professional growth of future and current teachers and pedagogical specialists.
- A critical analysis of the interrelationships and dynamics in the relations "learning and communication", the necessity of the active application of the modern information and communication technologies and broad recognition of media literacy as an educational strategy and policy.
- Danov's concept on the essence of media pedagogy, defined not only as a set of skills and competencies for the application of digital media, but also as an educational approach implemented through critical thinking, new technologies and motivation to participate.

### **Teaching activity**

The candidate for professor realizes multifaceted and intensive teaching and in the period October 2014 - September 2020 he has developed 28 courses for bachelors, masters and doctoral students in Bulgarian and English, as well as for postgraduate qualifications.

Presents a series of lectures at Prosveta Publishing House, Sofia, in the form of a webinars on "Application of digital technologies in English language teaching", 2017-2019 and at RAABE Academy, Sofia, with lectures in Sofia, Plovdiv, Varna, Burgas , Stara Zagora, Pleven, Lovech, Veliko Tarnovo, Gabrovo, Vratsa, Haskovo, Yambol, Silistra, Blagoevgrad, Vidin and others related to "New methods for foreign language learning through the application of modern information and communication technologies", 2018-2020.

He has lectured in many universities to talk on the priority topics for his research interests - media literacy and media pedagogy. These includes Instituto Universitario de Lisbon, Uhamka Muhammadiyah Prof. Dr. Hamka University, Indonesia, Kazakh National University Al-Farabi,

Joao Pessoa University, Brazil, Beijing University of Foreign Studies (BUFS), *the National Endowment for Democracy, Washington DC, USA, and Cornell University, USA, to mention only a few.*

For the period October 2016 - September 2020 Assoc. Prof. Danov is the scientific supervisor of 26 masters and 5 doctoral students. He works successfully in a team with specialists, students, PhD students and lecturers, and a significant success is the publication of a collective monograph "Theoretical aspects and applied research in the field of media pedagogy", Sofia, Sofia University, 2020, of which Assoc. Prof. Danov is the compiler.

### **Expert and organizational and managerial activity**

Associate Professor Danail Danov has managed educational programs as follows: Sept. 2014 - Sept. 2020 - the Bachelor's program in Media Pedagogy and Artistic Communication, Sofia University; October 2016 - October 2017 the Master's program in "Educational Sciences and Intercultural Education" in English, Department of Preschool and Media Pedagogy, Faculty of Educational Studies and the Arts, Sofia University.

The applicant resolves an active project activity. He served as a leader, leading expert, trainer of 7 projects, 3 of which are international. Most of them are related to work in the field of media literacy.

Significant achievements for the candidate can be noted by

- Fulbright Scholarship of the Bulgarian-American Commission for Educational Exchange for a four-month study at the United States, the National Democratic Institute Foundation, Washington, and Cornell University, October 2011-January 2012.

- Scholarship of the Ministry of Foreign Affairs of the Kingdom of the Netherlands for a 3-month specialization at the National Academy of Radio and Television, Hilversum, September-

December 2002. - Fellowship of the Ministry of Foreign Affairs of the United Kingdom for a one-year specialization at the University of London, 1994-1995. - Fellowship of the French Institute for Humanitarian Studies, Paris, February - June 1994.

Scholarship of the British Council in Bulgaria for research in the field of humanities, London, October 1993-October 1994.

- Scholarship of the Open Society Foundation for a one-year specialization at the Central European University, Prague, 1991-1992.

- Member of an international research team that developed Europe's first common methodology for comparative analysis of television, 2003-2005.

- Regional editor for Albania, Bulgaria, Macedonia, Turkey and Montenegro on a collection on "Mapping Digital Media" - 2010-2011.

- Licensed for professional training by: BBC World Service, Deutsche Welle, Radio Nederland Training Center - 2001 - 2012. As such, I have trained editors-in-chief, producers and media managers from over 40 countries in Europe, Asia and Africa.

- Elected Deputy. Chairman of the Board of the Bulgarian National Radio, 1998-2001 and 2019.

## **Conclusion**

Based on the rich research output, the overall scientific vision and conceptuality of media literacy as part of the educational process for children and students and the role of media pedagogy for the active and adequate functioning of the individual in modern society, active teaching in our country and in foreign universities, large-scale project and expert engagement - I give my positive assessment of the research, teaching, organizational and expert activities of Assoc. Prof. Danail Danov.

I will vote in favor of him to be granted the academic position of "Professor" in the field of higher education 1. Pedagogical sciences, professional field 1.2. Pedagogy (Media pedagogy).

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/Proff. Rosalia Kuzmanova – Kartalova, PhD /