



OPINION

By: **Prof. Dr. Margarita Pesheva**, Lecturer at VSU

for obtaining the educational and scientific degree "Doctor" in scientific field 3.5. Public Communications and Information Sciences (Media and Communications - Television Journalism ) "Trends and typologies in the creation of television news content" (Study of the news of BNT 1 and bTV: 2019-2020)." Presented by

**Denislav Nikolaev Borisov** , PhD student at the Department of Communication, Public Relations and Advertising of the Faculty of Journalism and Mass Communication of Sofia University "St. Kliment Ohridski"

with scientific supervisor. **Assoc. Prof , Dr. Polyva Ivanova**

**1.Evaluation of the qualities of the dissertation text**

The relevance of this dissertation is determined by several factors - television news is the subject of research and theoretical-empirical analysis in a certain time period (2019- 2020) - in the context of television programs with national coverage (BNT1 and bTV ), through the volume and the main elements in the news content and the relative share of negative news in it. The PhD student Denislav Borisov professionally enriches the theoretical analysis with a series of empirical studies of the news based on qualitative methodologies. For the first time in Bulgarian media studies, the television news of the public TV program BNT1, and the first commercial TV program with national coverage bTV in three different periods are empirically studied. In this sense, the dissertation is very topical, it contains a lot of valuable information about the structure and profile of TV news- in the conditions of a global pandemic.

Denislav Borisov shows a strong theoretical background and practical skills to conduct empirical research on news content based on in-depth methodologies. The bibliography of the dissertation contains 241 titles, of which 165- in Cyrillic and 76- in Latin. It shows that the PhD student has a strong knowledge of research and authors, he has studied major theoretical sources and shows a critical and evaluative attitude towards different research theses and concepts.

The PhD student uses new tools and methodologies for the presentation and scientific analysis of television news. The dissertation introduces a series of empirical studies based on the author's methodologies of news content in BNT1 and bTV- an online survey conducted with 95 journalists, which has a non-representative nature; content analysis of news content in newscasts and individual journalistic programs of BNT1 and bTV in the period 2019-2020. ; interviews with 100 respondents using the method of respondents, which tracked audience attitudes towards positive and negative



news. The PhD student shows a very strong background in the field of empirical research - his media monitoring of news content (206 newscasts) in two national TV programs and different time periods fully meets the established standards and rules in the field of empirical sociology.

There is a high level of scientific research carried out - in terms of the chosen research methods and the serious argumentation of the scientific conclusions and generalizations made. On the basis of the empirical research conducted, the doctoral student convincingly proves his scientific theses, which he further argues with theoretical analyses and generalizations about television news- the role of the television image in the news, the development of verbal and non-verbal communication in them, etc. The PhD student offers his own interpretation of the TV news, convincingly proving the predominance of negative content in them in different periods between: 2009- 2019 and 2020.

The dissertation demonstrates a professional and objective research approach in the collection, processing and analysis of empirical data. Each sociological study is necessarily accompanied by data on the number of respondents, their distribution by main attributes, degree of representativeness, time of conducting, registration cards, questionnaire and final results obtained. The empirical research carried out by the PhD student fully complies with these mandatory rules and standards in empirical sociology.

The scientific contributions indicated by the PhD student are substantiated by the theoretical analysis and the empirical research conducted. The data from these studies convincingly prove the predominance of negative news in the news broadcasts of BNT1 and bTV, and the respondents' attitudes to expand the relative share of positive news.

The dissertation has an excellent structure and composition, each chapter has a well-systematized content and it ends with Conclusions that summarize the results obtained from the theoretical analysis and empirical research.

The dissertation is written in an excellent language and style, without unnecessary phraseology, with clearly formulated scientific aims and main objectives of the dissertation research. The grammatical and punctuation norms typical for the Bulgarian language and scientific research have been observed.

The text of the abstract fully corresponds to the dissertation, and to the mandatory requirements- abstract of the dissertation, object and subject of the scientific research, main scientific objectives, hypotheses and scientific tasks, methodology used, scientific results obtained, scientific contributions, etc.

## **2. The main contributions of the dissertation can be summarized in the following:**

-The dissertation convincingly demonstrates a high level of professional competence in the field of



media studies and television news content research. The PhD student shows a strong knowledge of scientific schools, authors and research conducted. The theoretical analysis attests to the thorough consideration of television lexicography and iconography in the structure of television news, which together create and convey their content to the audience. The doctoral student creates a periodization of news content, he provides a definition of negative news, and proposes a classification in the news of topics with negative content.

The dissertation also examines new digital news production practices for various online platforms that extend news content, and address it to a much wider audience. Online research has also been carried out, which includes: an analysis of the audience and their attitudes towards news content, an analysis of the structure and activities of journalistic teams in television, and the ways in which news topics are selected.

-The dissertation is based on an integral methodology that perfectly combines theoretical and empirical research methods. The PhD student uses in the research theoretical and comparative methods taken from different scientific fields: media studies and empirical sociology, online journalism and digital media, sociolinguistics and media marketing, to analyze and present with their help the main results of his research. The empirical research conducted on TV news and some journalistic programs on BNT1 and bTV in two one-year periods (2009 and 2019) and a three-month period (March-May 2020), based on qualitative methodologies, is the first of its kind in the country. And what is particularly valuable- they offer a large empirical data base on the development of TV news in the decade: 2009-2019. Mostly as content analysis of newscasts in both national TV programs of public and commercial nature.

The dissertation text introduces several main methods of scientific analysis - documentary, comparative analysis, content analysis, case study (cases from practice), sociometric methods. Denislav Borisov successfully applies his practical knowledge gained in his work as a television journalist and news reporter, which he organically weaves into the theoretical analysis and empirical observations in the research. The integral methodology introduced gives the dissertation much greater professional validity and persuasiveness in terms of the scientific results obtained.

-The dissertation can be used as a reliable theoretical and applied basis for future research in the field of news content - in public and commercial TV programs with national scope. Denislav Borisov shows a high degree of participation in the application of qualitative methodologies for empirical observation, which, in the near term, allow the achieved scientific results to be built upon- in further research, carried out by other scientific teams and authors.

### **3. Notes and recommendations**



The presented dissertation is an original scientific study of the content of television news in programs they BNT1 and bTV, which will be very useful for media researchers, journalists, experts in media studies and sociology of media, specialists in public relations and media marketing, enlightened readers. I therefore recommend that this first-of-its-kind, scholarly study be published after some editing. A future publication will provide it with wider distribution, and a much larger readership.

**I. Publications and participation in scientific forums**

The PhD student Denislav Borisov has submitted 4 scientific publications in reputable scientific journals, which fulfilled the requirements of the Regulations on the conditions and procedure for acquiring scientific degrees and holding academic positions at Sofia University "St. Kliment Ohridski" and the minimum national requirements under Art. 63, par. 1, item 4 and Art. 69, par. 3.

**II. Conclusion**

The dissertation impresses with the scientific analysis performed and the research results obtained. Taking into account Denislav Borisov's in-depth knowledge in the field of electronic media, media sociology , digital media and new online platforms, verified also by the empirical research he has conducted, based on his own methodologies, I recommend with full conviction to the esteemed members of the scientific jury to award the degree of Doctor to Denislav Nikolaev Borisov for his dissertation on: "Trends and Typologies in the Creation of Television News Content" (A Study of BNT 1 and bTV News. Media and Communications - Television Journalism )

Sofia, 05 November 2021

Reviewer:.....

Prof. Dr. Margarita Pesheva