

OBSERVATIONS

**by Associate Professor Dr. Efrem Efremov,
Faculty of Journalism - Media and Social Conflicts, at the Sofia University
of St. Kliment Ohridski**

for the occupation of the academic position of **“Professor”**
at the Sofia University of St. Kliment Ohridski
by Associate Professor, Doctor of Philosophy Lullivera Delcheva Krusteva

in the scientific field 3.5. Public Communications and Information Sciences
(Journalism - Media and Social Conflicts), announced by the Sofia University
“St. Kliment Ohridski
in the State Gazette, issue 65 of 16 August 2019
for the Faculty of *History and Theory of Journalism*

General features of the Applicant's scientific and lecturing activities

Associate Professor Dr. Lullivera Krusteva has made a thorough presentation of her activities as a lecturer and scientist. She is the author of two monographs: "Journalism and Social Conflict. Essence, genesis and dynamics of manifestation" and "Social conflicts and media resonance. Communication Problems of the Bulgarian Media (2007-2019)", she is the author of two studies, one glossary in a collective monograph, and more than 50 publications in Bulgarian and foreign scientific publications. Thirteen of these articles have been written in a foreign language and published in specialized scientific publications in Western Europe and in the United States, three of them with an impact factor in Scopus.

The scientific interests of Associate Professor Krusteva are in the fields of media construction of reality and media stereotypes. I would like to emphasize in particular that she has been developing them for years on end, when concepts such as 'fake news' and 'media clichés' were still not the center of professional debate. In this line of thought, the research of Associate Professor Krusteva has got ahead of her time and showed her maturity and insight as a scientist.

Equal attention should be given to her lecturing work. I share the opinion that the position of Professor is purely a lecturing position, where scientific metric indicators should play a minimal role in its occupation. I do realize my opinion is not common in some academic circles, which does not hinder my defence. Assoc. Prof. Krusteva is a genuine lecturer and thousands of students have been admiring her wisdom. She has been lecturing at the Faculty of Journalism - Media and Social Conflicts for 28 years, and she has developed 12 lecture courses for three undergraduate and four master's programs at our faculty. She also wrote two more lectures for the subject "Pedagogy of Mass and Art Communication" at the Faculty of Elementary and Preschool Pedagogy, now called the Faculty of Science, Education and Arts at the Sofia University. She has also created three curricula for students under the European Erasmus Plus program. Having been in charge of these programs for eight years, I have direct observations of the impressions of exchange students. They admire her serious attitude and her pedagogical skills.

I have to mention her work with the PhD students as well. She has participated in two projects - the PhD School under the European Program "Sustainable Development of the Institutional and Social Environment of PhD Students in Humanitarian sciences" in 2007, and in the establishment of the PhD Center at Sofia University in 2018. She has also developed a PhD course in Social Attitudes and Media, attended by eleven (11) PhD students from different faculties.

She is a scientific supervisor of six (6) PhD students, one of them has successfully defended his thesis. It is only a matter of time for the others, not missing the attention and training of their supervisor. This conclusion is brought by the fact that three of her PhD students participated with their papers at the 2019 international Central and European Communication and Media Conference in Sofia, and two others in scientific forums in Germany and at the American University in Blagoevgrad. Also important was her lecturing in Poland, Estonia, Latvia and the Netherlands. Her

lectures (under the Erasmus Plus program) were very well received by both students and academia.

Scientific and lecturing activity for participation in the competition

Associate Professor Lullivera Krusteva participated in the competition with 28 publications, including one monograph. An impressive volume (432 pages), impressive bibliography (1,071 titles) and impressive research. 37,133 publications were analysed for a period of 12 years, in 22 printed and online Bulgarian media. The book deals with the theoretical aspects of the concept of social and media time, their relation to the so-called "Transition", analysing its main mythologems. The author introduces several new categories - conflicting competence, media axiology and media deficits. Through them are analysed the change and replacement of some of the functions in Bulgarian journalism, as well as the formation of the public and media agenda of our society for a period of 12 years. The most characteristic social conflicts in Bulgaria and their media dimensions are standardized and systematized.

The extensive research on the social transition in our country is a fact, yet in the monograph of Associate Professor Krusteva the social conflicts in our country are analysed for the first time through the prism of the media spotlight, their overexposure or insufficient coverage of the public agenda. A close connection has been made with the change of journalistic values - competence, editorial intervention, self-censorship, editorial policy. These conclusions are a clear indicator of the state of the media process in Bulgaria, indirectly analysing the reasons for this situation.

By itself this work is ground breaking for our media science and is a worthy scientific and civic contribution to the accurate diagnosis of the current media situation in Bulgaria and its "treatment". If that was her only contribution, it would still be enough to win the competition.

The articles and studies presented for the competition show the research passion and close involvement of the author with the issues of contemporary media in our country. I would mention just a part of the issues discussed - conflict-free, absence of serious investigations (which are not commissioned, but are the result of own discoveries), the creation of professional stereotypes and the presence of forbidden topics, favouring negativity in the selection and evaluation, creating parallel media reality. All of that - proven through some serious 12 years of empirical research.

In conclusion - Associate Professor Lullivera Krusteva is an excellent colleague, who has not refused anyone her assistance. Her kind nature and the academic style, emphasised in her relationships contribute greatly to her undeniable prestige among students and lecturers. I would like to stress this out because I believe no scientific and metric indicators can replace that exact attitude, which is fundamental to a Professor's academic position. Therefore - the combination of lecturing merit, personality and research skills make the Applicant - Assoc. Prof. Lullivera Krusteva is a worthy and relevant Applicant for the position of Professor at the Faculty of Journalism - Media and Social Conflicts at the Sofia University of St. Kliment Ohridski. That has convinced me to suggest that the distinguished scientific jury approve her unanimously.

Respectfully Yours:

Associate Professor Efrem Efremov