



REVIEW

from Assoc. Prof. Simeon Ignatov Vassilev, Faculty of Journalism and Mass Communication, Sofia University St. Kliment Ohridski "

for obtaining the educational and scientific degree "Doctor" in scientific field 3.5. Social Communications and Information Sciences.

with a dissertation on the topic: "Trends and typologies in TV news content creation" (BNT 1 and bTV News Study 2019-2020),

presented by Denislav Nikolaev Borisov, full -time doctoral student in the Department „Communication, Public Relations and Advertising“ of the Faculty of Journalism and Mass Communication

with supervisor: Assoc. Prof. Polyana Ivanova, PhD

I. Presentation of the doctoral student on the basis of the submitted documentation

Denislav Borisov is a graduate of the Faculty of Journalism and Mass Communication. His professional path has been entirely in the electronic media, where he has worked for 16 years. He started as an intern in 2005 at BBT TV. There he quickly developed as a titular reporter and show host. He then became a news anchor - first on morning news and then on a central news feed. From 2008 to 2009, he was the host of the morning news and current affairs programme of the TV channel. In 2009 he started working at TV PRO BG. There he first worked as a reporter and was later chosen as the host of the Saturday and Sunday morning block. In 2010 he moved to bTV, where he has worked for 11 years. As a reporter he covers economic and transport issues and is a contributor to the in-depth investigations and reports section "bTV Reporters". In 2015, he became the face of the morning newscast of the TV station, and a year later he started to lead the midday news. He has won several journalistic awards, including the prize of the Faculty of Slavic Philology of Sofia University "St. Kliment Ohridski" for high linguistic culture on air.

II. Assessment of the qualities of the dissertation text



Denislav Borisov's dissertation is dedicated to an important issue for television journalism – news content. The relevance of the topic is undeniable, as is the constant need to explore trends in news content creation. This academic need is triggered by many factors - the extremely dynamic processes triggered by digitalization and technology, the changes in the media environment and in the structure of information, the transformation of professional roles and the specificity of television as a medium.

The dissertation text gains significance in its search for evidence and conclusions about the process of television news and journalism production, and their reception by audiences. I find very significant the serious attention the author has paid to the audience and especially to its influence on the creation of the television image of the public agenda and the public image of the media agenda. This significance of the dissertation comes from both the successful attempt at theoretical analysis and the practical experience of the PhD student, who has an excellent knowledge of the different professional roles in television news, from reporting to presenting the news. This undoubtedly supports the chosen methodological approach for the implementation of the research - content analysis, historical analysis, comparative analysis, case study, sociometric methods, survey. The theoretical analysis in the dissertation is supported by precise terminology, sufficient empirical material, a systematization of concepts in historical context, and a thorough study of changes in television news production. The conclusions about the place and role of television news are well argued. The author demonstrates his own insight and original reasoning, which is based on correctness in the collection, processing and analysis of empirical data, and is based on scientific research already done. The theoretical sources have also been thoroughly researched in terms of the dissertant's practical experience.

The structure of the thesis consists of an introduction, three chapters, a conclusion, a bibliography and appendices. The volume is sufficient for a dissertation. The abstract accurately reproduces the content of the doctoral dissertation. The main aim of the dissertation and the tasks that follow from it are stated. An interesting thesis on the "news movement" is presented. The object and subject of the scientific research are precisely formulated. The object of the study is the news broadcasts of BNT 1 and bTV for the period 2019 - 2020.



In Chapter One, a general periodization is made, and the factors for typologizing news content in a historical context are presented. A scientific review is made.

Chapter Two analyses television news content in terms of topic selection and repetitiveness. A detailed breakdown of news feeds on a daily, weekly and monthly basis is made, and repetition and change, addition, development or dropping of information is taken into account, which modifies the original content, but retains its main characteristic.

Chapter Three argues the hypothesis of the dissertation for a predominantly negative news content in the news of the leading media in the country. A definition of negative news is given and a classification of this content is made. For this purpose, the news broadcasts at 12, 19 and 23.30 on bTV in the period 01.01. - 31.01. 2019. This chapter provides a comparative analysis of the themes over a ten-year period to give an idea of trends. A survey was also conducted on audience attitudes towards negative news content. The mechanisms of information selection and its correlation with positive or negative workload are also analyzed.

The Conclusion summarises the results, draws relevant conclusions based on the study and outlines opportunities for exploring the topic in the thesis from other theoretical and practical perspectives.

The content is well balanced. Authoritative sources on the topic are used and cited, publications and online sources in Bulgarian, English and Russian are analysed. The bibliography is extensive and indicates a good bibliographical awareness of the author. Sources are used in good faith and cited correctly.

The conclusion about the points of contact between audience and journalists makes a very good impression. They have a key role to play in the development of television as a traditional medium in competition with new media, and in the future of television news in general. The conclusions of the PhD student are convincing because of his theoretical and practical background.

III. Contributions to the dissertation research

The presented dissertation is an original study of the patterns and trends in television news content creation. The study makes a significant theoretical and practical contribution to



the analysis of television news and journalism. In a theoretical aspect, the author of the dissertation explores the trends in the development of news content as an identification of the TV news on BNT 1 and bTV. Makes a scientific review and periodization of news content, draws typologies. A practical-applied contribution is the developed news model.

The text contributes to the description of the phenomenon of television news and the contemporary media and information environment. As a significant contribution I define the advocated and proven thesis about the need to form a consensus between journalists and audiences in "providing more balance, credibility and breadth of topics". The conclusions are convincing, based on a theoretical foundation, serious empirical material and good analysis, and will certainly be useful not only for researchers on the topic, but also for practicing television journalists.

IV. Notes and recommendations

My main recommendation to the author is to continue his research on television news content in the future, and to apply his theoretical knowledge in practice and new media reality.

V. Publications and participation in scientific forums

Denislav Borisov's publications on the topic of the dissertation include four titles, presented for the purposes of this thesis. The presented scientific publications meet the requirements for the PhD and present his publication activity in a very good light. The requirements of the Regulations on the conditions and procedure for the acquisition of scientific degrees at Sofia University "St. Kliment Ohridski".

VI. Conclusion

The presented doctoral dissertation is an original scientific study that shows theoretical knowledge combined with correct and thorough research.

Based on all that has been said so far, I recommend the esteemed jury to award Denislav Borisov the degree of Doctor of Education and Science.

Reviewer:

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