

## **REVIEW**

by Prof. Rossen Kostadinov Stoyanov, Ph.D.

Professional field 3.5. Public Communications and Information Sciences

New Bulgarian University

10.11.2021

### **On a doctoral dissertation**

for acquiring the educational and scientific degree „Doctor“ in the professional field 3.5. Social Communications and Information Sciences (Media and Communications – Television Journalism), with a dissertation on the topic: „Trends and typologies in the creation of television news content (News study on BNT 1 and bTV, 2019-2020)“, presented by Denislav Borisov, full-time Ph.D. student at the Department of Communication, Public Relations and Advertising, FJMC, Sofia University „St. Kliment Ohridski“.

Scientific adviser: Assoc. Prof. Polyana Ivanova, Ph.D.

The dissertation research has a total volume of 215 pages. It consists of an introduction, three chapters, a conclusion, a bibliography and appendices. The main emphasis and impression are made by Chapter Three, where not one, but several studies find a place. There are 266 information sources available, of which 165 are in Bulgarian.

I would like to state and later reaffirm from the very beginning, my particularly good impressions of the proposed text. Both conceptually and in terms of content.

### **Precisely formulated goals and objectives of the dissertation.**

The tasks described in the introduction and correctly presented in the abstract, object and subject of the research, as well as its relevance and limitations, are neatly presented. Personally,

I prefer to assume a thesis rather than a hypothesis, but I suppose this purposefulness is an author's choice.

**Degree of knowledge of the state of the problem and correspondence of the used literature.**

Colleague Borissov deals with the topic due to the fact of our personal professional commitment, demonstrated scientific observation and ability to interpret through a responsible position. The text contains analyzes and interpretations of an impressive and more than sufficiently representative number of sources, giving grounds to appreciate the work done, obviously with diligence, by the Ph.D. student.

**Correspondence of the research methodology with the set goal and tasks of the dissertation.**

The methodology chosen by Ph.D. student Borisov fully corresponds to the set goals and objectives. The research was conducted correctly, authorially and with credible results. The dissertation shows that Borisov has the theoretical knowledge in the specialty, as well as skills for independent research and interpretation of the results.

**Evaluation of the abstract and the description of the contributions.**

The abstract reflects the content of the dissertation, as well as the main points and contributions of the dissertation, containing the necessary information and accents from the research. The nature and authenticity of the material on which the contributions of the dissertation are based give me a reason to accept the stated contribution moments of my colleague Borissov.

**Impacts of the dissertation on the external environment.**

The publications on the dissertation are sufficient both as a number and as a level of the publications in which they are published.

**Opinions, recommendations and notes.**

The text presented is logical, accurate and well structured, according to all formal requirements.

I congratulate the colleague for the efforts made and the results achieved.

I note the fact that Ph.D. student Borisov, after a clearly in-depth self-critical, careful and detailed reading, has complied with and reflected most of the specific, though not so many, and significant recommendations made during the internal defense. This action, in addition to specifying certain points in his dissertation, speaks of an academic attitude to the overall procedure.

**Conclusion.**

Dear members of the scientific jury, colleagues from the department, I hereby accept the proposed dissertation of Ph.D. student Denislav Borisov, entitled „Trends and typologies in the creation of television news content (Study of the news on BNT1 and bTV, 2019-2020)“, Department of Communication, Public Relations and Advertising, FJMC, Sofia University „St. Kliment Ohridski“, and I declare that I will vote „Yes“ for the award of the educational and scientific degree „Doctor“ to our colleague Denislav Borisov.

10.11.2021 г.

With respect, 

Prof. Rossen K. Stoyanov, Ph.D.