

REVIEW

**FOR THE SCIENTIFIC AND CREATIVE ACTIVITY OF
ASSOC. PROF. LULIVERA DELCHEVA KRUSTEVA – STOYANOVA, PHD.**

CANDIDATE FOR THE ACADEMIC POSITION OF "PROFESSOR" AT Sofia University „St. Kliment Ohridski”, in Professional Field 3.5. Public Communications and Information Sciences (Journalism – Media and Social Conflicts), has been announced in no. 65 of the State Gazette (Darzhaven Vestnik) of August 16, 2019.

Member of the Scientific Jury: Prof. D.Sc. Lubomir Stoykov

Assoc. Prof. Lulivera Krusteva is one of the most serious and in-depth Bulgarian researchers, interpreters, analysts and commentators on the interconnection of internal political journalism - social conflicts, media axiology, deficits in journalistic practice, etc. She has impressive experience in the scientific and research dissection of new journalistic models, the functional and dysfunctional work of journalism, the interaction between social psychology and journalism, and more. The scientific results of her research have been shared at prestigious national and international forums and conferences, as well as in reputable Bulgarian and foreign publications.

Assoc. Prof. Krusteva has an excellent reputation as a long-respected, consistent and dedicated faculty member, as well as an ethical, dedicated and tactful colleague in Faculty of Journalism and Mass Communication at Sofia University.

Career development, professional and teaching activities

The candidate in this competition - Assoc. Prof. Krusteva, PhD, has a very well-defined career, teaching and research development. Over the years, it has been realized qualitatively in purely academic, creative and journalistic terms. In 1989 she received her PhD degree in Philology. Her teaching career at the Faculty of Journalism and Mass Communication at Sofia University „St. Kliment Ohridski “ began as a part-time assistant in 1991 in the department of „Journalism and current politics“ in FJMC(she was an assistant to one of the doyens of Bulgarian national psychology Prof. Marco Semov, DSc.). Since 2000 Assoc. Prof. Krusteva has been an Associate Professor in the department of „History and Theory of Journalism “ at the Faculty of Journalism and Mass Communication of Sofia University „St. Kliment Ohridski”. She has been a member of the Faculty Board of the FJMC for nearly 20 years (from 2000 to 2019) and a member of the Faculty Attestation Committee from 2013 to 2015.

In her rich academic activities Lulivera Krusteva has developed 12 bachelor's, master's and PhD students curricula as well as three courses that she teaches to doctoral students. Among them are: „Media and State Institutions “, „Social Conflicts “, „Media Aspects and Social Conflicts“, „Journalism on Internal Topics“, „Media Analysis“, „PR and Social Conflicts“, „Cultural Institutions“, Social Attitudes and Media," „Institutions and PR Deficits”, Media Social Models, Constructive Journalism ” and more.

What is more, she has created three study programs for students in the European ERASMUS Plus program, and that she has taught at four overseas universities in the Netherlands, Estonia, Latvia and Poland.

The evidence of the applicant's fruitful scientific activity in this competition is also her public activity. Assoc. Prof. Krusteva has a respectable number of participations in thirty-one national and international conferences. She has also gained solid journalistic and editorial experience in a number of central media outlets and national media projects. She is a member of the Union of Bulgarian Journalists and of the International Federation of Journalists. All this gives her additional confidence and professional confidence in her classroom work with students.

Science Research activity

It should be emphasized that Assoc. Prof. Krusteva, PhD definitely meets both the quantitative and qualitative criteria in this "Professor" competition. Correction for Minimum National Parts in Article. 26 of ZRASRB (scientific field 3. Social, Economic and Legal Sciences; in Professional Field 3.5. Public Communications and Information Sciences) shows the following: 50 points (group of indicators A), 100 points (group of indicators B), 330 points (group of indicators D), 350 points (group of indicators E) and 160 points (group of indicators E), or in total - 990 points, which are sufficient for the purposes of the competition. This brief recapitulation clearly and correctly demonstrates the applicant's high qualities, hard work and scientific productivity.

She has enclosed documents, with a description of all her publications, as well as a list of the publications included for the participation in this competition. The latter includes 1 monograph, 1 book chapter (in English) and 26 studies and articles in Bulgarian and English in Europe and the USA. Of these, 3 have Impact factor Scopus. It is also good to keep in mind that Assoc. Prof. Krusteva is a

reviewer of 7 monographs, books and scientific collections, 2 of which are in English. She has six PhD students, one of whom has defended her thesis and three are to follow. In addition to reports and scientific reports in dozens of our and foreign conferences, she has been the leader of 6 research and educational projects out of 14 in which she has participated (6 of which are from European or other foreign funds).

A key place among the scientific publications for the competition is the latest monograph: **Krusteva, Lulivera. Social Conflicts and Media Resonance. Communication Problems in the Bulgarian Media (2007-2019).** Sofia: St. Kliment Ohridski University Press, 2019. *ISBN 987-954-07-4797-2.*

In it, the main social conflicts in the conditions of transition are interpreted in a penetrating and precise way from a media perspective, focusing on the journalistic reflection in these public conflicts. Emphasis is placed on deficits, weaknesses and gaps in the media. Competently and reasonably, the author analyzes the relationship between social conflicts and the media through the prism of transition dynamics. Right here Assoc. Prof. Krusteva outlines three essential aspects - the first what marks the genesis of social conflicts in our society, the second what mediates these conflicts, and the third what generates new conflicts (see in detail pp.104-105). Further, Lulivera Krusteva clearly differentiates the functions of journalism in times of social change, paying special attention to constructive journalism, to pseudo-investigations and to the erosion and weakening of the educational function of journalism. In the most important, third, chapter, scientific and research emphasis falls on the nature and dynamics of social conflicts during the transitional period. What deserves respect and admiration is the inaugural segments related to the scale of media assessment of conflicts and the

gigantic problems in education - this "leading social conflict", according to the author. The third part of the monograph also **emphasizes the scientific and research advantages of Assoc. Prof. Lulivera Krusteva especially when it points to demographic conflict with the force of overwhelming evidence, the absurdities of failed health reform, depopulation or, to put it another way, the annihilation of the Bulgarian village, the conflicts of identity, and last but not least, the media deficits.**

I would particularly like to draw attention to the skillful systematization of the manifestations of media deficits through the functions of journalism: journalism as an opposition to power, as media pluralism, as social and conflicting competence, and as integrating society, as a result of social change and many others (p.325). The author gains additional visibility and density from the case studies of four of Bulgaria's most important social conflicts - the educational sphere, the demographic catastrophe, the health crisis and the contradictory fate of the Bulgarian cultural heritage. It is beyond doubt that **the monograph of Lulivera Krusteva „Social Conflicts and Media Resonance “ is pioneering and innovative in Bulgarian media research and is the foundation and starting platform for further research into the journalistic interpretation of social conflicts in Bulgarian society. The work is relevant not only to contemporary media theory and communication analyzes, but also to Bulgarian conflictology, folk psychology, political science and cultural studies.**

Assoc. Prof. Lulivera Krusteva is one of those contemporary scholars and university professors who are characterized by creative conscientiousness, a sense for social contradiction, authorial consistency and unity of purpose. Here are a few more of her publications suggested in this Professor Contest, which strongly

reinforce this impression:

- KRUSTEVA, Lulivera. Social Thinking and Media. In: Annual of Sofia University "St.Kliment Ohridski", Vol.25, 2018, pp.113-133. ISSN 1311-4883.
- KRUSTEVA, Lulivera **Social Media Models**. In: Konstantinova, Zdr., M. Petrov, M. Deenichna (compilers) From century to century, from word to word. Collection in honor of Prof. Philip Panayotov, Sofia: Sofia University "St.Kliment Ohridski" Press, 2014, pp.187-202. *ISBN978-954-07-3775-1*.
- KRUSTEVA, Lulivera. Rural depopulation, alternative green energy sources and the media. In: Engineering for Rural Development, Faculty of Engineering, Latvia University of Agriculture, 2012], pp.629-632 (Web of Science; SCOPUS ;). ISBN 978-9984-48-135-7;
- KRUSTEVA, Lulivera. Education in the global society and the media. In: Journal of US-China Public Administration, 2012, vol. 9, No.12 (Serial Number 86), pp.1441-1454. ISSN 1548-6591 and others.

Scientific contributions and achievements

The publications and documents presented by Assoc. Prof. Lulivera Krusteva, PhD contain significant scientific contributions and achievements. **The most important contribution, in my opinion, is to uncover the correlation between contemporary social conflicts in Bulgarian society and today's journalistic practice in Bulgaria. Of course, there are many other attempts in this regard, but the merit of Assoc. Prof. Krusteva lies in the overall systemic-structural analysis and refinement of the social conflict-journalism relationship.**

I should also acknowledge her own scientific contributions, and I will pay particular attention to three of them:

- Derived theoretical and conceptual categories in the field of media axiology, such as social competence, social accommodation and behavior, media sociomodels, syndromes of negativism, media noncommunication, etc.

- Systematizing such hot problems of Bulgarian journalism as taboo topics, lack of social news and problems, favoring the negative news, and launching journalistic models related to the instigation of social fears, doom, alienation, apathy and the like .

- Defended and developed hypothetical possibilities for restoring public confidence in the media and the media system, enhancing the role of constructive journalism by building social competence and conflicting knowledge among the journalistic college, etc.

On the basis of all the above, I will absolutely positively vote for Assoc. Prof. Krusteva because she deserves it - for her respectable academic, pedagogical and research activity and consistency, as well as for her original analyzes and valuable texts, and for her unquestionable contributions to media, journalism and the social sciences. I ask the Honorable Scientific Jury to confer to Assoc. Prof. Krusteva-Stoyanova, PhD the academic title of "Professor" in Professional Field 3.5. Public Communications and Information Sciences (Journalism – Media and Social Conflicts).

28 December 2019

Prof. D.Sc. Lubomir Stoykov

