

## **OPINION**

by Prof. Dr. Rossen Kostadinov Stoyanov

Professional area 3.5. Public Communications and Information Sciences

New Bulgarian University

03/07/2020

**Contest for the academic position "Associate Professor", by professional field 3.5. Public Communications and Information Sciences (Communication Situations Management), promulgated in the State Gazette, issue. 93, dated 26.11.2019**

### **1. Evaluation of the monographic survey.**

The main text of the competition – „Refugee Movements to Bulgaria 2011-2015. Communication Situations and Media Practices“, Sofia: IM Sv. Cl. Ohridski, 2019, 208 pp., ISBN 978-954-07-4892-4.

1. This monograph study is up-to-date, with practical value. I accept research as interdisciplinary in nature, which I also define as an advantage.

2. The problems of the monographic research correspond to the subject of the competition, as well as to the needs of the department and the announced specificity of the competition - Management of communication situations.

3. A total of 14 publications per chapter are available and specified for the needs of the competition. Svetlana Stankova has submitted reference for a total of 9 citations in 6 publications, which I appreciate as sufficient.

### **2. Evaluation of the applicant for the competition.**

#### **Assessment of the applicant's research/creative work.**

The colleague Assistant Professor Stankova holds a PhD from the Higher Attestation Commission, based on a protected dissertation on „The Press as a Political Mediator - Media Reflections on the Presidential Campaigns of Bulgaria and the Czech Republic (2006-2008)“, 18.10.2010.

She has been a part-time lecturer since 2004, and in 2018 she has been appointed Assistant Professor at the Faculty of Journalism and Mass Communication, Department of Communication and Audiovisual Production.

### **Assessment of academic workload and teaching quality.**

According to Art. 55 (1) and (2) of the Regulations for the Implementation of the ZRA (Decree of the Council of Ministers No. 202, dated 10.09.2010) Assistant Professor Stankova has the necessary teaching load to fill the academic position of Associate Professor.

For the 2017/2018 academic year, the reported employment is 217.6 hours, 97 of which are classroom hours, which exceeds the minimum requirements. The teacher was appointed on 12.04.2018 and the required reduced standard should be 169 hours, of which 126.8 hours are classroom work. For the 2018/2019 academic year, the reported employment is 697.5 hours, of which 367 hours are classroom work. For the 2019/2020 academic year, according to an approved individual plan, the planned academic employment is 872.2 hours, of which 406 hours are classroom work.

### **Assessment of the candidate's collaboration with students and doctoral students.**

For the period 2014-2019 Assistant Professor Stankova was the scientific advisor of 6 graduates on topics related to her core expertise.

### **Assessment of the applicant's participation in research projects, membership of professional organizations in the scientific field, etc.**

Dr. Stankova is a member of the reputable organizations in the relevant scientific field - the Union of Bulgarian Journalists and the Bulgarian Academic Association of Communications.

From the documents submitted for the competition and the applicant's participation in projects, respectively, in 2018, a project entitled „Model of an effective visual-communication and media environment for the formation and education of new audiences in the arts and cultural and creative industries through Shared Spaces“, designated for funding on the basis of research conducted by the Fund and in 2013-2016 and 2016-2018 in the Student Practices - Phase 1 project.

### **Conclusion.**

Dear Members of the Scientific Jury, I accept documents, proofs and achievements presented by the applicant for the competition Assistant Professor Svetlana Ivanova Stankova. I am convinced that with the choice of Svetlana Stankova the colleagues from the Faculty of Journalism and Mass Communication at Sofia University „St. Kliment Ohridski“ will be able to rely on a lecturer with lasting interests in the field of expertise described in the competition,

and the colleague will continue to contribute to upholding the high professional competence of the department and consolidating the academic credibility of the university as a whole.

I hereby vote „YES“ in the competition for the academic position „Associate Professor“ in the professional field 3.5. Public Communications and Information Sciences (Theory and History of Public Relations), promulgated in the State Gazette, issue. 93, from November 26, 2019, to select the candidate Dr. Svetlana Ivanova Stankova.

03/07/2020

Sincerely: .....

Prof. Dr. Rosen K. Stoyanov