

## **OPINION**

### **ABOUT THE CONTEST FOR ASSESSMENT FOR A COMPETITION OF ASSISTANT PROFESSOR**

Faculty of Journalism and Mass Communication - Sofia University" St. Kl. Ohridski ”

by Assoc. Prof. Dr. Theodora Radoeva Petrova, Faculty of Journalism and Mass

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Public communications and information sciences

on the scientific works, research and teaching activity of Ch. Ass. Dr. Svetlana Ivanova Stankova, candidate in the competition for occupying an academic position "Associate Professor" (Management of Communication Situations) at the Department of CAP "- FJMC-SU, in professional field 3.5. Public Communications and Information Sciences, Sofia University, FJMC, KAP Department, announced in the State Gazette of 26.11.2019. The opinion was prepared in connection with the order of the Rector of Sofia University to appoint the members of the Scientific Jury to hold the competition.

#### **Candidate general information**

See Prof. Svetlana Stankova, PhD has a Doctoral thesis of Journalism degree in Social Sciences, Business and Legal Sciences, Professional Degree 3.5 "Public Communications and Information Sciences", awarded by the Higher Education Commission. Her dissertation is on "The Press as a Political Mediator - Media Reflections on the Presidential Campaigns of Bulgaria and the Czech Republic (2006-2008)". Since 2013 she is a full-time teacher of a contract of employment with the FJMC-SU. She has graduated from Sofia University with a Master's degree in SU St Kliment Ohridski - Faculty of Slavic Philology.

Mrs. Stankova leads courses at Bachelor's and Master's degrees at the Faculty, develops curricula and teaching materials for students, provide scientific guidance on diploma work, participate in the implementation of scientific projects and research at the National Science

Foundation . She was the coordinator of the project activity under the Federal State Property Fund, coordinator of the infrastructure projects of the Ministry of Education and Science. She has taught as a part-time lecturer at Southwestern University "Neofit Rilski" in Blagoevgrad. She has a specialization at Tomas Masarik University, Brno, Czech Republic, related to the development of her thesis "Media Agenda, Media Development in the Czech Republic after 1989". Ms. Stankova has practical experience in the field of journalism and communications and since 2003-2007 she has been a part-time associate in the Press-secretariat of the President of the Republic of Bulgaria and has practical experience as an editor at FOCUS. She is currently the Assistant Professor at the CAP – Communication and audiovisual production Department of FJMC-SU and has a full-time position as a full-time engagement faculty member at FJMC-SU, for which documents are provided. She provided information on the fulfillment of the minimum national requirements under ZRASRB in the professional field 3.5.Public Communications and Information Sciences, Social Business and Legal Sciences. Dr. Svetlana Stankova covers and has the necessary points for the individual indicators (see the reference according to which Chief Assistant Dr. Svetlana Stankova has 19 scientific publications in library catalogs, 9 citations. I am saying this because, in my opinion for Dr. Stankova has education and professional practice in the relevant professional field, teaching experience and doctoral degree, which meets the requirements of the competition and this makes her a perfectly suitable candidate for the announced competition.

**Research and creative activity. Evaluation of the monography work, other publications submitted for the competition.**

Assistant Professor Svetlana Stankova, PhD, presented the main habilitation monography work for the purposes of the competition: "Refugee Movements to Bulgaria in the Period 2011-2015. Communication Situations and Media Practices." Sofia SU St Kl. Ohridski, 2019, 208 pp. The paper has a scientific editor and two reviewers.

The monograph raises current issues such as the migration crisis. This problem, extremely important today, there migration has been considered apart from the social and political aspects and as a process of communicating a problem with specific impact goals. Dr. Svetlana Stankova has found accepts of communication process described by Harold Laswell as the basis, but develops the model and tests it "under what conditions" it is and can be managed as a communication situation, (Douglas Wapples). Leading Bulgarian authors have been cited by Stankova as she argues emphasis on the communication situation with other authors, including Bulgarian - El. Nikolov, D. Peicheva, SN. Popova, El. Dobрева, Eve. Savova, M.Petrov and others. The book defines the terms "communication situation" and "communication situation". I can say that the classification of the communication situations and its attempt to systematize the results on the basis of the historical and comparative approach in the chronological development of events have a positive character.

I accept one of the general contributions outlined by the author, which can be practically applied: under the influence of the media, people's attitudes may change, especially when their knowledge is weak; certain characteristics of the audience model the media messages; certain segments of the message content model the impact of what is heard, seen, read, and more. I consider her approach successful in seeking the interplay of communicators, media, messages, sought influences and effects. Some of the findings are useful for politicians and communicators.

I would like to emphasize that the monograph "Refugee Movements to Bulgaria in the Period 2011-2015 Communication Situations and Media Practices" is perhaps the first and one of the few scientific studies devoted to refugee movements in Bulgaria in the context of communication situations, media practices and the impact of the information presented on the audience. It sets out communication on refugee movements in the field of political communication, building the public image of participants in these movements in our country and in Europe. In the book an attempt is made to outline the meaning of the concept of

"management of international migration" In general, I must say that I accept the scientific contributions formulated by the author to the monograph book presented by Dr Stankova. The publications of Ch. Ass. Svetlana Stankova, PhD is in the field of her scientific interests - public communications and information sciences. They complement her scientific and teaching career, which is in the field of the announced competition. For publications in publications referenced and indexed in the world-renowned SCOPUS scientific information database, Svetlana Stankova has published two more monographs: The Radiophenomenon. Sofia: Avant-garde Prima, 2014, 173 pp., "Press - political mediator". Sofia: IM St. Kl. Ohridski, 2010, 288 pp., Presented in the framework of the competition 1 paper "Reflection of the election campaign for the European Parliament 2019 in Bulgaria from the newspaper Trud (Annual of the Faculty of Music at the Sofia University "St. Kl. Ohridski", 2019, item 26), and 13 articles, almost all of which are on the topic of the competition. ("Social networks in political communication"; "Digital political dialogue and social networks"; "Catalonia crisis - lack of communication or protection of democracy"; "False news - manipulation and hoaxes in the context of the US presidential election (November 2016) ), "The Charlie Abdo Assassination - The Roots of Hate"; "CSR: Business Solutions and Public Communication"; "Elections 2013". "The Image of the Enemy - An Effective Political Technology"; "Power Media Vs. power of the media ", etc.)," Euroscepticism and Euro-optimism in the recent presidential campaigns of Bulgaria and the Czech Republic ", the Press as a tool for creating political identity (presidential campaign 2006), etc.)

### **Assessment of auditorium and extra-auditory employment**

The candidate has the necessary workload and reads courses in the field of competition. She also provides English courses for incoming Erasmus students. She has scientific guides for diploma work in Bachelor's and Master's programs at FJMC-SU, has authored reviews of diploma papers and was a member of the State Commission for Graduate Affairs of FGMC. A

reference is made to this activity. Candidate's annual classroom workload exceeds the total course load of 270 hours. She reads courses that are in the field of competition. Some of these courses are: The Image of the Enemy in the Media, Political Image, Political Image, Media in Politics in the specialty Book Publishing, Image Building, Media Agenda, and her most recent course is Building Communication Effects. Dr. Stankova's assessment of the students in the study of student opinion and very good and she is a valuable and sought-after teacher. The courses read are in the field of competition, and the applicant has more than the required workload for the competition.

Chief Assistant Dr Svetlana Stankova has worked as a functional expert in two European projects: "Student Practices", implemented with the financial support of the Operational Program "Human Resources Development" (2016-2018) and "Student Practices - Phase 1", implemented under the Operational Program "Science and Education for Intelligent Growth", there are activities under the project "Communication Strategy for Preparing Bulgaria for EU Membership" (Dublin, 2003). Currently, Ch. Prof. Svetlana Stankova, PhD is a member of the research team of a national project, under the aegis of the National Science Institute at the Ministry of Education and Science, on the topic: "A Model of Effective Visual Communication and Media Environment for Forming and Educating New Audiences in the Arts and Cultural and Creative Industries through Shared Spaces", 2018. Dr. Stankova participates in university conferences, participates in various committees of the Faculty and is a member of the State Examination Committees. Dr. Svetlana Stankova, PhD, has presented 16 participations in scientific conferences with reports on various topics. Some of them have been published in collections. She is the secretary of the Faculty Committee at the National Scientific Fund.

## **Conclusion**

The presented scientific publications, as well as the main habilitation work, the participation in scientific forums and conferences, show the professional presence of Ch. Ass. Svetlana Stankov, PhD in Communication Studies and Prove the Scientific Contributions Listed in Her Reference. The publications provided for the competition are in the field of communications research, they are in the field of the competition, and prove that it is a worthy candidate for this competition. Academic and teaching activities in the creation and validation of lecture courses in the training of students at Bachelor's and Master's degrees, prove her teaching skills, and are further proof that she is a worthy candidate for the announced competition. My main recommendation to Ch. Assistant Professor Svetlana Stankova is to continue her research and analysis in crisis situations, such as the migrant crisis, building communication situations in the conditions of digital platforms and changing access to and consumption of media content.

By emphasizing the real qualities of the scientific publications of Ch. Prof. Dr. Svetlana Stankova and especially her contributions outlined in her habilitation work, her overall activity as a researcher and scientist, her courses as a teacher, I strongly recommend to the honorable members of the scientific jury, and I will vote positively for this , to award the academic position of Assistant Professor to Dr. Svetlana Stankova at Sofia University, in the professional field 3.5. Public Communications and Information Sciences.

Sofia, 03/09/2020

Member of the Scientific Jury:

(Prof. Dr. Theodora Petrova)