

Opinion

by Prof. DS Ivanka Yankova,

member of a scientific jury in a procedure for appointment the academic position of "associate professor" in the

Field of higher education 3. Social, economic and legal sciences

Professional field 3.5 Social Communications and Information Sciences

Faculty of Journalism and Mass Communication

SU "St. Kliment Ohridski "

The competition was announced in the State Gazette no. 21 / 13.03.2020

I Brief information about the candidate

Documents for participation in the competition have been submitted by one candidate, - Dr. Simeon Ignatov Vassilev. According to the reference submitted by him for the implementation of the minimum national requirements under Art. 2b of the Act for the Development of the Academic Staff in the Republic of Bulgaria /ADASRB/ for the academic position of associate professor, his candidacy meets the mandatory conditions under the minimum requirements as per ADASRB for holding the academic position of "associate professor" at Sofia University. The candidate received a Master's degree in Bulgarian Philology in 1987. In 2018 his doctoral dissertation on 3.5. Social Communications and Information Sciences (Journalism - International Communication) at FJMK of Sofia University "St. Kliment Ohridski " was approved. The topic was "Leadership in a global media environment. Political leadership and journalistic interpretations in the first decade of the XXI century "- diploma for ONS" Doctor "№ Sofia University 2018-76 FROM 05.-7.2018 Dr. Simeon Vassilev is a part-time lecturer at Faculty of Journalism and Media Communications at Sofia University" St. Kliment Ohridski "from 2011. He delivers lectures on "Communication skills ", "Experimental studio ", "Study studio ". It is obvious that Dr. Vassilev's research interests are mainly related to journalism and media communications. He is a member of the Union of Bulgarian Journalists, International Forum "East-West", Switzerland - since 2002. Winner of the "Golden Pen" of the Union of Bulgarian Journalists for 2018 for research contributions in the field of contemporary journalism (2018), Jubilee badge "100 years of Sofia University" Kliment Ohridski "(1988),

Honorary Medal received from Pope John Paul II in connection with his visit to Bulgaria (2002), Plaque of the Union of Bulgarians for contribution to the development of political analysis and international commentary in Bulgaria media and for success in publishing.

II Research papers / publications

The list of publications of the candidate includes 226 publications. For the purposes of his participation in the current competition for associate professor are presented 15 publications - 3 monographs, 6 individual articles in journals, 6 studies and articles in collections.

The monographic study from 2020 "Letters from the chaos of time. Media Content and Foreign Policy Process" occupies a leading place among the works submitted for review. The monograph is a research study on media content in the foreign policy process, as well as on the role of correspondent journalism and its cultural and historical relationships. The subject of the research is: media content as a factor in the foreign policy processes. The monograph proposes an interdisciplinary approach and compatibility of concepts from political and journalistic theory. The aim of the study is to give a broad picture of correspondence journalism, as well as its connection with international relations and foreign policy, with history, literature and political science. The author offers an overview of a large number of examples and sources of information - scientific publications, monographs, scientific and journalistic analyzes of the role of Bulgarian and foreign correspondent journalism. He convincingly argues the theses formulated by him. It identifies transformations in the media ecosystem and the journalistic profession as a result of various factors such as globalization and digitalization, which radically change "everyday history" - journalism, the professional role of the journalist and require new competencies in media management. The study contains a unique analysis of the poorly studied figure of the correspondent abroad in the Bulgarian scientific literature. The topic is relatively rare as subject of research, regardless of the importance of the correspondent to the media and therefore impresses the author's erudition in the description and perspectives on the professional role of correspondents as translators and mediators between societies and cultures. The study provides a broad picture of media content and its cultural and historical connections. The relevance of the study is underlined by the fact that it was done at a time of dynamic changes in both the media environment and international relations.

In his other monograph, "Leadership and the Media", the candidate analyzes the role of the new media environment of changing political leadership. The text examines the emergence of leadership in domestic politics, its foreign policy rise and its natural inevitable end in the

conditions of a continuous communication process carried out through the media. The thesis that the media provide the space-time continuum for the "big bang" or "big crash" of political leadership has been convincingly developed.

The book "The Decade in the Shadow of Elections, Leaders, Crises and Wars" examines the personalities and events that are changing international relations. The analysis of the political processes in the first decade of the 21st century is made with scientific precision in terms of media content and examines in depth the causal links in the delicate relations between the great powers.

In the articles presented by the candidate, the research focus is again on the issues studied in the monographs and analytically supported positions of the author. Articles such as "The Meta-Mediator in the Information Environment on the Internet", "Reimmunization of the Media and Revaccination of Journalism", "Media Mechanics of Power", "Political Drama" of the Media are impressive.

Dr. Simeon Vassilev has provided a reference for 13 citations of his scientific publications, as well as 4 reviews of his books.

III Main research and applied-science contributions

Among the research and applied-science contributions systematized by the candidate in the publications submitted for review, the following can be noted as more important:

- Development of a general system of the media and the foreign policy process including their specific relations. The study emphasizes the need for academic research on communication processes in the context of globalization and will certainly draw the attention of researchers to the theoretical perspectives of correspondence journalism, media content and political processes.
- An in-depth study of a huge number of examples of the role of Bulgarian and foreign journalism. The empirical material in it provides a reliable scientific result, on the basis of which regularities are derived in the management of media content and correspondent journalism as a mediator between societies and in building stereotypes in relations between countries and leaders.
- A significant contribution is the method by which the relations politics - culture - media are considered, as well as the original analysis of the fundamental issue of freedom of

speech and journalism being political hologram of modernity. The author of the study convincingly proves the need for an interdisciplinary approach and compatibility of concepts from political theory, media theory and journalistic practice.

- The research has both theoretical significance for the management of media content and practical application. It can serve researchers, students in the fields of communications, foreign policy, the history of journalism and the media, as well as practicing journalists.
- The contribution to the description of the journalistic interpretation of the leadership phenomenon is significant.

IV Critical remarks and recommendations

I have no critical remarks. Dr. Simeon Vassilev skillfully uses his rich special knowledge, his fruitful research and rich practical experience, thanks to which he successfully implements them not only in the research presented for the competition, but also in his entire creative and professional path.

V Conclusion

The scientific production presented by the candidate Dr. Simeon Vassilev meets the mandatory legal requirements and additional conditions for awarding the academic position of "Associate Professor" at Sofia University "St. Kliment Ohridski ". This gives me all reasons to support the candidacy of Dr. Simeon Vassilev in the competition for the academic position of "Associate Professor" in the professional field 3.5 Public Communications and Information Sciences.

Member of the scientific jury:

Prof. DS Ivanka Yankova