

REVIEW

on the competition for the academic position
"Associate Professor"
Professional field 3.5. Public
communications and information sciences (Management
of media content)
for the needs of FJMC - Sofia University "St. Kl. Ohridski »
Announced in SG no. 21 from 13.03. 2020
Reviewer: Prof. Zhelyazko D. Stoyanov, Ph.D.

Contest details:

The competition procedure for the academic position "Associate Professor" in professional field 3.5. "Public Communications and Information Sciences (Media Content Management), announced in SG no. 21 of 13.03.2020 for the needs of FJMC at Sofia University "St. Kliment Ohridski ". I have not noticed any violations in the course of this competition so far.

Candidate details:

One candidate participates in the announced competition for "Associate Professor" - Dr. Simeon Ignatov Vassilev. He was born in 1961. He graduated in 1987 with a degree in Bulgarian Philology at Sofia University "St. Kliment Ohridski ". In 2018 he defended a dissertation for obtaining the educational and scientific degree "Doctor" in 3.5. Public communications and information sciences. (Journalism - International Communication) in front of SJ in FJMC. He has been a part-time lecturer since 2011 at the same faculty, as well as at the Geology State University, UNIBIT and the Diplomatic Institute of the Ministry of Foreign Affairs. For more than 25 years he has been an active journalist in various media, and since 2011 he has been the head of the publishing program "World Gambit" of Sivas Consulting.

Dr. S. Vassilev managed to establish himself among his Bulgarian and foreign colleagues as an erudite specialist in various issues of media content, as well as a respected lecturer and consultant under the Mass Communications Program, as he successfully combines professional his practice with his theoretical research on the media as a source of information and a useful mediator for adequate decisions in public policy.

According to the "Information on the implementation of the minimum national requirements of NACID" provided by Dr. S. Vassilev, as well as according to the requirements of Sofia University for participation in the competition for the academic position "Associate Professor", he has over 700 total points.

Description of the scientific works:

Dr. S. Vassilev participated in the competition for "Associate Professor" with three monography books, four books, one of which is in German, 10 articles in scientific journals, 3 articles in scientific journals, 1 study and 15 papers from scientific conferences. He is the compiler and editor of a number of publications and publisher of 6 books. He is the author of more than 170 publications in the periodical press, which is important in the evaluation of the candidate for "Associate Professor" in the field of media.

The publications of the candidate for "Associate Professor" are dedicated to a number of important and current scientific issues, mainly in the field of media content, the professional role of the correspondent and journalism in general. He correctly analyzes the cultural-historical interrelations and relations of journalism, as well as its beneficial connection with history, literature and political science. In some places, it puts in a new context the dynamic relations between journalism and politics, media content and culture. His main publications are directly related to the topics and requirements for the professional field in which the announced competition for "Associate Professor".

Scientific contributions:

First, in several of his articles in the period 2002-2020 and especially in his habilitation monograph "Letters from the chaos of time. Media Content and Foreign Policy Process ", Sofia, 2020, 284 pp. Dr. S. Vassilev analyzes a number of current aspects of the problem of the professional role of the correspondent and journalism. In many ways, this work will be useful for revealing the links between journalism and the philosophy of history, political science, and international relations. On such a basis, he rightly presents the professional role of the journalist and in particular of the correspondent in its diachronic aspect, insofar as he considers it both in its past and in its current state and perspectives.

An important point in this work is that a general system of the media and the foreign policy process, as well as of their specific interrelations and relations, is presented and presented. The rich examples from the fiction and their heuristic comparison with the best journalistic samples are very useful in this analysis. This kind of "empirical material" provides the author with a reliable scientific basis, on the basis of which he manages to derive some important patterns in the management of media content and correspondence journalism as a mediator between societies and stereotypes in relations between countries and leaders. Therefore, his conclusion is justified that the factors that change the media and have a direct impact on them require a new type of competence, knowledge and general culture from journalists and media management.

Not only because of his correct and constructive approach to the chosen problems and topics, but also through their competent readings, as well as thanks to the used methods and heuristic methodology, Dr. S. Vassilev manages to find his worthy and original place in presenting the relevant interpretations. of these important and current problems, to offer them adequate solutions with the help of correctly used cognitive tools.

Second, Dr. S. Vassilev presents several of his publications, which directly address the problems of media-politics-government relations, digital disinformation, the role of the Internet as a meta-mediator, the return

to quality journalism and traditional media, correspondent journalism as public communication and the role and place of several prominent Bulgarian scientists in contemporary journalism.

An important place among these publications is occupied by his monograph "Leadership and Media". S. 2018, 384 p. Here his research interest is focused on the problem of the emergence of leadership in foreign policy, its foreign policy rise and its natural end in the conditions of a continuous communication process, the result of media development. A strong point of this research is the heuristic analysis of the place of the media image for building the personal image and for its perception by the society. An indisputable merit of this work is the "portrait" presentation of a number of processes and events, as well as specific leaders of the first decade of the XXI century, with which the author provides us with a large picture of the intersections of political myth and journalistic interpretation. At this point, Dr. S. Vassilev makes excellent use of the possibilities of the interdisciplinary approach in his research by including a number of concepts from political, social and journalistic theory. It is no coincidence that this book of his was awarded the Golden Pen by the Union of Bulgarians for his contribution to the field of contemporary journalism.

The main subject of research in his monograph "The Decade. In the shadow of leaders, elections, crises and wars. S., 2011, 344 p., And in several of his articles, are personalities and events that change modern international relations. It examines political processes in the first decade of the 21st century from the point of view of media content. His answers demonstrate his fine sense of the problems of political prognosis and analytical purpose in journalism.

The articles of Dr. S. Vassilev on the works of S. Radev, Prof. Veselin Dimitrov and Prof. Nikola Georgiev deserve special mention. In his article "In the space of Professor Nikola Georgiev" he skillfully presents the vast intertextual space of literature, enriched with knowledge

of literary theory and literary history, in the work of this respected university lecturer.

The style (both specialized and literary) of the publications of Dr. S. Vassilev, apart from the fact that they are prepared and presented at the level of the most competent specialized readings in this field, are also optimally accessible for their use by the respective readers. extremely important in assessing the qualities of a future "Associate Professor" at the Faculty of Journalism and Mass Communications.

Organizational activity

In recent years, Dr. S. Vassilev has been the Manager and Head of the World Gambit Publishing Program. He is also Head of the Media and Communications Program at the Institute of Public Policy. Since 2011 he has been a part-time lecturer at FJMC at Sofia University, Moscow State University and UNIBIT. From 2002-2004 he was the Director of the "News" program at BNT and was the founder of the first news television in Bulgaria. His tolerant and collegial attitude towards the respective college, as well as towards his students, places him without appeal in the group of preferred and useful for their professional communication and development colleagues.

Dr. S. Vassilev is a regular and promising participant in a number of prestigious specialized forums and publications. In 2016-2019 he was a Consultant to the Chairman of the Council of Rectors for Public Communications. In 2004-2005 he was an Advisor to the Chairman of the 39th National Assembly. His original publications, as well as his participation in a number of prestigious scientific forums are very well appreciated by the specialized Bulgarian college both because of the interesting and current topics it presents and because of the high level of their development and presentation - proof of this interest among the specialized college. are two reviews as well as the noticed over 13 citations and references to scientific works of Dr. S. Vassilev.

Conclusion

This gives me grounds to GIVE a POSITIVE EVALUATION for his previous scientific and teaching activities and TO PROPOSE to the esteemed members of the Scientific Jury TO PROPOSE TO the Faculty Council of FJMC TO ELECT Dr. Simeon Ignatov Vassilev 3.5 to the academic position "in the academic position". "Public Communications and Information Sciences. (Media Content Management) for the needs of FJMK at Sofia University “St. Kliment Ohridski ”.

July 26, 2020 Signature:

Sofia (Prof. J. Stoyanov, Ph.D.)