



REVIEW

of the submitted works by Assoc. Prof. Dr. Efrem Efremov for participation in a competition for the academic position PROFESSOR in professional field 3.5. Public Communications and Information Sciences (sports journalism), announced by Sofia University "St. Kliment Ohridski" in SG, issue 22 of 16.03.2021

The competition was announced on the grounds of Art. 4 and Art. 29a of the Law for the development of the academic staff in the Republic of Bulgaria, art. 60 et seq. Of the Regulations for application of ZRASRB, art. 118 para. (1) and (3) of the Regulations on the terms and conditions for acquiring scientific degrees and holding academic positions at Sofia University "St. Kliment Ohridski" and decision of the Faculty Council of the Faculty of Journalism and Mass Communication, Minutes № 09 of 11.03.2021. The review is based on an order of the Rector of Sofia University for participation in a Scientific Jury, entered in the Sofia University Register for members of Scientific Juries under № 21 / 17.03.2021

Reviewer: Prof. Dobrinka Stancheva Psycheva, Southwestern University "Neofit Rilski"

Candidate (s): Assoc. Prof. Dr. Efrem Efremov Karamfilov from the Faculty of Journalism and Mass Communication, Sofia University "Kliment Ohridski" is the only candidate in the competition

1. Summary data for the candidate (research, teaching, and academic activity)

The only candidate Efrem Efremov has a scientific degree "Doctor" in the field of Journalism - protocol № 12 from 20.06.2001 by the Higher Attestation Commission. He is a full-time associate professor at the Faculty of Journalism and Mass Communication, Sofia University "St. Kliment Ohridski" from 2004 on scientific specialty 05.04.10 Journalism (theory and practice of editing) protocol №2 from 18.02.2004. He is currently the head of the Department of Press Journalism and Book Publishing.

He has held several positions in the FJMC. He was Deputy Dean of the Faculty of Journalism and Mass Communication, Sofia University "St. Kliment Ohridski" from 2011 - 2019; Head of the Department of Printing and Book Publishing 2008 - 2010 The official report from FJMK states that he has the necessary training standards. His lectures - "Editing", "Sports Journalism", "Typology of the journals", etc., correspond to the topic of the competition.

As can be seen from the attached reference, the candidate answers and exceeds the scientometric indicators for the position of professor with a total of 675 points.

Assoc. Prof. Efrem Efremov has diverse scientific and applied experience. He was the head of the publishing company "Start 91" Ltd. in 1993 - 1997. From 2001 to 2005 he was a media adviser in the office of the Minister of Justice. He was the Editor-in-chief of Sport Plusjournal during the period 1997-2002; The candidate was a media advisor in the office of the Chairman of SAMS in 2005 - 2009. In his overall scientific activity Assoc. Prof. Dr. Efrem Efremov has a total of 7 scientific monographs; 16 scientific articles and studies; 1 compilation of a collection, 1 preface to a book; 8 participations with reports at scientific conferences, including abroad. 3 of his books are in electronic format.

In the competition for the professor, he presented 2 monographs and 6 scientific articles, one of which in English, indexed in Scopus.



2. Characteristics of the scientific and scientific-applied production of the candidate

- Evaluation of the submitted works of the candidate according to quantitative and qualitative indicators

For evaluation, I accept the presented habilitation work of Assoc. Prof. Efremov - "Legal aspects of journalistic editing", 248 pages, published in 2019, by Faber, (ISBN 978-619-00-1007-4, COBISS.BG-ID 1292980452) and the other monograph - "Sports in the media world" 200 pages, published in 2020 by the University Publishing House "St. Kliment Ohridski", (ISBN 978-954-07-5036-1, COBISS.BG-ID 41574920), as well as six attached articles and studies, as they are relevant to the thematic round of the competition for professor.

The candidate has a total of 20 citations of his academic works known to him.

Main achievements in the scientific, scientific-applied, and teaching activity of the candidate

The habilitation work of Assoc. Prof. Efrem Efremov from 2019 "Legal aspects of journalistic editing, published in Veliko Tarnovo by Faber Publishing House is of threefold importance for the success of the candidate for the competition. It has significant scientific contributions, as it links quality journalism with legal dimensions and makes it dependent on legal and self-regulatory social requirements, has a scientifically applied side, as it reveals itself as a study guide, providing a huge amount of comparative data and examples from international and national practice. It is also related to the teaching activity of the candidate and the training of his students, insofar as it is a guide for successful training and application in journalistic practice. It is presented in a significant volume of bibliographic titles - 155 titles - 64 of which are scientific publications. Numerous legal acts are included, which enrich the knowledge of students and other non-specialists about their importance in the practice of the subject. 25 are of national and international nature.

Also included are many EJHR decisions, from which trainers can enrich themselves with any problems they might have had if they were not relevant to legal and ethical standards.

My work in the field of social aspects of the right to information and communication from 20 years ago has been enriched with many new perspectives, especially in terms of the rights and responsibilities of media editors, ensuring, even as intermediaries, the right of communication to the audience. Extremely timely in the current situation of abuse of communicators, including sports sounds, the conceptualization of the author's idea is that "the profession of editor requires a conscious understanding that the right to freedom of speech is not infinite, that it is like all other human freedoms, that their border is a crossroads with the foreign space of freedom and interests. A large series of presented and analyzed legal documents also focuses on texts from our Constitution and decisions of the Constitutional Court on the subject. The whole theoretical and analytical part of the habilitation work is accompanied by arguments and analyzes of specific key practices of the EJHR. The purpose of what has been done, as the author says, is to outline the framework beyond which the interference of the media in the personal space of public figures, politicians, magistrates, civil servants, and private individuals is inadmissible and can be sanctioned. In this context are the other significant achievements of the author, related to the concepts and the negative phenomena behind them "insult" and "slander". Based on a thorough analysis and evidence, several decisions have been proposed in civil cases of Bulgarian courts. The aim is "to enable editors/journalists to know and understand criminal and civil law provisions relevant to media content to refrain from violating them, sanctioned by the state with sanctions, as well as to obtain the most general information about defamation remedies. "

I appreciate as a contribution to the habilitation work the need pointed out by the author to decriminalize insult and slander, based on analysis and comparisons with other countries.



Based on the performed content analysis, Assoc. Prof. Efremov presents an analysis of over 250 copies. publications in 400 pcs. print media, deriving specific types of violations of the Bulgarian codes of ethics from the print media.

Presenting the rights, obligations, and responsibilities of editors/journalists in the media in the context not only of the right to freedom of expression, but also of its legal restrictions, and linking them to existing practices of presentation and perception of media products, Assoc. Prof. Efremov's overall construction of media editing in media communication theory and thus contributes to the very enrichment of this theory itself.

A new scientific problem is formulated;

The second representative monograph from the candidate "Sports in the media world - editorial challenges" without demonstrating claims for a new scientific field or a new theory, I assess as having achieved just that, and to a very large extent. With its relevant structural-thematic positioning, it is vast sociology of sport, which sets both theoretical and methodological dimensions of media-determined modern sport, and its interactions and interactions with almost all important areas and phenomena in society and most already with the communications without which society cannot exist. At the same time, the monograph is a successful sociological analysis and proving with new means of significant aspects of existing theories, hypotheses, etc. related to the transformations of sport in the media and communication system in our country and around the world. It is also a concentration of facts and interpretations, confirming already known theories, interpretations, etc. The focus on the editors is the focus on the creators of the sports product in its complexity of editors, directors, players, coaches, etc. as well as the relationship and interdependence of the media product with the sports and media team, the community of athletes, coaches, parents, friends, and fans, as well as with the audience and its typology. The transformational development of sport "from a Saturday-Sunday ritual to a media show, with axiological dimensions, in which a lot of money is usually invested and a diverse effect is sought, including financial", as well as religious, political propaganda, gender, stereotypes, etc. dimensions is done with a good knowledge of the literary sources, with correct reference and citation of authors working on specific problems, as well as with contribution conceptualizations. My high appreciation for the monograph is also related to the fact that it can be continued without having to get rid of available texts.

Positioning sport as a significant social phenomenon and as a social - communication process, Efremov occupies a hitherto unoccupied place in the structural matrix of sociology in Bulgaria.

The other publications included in the competition - as continuations of the author's research and additional verifications of the issue, promote the author's claims with sports in the public space of the specialized scientific press within the FJMK and other academic publishers. In the study "For decriminalization of" insult "and" slander "in the media content, the author continues the idea that freedom of speech, which is also not infinite, can be restricted to achieve certain legitimate goals, including the protection of the reputation or the rights of others published media content must not harm the honor, dignity, and reputation of citizens, their reputation. Publications that could be classified as offensive or defamatory should not be allowed. The author poses this type of necessary problem in the study "The case law of the Bulgarian courts in civil and criminal cases for insult and defamation against the media", which also develops and enriches his theses from the habilitation thesis "Legal aspects of journalistic editing".

The existing unresolved issues and difficulties are similar developments and depth in the other studies and articles of the candidate. Development of the problem is his article indexed in



Scopus Standards And Dynamics In Sports Websites Online Editing, published in 2019 in the Journal of Applied Sports Sciences.

Media convergence, according to the author, presupposes the creation of ready-made editorial algorithms for action in a continuous flow of information, including verification of sources. The study examines the relationship between professional and citizen journalism and the place of editors in it.

The new functions and obligations of the online editors are presented - knowing the interface of the site, keeping the titles and subheadings in certain fields, putting tags - tags, keywords, adding a box with facts, links to the text, etc. Sports journalism is defined as one of the fastest-growing, which is why the training of journalism students should meet the new conditions, especially those that point to the true values of real journalism.

There are new significant interpretations in the scientific production of Assoc. Prof. Efremov. New interpretations have been obtained and new facts have been proved. Efrem Efremov has participated with reports in dozens of scientific conferences abroad and abroad.

There is a full study load in FJMC and exceeds.

The attached report states that he has a doctoral student and has provided numerous scientific guides to graduates.

Efrem Efremov is a leader and participant in dozens of research projects in the country and abroad.

Contributions:

1. In the habilitation work of the candidate for the first time the connection between the editorial board in journalism and the legal norms is considered and received publicity. Theoretical and practical guidance to editors and journalists in preparing and publishing media content is valuable;

2. A comparative analysis was carried out between the legal regulation on insult and defamation in Bulgaria and in some countries of Western Europe and parameters of similarity between them were derived. Based on a comparative analysis between the legal regulations on insult and defamation in Bulgaria and in some Western European countries, the author's view on the problems in the criminal law of insult and defamation under the Penal Code of Bulgaria and their impact on media coverage is presented.

Detailed legal and journalistic arguments and recommendations are presented regarding the author's advocated idea of the need to decriminalize insult and slander.

The degree of correspondence between the ethical standards in press journalism, operating in Bulgaria and other countries, is derived.

The habilitation thesis is a guide and handbook for editors and journalists on how to cover media content to avoid abuse of freedom of speech.

The adaptation of the basic principles and techniques of journalistic editing to the specifics of sports activity is also a contribution,

The main contribution of Efremov's second monograph is the overall description of the fundamental processes of change in modern elite sports, resulting from the changing media system, and driven by the values of money and interests for domination by imposing certain socio-cultural matrices of global mentality. measurement.

The influence of money, politics, and technology on sports in which a different semantic nature is invested has been revealed.

I also accept the contribution of the section for the development of journalistic editing in the online media related to the presentation of various stereotypes.



In general, the works of Assoc. Prof. Efremov is a significant contribution to the theory and practice of journalism and journalism editing. In his face, an indisputable scientific, scientifically applied, and educational effect has been achieved. With his multifaceted and successful academic views and developments on sports, I define Efrem Efremov as one of the important scientists in the field of sports in Bulgaria.

Over the years, he has won the BOC Grand Prize in 2011; Chairman of the Association of Sports Journalists in Bulgaria - 2005 - 2015, Chairman of the Balkan Association of Sports Journalists 2007 - 2011. He is a member of the International Association of Sports Journalists (AIPS) - from 1986 until today.

Notes. I have no notes. My recommendation is for the candidate to continue his work on the topic of his choice and to supplement it with more publications on sports by authors from Bulgaria.

with publications about sports and authors from Bulgaria.

Conclusion

In the conclusion of the review, I want to state my unambiguous positive assessment of everything that is presented as documentation for the competition. I will vote with Yes and invite the other members of the scientific jury to vote with Yes for the award of the academic position "Professor" to Assoc. Prof. Efrem Efremov in professional field 3.5. Social communications and information sciences (sports journalism).

Date: 26.06. 2021

Reviewer:

Prof. Dobrinka Peycheva