



PEER REVIEW

of the submitted works for participation in the competition for the academic position PROFESSOR in Professional Field 3.5. Public Communications and Information Sciences (Journalistic Editing), announced by Sofia University "St. Kliment Ohridski" in the State Gazette, issue 22 / 16.03.2021.

Reviewer: Assoc. Prof. Yuriy Petrov Prodanov, PhD

Candidate: Assoc. Prof. Efrem Efremov Karamfilov, PhD

I. Evaluation of the scientific and practical results and contributions of the scientific and educational production submitted for participation in the competition

To participate in the competition, the candidate has submitted two monographs, two studies and four articles:

1. **"Legal Aspects of Journalistic Editing"** with a volume of 247 pages, with an extremely strong bibliography of 155 titles. The monograph provides a detailed overview of the international and national regulations on the freedom of expression. An important and key point in the monograph is the factual opposition of this legally regulated activity with the legislation protecting the right to privacy and family life and the secrecy of correspondence. The comparative aspect between legal provisions and journalistic practice outlines the boundaries that deter the interference of the media in the personal space of public figures - in this aspect it is unacceptable and falls under the sanctions of the judiciary.

In this regard, an important emphasis in the monograph is on the analysis of the current situation in our country in regards to the legal regulation of the criminal defamation and "insult" in the media, as well as the practice of the Bulgarian court in specific relevant cases. An important issue not only from a theoretical point of view, but also from the perspective of the journalistic practice and the construction of the media content, given the risk of sanctions from the judicial bodies following the provisions prescribed by law.

In this sense, the most important and contributing moment in the monograph is the well-argued (both theoretically and practically) need to decriminalize "insult" and "slander". It is supported by the in-depth and detailed analysis of relevant international documents, the



comparison between the defamation and insult laws in some EU member states with deep traditions in jurisprudence and media practice, as well as those in the UK.

The monograph pays serious attention to the adoption and application of ethical norms (Codes of Conduct) as forms of by-laws in our country. It also makes an assessment of their state in relation to the above-mentioned countries. The conclusions in this aspect are seriously supported by an impressive number of publications in the Bulgarian media, as well as by typologisation of the violations of such Codes in our country (mainly in the print media).

In this sense, a significant contribution of the monograph is the justification of the need for harmonizing the legal regulations (as a form of theoretical construct aimed at preventing future conflicts) with the journalistic practice. Another important point is that the content of the monograph has a scientifically applicable and educational contribution to the training and education of journalists and editors, as well as representatives of the judiciary.

2. **"Sports in the media world. Editorial challenges"**. The monograph is 200 pages long and it clearly shows the high expertise of the author and his long-standing scientific and professional interest in the field of sports journalism and sports media. Given the author's in-depth knowledge on sports as a mass phenomenon of the industrial society, the monograph presents the profound processes of change in modern sports, stemming mainly from the revolutionary change in the media in the era of information and digitalization. It also points out the problems of over-commercialization and over-awareness. In this sense, the author comes to an important conclusion - the term "sport" is practically resemanticized. In other words, it describes a completely different global phenomenon of mass culture, mass information and business.

Another important conclusion with practical value in this monograph is related to the research interest of the author on the issue of journalistic editing. He argues that editorial intervention and interference (especially in sports publications in online media) becomes a universal tool for propaganda and manipulation. In this regard the monograph gives specific recommendations concerning the professional competence of journalists and methodological guidelines for efficient and unbiased editing.

The studies and articles presented for the competition attribute to the candidate's standing as an excellent expert in the fields already mentioned in the monographs. First, the theory and practice of journalistic editing; second – sports, sports journalism as phenomena of the information society and third – the manifestations of journalistic editing in the sports news content of online media. This is a specific combination in its essence, which is related to a major contribution of the work of the candidate, namely, the introduction of new methods and training models in the field of online sports journalism and editing.



II. Notes and recommendations

The careful examination of the scientific interests, the scientific production, as well as the scientific and professional expertise of the candidate defines him as one of the few representatives of the association in our country, dealing with important issues for the media and the society. In this sense, one of my recommendations would be to promote his research in various forms aimed at professional journalists. It would also be useful for his future practical contribution to write and implement a new Code of Conduct for Bulgarian journalists aimed at representatives not only of the classical but also of the new media.

III. Conclusion

The scientific papers presented for participation in the competition (incl. main habilitation thesis, scientific studies and articles, lecture courses, participation in research projects and scientific forums) are indicative for the serious professional experience and the practical contribution of the candidate in media studies, journalistic editing, legal and ethical norms in conventional media, online media and online journalism. The presented reference for the implementation of the minimum national requirements under Art. 2b of LDASRB fully meets the parameters expected for such a competition.

Adding to this his work as a university lecturer, PhD supervisor, member and leader of research projects, participant in international and national scientific forums, I can conclude the following:

I strongly recommend Assoc. Prof. Efrem Efremov Karamfilov, PhD to be awarded the academic position "PROFESSOR" in the Higher Education Area 3. Social, economic and legal sciences, Professional Field 3.5. Social Communications and Information Sciences (Journalistic Editing).

Date: 23.06.2021

Jury member:

(Assoc. Prof. Yuriy Petrov Prodanov, PhD)