



OPINION

*on the submitted papers in the competition for the academic position of
PROFESSOR in professional field 3.5. Public Communications and
Information Sciences (Journalistic Editing), published by the St.
Kliment Ohridski University of Sofia, in SG, issue No. 22 of 16 March
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Reviewer: **Prof. Dr. Vesselina Yordanova Valkanova**

Applicant(s)/Contender(s): **Assoc. Prof. Dr. Efrem Efremov Karanfilov**

Associate professor Dr. Efrem Efremov Karanfilov is the only contender in the present competition for Professor.

The colleague has nearly 40 years of experience in this major and in the subject of the competition, combining practical journalistic work with lecturing in journalism. His work in central daily and weekly newspapers and online media undoubtedly provide the necessary practical basis for his lecturing and research.

Prof. Dr. Efrem Efremov is a recognized specialist in media studies, media editing, press journalism and sports journalism. Our observations and analysis of the academic activities of Associate Professor Efremov demonstrate a teacher's commitment to the high standards of learning, practical approach and creative student development.

In his professional biography the colleague has 33 years of lecturing experience with respect to Sofia University St. Kliment Ohridski - initially as a visiting lecturer at FJMC, where he started as an assistant to Assoc. Prof. Dr. Tanya Nathan, and since 2004 - as a full-time associate professor with the Department of Press Journalism and Book Publishing.



Associate professor Efremov has established himself as a respected and valuable lecturer in the field of mass media and public communication. He is a specialist in demand for expertise and advice by the academic community and by his students, as evidenced by the dozens of scientific supervisions of graduates and PhD students, his developments as a lecturer and expert in his inherent academic field.

I. Evaluation of the scientific and practical results and contributions of the scientific and educational work, submitted for the competition

The topics in the scientific publications of Associate Professor Efremov are related to journalistic editing, legal regulation in the media sphere, sports journalism and new journalistic models, the functions and dysfunctions of journalism, media transformations and the new media environment.

I should note that all his publications are on the topic of this competition and present evidence to the consistent and full development of the scientific field of Associate Professor Efremov. The academic and research achievements of Associate Professor Efremov have been proven by the citations of his papers in scientific journals - evidence of the response to his research and the appreciation of the results of his scientific work.

The main monograph submitted for the competition - *Legal Aspects of Journalistic Editing*. - Veliko Tarnovo: Faber, 2019. ISBN 978-619-00-1007-4, examines journalistic work through the prism of domestic and international regulations related to the freedom of expression and its legal limitations, the rights, responsibilities of editors and journalists through the prism of journalistic deontology. The monograph has a strong practical contribution, it highlights typical case studies and examines situations, summarizes practices and approaches of media coverage.

I should note that his paper outlines the legal framework not only in our country, but also in a number of countries of the European Union, focusing on certain decisions of the legislative bodies, which are undoubtedly essential in order to analyse the practices and standards of everyday professional



work, with a focus on the debate on the legal instruments for the prosecution of "offensive" and "defamatory" crimes. The comparative review between ethical standards and norms in Bulgaria and in other European countries is also an important contribution.

The second monograph, by which Associate Professor Efremov has presented himself in the current competition - *Sports in the media world. Editorial challenges.* - Sofia: UNIVERSITY PRESS St. Kliment Ohridski, 2020. ISBN 978-954-07-5036-1, demonstrates his serious accumulation of knowledge and detailed study of the researched subject.

The book is the fruits of many years of research, his professional reflection and journalistic experience are clearly evident, and his in-depth analyses of media impacts, patterns of coverage through a complex spectrum of ethical, cultural, social standards make the research important for the academic society, as well as for practitioners. The leading Bulgarian print and online media have been studied, an in-depth analysis of the content has been carried out, making it possible to derive a complex of professional skills, abilities, qualities of sports journalists.

Previous studies of Associate Professor Efremov are also focused on the specifics of sports journalism and the issues of writing, editing, journalistic genres. Yet this monograph gives a new projection to the scientific problem, summarizing the important contemporary approaches and models of work on information supply, the selection of topics and events, their arrangement and agenda, the transformations in the communication system and in professional roles, the organization of work in online media.

The papers and articles of Associate Professor Efremov in research and scientific collections and specialized ongoing publications are devoted to current and important issues, perspectives, areas of expertise for him - problems of journalism related to editing and legal problems of media subjects, deontology and professionalism; major media events and their media coverage, etc.



II. Notes and recommendations

In his future papers Associate Professor Efremov could expand more on his study for the refereed journal *Standards And Dynamics In Sports Websites Online Editing. Journal of Applied Sports Sciences, Vol. 1, July 2019, p. 164-179, ISSN 2534-9597 (Print) ISSN 2535-0145 (Online)*, a topical issue in civil journalism and the transformations of the professional roles and responsibilities of journalists, of journalistic editing, and hence more broadly of the social role of journalism and the influences on professional journalism as a result of the phenomenon of audience participation and what Henry Jenkins called "collective intelligence" as leading characteristics of media in the online environment.

III. Conclusion

Based on the overall analysis of the lecturing and especially the research activities and achievements of Associate Professor Efremov - the only contender in the competition for the academic position of "Professor" in "Journalistic Editing" of the professional field 3.5. Public Communications and Information Sciences, announced by Sofia University "St. Kliment Ohridski", I do believe Associate Professor Doctor Efrem Efremov Karanfilov fully meets the requirements of the Law on the Development of Academic Staff in the Republic of Bulgaria and I would advise the distinguished members of the scientific committee to support his application.

Date: 19 June 2021

Prof. Dr. Vesselina Valkanova