

OPINION

on the submitted works for participation in a competition for the academic position of PROFESSOR in professional field 3.5. Public Communications and Information Sciences (Journalistic Editing), announced by Sofia University "St. Kliment Ohridski" in SJ, issue 22 of 16.03.2021

Candidate: Assoc. Prof. Efrem Efremov Karanfilov

Reviewer: Prof. D. Sc. Lubomir Stoykov

The only candidate in the announced competition for the academic position of "professor" is Efrem Efremov Karanfilov. I must immediately note the integral motivation for his participation, as he is a remarkable name both in the journalistic and scientific guilds as well as with his teaching university activities. **His name has long become a trademark of an excellent analyst and expert and at the same time a professional in the field of media editing, sports journalism, media studies and press journalism.** The wide range of his skills and competencies is enhanced by his exact qualities in the field of public communication and public relations. Last but not least, his extensive practical experience as a leader and consultant of election and media campaigns deserves respect.

Assoc. Prof. Efremov is a favorite lecturer of many students at FJMK, but at the same time over the years he has won the excellent reputation of a wise, ethical and consensual colleague. His academic development testifies to the trust he enjoys among teachers of journalism and mass communication. In different periods he was head of the departments "Printing and Publishing" and "Press Journalism and Publishing", Deputy Dean of the Faculty of Journalism and Mass Communication, Chairman of the General Assembly of FJMK and a member of the Academic Council of Sofia University "St. Kl. Ohridski". The disciplines he has taught our students for many years have become a criterion and standard for adequate teaching. I am thinking mainly of the subjects "Editing", "Sports Journalism" and "Typology of the magazine".

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

The scientific works of Assoc. Prof. Efrem Efremov - books, monographs, studies and articles, are the result of his systematic and in-depth analysis of new journalistic models, media transformations in the context of network dynamics and digitalization of mass communication, journalistic editing, sports journalism, of the legal aspects and the legal problems of the editorial and journalistic activity, etc. Numerous references and citations to such his research and works as: **Sports Journalism**. - Sofia: Univ. ed. St. Kliment Ohridski, 1999. - 184 pp. ISBN 954-07-1343-9; **Journalistic editing**. - Sofia: IK Diogen.bg, 2005. - 128 pp. ISBN 954-90934-4-1; **Sports in the media world: editorial challenges**. - Sofia: Univ. ed. "St. Kliment Ohridski", 2020. - 200 pp. ISBN 978-954-07-5036-1 and others. argue our thesis that the candidate in the current competition for professor is a person with great and justified influence in our scientific and research life.

I accept and admire the documents submitted for the competition (monographs, books and articles). Here, however, I will devote a little more space to one of the key monographs with which he presents himself: **Legal Aspects of Journalistic Editing**. Predg. Boris Velchev. - V. Tarnovo: Faber, 2019. - 248 pp. ISBN 978-619-00-1007-4. The main goal of the author in this remarkable work is to **reveal and remind how great value - civilizational and constitutional, is the right to expression and to rethink the existing legal reality and legal practice in our country regarding "insult" and "slander"**. Competently and precisely Assoc. Prof. Efremov focuses on the right to freedom of expression in the context of international law and national regulations, considering incl. the permissible restrictions on the right to liberty and the emblematic international acts directly related to the freedom of speech - with its defense and proclamation, as well as with the national legal sources.

Fundamental acts and legal sources proclaiming freedom of speech, such as the UN International Covenant on Civil and Political Rights, the Universal Declaration of Human Rights, the Charter of Fundamental Rights of the European Union and the Constitution of the Republic of Bulgaria, have been interpreted accurately and logically.

The author focuses not only on the Bulgarian court practice in criminal cases of insult and slander, but also on the debate on finding an adequate means to prosecute such cases, and the growing need to decriminalize insult and slander.

The strength of this book does not stem only from the pathos and the bright personal position of Assoc. Prof. Efremov. The text is convincing due to its good argumentation and effective chain of evidence, incl. and the reviewed judgments of the European Court of Human Rights (ECHR) in the case of journalists against Bulgaria. The approach and perspective to this practice is not one-sided, but is refracted through the prism of the duties and responsibilities of journalists. Efremov competently and decisively enters undeveloped or almost undeveloped sectors of the relationship media - journalism - case law - journalistic ethics - media regulation.

II. Notes and recommendations

My recommendation to the candidate in this competition is to systematize and summarize his invaluable experience as a journalist, editor and author of a lecture course on typology of magazines and to publish a textbook on this topic, as there is a large niche in this direction. It would be extremely useful in the future textbooks to analyze and interpret the electronic and online versions of traditional paper magazines - including websites, blogs, videos, shopping sections, etc.

III. Conclusion

Assoc. Prof. Efrem Efremov Karamfilov fully meets the academic requirements in this competition. He is a shining example of scientific and creative unity, intelligence, pedagogical tact and research passion, and it is quite logical and fair to take the academic position of PROFESSOR in professional field 3.5. Public Communications and Information Sciences (Journalistic Editing), announced by Sofia University "St. Kliment Ohridski" in SJ, issue 22 of 16.03.2021. I am voting "For" and I ask the other members of the scientific jury to give their positive vote as well.

June 28, 2021

PROF. D. SC. LUBOMIR STOYKOV