



REVIEW

of a dissertation on:

PRACTICAL ASPECTS OF MEDIA LITERACY

for awarding the educational and scientific degree "Doctor"

field of higher education 1. Pedagogical sciences

professional direction 1.2 Pedagogy (Media pedagogy)

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1. Chronology of the procedure

By Order No. RD 38-406 of 14.07.2023 of the Rector of SU "St. Kliment Ohridski" I have been appointed as a member of a scientific jury in connection with the public defense of a dissertation work on the topic "Practical aspects of media literacy", for the awarding of the educational and scientific degree "doctor" in professional field 1.2 Pedagogy (Media pedagogy), author doctoral student Zhivko Georgiev Rachev.

The specified order is a consequence of a procedure for preliminary discussion of the dissertation work at a meeting of the "Preschool and media pedagogy" department on 27.06.2023/Protocol No. 13. The procedure ended with a positive vote by the members of the department to advance the dissertation to public defense and the selection of members of the scientific jury. Based on this,

the FS of FNIO decided to open a procedure for public protection and approved the proposed composition of the scientific jury - Protocol No. 9/12.07.2023.

At the first meeting of the scientific jury, held on 24.07.2023, I was approved as a reviewer of the dissertation/Protocol №1.

2. Structural parameters of the dissertation work

The dissertation consists of an introduction, three chapters, a conclusion, appendices and a bibliography. It contains 190 pages, of which 23 are notes and literature. The bibliography includes 201 titles of articles and books, of which 102 are in Bulgarian, 29 in Russian and 60 in English.

3. Content parameters of the dissertation work

In terms of content, the dissertation has all the necessary components for its assessment:

In the Introduction, the doctoral student presents the topicality of the problem in the context of an analysis of society's behavior in crisis conditions, social distancing and the increased influence of the media. In this plan, the dissertation work aims to emphasize the totality of all real communication interactions that the media carry out every day with the diverse composition of the children's audience, focusing on the educational function of the mass media.

The author discusses the problematic of media literacy in historical, conceptual and substantive aspects - theoretical approaches to media education, normative pillars and parameters of European legal instruments that serve as a basis for media education initiatives as fundamental principles related to realities, values and ideologies, the consequences and effects of communication related to producers, consumers and businesses.

In a specific target plan, the emphases of the dissertation are in the direction of problems in the educational system and digitalization, program products and courses, professional qualities of teachers and teaching technology, cooperation

with parents and local communities.

In Chapter One. Media education, interaction between pedagogy and media, the doctoral student conducts a thorough analysis of the educational aspects of media and digital literacy, including in the context of educational standards for its upbringing in children and students in order to develop their digital skills and create new connections with partners of educational institutions, with particular attention paid to educational priorities in preschool age and the formation of media literacy in children and parents, in the context of preparing children for school.

In Chapter Two. Research parameters - research model, there is such a model, based on the hypothesis of matching the needs of digital media education in accordance with the newness, relative complexity and ignorance of technologies among a large part of the population with the trend at the level of European authorities, policies and regulations, which will lead to the creation and development of media literacy among the subjects of media education.

From this point of view, there are available as an object of research and as a projection, a second hypothesis regarding the initiatives for co-regulation and self-regulation of systematic research, pedagogical measures (including continuing education) and awareness actions, which will lead to a better dissemination of information and strategies to increase media literacy. Based on the hypotheses and judgments, there are main tasks and stages of the research related to the theoretical analysis of the problem, exploratory study of media practices among children and students and development of recommendations for the practical use of the media in mass practice. The methodology includes interviews and surveys among parents and teachers through a comparative analysis of the results. A detailed representation of the respondents such as geographical range and educational institutions is available. The author states that the study is based on four main research questions (individual use of digital technologies by children and parents, children's and parents' awareness of risks

and opportunities, family use, types of parental mediation) with the idea of comparative analysis of dynamics and practices in the direction of media education in France and Bulgaria.

In Chapter Three. Analysis of the effective formation of media literacy among the subjects of media education, doctoral student Zhivko Rachev presents his reasons and recommendations for the use of technology in media literacy as a factor for socialization and development of children and students - skills for using media technologies, informational skills, expressive and artistic skills, behavioral competencies, evaluative and aesthetic skills. Recommendations have been made to formal and informal education, which have a practical meaning and effect. There are tables and diagrams that illustrate the author's views on changes in the normative educational framework, educational institutions and the roles of pedagogical specialists, parents and students with examples of how this process is realized in France from the point of view of digital innovations in the service of pedagogical effectiveness.

The conclusion: conclusions and recommendations emphasizes the possibilities of regulating the media impact on children and students, including through the role of the family, as well as on the optimization of the educational process through attractive digital technologies to stimulate creativity and form a negative attitude towards violent shows.

4. Regulations

In relation to the regulations related to the "Law on Scientific Degrees and Titles", all requirements have been met, namely:

- There is no plagiarism in the work, which is evident from the presented reference with minimal percentages of repetition in the length of phrases, words and symbols, which means that the originality of the dissertation is present and it does not violate the copyrights and intellectual property rights of anyone;

- The publications are related to the topic of the dissertation;

- From the submitted report on the implementation of the scientometric indicators in connection with the minimum national requirements for awarding the educational and scientific degree "doctor" under Art. 2b of ZRASRB for scientific field 1. Pedagogical sciences there are no grounds for disallowing the dissertation until a procedure for public discussion before a scientific jury.

5. Main contributions of the dissertation work

I accept and agree with the scientific contributions indicated by PhD student Zivko Rachev.

In addition, I would emphasize:

- There is erudition, analytical culture and a personal attitude to the presented issues, evident in the author's definitions of concepts related to the optimization of the educational process through the formation of digital and media literacy, supported by a broad theoretical justification of the investigated issues;

- There is a research methodology that enables a comparative analysis of the conditions and methods for building media literacy among children and students, including as a competence to assess certain risky content;

- Through the exploratory study, the doctoral student draws conclusions and recommendations in a practical-applied plan regarding the possibilities of media pedagogy for the perception of children, students, teachers and parents as subjects of media education.

Question: What, in your opinion, needs to change in the educational process in kindergarten from the point of view of media and digital literacy education in the context of socialization and preparation of children for school?

In Conclusion, the indicated positive highlights and contributing moments give me the reason to give a **POSITIVE ASSESSMENT** of the dissertation work and to propose with conviction to the scientific jury **TO AWARD THE EDUCATIONAL AND SCIENTIFIC DEGREE "DOCTOR" in the field of**

higher education 1. Pedagogical sciences, professional direction 1.2 Pedagogy (Media pedagogy), by Zivko Georgiev Rachev, BECAUSE THE DISSERTATION CONTAINS UNDOUBTED THEORETICAL AND PRACTICAL-APPLIED MERITS.

Sofia

15/07/2023

Reviewer:

/Prof. DSc. Radoslav Penev/