

## REVIEW

**of the scientific papers submitted for an academic position „Professor” competition in Area of Higher Education 3. Social sciences, business and law, Professional Field 3.5 Public Communication and Information Science (Journalism - Media and Social Conflicts) for the purpose of History and Theory of Journalism Department in the Faculty of Journalism and Mass Communication at Sofia University „St. Kliment Ohridski”**

**Member of the Scientific Jury: Assoc. Professor Maria Popova, PhD**

### **1. Competition information**

The competition for an academic position „Professor” in Area of Higher Education 3. Social sciences, business and law, Professional Field 3.5 Public Communication and Information Science (Journalism - Media and Social Conflicts) for the purpose of History and Theory of Journalism Department in the Faculty of Journalism and Mass Communication at Sofia University „St. Kliment Ohridski” has been announced in the State Gazette, issue 65, dated 16.08.2019. The scientific jury has been established with an Order №RD 38-601/11.10. 2019 of the Rector of Sofia University „St Kliment Ohridski”.

Assoc. Professor Lulivera Krasteva, PhD is the only candidate applied for the competition. She is a regular Associate Professor in the History and Theory of Journalism Department in the Faculty of Journalism and Mass Communication at Sofia University „St Kliment Ohridski”. This review is conformable with the Act for the Development of the Academic Staff in the Republic of Bulgaria, Regulations for the Application of the Act for the Development of the Academic Staff in the Republic of Bulgaria and the Regulation on terms and conditions for acquiring scientific degrees and taking academic positions at Sofia University.

### **2. Requirement fulfilment for the academic position in the competition**

Assoc. Professor Lulivera Krasteva, PhD applies to this procedure with one monograph book, a book chapter in English (published in scientific collection, refereed and indexed in a world database for scientific information) as well as with 26 articles (20 of them in Bulgarian, 5 of them in English and one of them in Russian, some of them refereed and indexed in a world database for scientific information). In the competition are presented enough publications in terms of volume, content, varieties of topics, profundity of the scientific content, which are corresponding to the scope and scientific classification of this competition for the academic position „Professor”. The publications of Assoc. Professor Krasteva have 43 citations (27 of them are indexed in peer review books, 16 of them are in non-peer review journals). The candidate has satisfied the quantity and quality of criteria of the minimum national requirements of ADASRB - dissertation thesis for an educational and scientific degree PhD, habilitation work (monograph book), the required number of articles, the required number of citations, the thesis advisory of PhD students, the international and national projects membership and leadership.

### **3. Information for the candidate - teaching experience and qualification level for the academic position in the competition**

Assoc. Professor Lulivera Krasteva, PhD graduated Bachelor and Master programs „Journalism” in Sofia University „St. Kliment Ohridski” and worked in different newspapers and online sites. In 1989 she got PhD and since 2000 she is a regular Associate Professor in the Faculty of Journalism in Mass Communication. Assoc. Professor Krasteva is a popular and competent professor, author of 12 courses. In Bachelor programs „Journalism” and „Public Relations” she teaches the courses „Media and State Institutions”, „Social Conflicts” and „Media Aspects and Social Conflicts”. She teaches four courses in the different Master programs in the Faculty of Journalism in Mass Communication and she teaches two courses in the Master program in the Faculty of Education Studies and Arts. She teaches three Bachelor courses for European students, part of the EU program Erasmus+, as well as she trains four Doctoral courses - two of them are part of the Doctoral programs, financed by the European scientific programs.

Assoc. Professor Lulivera Krasteva, PhD actively and profoundly works with students. She was a thesis advisor of 109 excellent graduated students from different Bachelor and Master programs in the Faculty of Journalism and Mass Communication. She is a thesis advisor of six PhD students - one of them got her PhD, three of them are preparing their doctoral thesis defences in the next months.

Assoc. Professor Krasteva is a scholar with a significant scientific experience. She was a member of six international scientific and educational boards - for example „Media Education for European citizenship” in 2007, „Mapping Foreign Correspondence in Europe” in 2011-2014. She has been teaching in Poland, Estonia, Lithuania and the Netherland in the different periods. She and some students, part of the Bachelor, Master and Doctoral programs in Faculty of Journalism and Mass Communication, participated in the different conferences - for example International Scientific Conference „Students their way to science” in Lithuania, „European Communication Conference” in Prague and „12th Central and Eastern European Communication and Media Conference” in Sofia, as well as in some national conferences in Sofia and Blagoevgrad.

Assoc. Professor Krasteva is a member of „Journal of Comparative Studies” international editorial board, of Union of Bulgarian Journalists and International Federation of Journalists. She has been awarded for her journalistic practice and teaching experience many times.

My opinion is that Assoc. Professor Lulivera Krasteva, PhD is an intelligent, responsible and dedicated to her profession teacher and scholar. She is an active and polite member of History and Theory of Journalism Department, which I am headed at the moment. She works effectively with the students and PhD candidates in the department. She has important and interesting publications. She participated in the national and international conferences organised by the Faculty of Journalism and Mass Communication. She is a member of Department’s Committee for the Bachelor/Master thesis defence for many years. She is a loyal and generous colleague, always ready to help the others colleagues. She is an active member of the working team, which organises the series of discussions „The Future of Journalism” - the events by which the department is honoured twice with a certificate for participation in Sofia University’s mark „Mark of Quality”.

#### **4. Features of applied scientific publication and scientific results of the candidate**

Assoc. Professor Lulivera Krasteva, PhD is an author of two books, 42 scientific articles (13 of them are in English and Russian and they have been published in scientific journals in Europe and USA, three of them are refereed and indexed in a world database for scientific information). She had participation in over 30 national and international conferences, in 14 scientific projects (six of them under her leadership and six of them were financed by international funds). Assoc. Professor Krasteva is an editor of two books, reviewer of seven books (some of them from international scientific conferences, two of them are in English). She wrote reviews for seven scientific articles (two of them for scientific journals in UK), for 14 research programs and 8 research projects.

Assoc. Professor Lulivera Krasteva, PhD applies to this competition for the academic position „Professor” with a monograph book „Social Conflicts and Media Resonance. Communicational Problems in Bulgarian Media (2007-2019) (2019, University Press „St. Kl. Ohridski”). The book contains 432 pages, foreword, three chapters, conclusion, literature and applications. According to the author, the main research contribution of the book is that „for the first time it follows the interaction between social conflicts and society in a period of transformation as an object of media research and the missing of their media covering in the public agenda” (p.10). Assoc. Professor Krasteva believes that „Bulgarian journalism does not fulfil effectively its function of social control, social mobilisation and social interaction. That is so it cannot be a balancing and neutralising factor of social conflicts solving.” (p.11)

The research includes the author’s observation of press and online media (10 national newspapers, 4 weekly newspapers, 8 informational sites, or generally 37,000 publications) for a period of 12 years. The book scientific contribution is not only included different statistical data, but emphasise on some new media categories - media conflictology, media anthropology, media deficits, social accommodation and journalism, journalism disfunction and media resonance. Four social conflicts, typical for the Bulgarian society, are systemised in the way the media cover them - in education, demographic collapse (including healthcare and depopulation problems), national identity crisis, institutional passivity for cultural heritage protection and social values changes. According to the founded media deficits six important media social models have been described, which influenced over the lack of public trust to journalism. But some others major social conflicts have been pointed - for example increasing corruption, double standards in the society, lobbying.

The book content includes four parts - the social conflicts nature and the reasons for their growth in the Bulgarian society, their mediatization by presenting the specifics of different media deficits, new conflicts processes that are shown as a result of them and defining the lacks in journalism agenda setting.

The popular concepts are analysed in the book - social time and its transformation as media time, its interaction with journalistic storytelling and social identity. The features of the social and media transition are described - part of the historical, social and political context in Bulgaria and their upgrade with the globalisation and digitalisation challenges, with media literacy and media pluralism. Some problematic fields in the journalism practice are considered - the media comfort for

the authorities, the self-censorship, the informational entropy. The important and correct author's statement is that some social, cultural, communicational and conflictological competencies of the journalists should be expended.

Assoc. Professor Lulivera Krasteva, PhD explains in detail the nature, meaning, functions and specifics of the social conflicts. According to her the social conflicts are „result of some objective and subjective factors, which have been led to the confrontations in society, mistrust of institutions and media” (p.87). They are result of „specific social, political and economical reasons - democracy level, corruption, state of economy, employment” (p.329). Assoc. Professor Krasteva defines 10 factors, which reflect on the important social conflicts and which could be systemised by the media. They are defined by different criteria (kind, activity). But some specific media conflicts are included too - for example agenda building and agenda setting, media transformation (as technology, content and audience acceptance). The author's empirical research on the key problems in Bulgarian media visualise some media functions and dysfunctions - their characteristics and forms. The emphasise is on the media social functions and especially on the function of socialisation and function of education. The development of media social functions means more social control in purpose of overcoming some negative for the Bulgarian society phenomena - anomy, deviance, marginalisation.

Assoc. Professor Lulivera Krasteva, PhD makes some important research conclusions - the social conflicts, which are result of the social transformation processes lead to some crucial changes in the media nature - the property changes, professional conflicts, hypocritical attitude to journalism. The relevant media topics included in the book are freedom of expression, information access limits, media concentration and the lack of media property transparency, the crisis in media belief, authority pressure over media content creation, censorship (direct or indirect) and taboo themes, PR mimicry in some newsrooms, developing hidden financing from the state institutions and convergence between the editorial and advertisement content. Some interesting forms of journalism are given - for example the status quo journalism and the conjuncture journalism. According to Assoc. Professor Krasteva in the last years Bulgarian journalism „permanently maintains the status quo”, and „because of its self-restraint sources of information, it was keeping continuously or not the existing state of the increasing corruption, degradation, the institutional irresponsibility”. The media are „too similar in the news covering, which is alienating their audience more and more”. They are not the leaders of opinion, because they are unable to manage the existing social discontent”. (p.143) Because of this the critical and control function of Bulgarian media is reduced, the quality and profound forms of the investigative journalism are missing, but some forms of pseudo-events are increasing. The media are under political and economical pressure, they do not form the agenda setting, the professional standards are reduced, the relevant finance for the media are irrelevant and the entertainment journalism is dominating. The important problems are limited social trust in media and their inability to give the adequate information in purpose to get over the existing social deficits and to restrict the increasing social conflicts. The social transformation, which the Bulgarian society is going through in the last years, as well as the unrealised social expectations after the EU commitment caused eurocriticism and euroscepticism.

Though the Assoc. Professor Krasteva observations on the important social and political issues as education, illiteracy, corruption, crime, social values change, economical migration, poverty and etc., are truly meaningful.

The 26 articles and one book chapter applied to this procedure may be summarised in four topics. In the first one are included the important and significant media and professional problems - the media second reality developing, the current changes of journalism community values, attitudes and ethical standards, the media nonconflicting and conformity acts, the replacement of quality journalism, constructive journalism and investigative journalism by the mass journalism and infotainment. Similar topics are the invention of media taboo and professional stereotypes, the spreading of rumours, scandals and gossips by the media in attempt of audience manipulation, the online users and journalists behaviour changes, the disbalances in the acts of traditional media functions, especially in social functions.

The second topic in the Assoc. Professor Krasteva, PhD articles presents another journalism and media professional fields - the „journalism ready-made” appearance, the PR organisation pressure under the media, because of which some journalists act as hidden PR agents, the developing of media and PR narcissism, the changes of the media messages and media voices and the forming of specific media subculture.

The third topic in the articles are connected with Assoc. Professor Krasteva participation in the international projects - mapping the world media correspondents in Europe, the cultural identity and cultural heritage specifics and their media representation. Also - the interaction between education and globalisation that leads to the high school level decrease, the great amount students who are leaving school because of poverty and different ethical minority origin, the increasing illiteracy, the neglected educational reforms, the expended media specialists education about EU citizenship issues.

The fourth topic in the articles are the specific social conflicts through their institutional and media evaluation - for example phenomena like social change imitation, corruption, social uncertainty, lack of national self-confidence and institutional trust, educational problems, cultural heritage violation, as well as the united power of sport.

## **5. Conclusion**

The monograph book, the book chapter, articles, citations, academical courses that are applied to this competition present the significant professional, scientific and academical prestige of Assoc. Professor Lulivera Krasteva, PhD. In her scientific and academical work she relies on the influential theoretical concepts from the field of media theory, journalism, sociology, psychology, social psychology, PR theory, political theory, communication theory, image-making and media axiology. Her research analysis is based on a broad scientific base and modern empirical conclusions by the observation of the different Bulgarian media practice. For the first time the social conflicts in the period of social transformation are so complexly defined in the Bulgarian media theory. On one side the key social and media models of journalism professional behaviour are presented, and on the other side is proven the lack of their media representation in purpose of agenda setting and social

attitudes formation. According the candidate's important, profound and significant scientific works and teaching experience, I strongly recommend to the Honourable Scientific Jury Assoc. Professor Lulivera Krasteva, PhD to be elected to the academic position of „Professor” in Area of Higher Education 3. Social sciences, business and law in Professional Field 3.5 Public Communication and Information Science (Journalism - Media and Social Conflicts).

27.12.2019

Assoc. Professor Maria Popova, PhD