



REVIEW¹

by Prof. Rossen Kostadinov Stoyanov, Ph.D., New Bulgarian University.

To acquire the educational and scientific degree „doctor“ in a scientific field 3.5. Public Communications and Information Sciences (Media and Communications – Television Journalism), with a dissertation on the topic: „Media transformation in the context of television sports journalism“, presented by Desislava Ljubenova Frantsova, Ph.D. student in the Department of „Communication, Public Relations and Advertising“ of Faculty of Journalism and Mass Communication, SU „St. Kliment Ohridski“.

Research supervisor: Assoc. Prof. Polyana Ivanova, Ph.D. and Prof. Simeon Vasilev, Ph.D.

Presentation of the Ph.D. candidate based on the submitted documentation.

Desislava Ljubenova Frantsova is a doctoral student in the doctoral program Media and Communications – Television Journalism, FJMK, SU „St. Kliment Ohridski“, professional direction 3.5. Public Communications and Information Sciences.

The fellow doctoral student is also a journalist, reporter and presenter in the Sports editorial of Bulgarian National Television.

It is evident from the provided documentation that the dissertation work was discussed and directed for discussion for defence by a meeting of the board of the Department „Communication, Public Relations and Advertising“, Faculty of Journalism and Mass Communication, Sofia University „St. Kliment Ohridski“, held on June 10, 2024.

Evaluation of the qualities of the dissertation text.

The dissertation research has a total volume of 133 pages of main text (203 pages in total). It consists of an introduction, three main chapters, a conclusion, contributions, bibliography and appendices. 11 figures, 11 appendices and 122 information sources are available, of which 97 are in Bulgarian and 23 in English.

¹ Note: The text in italics offers reference points for evaluating the research results. Recommended volume of the review – about 6-7 standard pages.



At the very beginning, I want to state my satisfaction with the balance between the scientific of the text presented to us for defence and the temptation, irrevocably accompanying a young colleague realized in practice, to be more practical and literal.

The dissertation shows that Ph.D. student Frantsova has the necessary theoretical knowledge in the relevant specialty and the ability for independent research. In this regard, I consider the degree of personal participation of the dissertation student in the contributions described in the abstract to be undoubted. There are precisely formulated aims and objectives of the dissertation. The tasks – theoretical basis, definition of the conceptual apparatus and outline of essential processes and influences in the sphere, analysis of sports journalism as part of the public sphere, historical review of sports television in Bulgaria.

Defined according to the current trends in the field, the research part - analysis of professional and ethical standards and challenges in the profession through various methodological concepts, are correctly and accurately placed. This is how the interdisciplinarity of Frantsova's research is defined.

The subject and object of the study.

Precisely defined and consistent. Six working hypotheses are also presupposed in the text. The compliance of the chosen research methodology with the set goal and tasks in the dissertation is impressive.

Sport as a social phenomenon, a multi-billion-dollar multinational industry, a tool for influencing public attitudes and behaviour is examined in the context of convergence, technological adaptation and media transformation, characteristic of the development of the communication world in the last two decades.

There is correctness in citing a representative number of authors. The cited authors are presented thematically and sequentially, which gives grounds for a positive conclusion when assessing the degree of knowledge of the state of the problem and its compliance with the literature used.

The text shows not only the pragmatic engagement of colleague Frantsova with the topic, but also the author's professional position. The text is logical, purposeful and structured according to the scientific requirements for doctoral development.

**Abstract.**

The abstract reflects the content of the dissertation, as well as the main points and contributions of the dissertation work, containing the necessary information and highlights of the conducted research. The nature and credibility of the material on which the contributions of the dissertation work are based give me reason to accept the contribution points stated by my colleague Frantsova.

The research is author's, correct and conscientiously conducted. The generalizations, inferences, and interpretations reached are sufficiently significant for the level for which the text is presented for protection. This, in turn, gives me reason to value the doctoral student's own contribution in collecting and analysing the empirical data, but also to note the discipline in observing the formal, and not only, requirements, a clear merit of the scientific supervisors. The text presented for defence gives a clear idea of the personal professional and scientific engagement of colleague Frantsova with the issue. The competence of the colleague, combined with the diligence evident in the presentation in handling the sources of information, are grounds for the formation of my positive assessment in the review.

Contributions.

I accept the stated contribution points due to the nature and credibility of the material on which they are based and especially the bold request in the one presented in the last place, namely: „The simultaneous analysis of legal documents, journalistic texts, scientific publications, expert interviews with communication specialists allows the conclusions, made in the work, to be comprehensive and indicative of the main trends in modern television sports journalism“.

Publications and participation in scientific forums.

The publications on the dissertation work – a total of four in number, are presented in the abstract. I am familiar with the quality of the texts, but also with the nature of the editions in which they are published, and I assess the latter as sufficiently representative and diverse. From the documentation attached to the procedure, it is clear that the requirements of the Regulations for the terms and conditions for acquiring scientific degrees and occupying academic positions at SU „St. Kliment Ohridski“ for approving and disclosing the results of the research according to Art. 5, item 5 and whether the minimum national requirements under Art. 63, para. 1, item 4 and art. 69, para. 3.



Conclusion.

Dear members of the scientific jury, I hereby accept the proposed dissertation work of Ph.D. student Desislava Ljubenova Frantsova, on the topic „Media transformation in the context of television sports journalism“ and give a positive assessment for the acquisition of the scientific and educational degree „doctor“ in professional direction 3.5. Public Communications and Information Sciences (Media and Communications – Television Journalism).

Date:

20.08.2024

Reviewer:

Prof. Rossen K. Stoyanov, Ph.D.