



OPINION¹

From Assoc. Prof. Stella Angova, UNWE, Media and Public Communication Department
(*scientific position, academic degree, name, surname, educational / scientific institution*)

for obtaining the educational and scientific degree "Doctor" (PhD) / scientific degree "Doctor of Science" in professional field 3.5. Social 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 Dessislava Frantzova, full-time independent doctoral student in the Department of „Communication, Public Relations and Advertising“ of Faculty of Journalism and Mass Communication, SU „St. Kliment Ohridski“.

with supervisor: Prof. Simeon Vasilev, Ph.D.

I. Evaluation of the qualities of the text of dissertation

Sport and television are an important part of social life. Some authors interpret the transformation by calling the processes "sportification" and "televisification". These are significant processes of growing importance - there has been a close relationship between sport and television since the medium entered mainstream use; access to sport through multiple spaces is expanding, and television can be viewed through multiple platforms in multiple locations. Already in the introduction, the author correctly identifies some key characteristics of television that are important for sport such as individualisation of media consumption, speed in the creation and distribution of news and selectivity. The author also provides his arguments about the relevance of sport and sports journalism, and the ways in which media transformation is affecting sports journalism.

The dissertation offers a comprehensive critical review of the scientific literature. Media transformation is analyzed in depth at the level of technological change, professional change, business change, and ethical challenges. 122 sources in Bulgarian and English are cited, and the reference to Bulgarian authors whose works are relevant to the topic of the dissertation makes a particularly positive impression. The scientific literature and documents are selected in a way that creates an excellent theoretical foundation. The author does not simply cite sources, but also offers his research perspective. An interdisciplinary approach has been chosen in introducing and defining key terminology. A clear research framework is outlined, within which the PhD student sets specific aims and objectives and accomplishes them with complete success. The author manages to point out major trends in sports journalism thanks to a study of scientific research, legal documents, journalistic texts, and his own interviews with experts. Manages to point out major trends in

¹ Note: The text in italics offers reference points for evaluating the research results. Recommended volume of the opinion - 2-3 standard pages



sports journalism thanks to a study of scientific research, legal documents, journalistic texts, and his own interviews with experts.

II. Contributions of the dissertation research

The dissertation makes theoretical and practical contributions. In addition to those defined by the doctoral candidate, I will point out the values of the work from my point of view.

From a theoretical point of view, a contribution to media studies is visible. The benefit lies in the identification of current changes in the television world and of important trends in the development of the medium of television. Another significant contribution is in terms of deriving professional and ethical standards in television journalism - this contribution is significant for both theory and practice. The examples I have given support both a contribution in terms of scholarly enrichment and in terms of the possibility of using the results.

III. Notes and recommendations

The dissertation deserves to be published as a monograph. I have no negative comments on the text.

IV. Publications and participation in scientific forums

The author has declared four scientific publications on the topic of the thesis.

V. Conclusion

This dissertation registers and explores important changes in the media environment and television sports journalism. A thorough analysis has been carried out and the results have implications for students, teachers, journalists, athletes, sports managers, etc. Given the scientific achievements and the importance of the findings, I will vote in favour of awarding the degree of Doctor of Education and Science to Desislava Frantsova for her work "Media Transformation in the Context of Television Sports Journalism".

Jury member: Asspc. Prof. Stella Angova

Date: 20.08.2024