



## ОПИНION

author of the opinion: Prof. Dr. Teodora Petrova - SU, professor in professional direction 3.5. "Public Communications and Information Sciences"

for the acquisition of 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 LYUBENOVA FRANTSOVA, full-time doctoral student in the department "COMMUNICATION, PUBLIC RELATIONS AND ADVERTISING" at the Faculty of Journalism and Mass Communication

with supervisor: Prof. Dr. Simeon Vasilev

DESI SLAVA LUBENOVA FRANTSOVA's dissertation submitted for defense is on a work entitled "Media transformation in the context of televised sports journalism". It has been developed in accordance with the requirements of ŽRASRB, the regulations for its application in SU and response to academic standards and requirements for this type of development. The scientific work corresponds to the topic, criteria, requirements and specifics of the scientific specialty 3.5 Public Communications and Information Sciences, on which the discussion for the award of the ONS "Doctor" is held.

The submitted publications of the doctoral student meet the requirements and are in the field of dissertation work. The doctoral student has successfully completed her studies at the KVOR department and has fulfilled all the requirements of her individual plan. The work was successfully discussed internally in the department on 10.06.2024 and is submitted for public defense. The jury was appointed by order of the Rector of SU- RD-38-331 dated 24.6.2024

The dissertation examines processes and changes in the working environment of journalists covering sports events. The research is focused on the development of journalism in general, and in particular, on the changes in television sports journalism that have occurred as a result of the media transformation in media content sharing and distribution of multiple programs and media content through digital media platforms.

The relevance of the dissertation topic is undeniable today when economists, marketers, sociologists, athletes and sports event management and technology professionals debate the place and functions



of sports broadcasting in the programs of media service providers in the changed and ever-changing communication and technology environment.

The principles of media content production, the development and specifics of sports reporting over the years, the role of professional and ethical standards in creating sports content in the modern media environment are studied. Part of the text focuses on the functions of public broadcasters in the coverage of major sporting events, the place of media service providers, including public broadcasters, in the television market. The role of rights buying and the influence of competitive television ratings in the marketing of sports programs on major television stations is discussed. The specifics of the broadcasting of live broadcasts in the field of sports and the coverage of sports events and their programming on major televisions were sought.

The production and distribution of media content is a market television product. At the same time, information on the progress and results of sports competitions and their presentation on the screen is considered as part of providing a public service in the field of information and communication services to citizens. The author manages to analyze the production of sports television shows, on the one hand, as a rating market product, and on the other, as an information product for the audience. There is often an artistic element in showing the races, making hats and trailers, and in watching the races there is also an element of suspense and entertainment for the viewer, and that is why the sport is sought after and watched on television.

I dare to say that there are published studies regarding programming, marketing of rival shows in Bulgaria, regarding the functions and role of public broadcasters providing a public service, but an analysis of the transformation in the coverage of sports events and the development of news in the new working conditions of sports journalists in the changing ecosystem I have not met. This is the contribution point of this study. The doctoral student has also done her own research, which she summarizes within the framework of this text.

The sports broadcasts on the Bulgarian televisions have been tracked in historical terms, the processes and broadcasts in the field of sports that are significant for the development of the television have been noted.

"Modern trends in the sphere and comparison of sports content in traditional media and social networks" are defined. This text focuses on and examines the influence of technology on the transformation of the media ecosystem, on the media product - the television program and its



perception by the viewers. The processes of entering artificial intelligence in the production of sports-themed media content are described. Attention is paid to PR tools used in sports, ethical norms in the profession and the relationship between sports-money-media.

The object of the study is, as the doctoral student writes, "sports journalism in Bulgaria and media transformations in the sector." Emphasis is placed on some of the processes, cases and conflicts that lead to a change in both the content and the work of sports journalists " The field on which the observations and research in the dissertation work is based is related to the distribution of sports news through a representative of each of the two types of media - "traditional" and "new". In the first category falls television, while in the second "it's about the Internet". In this sense, the objects of research are the programs of the three Bulgarian National Televisions, bTV and Nova, their sports channels, as well as some of the popular sites, vlogs and shows distributed on the Internet", and "The aim of the dissertation is to track and analyzes current problems concerning sports journalism in Bulgaria." The research methodology is described. Conclusions are clearly structured at the end of the thesis. I agree with the conclusions and the contributions made. Basic concepts of the text are derived. The text is supported by tables and diagrams that further aid its comprehension. It is logically structured, as the structure of the text follows the general norms accepted for a dissertation work.

The PhD student has shown knowledge regarding the trends in the development of television, the transformation processes in the media ecosystem, the specifics of sports journalism, the organization and management of television operators as media service providers in different situations / such as crises such as in Covid 19, black matters, the conflict Russia-Ukraine et al./, the change of consumption of sports media content in the new conditions of distribution and acceptance of content by consumers.

The author has her own research on the changed communication environment, which inevitably affects the programming and policies for broadcasting major sports events and the purchase of rights for them, an analysis of professional and ethical standards and challenges in the profession, the collection of an empirical array, an analysis of legal documents, journalistic texts, scientific publications, in-depth interviews with the producers and editors of sports shows, specialists and current journalists on the subject. The dissertation uses contemporary authors, proven research is cited, and I can say that the bibliography provided matches the character of the dissertation. The PhD student demonstrates the ability to systematize empirical material, to summarize and formulate her conclusions, the ability to research existing programming practices, the application of legal and ethical frameworks, and in the creation and distribution of sports-themed television content.



The Abstract presented by the dissertation student Desislava Frantsova meets the academic standards and reflects the essence of the dissertation work. It reflects the content of the dissertation work. Scientific contributions are correctly displayed. The dissertation has a total volume of 203 pages. It is structured in Introduction, three Chapters, Conclusion and Appendices. Scientific and scientific-applied contributions have been made. The first chapter of the text includes terminological definitions, goals, tasks of the study, it is the theoretical framework of the study. The text is well structured, the language is professional and readable. The dissertation includes mandatory elements - object and subject, goals and objectives of the research, main research questions, methodology and scientific contributions.

I have no particular remarks about the text of the dissertation. A text should always be improved and edited. I think that the dissertation, when it is published, can also have a proctico. Applied aspect. It would be useful for sports journalists, students, professionals in the fields of journalism and communications, marketing and advertising.

#### Conclusion

The presented doctoral dissertation is an original scientific study that shows the achievements of the doctoral student DESISLAVA LYUBENOVA FRANTSOVA in this development. Based on everything that has been said so far in the Opinion presented by me, and emphasizing the merits of the presented text, I propose to the respected members of the Scientific Jury to award DESISLAVA LYUBENOVA FRANTSOVA an educational and scientific degree "doctor" for her dissertation work "Media transformation in the context of television sports journalism" in professional field 3.5. Public Communications and Information Sciences.

Sofia, August 8, 2024. Signature:

Prof. Dr. Teodora Petrova