OPINION

on a competition for the academic position of Professor in the field of higher education, professional field 1.3. Pedagogy of education in... (Methodology of Foreign Language Teaching in a digital environment (English and Turkish) for the needs of the FCNF, announced in State Gazette No 88 of 18.10.2024.

The opinion was prepared by Prof. Dr. Tatiana Angelova, who was appointed a member of the scientific jury by the Rector's order RD-38-66406-12-2024.

**A single candidate, Professor Doctor of Sciences Danail Kirilov Danov, has submitted documents for participation in the competition.**

The statement clarifies the following points:

1. General description of the materials provided

1.1. Details of the application

1.2. Details of the applicant

1.3. General description of the candidate's scientific works and achievements

1.4. Characteristics and evaluation of the candidate's teaching activities

1.5 Critical remarks and recommendations

1.6 Personal impressions of the candidate

1.7. Conclusion

2. General conclusion

**1. General description of the materials provided**

**1.1. Details of the application**

The documents submitted by the candidate for the competition fully comply with the Law on the Acquisition of Scientific Degrees and Academic Positions at St. Kl. Ohridski".

The candidate has submitted 13 publications in prestigious national and foreign scientific journals. The minimum scientific requirements under the law were far exceeded. The other documents required for participation and admission to the competition by the requirements of the Law and the Regulations of the University of Sofia and the FCNF have also been submitted. I have no comments on the documents submitted. I accept all publications in the competition for evaluation.

**1.2. Details of the applicant**

Danail Danov graduated from the Central European University, Prague, Czech Republic with a Master's degree in Society and Politics and from the University of Sofia with a Master's degree in Turkish Studies, English Philology, Social Sciences, and Media Studies (1991-1993). He completed his MA in History and Politics at SOAS University of London, UK, 1993-1994. In 2009-2011 she obtained a PhD in New Media, Communication Theory, Pedagogy, and Psychology in the Faculty of Primary and Pre-School Education (previous name). In 2019, he received his PhD in Media Pedagogy and Media Literacy from Sofia University.

His versatile professional experience as a media specialist at home and abroad is combined with his extensive teaching experience at the Bachelor, Master, and PhD levels. Д. Danov is a guest lecturer at foreign universities all over the world. His expertise finds impressive expression in project work and scientific conferences at home and abroad. The candidate is an established researcher whose scientific activity is convincingly presented in his numerous publications - monographs, and articles in specialized national and foreign publications. The citations mentioned above speak eloquently about this.

**1.3. General description of the candidate's scientific works and achievements in the publications submitted for the competition**

From the mentioned reference in "Authors", the specialized platform of Sofia University for the academic activity of the lecturers, it is evident the impressive scientific production that is related to media pedagogy and media literacy, a field in which the candidate is an established name at home and abroad. The total number of citations - 23 - is in refereed and indexed journals.

The scientific contributions of D. Danov in the field 1.3. Pedagogy of Teaching in (Methodology of Foreign Language Teaching in a Digital Environment - English and Turkish) is precisely and analytically structured in four sections according to the submitted document - and attests to the enrichment of the theory and practice of media pedagogy with basic research that develops a new scientific field. Its model for a training methodology for media literacy teacher education is widely used in many European countries. The candidate has authored scholarly articles that are fundamental to media pedagogy in the context of multiculturalism, integrative educational models, and interculturalism. His expanded definition of media literacy has been accepted by both Bulgarian and European media professionals. Д. Danov is paving the way for scientific innovations in the constantly evolving field of media pedagogy. His achievements are reflected in prestigious research projects at home and abroad. The candidate is an established name as a teacher and researcher.

**1.4. Characteristics and evaluation of the candidate's teaching activity**

Danail Danov has a rich and versatile activity as a lecturer in the three degrees of higher education of Sofia University, and many foreign universities - in Japan, Brazil, India, Germany, Slovakia, Uzbekistan, England, etc. His participation as a leading expert in prestigious scientific international projects contributes to the consolidation of Bulgarian university science and its promotion worldwide in the field of media pedagogy.

**1.5. Critical comments and recommendations**

I have no critical remarks or recommendations for the candidate.

**1.6. Personal impressions of the candidate**

I know Prof. Danov from our joint work as colleagues. I am impressed by his broad media culture and his innovative vision for education in a digital environment. He is a wonderful colleague, respected by both students and faculty.

**Conclusion**

Having read the materials and scientific papers provided to me and based on the analysis of their significance and scientific and applied contributions, I confirm that the scientific achievements of Prof. Danail Danov meet the requirements of the Law on the Development of Academic Staff in the Republic of Bulgaria and the Regulations of Sofia University for the award of scientific degrees and the occupation of academic positions. D. Danov fully meets the requirements for the academic position announced for the competition. I therefore give it my positive evaluation.

**2. General conclusion**

The above gives me full grounds to recommend the scientific jury to propose to the Faculty Council of the Faculty of Classical and Modern Philology at Sofia University "St. Kl. Ohridski" to elect Prof. D. Danail Kirilov Danov for the academic position of Professor in the field of higher education professional field 1.3. Pedagogy of Education in... (Methodology of Foreign Language Teaching in the Digital Environment (English and Turkish).

Jan. 21th 2025 Prof. Tatyana Angelova, PhD