



## OBSERVATIONS<sup>1</sup>

by Prof. Dr. Efrem Efremov, Head of the Department of Press Journalism and Book Publishing at the Faculty of Journalism and Mass Communication of Sofia University "St. Kliment Ohridski"

*(scientific position, scientific degree, name, surname, educational/scientific institution)*

for the acquisition of the Scientific degree "Doctor/Doctor of Sciences" in professional field 3.5. Public Communications and Information Sciences (Media and Communications - Visual Communications)

with a dissertation paper on: "Visual communication and the digital environment. Content management, information architecture and design of online media – communication and accessibility",

presented by Iveta Vanelinova Yordanova-Aneva, full-time/part-time/free doctoral student at the Department of "Press Journalism and Book Publishing" of the Faculty of Journalism and Mass Communication

with scientific supervisor: Prof. Dr. Vesselina Valkanova

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<sup>1</sup> Note: The text in italics gives reference points for evaluating research findings. Recommended volume of the Opinion – 2-3 standard pages



## **I. Evaluation of the qualities of the dissertation text**

The topic is quite relevant and up-to-date. Modern technological developments place emphasis on visual communication. For better or worse, this communication plays a dominant role, especially among the younger generation. In this regard, the doctoral student's research is not only timely, but also in-depth and comprehensive on the emerging trend. It provides a new perspective, as well as practical solutions for different visual policies. We have to point out the in-depth theoretical preparation, 126 sources were reviewed by the doctoral student, there were also three scientific publications on the topic. The presented volume of work is also remarkable - 258 pages (179 in the main text), 45 figures, 15 diagrams and 6 appendices. The volume was not sought independently (for the sake of having a big volume), but is a serious work with emphasized research and scientific merit.

I must especially emphasize that the work has an excellently formulated subject-matter, objective, research tasks and scientific hypotheses. We can clearly recognize the individual style of Prof. Dr. Vesselina Valkanova, the scientific supervisor of the doctoral student. The basic concepts are defined and the tools for the impact of design in online media are systematized. Various methodologies were used, I was very impressed by the analysis of the impact of colours and images on consumer habits and behaviour. I will not follow the traditional pattern of observations by analysing each chapter separately, yet the experiment conducted with 30 of the most visited Bulgarian sites and compliance with accessibility standards definitely had a positive impact.

In my opinion, her research thesis was proven by the conclusions about the multilayer, polyphonic process of visual communication in online media, as well as the transformation of this impact in the dynamic processes of digitalization and phantomization.

In order to comply with the requirements for my observations, I will note that the text is very well composed and fully corresponds to the presented abstract.



## II. Contributions of the Dissertation Research

As someone with extensive practical experience in journalism, I have always liked doctoral theses that are not only in the field of theory, but also have conclusions that could be implemented in practice. In this line of thought, I have highly appreciated the typology of different visual strategies, as well as the creation of professional frameworks that facilitate accessibility and visual literacy. One more thing – this process should apply not only to users, but above all – to media content creators.

Furthermore, the work offers a theoretical framework for the visual environment, as well as for the psychological aspects of the perception of new trends in the digital world. It is precisely this theoretical framework for the new role of the audience, as it focuses on the interrelationship between cognitive processes and visual communication, which present an absolute contribution to the development of media studies.

## III. Notes and recommendations

The author has examined the role of artificial intelligence in the context of the problem at hand. By mainly highlighting its positive aspects. I would be interested to find out about her overall view of the role of artificial intelligence in journalism, with its pros and cons.

As well as - find out when to expect its mass entry into the media production process in our country?

## IV. Conclusions

*In conclusion, we have before us a serious scientific study and a convincingly defended thesis. It fulfils all the requirements of the Rules and Regulations on the terms and conditions and the procedure for acquiring scientific degrees and titles at Sofia University St. Kliment Ohridski and meets the national requirements and the even higher criteria of our Alma Mater. Its scientific and research achievements are indisputable to me. For this reason - I will vote "For" and welcome my colleagues from the scientific jury to support me in awarding the educational and scientific degree of Doctor to Iveta Vanelinova Yordanova - Aneva*

Date:

Reviewer: