

## **REVIEWER STATEMENT**

By Associate Professor Klavdia Georgieva Kamburova, PhD

SWU *Neofit Rilski*, 8.4. Theater and Film Arts

For obtaining the educational and scientific degree "Doctor", of PhD candidate

Borislava Dimova

Dissertation title: *University Television of NBU: between experience and innovation* „

Scientific advisor: Prof. Svetla Hristova, PhD

Doctoral Program: “Film Studies, Film Art and Television“

Department of Cinema, Advertising and Show Business at NBU

The doctoral candidate Borislava Dimova has a considerable experience in BBT and BNT, which enables her to rely in her dissertation on her knowledge and practical experience in the field of television.

The dissertation is structured in an introduction, 4 chapters, conclusion, and contributions. The Appendix presents interviews with leading specialists in the PhD candidate's field of research.

The subject of this study is the University Television of New Bulgarian University (NBUTV), the idea of its realization, the accompanying difficulties related to the creation, operation, and development of the students' television. The purpose of the dissertation is to analyze the possibilities that such television gives to the NBU, reflections on the experience of other similar televisions, the specific features of the viewers, the organizational and creative problems that accompany such an endeavor.

What can be pointed out among the limitations of the study are the absence of such televisions (with the exception of Alma Mater), the profile of the viewers, the structure of the television with all the resulting contradictions and difficulties in merging heterogeneous interests into a functioning whole.

In the first chapter Borislava Dimova comprehensively reviews and analyses student televisions in other countries, focusing on and emphasizing their specific features, as well as their place in the university and public life.

An important part of the PhD student's reasoning is the type of televisions that work for different universities, the type of broadcasts, as well as the dynamics of viewers' interest in the proposed programs.

The second chapter is aimed at analyzing the younger generation, the future viewer of such television. One of the problems that the PhD student highlights is the profile of future

television. Located at a university, it should be structured so as to present the educational establishment, serve as a training base, be interesting, attractive, dynamic and in synchronicity with the young audience, which has its own specific profile.

The third chapter offers and analyses innovative approaches to the creation of NBUTV.

The PhD candidate emphasizes on one extremely important aspect - the form of the television and the desire of young professionals to find their way and realize in other areas /outside of television/, such as the ever-expanding internet platforms and activities.

Another important aspect of the problem with the students' television is the shortening timing of the information transfer to the user.

Funding is no less important an issue that the PhD candidate poses, and her reasoning is not limited to a "simple need for funding" but is also related to the character of future television, which requires creative, technological and financial dynamics.

The PhD candidate reflects on another aspect of the dynamics: that it is related to the planning and programming scheme. Once again, the PhD candidate raises the question of the time difference needed for the information to reach the user, by comparing conventional TV and internet platforms.

The flexibility of the internet is incomparably greater than television, which is especially important in non-traditional and unforeseen situations. This, as Borislava Dimova points out, is one aspect that a future television must solve.

The PhD student offers a comprehensive analysis of the advantages that the NBU can offer – in terms of technical resources and creative potential, which includes different professions /available at NBU/, as well as from centralizing the production process to facilitate the flexibility of the programming scheme and the production process. Being an active practitioner Dimova is aware that a television is a huge challenge, and, just like an assembly line, it requires constant power supply of attractive and diverse themes and forms.

In page 51, the author provides the following quote: „Everyone who has a phone these days is a mini television channel. Using devices that are quite common nowadays, you can shoot super quality, edit, fix colors, and broadcast the film.“

What the information flow needs, as the PhD candidate points out, is not simply quick access to the user, but also a precise revision of the message, in order to provide the user with accurate, clear and correct information. This is a very complex task when competing with the myriad of possibilities of the Internet, with every viewer's ability to provide, comment and subjectivize a news story; this can sometimes distance the news story from the concept of

correct information. In this field, traditional television, as the PhD candidate emphasizes, is indispensable. This corresponds directly with the opinions of the PhD candidate about the need for a large number of participants with different fields of activity in the future television.

An important aspect of Borislava Dimova's work are the questions that invariably accompany a students' television – whether it is where corporate image of the university should be built, whether it is meant to educate students, whether it is the right place for the broadcasting of educational programs for the university aimed at the student audience and its dynamically changing interests.

The fourth chapter is related to well-grounded ideas about the future NBUTV and how to implement them. It is here that Borislava Dimova's in-depth study done on the topic, as well as her extensive experience become evident. Her analyses, recommendations, propositions, and reflections in the broad perimeter of economic, technical and creative issues are extremely thorough and relevant to practice. The PhD candidate refers to the experience of specialists in the field, but her conclusions are refracted through her opinion and are reasoned and accurate, based on analysis and practical arguments.

What Borislava Dimova studies is an extremely topical issue, containing many contradictory elements whose harmonization requires an innovative approach. In her conclusions, she clearly outlines the problems faced by a student television, which must reconcile the modern presentation of the university, provide education opportunities and, at the same time, break away from the framework of traditional televisions, which are of no interest for the new generation.

An important element of the work of the future television, as the author emphasizes, is also the constant changes of members of the teams, related to the duration of the students' programs of study.

Her contributions are clearly and specifically outlined and based on her comprehensive study of the issues. The recommendations she makes when working on the launch of NBUTV are valuable.

Another important part of the dissertation is that with the interviews with famous media experts.

The PhD candidate's work is distinguished by a thorough knowledge of the subject matter, exceptional precision in exposition, analytical depth in interpretation and grading of the problems that accompany the functioning of student television. It analyzes difficulties of a different nature – creative issues and production problems, related to the programming scheme and the homogeneity of the audience. Putting the student audience in one group poses

risks because these are young people with diverse interests, a differing level of awareness, and, of course, a varying perception time. The doctoral candidate is well aware of and highlights the challenges that accompany the creation of a student television in a rapidly changing information environment and a diverse audience.

I do believe that the Borislava Dimova's dissertation is extremely relevant and useful, and it will not only be of interest when developing the NBUTV concept, but will also be an captivating read for students, specialists, and a wider audience alike. Its publication would contribute to the enrichment of information sources related to this current and specific activity.

With her comprehensive study, Borislava Dimova has achieved the goals set.

In conclusion, I believe that the dissertation work meets all the requirements of the Development of Academic Staff in the Republic of Bulgaria Act and its Implementing Regulations, as well as the rules for the development of the academic staff of New Bulgarian University.

The dissertation contains original contributions and proves the existence of theoretical knowledge, analytical and practical applicability of the theses, as well as the doctoral student's ability to carry out independent research.

This gives me reason to propose to the esteemed Scientific Panel to award to Borislava Dimova the educational and scientific degree "Doctor" in the professional field 8.4. Theatre and Film Arts.

24.01.2022

Member of the Scientific Panel:

/Assoc. Prof. Klavdia Kamburova, PhD/