

REVIEWER STATEMENT

by Prof. Emilia Hristova Stoeva, PhD – lecturer in NAFTA, NBU, Art College in Screen Arts, Chair of the *Academica 21* Association, member of a scientific panel on a procedure for obtaining a scientific and educational degree **Doctor** in professional field 8.4 "Theatre and Film Arts", scientific field 05.08.03

Subject: Dissertation:

NBU UNIVERSITY TELEVISION: BETWEEN EXPERIENCE AND INNOVATION

by: Assist. Prof. Borislava Dimova
scientific advisor: Prof. Svetla Hristova PhD

The dissertation submitted to the scientific panel for examination, by Borislava Dimova contains four chapters, a conclusion, two appendices and is 150 pages.

The doctoral candidate has fulfilled the necessary qualitative and quantitative criteria in relation to the publications on the subject of the dissertation.

The text is particularly important at present, as it traces the newly created university TV on the go (ad hoc). Borislava Dimova has done an in-depth study of many university televisions around the world. I would add the television of the largest public university in the United States- City University of NY, which has 250 000 students. The television at this university was created for the purpose of ensuring transparency in the activities of the university's authorities. Nowadays the programming scheme has evolved in the direction that Assist. Prof. Dimova has indicated in other university televisions. The focus continues to be the activities of the university and the cultural events in the city.

Before proceeding to an in-depth study of university televisions, the author also looks into the main TV models - commercial, public and state. We associate the expansion of television in the United States in the 1950s with the advent of paid advertising and the financial benefits of broadening the subject matter and raising the artistic and technical level of television. Together with the analysis of the shows in NBUTV, Borislava also pays attention to the flexible inclusion of promoting, the NBU alumni and faculty.

NBUTV is extremely important for a university like NBU, where modernity meets tradition and we can say that today NBUTV is in the process of **changing to sustainability**.

The majority of the shows examined are hybrid and they are sustainable and are not an exception. In examining the creative approaches, Borislava Dimova has many examples, both from her own teaching experience and from the experience of prominent NBU lecturers. She has realized the most important thing: that if we stick to the ruts of theory, the dissertation *University Television of NBU: between experience and innovation* will lose its power of a work applicable in practice.

The literature review shows a reference to both the first media researchers such as Marshall McLuhan and to many contemporary Bulgarian academic publications. I would like to emphasize the importance of Prof. Ivo Draganov's books. His long pedagogical and practical experience is systematized in in-depth and fascinatingly written works about television.

As of the practical proposals for programming schemes, Borislava seeks inspirations in world's cultural TV shows, such as the National Geographic and many others. In her words, the purpose of NBUTV is to reach its "original characteristic structure". Artists at National Geographic have always prided themselves on three things: access, unlimited time and funds. NBU is so popular in Bulgaria that access is an achievable condition. The material base established so far shows the good financial support for television. I would also like to emphasize on professor Lyudmil Hristov's long-standing work on the creation of NBUTV.

Borislava thoroughly explores the difficulties in the actual implementation of the concept *NBUTV News*. Although "instantaneousness" is one of the main advantages of television compared to cinema, the simultaneousness of an event happening, and its "live" broadcast are not a priority of university televisions. What matters more are the "consistently topical themes" and "generally valid themes". As an example, that supports Borislava's thesis, I can point to the suspension of cinema chronicle in cinemas in 1982. The latter contains news that is already familiar to radio and TV viewers and even provokes comic reactions in movie theaters. What is accommodated instead is a "mosaic" of such constantly topical themes, mostly in the field of cultural events.

It is not possible to describe all the experiences and responsibilities of the creative and technical teams at NBUTV, within the scope of this study, but interviews with prominent tv presenters and screen arts teachers can be found in the appendices.

I have no substantive notes on the dissertation submitted for assessment. The text is readable and of a contributive nature.

I will venture to pose a question for Borislava: "How did the incorporation of advertising into television in the 1950s affect the film industry?"

Unfortunately, I have no personal impressions of Borislava, but I especially appreciate the message in the dissertation, namely: "it is important not only to say, but also to show". NBUTV provides this opportunity to students. Johannes Moltzan, as early as 1928, famously exclaimed: Let's stop reading and start watching!

In conclusion, I accept the dissertation work and believe that Borislava Dimova meets the criteria and has the necessary qualities as well as professional experiences.

I vote YES.

24.01.2022, Sofia

Prof. Emilia Stoeva, PhD