

OPINION

From Assoc. Prof. Stoyko Iliev Petkov, PhD

NBU, 3.5. Public communications and information sciences,

on scientific works (artistic and creative production) for participation in a competition for the academic position of professor, in professional field 8.4. Theatrical and film art (short feature film), announced in SG no. 38 / 24.04.2020,

with candidate Assoc. Prof. Petia Alexandrova Alexandrova, Ph.D.

I. Assessment of compliance with the minimum national requirements and the requirements of the New Bulgarian University

From the attached reference it can be seen that Assoc. Prof. Petia Alexandrova Alexandrova, Ph.D. meets the minimum national requirements and the requirements of NBU, by collecting a total of 1560 points in all groups and indicators, from the required minimum total number of 750 points. It is noteworthy that in groups "D", "I" and "G" the points exceed more than two times the required amount.

II. Research activity and results

1. The main contribution among the materials presented for the competition is the monographic work "Advantages and challenges of the short forms. Models and practices of the Bulgarian short feature film". It is an interdisciplinary study of Bulgarian short feature films created in the period from 1989 to mid-2019. The book was reviewed and published by the Institute for the Study of Arts - BAS. The text covers 242 pages and contains the following cited literature: 59 titles of books by Bulgarian and foreign authors, 31 articles and 46 websites, and a filmography of 389 titles. It is structured as introduction, four-chapter exposition, conclusion, bibliography, filmography, summary in English and index.

In the monograph, Assoc. Prof. Petia Alexandrova not only presents the variety of short feature films created in the period under review, but also systematizes this specific film production and presents young authors of audio-visual works with their specific creative pursuits. Obviously attracted by the aspirations of the artists to be non-standard and different through the short forms, Assoc. Prof. Alexandrova carefully selects her empirical material, sifting out those that do not meet the standards for complete works. The first part of the exposition is dedicated to clarifying the conceptual apparatus, defining the basic terms through film theory and art history. The second part depicts the Bulgarian reality of production, financing, screening and promotion of short forms in cinema. Additionally, the monograph presents the changed sequence of distribution - describing the end of distribution through tickets in the cinema networks and the

screening on television, so that after the festival participation and possible premiere in a cinema with other short films, exhibition goes straight into uploading on online platforms.

In the third part, a historical overview of film production in Bulgaria is given introducing the emergence and development of short films. The fourth part of the monograph is an analysis of the short films created in the 21st century in Bulgaria.

Overall, this research is useful for not only professionals and researchers, but I sincerely hope that students majoring in film, television and communication will gain a lot of new knowledge from the text published in the monograph.

2. Other publications made after the appointment of the academic position of "Associate Professor".

In addition to her main monograph, Petia Alexandrova has attached a reference to 20 published articles and studies in Bulgarian, Russian and English. This indicates serious research work.

3. Citations by other authors.

The scientific publications of Assoc. Prof. Alexandrova are cited by various authors in specialized texts. Among these are one citation in a Web of Science indexed edition; 7 citations in monographs and collective volumes with scientific review; 5 citations in unrefereed journals with scientific review and one review.

4. Evaluation of the results of participation in research and creative projects and application of the obtained results in practice.

Realized author's product in the field of arts

In the period 2002-2004, Assoc. Prof. Petia Alexandrova, Ph.D. was the screenwriter of the TV show about cinema "Laterna Magika", which is realized as an external production of Bulgarian National Television. It consisted of 50 episodes, each with an individual script, with Ivan Georgiev GEC being the director of the production.

Participation in projects

According to the reference submitted by the applicant and the attached evidence, Assoc. Prof. Alexandrova has participated in three national projects and three international projects. Additionally, she has led one national and one international project.

Petia Alexandrova is a member of several prestigious national and international professional organizations.

III. Teaching and learning activities

1. Classroom and extra-classroom employment, work in the electronic training module "MOODLE - NBU", providing practical work and internships for students, work with students and PhD students.

Assoc. Prof. Alexandrova fulfills the requirements for classroom and extracurricular employment for a lecturer at full-time contract at NBU. The Moodle e-module is a space that she expertly uses to provide additional information and materials to students in her courses. In addition to her work as an academic mentor in the "Student Internships" project, she has been able to provide internships to students from BP Journalism through her contacts in the media.

She is currently the research supervisor of three PhD students.

2. Grades from student surveys.

At the end of each semester, students at NBU have the opportunity to anonymously evaluate the work of their lecturers. For the last twelve semesters the average grade that the students have given to Assoc. Prof. Alexandrova is 4.47 out of a maximum of 5.00.

IV. Administrative and public activities

1. Participation in collective governing bodies of NBU.

Assoc. Prof. Petia Alexandrova is a member of the Departmental Council and the Program Council of the Department of Media and Communication, the FS of the FBO, the Academic Council of NBU and the Quality Commission of the University Board. The high level of commitment and participation is demonstrated not only by this list of governing bodies, but also by my personal impressions and the feedback of colleagues. I can say with certainty that she is a responsible and disciplined lecturer.

2. Attracting students to the program.

As a director of the program council and currently as a member of the council, Assoc. Prof. Alexandrova has participated in various recruitment campaigns and meetings with prospective students. In the open days she advised prospective students, as well as advised and enrolled freshmen during the summer admission of new students.

V. Personal impressions of the candidate

I got acquainted with Petia Alexandrova through her participation in the 2006 scientific conference of the Department of Cinema, Advertising and Show Business "The new Bulgarian cinema - a regional phenomenon or part of the European cultural process." Later she became a

part-time lecturer at NBU, and since 2012 has been a full-time lecturer in the Department of Mass Communications. As colleagues we have worked together on various projects and programs. Her professional conduct and collegial attitude were the main drivers of the achieved results. As the director of the program council of the Department of Mass Communications (2015-2017), Assoc. Prof. Alexandrova led the work of the council, which I was also a part of. In the council we got to develop new programs and courses together. From my work experience with her I can conclude that she has excellent communication and administrative skills, and shows enviable initiative and desire to find solutions to problems.

VI. Opinions, recommendations and notes on the activity and achievements of the candidate

Using the potentials of new technologies for the distribution and exhibition of audio-visual content, including short films, in my view, is key to the future of audio-vision. Moreover, if we are looking for a niche audience that is willing to pay for independent and experimental cinema, we can reach these potential viewers easier through OTT services. As web-based video streaming services, they are bypassing traditional distribution and becoming an increasingly important part of the exhibition of audio-visual content. We are witnessing a new business model through which, although still small in volume, revenue from online shows is already being generated and, more importantly, a community of fans is being formed.

Assoc. Prof. Alexandrova has recognized this emerging phenomenon and included in her work analysis of some aspects of delivering audio-visual content to the end user. My recommendation is for her to continue the research work in the field of Bulgarian film production, thus filling the "knowledge gaps" in film studies and media studies in our country.

Conclusion

Based on all that has been said so far, I express my positive assessment of the academic activity of Assoc. Prof. Petia Alexandrova Alexandrova, Ph.D. and I strongly support her candidacy for election by the NBU Academic Council as "professor".

Date 15.08.2020

Sofia

Signature

Assoc. Prof. Stoyko Petkov, PhD