

REVIEWER STATEMENT

By Associate Professor Nevelina Popova, PhD,
lecturer in cinematic dramaturgy at NBU (professional field 8.4. Theater and Film Arts (Cinema
Studies, Cinema and Television)

of the Dissertation
of **BORISLAVA DIMOVA**

for obtaining the scientific and educational degree "Doctor"
in "Film Studies, Film Art and
Television"; (05.08.03)
Professional field 8.4. *Theatre and Film Art*

entitled

UNIVERSITY TELEVISION OF NBU: BETWEEN EXPERIENCE AND INNOVATION

Borislava Dimova's dissertation is dedicated to the university television of New Bulgarian University. This is an up-to-date and timely work, of a markedly applied nature, which explores the processes in their openness and dynamics. It is underlain by Borislava's personal commitment to the establishment and validation of the university television of NBU.

The main text is 147 pages, very well structured, in four parts, with an introduction, conclusion and a comprehensive bibliography of about 50 titles, comprising sources in Cyrillic and Latin as well as Internet sources. In addition to her self-review, the PhD candidate also presents an appendix of links to realized TV broadcasts and series by NBU, as well as video, audio and text interviews with teachers, managers and persons involved in the activities of the Radio and TV Centre (RTC) at NBU. The text is lively and open, reads effortlessly, the layers of the study unfold naturally – both horizontally, in the linear timeline of what is happening, and vertically in search of the deeper generally valid conclusions.

Scientific and applied significance of the problem studied

I welcome the opportunity provided to PhD students in our department to work on dissertations of a predominantly applied nature. Moreover, I think that the importance of what Borislava Dimova has achieved is due precisely to this approach of hers. The theoretical basis and the directions of the study in this case are inseparable from the specific real experience she shares and which become the starting point for the theses, the conclusions and the visionary nature of her work. What makes this dissertation unique is that it studies a project which is still being developed. Yes, it is true that the RTC exists, and NBU does broadcast TV productions, but the students' television is still just an idea; its programming principles and its work are still being drawn. As a leading figure in this colossal endeavor, the main director of the TV programs and films, and as a lecturer, whose courses are fully committed to TV, Borislava Dimova has been paving ways, making hard choices and seeking horizons on a daily basis for a long time. This is a classic example of a maximum, I would even say *fateful*, immersing in both the television and the text of the dissertation. I have always appreciated this unity between creativity and the life of an author. What is more important to our university than the reflection of this difficult experience. This work actually stimulates the development processes and contributes to the clarification of the directions and organization of the operation of the television.

At the same time, this work theoretically rethinks and builds on the existing theories about the functioning and meaning of a university television in opposition to conventional television. What is specially analyzed is Professor Ivo Draganov's book *The Fourth Opportunity – a University Television*".

The PhD student's main thesis on university television as an alternative social network is especially valuable. So is her other thesis about this hybrid stage of both TV programming and TV production.

The work gains scale and reaches important civilizational conclusions through the generational point of view, in the presentation of the characteristics and attitudes of generation Z, which is what I want to specifically congratulate the PhD student for. This is the way to break away from the narrowly academic and regional issues and address the civilizational problems and development directions.

Justification of the objectives and tasks in the dissertation work. Consistency between the methodology chosen and the research methodology with the aim and tasks of the dissertation work.

The subject matter of the study, the objectives and tasks of this dissertation work, as well as the methodology used, are very well formulated in the introduction of the dissertation. Undoubtedly the scientific advisor, Svetla Hristova, has contributed to ensuring the dissertation has these merits. The main research methods declared are comparative analysis, case study, interviews with students and tutors, quantitative and qualitative approaches for the purposes of theoretical analysis, the interdisciplinary approach integrating the sociology and psychology of generation Z in the study, etc. The PhD student's motivation to engage in this study is also very clearly and convincingly revealed. As well as the actual limitations that predetermine the research methodology.

Scientific and applied contributions of the dissertation (description and evaluation), including the existence of an original scientific contribution.

As I have already stated, this is an undoubtedly contributive work. In the list of contributions I could repeat the results of the research, which the PhD student has reduced to five points. However, they need not be repeated, I do accept all five of them as significant contributions. I am convinced that this list can be longer. They are all aimed at creating an adequate modern model of university television in the form of differentiated digital channels; A thesis with a significant contribution is the one about a university television, which functions as a social network. Another contribution can be found in analysis of existing constraints and difficulties with the incomplete television project. Yet another contribution is the study not only of the output realized, but also of possible future projects, as well as the creation of a unique model for the realization of systematic TV educational series. The search for integration options for students from a variety of programs in TV production is also contributive. As a result of all this, both the theoretical and practical guidelines for the implementation of university television are clarified.

Assessment of publications with reference to the dissertation: number and nature of the publications in which they are featured. Citation by other authors, reviews in the academic publications, etc.

I think that the two publications of Borislava Dimova in the NBU magazines "Next" and "University Journal" are sufficiently representative of her level and the directions of her work. It is natural that at this early stage of her teaching and scientific career, her publications are not many, it is also natural, that by far, her theses are not cited in other scientific research papers. This, for me personally, does not diminish the qualities of her work at all.

Opinions, recommendations, and personal impressions of the PhD student

The dissertation paper presented by Borislava Dimova defends, in a dignified manner, her research quests and her active professional position for creating a university television as an alternative space of shared interests, creativity and initiatives, including the energy of students and lecturers alike. This is a good basis for a future book. In this book, in my opinion, it would be useful to include more theoretical references to national and foreign authors, as well as a separate chapter dedicated to television technologies in their dynamics.

I have known Borislava Dimova for 12 years, she has been a student of mine. I have always greatly appreciated her creative and human potential, her interesting ideas, her dramaturgical flair, her friendliness, her ability to listen and understand others and, of course, her dedication in the implementation of various projects. I am very pleased that she is on the team of young tutors who will determine the future of the department.

Conclusion with a clearly formulated positive or negative assessment of the dissertation work.

After all that has been said so far, I am confidently voting in favor of Borislava Dimova's being awarded the scientific and educational degree "Doctor" and I vote "Yes".

26. 1. 2022.

Nevelina Popova