

REVIEW

by Assoc. Prof. Dr. Mila Ivanova Serafimova
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professional field 3.5. "Public communications and
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for a dissertation on "The role of public television in crisis situations" by doctoral student Maria
Cholakova

for awarding the educational and scientific degree "Doctor"
by professional field 3.5. "Public communications and
information sciences ",
Field of higher education 3. "Social, economic and legal sciences"

Regarding the dissertation of Maria Cholakova on the topic "The role of public television in crisis situations" we can be categorical that we have a crisis situation as a result of the pandemic caused by COVID-19 and not so sure if we have public television. This is the current problem that the doctoral student examines - the role of public television in crisis situations and the extent to which BNT meets the European criteria for this type of media. The problem has an indisputable significance in scientific and applied terms and its relevance is a fact not only for the covid situation, but also for the last decades, during which we have experienced many crisis situations as a society and obviously many more are coming.

The thesis of the study is that in a situation of crisis, the role of public media as a reliable source of information, especially on television, is growing. This has been proven internationally, but the work examines the validity of this for the Bulgarian National Television.

Successfully formulated and implemented is the purpose of the dissertation - to analizirat osobenostite na mediynata sreda, being razgledani spetsifikite na public media svetoven mashtab and ea bade predlozhena sistema of approaches charter usavarshenstvane na Balgarskata natsionalna televiziya with Purpose podobryavane na redaktsionnata politika na mediyata in otrazyavane of crisis. In addition, the work aims to create a useful model for improving the overall social function of BNT and increasing trust in the institution as a whole.

I would like to emphasize that Maria Cholakova has professional experience in BNT and the value of her dissertation is due to the fact that she is a person of practice. The doctoral student knows BNT as an organization not from external observations and analysis, but as part of its organizational structure and management. This opportunity to apply the methods of observation, to analyze information through the prism of personal experience definitely contribute to the contributions of her research.

This enables Maria Cholakova to successfully formulate the research tasks of the dissertation:

The first task is to analyze the term "public television" and whether the Bulgarian National Television functions as such, a comparative analysis has been performed between BNT. The two most serious problems related to the Bulgarian National Television are considered - what are the public and function and the values of the public operator and finance. Useful examples from the EU member states are given, suggestions are made for the application of some of them to BNT.

The second task is to consider and analyze the biggest crises in the world and to manage them through objective reflection. The good world practices of media coverage in crisis situations are traced, the media coverage of the biggest crises in Bulgaria is analyzed and their course is clearly depicted.

The third task is to be offered directions about BNT's obligations to cover the different types of crisis, polls of the public attitudes toward the BNT was conducted, which leads to development of an useful model for media coverage of crisis situations in public interest. This was done through a study of several focus groups and ultimately measures were proposed to fully improve the functioning of BNT in crisis situations. In addition, measures have been proposed to clarify the public function and the values of the public operator and changes have been proposed in the part related to financing.

These tasks have been successfully realized through the structure developed by Maria Cholakova.

The dissertation consists of an introduction, a three-chapter presentation, a conclusion, a bibliography and five appendices. The total volume is 205 pages.

72 sources were used - 27 printed, 51 online and three normative documents. Twelve of the cited sources are in English. The work contains a table, 33 graphic images, 97 footnotes, which are references to literary and online sources in Bulgarian and English, regulations, reports, publications, recommendations and more.

The study is characterized by a high degree of knowledge of the management process of public television as a European practice and in particular the specifics of the management of BNT in crisis situations.

Maria Cholakova's dissertation proposed for review has a well-developed and applied research methodology:

The results of questionnaires and interviews were processed, quantitative and qualitative methods were applied, the results of surveys and interviews were analyzed, which included four focus groups: media employees, unemployed in the media industry, students in the bachelor's program "Mass Communications". New Bulgarian University and Facebook users. In addition to the scientific sources to which the work refers, thanks to the accumulated four years of experience in the Marketing Department and the Sales Department in the Bulgarian National Television, Maria Cholakova conducted and Security.

Undoubtedly, it can be said that Maria Cholakova's research has its own contribution to the collection and analysis of empirical data. As a practitioner, she summarizes observations and testimonies that reveal the real models of functioning of BNT and allow us to conclude whether

the media meets the criteria for public television, especially in a crisis situation when there are extremely important public functions.

The bibliography consists of 72 sources - 27 printed, 51 online and three normative documents. Twelve of the cited sources are in English. The theoretical basis of the research contributes to its practical value.

The contributions of the dissertation are mainly scientific and applied, important for the practice. It is proposed to create a specialized digital platform at BNT on the basis of digital services offered by public television in EU member states and the United Kingdom. Proposals have been made for changes in funding and clarification of the mission and values important to society. Proposals have been made to improve the role of public service television in crisis situations. The contribution points related to the practice are the proposals for changes in the Law on Radio and Television in the part related to the financing, the proposed changes in the criteria for election of the General Director, the proposed clarification of the values related to the public mission of BNT. important to society, the proposed changes in the content broadcast by public television.

The abstract is developed according to the scientific requirements, corresponds to the text of the dissertation, which it presents correctly and is in structure and volume according to the academic standards. The dissertation is presented and contains the contributions developed by the author. The presented five publications of the author are on the topic of the dissertation and meet the requirements.

Questions: What is the future of BNT as a public media and what is the forecast for the time frame in which it can meet the European criteria for public television?

What is the regulatory framework that the government should propose for communication in a crisis situation through the public media?

Conclusion: I give a positive assessment of the dissertation of Maria Cholakova on "The role of public television in crisis situations" and recommend the esteemed committee to award educational and scientific degree "Doctor" in professional field 3.5 "Social Communications and Information Sciences".

Date
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Signature:

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