

OPINION



НОВ
БЪЛГАРСКИ
УНИВЕРСИТЕТ

By Prof. Dr. Evelina

Antonova

Christova,

Department of Media and Communication, New Bulgarian University, professional direction 3.5. "Public Communications and Information Sciences" on scientific papers for participation in a competition for the academic position of associate professor, in professional direction 3.5. Public Communications and Information Sciences (Digital Communications), FBO Faculty, Department of "Media and Communication", announced in the SG No. 69/16.08.2024, with candidate Dr. Justine Toms Jadala Maria

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

The materials provided under this competition meet and exceed the national minimum requirements of the existing Law on the Development of the Academic Staff, the requirements of the Regulations for the Application of the Law, as well as the Ordinance on the Development of the Academic Staff at the New Bulgarian University.

According to indicators group A, Dr. Thoms presented a doctoral dissertation on the topic "Corporate communication with external audiences through own media. (Corporate blogs in the context of social networks)", certified by diploma No. 400, 08.04.2021, available on the page of the National Center for Information and Documentation at: <https://ras.nacid.bg/dissertation-preview/68484>

According to group D indicators, more than the required minimum materials are provided, among them a book based on her dissertation work for the award of an educational and scientific degree "Doctor" "Blogs are dead. Long live blogs", Roy Communication, 2021, ISBN: 978-954- 9335-47-7; Articles and reports published in refereed and indexed scientific publications published in edited collective volumes, as well as a published chapter of a collective monograph. The publications are scientific, on the topics of Public Communications and with a focus on digital communications.

Under indicator group D, citations are presented that exceed twice the required minimum.

According to group E indicators, participation in an international scientific or educational project Information Matters, Horizon2020, Global libraries, 2022-2024 and a teaching aid issued in 2012, which provides basic knowledge and skills for designing and creating web pages, by using the HTML language and Cascading Style Sheets (CSS). "Programming Web Design", ed. New knowledge, 2012 - textbook for grades 10-11, 120 pages. ISBN: 978-954-2907-220

According to group of indicators Ж, in accordance with the requirements, a research or creative program, membership in national and/or international organizations and associations in the relevant professional direction, results of scientific research and other intellectual property products applied in practice, participation in the board/management board are presented of a national organization, participation



in program improvement and development of courses for programs, organization and holding of scientific seminars and conferences, as well as proven professional applied skills in the relevant scientific field and professional direction.

A sufficient and satisfactory number and type of activities have also been implemented under indicator group H and indicator group I.

II. Research activity and results

1. Evaluation of the monographic work, creative performances or other publications corresponding in volume and completeness to a monographic work, including an evaluation of the scientific and scientific-applied contributions of the author.

The monograph "Podcasts. The Voice of the Internet" is in four main parts and refers to 48 scientific and professional sources in Bulgarian and 19 in English. It is a survey of podcasts that includes the history of their origin and development and their place in society, digital communication and the communication mix. For a particularly serious contribution, I note the study of podcasts in Bulgaria (pp. 107-139), as well as the proposed Handbook for successful podcasting, which emphasizes the practical-applied value of scientific work.

2. Evaluation of the contributions in the other attached publications (creative performances) made after the appointment of the academic position "assistant" or the academic position "associate professor" (for professor candidates). It also includes an assessment of the peer review requirement of the publications.

The publications attached to the competition documentation are mainly in the field of digital communications and have been published in relevant journals. Dr. Thoms writes both as a solo researcher and in co-authorships, showing his contribution to the development of scientific teamwork.

3. Quoting from other authors

Zhutin Thoms is a cited author in the field, which is also evident from the 33 citations in monographs and collective volumes with scientific review, 5 citations in non-refereed journals with scientific review, and one citation in a monograph selected by her for the purposes of this competition.

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

III. Learning and teaching activity

1. Auditory and non-auditory employment, work in the electronic training module "MOODLE - NBU", provision of student practices and internships, work with students and doctoral students.



In "Moodle" - NBU author's study materials for: 1. COMM505- Management of communities in social media and networks; 2. BAMB542- Digital Marketing; 3. COMM216 Online Reputation Management; 4. COMM508 Creating Content for the Web; 5. NJRN705- Web design; 6. COMM602- Blog and Bloggers; 7. NPRN505- Online Space and Public Relations.

For the period 2011-2021 Dr. Toms conducted

Scientific manuals of bachelor's theses - 2;

Scientific guides of master's theses - 2

Reviews of bachelor's theses - 9

Reviews of master's theses - 3

It created an opportunity and ensured the implementation of internships in the BNR and other media in the period 2012-2020. for students from the Bachelor's program "Journalism".

She provided employment to students from the Department's undergraduate and graduate programs.

2. Student survey ratings. Average grade from course and instructor student satisfaction surveys above 4.00 – 4.69.

IV. Administrative and public activity

1. Participation in collective management bodies of the NBU.

Participation in the Program Council of the Department of Mass Communications of the NBU in the years in which he was a part-time teacher in the role of a practical expert.

2. Public activity

Justin Toms is a name recognizable for his positive image and reputation in the professional community of communicators in Bulgaria. He holds numerous memberships in professional organizations:

- The Union of Bulgarian Journalists.
- Association of European Journalists.
- Bulgarian Association of CSR Specialists.
- IAB Bulgaria
- Public Council to the National Safe Internet Council

He is a speaker at public events, a mentor to young people, a citizen with an active position. Creator and organizer of the Site of the Year awards.



V. Personal impressions of the candidate

Dr. Toms is a dedicated educator and colleague. She is an initiative person whose words and deeds can be relied upon, works dedicatedly and thoroughly in a positive atmosphere and is always ready to give more of herself. She has been an honorary lecturer at the Department of Media and Communication since the academic year 2007/2008, when I first met her. In the past 17 years, every activity or initiative of hers related to the department - programs, students, colleagues - has taken place in a positive and constructive spirit and has been brought to the planned end and set goals.

I would recommend that Dr. Thoms increase the number of supervisions to undergraduate and graduate students.

In the Conclusion, I express my positive assessment of the candidate's academic activity and the compliance of the presented materials with compliance with the minimum national requirements of ZRAS and PPZRAS and the requirements of the New Bulgarian University for professional direction 3.5. Public Communications and Information Sciences (Digital Communications). I propose that Dr. Justine Toms be allowed to be elected by the NBU Academic Council.

9th November 2024

Assoc. Prof. Evelina Christova, PhD