

STATEMENT

By Assoc. Prof. Dr. Stoyko Iliev Petkov,

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Professional field 3.5. Public Communications and Information Sciences,

on the scientific papers for participation in a competition for the academic position of Associate Professor, in professional field 3.5. Public Communications and Information Sciences (Digital Communications), Faculty of Political Science, Department of Media and Communication, announced in the State Gazette 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 New Bulgarian University

The candidate has submitted materials under this competition that meet and exceed the national minimum requirements of the current Act on the Development of Academic Staff, the requirements of the Regulations for the Implementation of the Act, as well as the Regulation on the Development of Academic Staff at New Bulgarian University.

For group of indicators A, Dr. Justine Toms has presented a doctoral dissertation on the topic "Corporate communication with external audiences through own media. (Corporate blogs in the conditions of social networks)", confirmed with diploma No. 400, 08. 04. 2021, available on the website of the National Center for Information and Documentation at: <https://ras.nacid.bg/dissertation-preview/68484>

For group of indicators C, the monograph "Podcasts. The Voice of the Internet" is presented, published in 2022 by Roy Communication, with ISBN: 978-954-9335-50-7. The scientific editor of the monograph is Prof. Dr. D. Boshnakova, reviewers are Assoc. Prof. Dr. Stoyko Petkov, NBU and Assoc. Prof. Dr. M. Manliherova, Sofia University "St. Kliment Ohridski". Information about the monograph is available on the COBISS platform website at <https://plus.cobiss.net/cobiss/bg/bg/bib/58561544#full>.

For group of indicators D, materials above the required minimum have been provided, including the book "Blogs are dead. Long live the 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 chapter from a collective monograph. The publications are scientific and address



topics from the area of 3.5. Public communications and information sciences, with a focus on digital communications.

For indicator group E, Dr. Toms has presented citations that clearly exceed the required minimum.

For group of indicators F, evidence of participation in the international educational project Information Matters, Horizont 2020, Global libraries, 2022-2024 and the textbook published in 2012, which provides basic knowledge and skills for designing and creating web pages using the HTML language and cascading style sheets (CSS), has been presented. "Web Design Programming", Novi znaniya, 2012 - textbook for grades 10-11, 120 pages. ISBN: 978-954-2907-220.

For group of indicators G, the candidate has presented the necessary research program and evidence of membership in the board of IAB Bulgaria. Evidence of the practical application of research results and other intellectual property products, participation in program improvement and development of courses for programs; organization and conduct of scientific seminars and conferences, as well as proven professional applied skills in the relevant scientific field and professional direction has been presented.

For indicator group H, evidence for a total of 120 points has been presented, for activities such as conducting training in a foreign language, providing practices and internships for students, working together with students in research projects, etc.

For indicator group I, activities adding 65 points to the candidate's self-assessment have also been described.

The activities carried out in accordance with the minimum national requirements and the requirements of NBU, set out in Appendix 2 of the Regulation on the Development of the Academic Staff of NBU, total 955 points for the indicator groups.

II. Research (creative) activity and results

1. Assessment of the monographic work, creative works or other publications corresponding in volume and completeness to a monographic work, including an assessment of the author's scientific and scientific-applied contributions.

The monograph "Podcasts. The Voice of the Internet" consists of four main parts, citing 48 scientific and professional sources in Bulgarian and 19 in English. In addition to the fundamental presentation of the characteristics of the podcast and their brief history on a global scale, the monograph is one of the first studies of podcasts in Bulgaria. Researchers of the Internet environment usually direct their analyses to blogs, social media and networks or platforms for sharing content, but the digital presence of the audio format, through its two main audio forms - audio books and podcasts, are relatively rarely considered. Dr.



Toms' scientific work fills a blank field in the professional literature in Bulgarian. Together with the other contributions of the monograph, the proposed "Guide to a Successful Podcast" has a prominent practical and applied value.

2. Assessment of the contributions in the remaining attached publications (creative works) made after the appointment to the academic position of "chief assistant" or the academic position of "associate professor" (for candidates for professor). It also includes an assessment of the requirement for peer review of the publications.

The publications attached to the competition documentation are mainly in the field of digital communications and have been published in publications corresponding to the scientific field. The published texts of Dr. Justine Thoms are both as an independent researcher and in co-authorship.

3. Citation by other authors

Of the evidence of citations attached by the candidate, selected for the purposes of this competition, 36 citations in collective volumes with scientific review, 5 citations in non-refereed journals with scientific review and one citation in a monograph are prominent.

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

Together with Dr. Toms, we were part of the NBU team in the project "EUMEPLAT: European Media Platforms: assessing positive and negative externalities for European Culture, funded by the European Union's Horizon 2020 research and innovation programme. There she not only fulfilled her duties responsibly, but also included and further developed some of the results in her research and teaching activities. With her participation, a book was also published with the results of the work on the Work Package 3 of the project.

III. Educational and teaching activities

1. Classroom and extracurricular employment, work in the electronic learning module "MOODLE - NBU", provision of student practices and internships, work with students and doctoral students.

In the "Moodle" system of NBU, the candidate's author's educational materials are for:

1. COMM505 Managing 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 declares that she has conducted:



- Scientific guidance of bachelor's theses - 2;
- Scientific supervision of master's theses - 2
- Reviews of bachelor's theses - 9
- Reviews of master's theses - 3

For students of the Bachelor's program "Journalism" in the period 2012 - 2020, she has created an opportunity and ensured the conduct of internships in the Bulgarian National Radio and other media.

She has provided work for students of bachelor's and master's programs of the Department of Media and Communication.

2. Student survey ratings.

The average score for the candidate from the student satisfaction surveys about the course and lecturer is **4.69**.

IV. Administrative and public activity

1. Participation in collective governing bodies of NBU.

In the years in which he was a part-time lecturer at NBU, she participated in the Program Council of the Department of Mass Communications, in her role as a practitioner.

Since 2023, she has also participated in the Department Council of the Department of Media and Communication.

2. Public activity

Justine Toms is a recognizable person and a specialist with a very good reputation in the professional community of communicators in Bulgaria. One of the indicators of her active public role is her membership in the following professional organizations:

- Union of Bulgarian Journalists.
- Association of European Journalists.
- Bulgarian Association of CSR Specialists.
- IAB Bulgaria
- Public Council of the National Council for Safer Internet

She is a lecturer at various events and a mentor to young people. Founder and organizer of the "Site of the Year" awards.

V. Personal impressions of the candidate



I met Dr. Justine Toms during her first participation in the scientific conferences of the Department of Mass Communications at NBU. At that time, the academic year 2007/2008, she also began teaching as a part-time lecturer at the Bachelor program of Public Relations at NBU. During the years of working together, I became convinced that she is an initiative person who works enthusiastically on the assigned tasks and treats the students with the necessary attention. I had the honor of being one of the reviewers of her monograph "Podcasts. The Voice of the Internet", which reinforced my positive opinion of her as a researcher.

In conclusion, I express my positive assessment of the candidate's academic activity and I am convinced, that the monographic work and the presented articles are in accordance with the minimum national requirements of the ZRAS and PPZRAS and the requirements of the New Bulgarian University for winning the competition for the academic position of associate professor, in professional field 3.5. Public Communications and Information Sciences (Digital Communications), announced in the State Gazette No. 69/16.08.2024. I recommend that the scientific jury propose to the Academic Council of NBU to elect Asst. Prof. Dr. Justine Toms Jadala Maria as "associate professor" in the indicated professional field.

Sofia

November 18, 2024

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Assoc. Prof. Dr. Stoyko Petkov