



Research Paper

Professional Distribution on the Media and Communication Market in Bulgaria

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Abstract :

The theme of the research is related to the distribution of the professionals in media and communication field – education and practice both, in Bulgaria.

The subject is related to the condition and the surroundings of the media producing of experts and its census, also the problematization of the need of a special education existence in the mentioned country.

The object of the research are : 1/the media and communication functionaries (these are the producers of media and communication contents and their teams, and the PR - representatives of a different corporations, institutions, big and middle ranged business, persons and PR-social nets communicators, and 2/the media and communication disfunctionaries (these are the producers of media and communication contacts without expertise and census, trendy to implementation of discredit communication, also trolls).

Sample of analysis : representative research, 246 000.

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The period of research : September 2019 – October 2023.

Groups of the research :

I. Media and communication functionaries with a job description “journalists”, “broadcasters” and “PR”.

II. Media and communication functionaries from influencing, vlogeng, and blogging social net space with- or without qualification.

III. Media and communication disfunctionaries and discrediting communicators.

IV. Media and communication mediators, involved in official institutional censusing of journalists and PR-specialists – these are university lecturers, and courses leaders, issuing a diploma or any kind of certificates for completed training.

V. A Control group 1 – boutique technical university with a strict admission and minimum in take.

VI. A Control group 2 – students in journalism and PR.

Methodology :

- Sociometrics of media and communication functionalities and disfunctionalities;
- Participant observation at FJMC and Mining and Geology University;
- Functional analysis of the media functionalities and disfunctionalities deeds;
- Dysfunctional analysis of the media functionalities and disfunctionalities deeds;
- Pair comparison research of the image of the first few universities in Bulgaria and one from another multitude in the Netherlands (Leiden Institute of Advanced Computer Science);
- Inflex analysis of the change point of the strategy for overmastering of positioning and continuing presence in the media and communication spaces, and of the point of impossibility for including to them – from education to personal contacts and coincidence.
- Content analysis of the topics and the discourse at bsp.bulgarianscienceproblems.info, related to the condition of the media and the quality of the education in Bulgaria, always in Comparative analysis with the those in neighbor states and those who stand best at the world ranking system;
- Correlation analysis of the variables over the functions and dysfunctions of the media and communication functionalities and disfunctionalities with the so called second nets from the still remaining twilight zone between pseudo orthodox and post-socialism in never ending modus (Second Nets – Ivan Chalakov, Ivo Hristov, Lilyana Deyanova, Nikolova, Deyan Deyanov, Mitev, Slavenkov, Simeonov, Stilia Felisi);
- Case study of 6 cases (Resultative analysis of “6 from 6”) of a gained education simultaneously or one after another from NATFIZ and FJMC, and made practices with an European programs in producing; and registering their attempts to be admitted to the classic media and communication work space and producing, and the unalterative possibility a liberal, even anti-admission, by the side of the practices for appearance in social media.

Typically for the Sociometric analysis is the placing of the respondent in a multi trait surrounding in order to get a comprehensive idea of the trends and positioning of the dependencies, according to the considered variables. The goal is to detect variables from the same and different multitudes in one common multi attribute field of covariance between the dependent variable – function, and the non-dependent one- argument. The functions considered are definitional and placed in a field of a set of their values, as subsets of the set of variables involved and their correlation values in a verbal indicative sociogram. The adjacent correspondence to the specified function of the variable is also interpreted. The relationship of each of the variables with an each other is also considered, the attributes of the variables for each of the surveyed sets in the research design is also derived.

To serve the tasks of the present study, the variables are qualification, reputation, professional realization, number of employed or self-employed in the media and communication industry, image (personal, corporative, institutional, and public), inactivism (reversibility of the possibilities of the profession and/or occupation), career growth rate, social and economic status, cost of further implementation and realization, from investments in education till corrupt practices and double standards at the beginning of the competition, and the final appointment.

Bulgaria is ranked 91st in the ranking of Unaffiliated reporters, midst a total number of 180 participants, due to an weaknesses in the new methodology, such as the use of characteristics not related to empirical changes, but due to the temporally short change of political power. 91st place also comes with the label of a problematic situation, relatively to a time of some social stability in the minds of the Bulgarians, directly positively correlated with the absorption of money, came from the European projects. Censorship continues to be a major problem for Bulgarian media and communication professionals, including inside the heart of the educational institution.

The St.Kliment Ohridski University' place is 561 – 570, according to the OS World University Rankings for 2023, and it's the only Bulgarian university with admission to the ranking, what is dubious, as an indicator of

the highest coefficient of professional realization and amount of payment, received by its students after graduation, in a comparative analysis with the purchasing power of the Bulgarian per capita of over 33,000 US dollars per year, which is extremely distortive to represent the mode, despite it is the median of the Gaussian distribution. In 2001, as a doctoral candidate in one of the most prestigious Dutch universities, I was kindly asked not to disparage myself with explanation about my academic background from Bulgaria. In a panel study 20 years later with the same respondents and on the same question, I registered a lack of change in the perception of the prestige of Bulgaria, which correlates as positively as possible of +1 with the official Dutch policy, the arguments for which are presented in the results of the Dysfunctional analysis, and most high correlation of +1 with the negative opinion about the Bulgarian media and education by the side exactly of the Bulgarian academicians from bsp.bulgarianscienceproblems.info .

At the same time, Bulgaria : 1/occupies the front prestigious or not, insofar as this wealth does not come along the line of production, place in terms of net wealth per capita, and not with the argument, that Bulgarians own their own real estate as the main inactive asset, in the mass case – even a liability, in a negative correlation in values of -1 with anti rankings for Bulgaria, as the poorest country in European Union, and Bulgaria in the last place in terms of growth rate for a period of 20 years, and 2/ Bulgaria ranks first in the world in terms of academic titles and high education per capita, mainly due to corrupt practices, conflict of interest and an established second net, in the circles of academic production. Under “second net” will be understood all additional duplicative or substitutive practices of occupying positions an consumption of power, such as socialist practices, entrenched in post-socialism as well.

The definition of prestige in Bulgaria regarding the educational extension (the term is taken by Marshal McLuhan, *Understanding Media. The Extensions of Man*) is education, obtained in the easiest way with the highest score, and with the most liberal admission, if admission at all.

At the same time, due to the liberalization of admission, a high social diversification of education in the field of media and communication is registered, and this already breaks the stereotype, that the same is reserved only for the chosen ones, and in the end it appears functional.

It turns out, that the label “PR” is easily adopted by all kinds of persons with various job characteristics, therefore in Bulgaria they exceed 700,000 (the population is 6 million) – starting from representatives of 412,000 working enterprises, where those who often perform secretarial, organizational, speaking and managerial activities are called PR; and go through product tests outside and inside the network, such as influencers, bloggers and vloggers; through sales consultants and employed in the service sector.

The indicative sociogram is broken, because the leadership in media practices and communication sciences is completely reversed. Those who are insiders are unrecognizable as such, and thus find themselves outsiders – outside the orthodox media – production they aspired to be covered. In the public space those who obtained qualifications through the same do not recognize them as valuable for their education and competences.

The holistic sociometry detects, on the basis of a comparison to world media and communication practices, imitation and an attempt to catch up with the working examples, and not – to the extent that large sums are absorbed from European projects, in some cases even a simulation of media production, and in others – over-productivity.

Individual sociometry also detects the presence of inappropriate persons, who are in full coincidence with practices, related to conflict of interests, to be in high management positions not only in communication and media producing, but also in reviewing and censoring the same. Illegitimate means such as dubious proximity and access to European financial flows, for example, achieve legitimate goals in media production.

Regarding the Case study of 6 cases, is observed the combination of education in NATFIZ and FJMC at St.Kliment Ohridski University, and the practices in media production, made with European programs support. And in the 6 observed cases, all activities to induce an inflection (in this case again a distortion detected – only with an attempt to change the course of the curve) do not lead to opportunities for realization in the Bulgarian mass media, admission to them is refused with the motive, that there are many produced staff in the otherwise limited media area, that the market does not absorb. Opportunity is found only in the Internet environment with unlimited access, even less with a requirement for qualifications. Inference leads to deterministic conclusions in Modus Tollens and relative and absolute deprivation from Dysfunctional analysis in the two groups discussed below :

Functional analysis of the media and communication functionaries :

- Serve one's interests, but still in the spirit of public diplomacy;
- Education and qualifications here are functional, insofar as they justify admission;
- Express accurately and without personal opinion and interpretations the communication messages of the payer of their salary – parties, institutions, organizations, corporations, individuals and products;
- Use the media as formations of service to the power mechanisms of the state, which can also be interpreted as dysfunction, when the public agenda is replaced by the media agenda;

Dysfunctional analysis of the media and communication disfunctionaries :

- Generate low trust, insofar as they express something non even veiled paid other's lines of behavior;
- They impose answers, never ask questions; work on paid signals or minor and easy to be served ones (Stilia Felisi, Mass Communication Theory. Media Competencies of the Audience) ;
- Journalists are hated, beaten, fired, sued, doused in acid, banished out from press conferences;
- Confusion among the audience, regarding the distinction between a broadcaster, presenter and a journalist.

Functional analysis of the media and communication disfunctionaries :

- They are functional in relation to those who hired them, and in relation to the others they could also play a role in familiarizing the audience with certain information,
- They are in relative deprivation, insofar as journalists suffer from low social status, but the PR-experts are located on the median of the Gaussian distribution. Here it is necessary to make the stipulation that hatrage could be an attestation of the importance of the journalist's work affecting the interests the interests of illegal actors.

Dysfunctional analysis of the media and communication disfunctionaries :

- They are paid to discredit persons, practices, policies, parties, organizations, institutions, corporations and products, without any regard to public diplomacy;
- The education and census are dysfunctional here;
- They are in absolute deprivation – in an extremely negative image position and a maximum negative value of -1 in the Correlatio analysis of the considered dependence between the variable communication potency, social status and economic status;
- According to the subject of solvency, change their discourse and course of conduct;
- They create fake news;
- Impose distortionary interpretations;
- Through the vulgarization of verballity, develop the intelligent usage of media and communication content.

The main conclusions of the research and of the Content analysis of the acaemic debate, are :

- The expertise in media production and communication sciences does not automatically come from the title an/or self-declaration on being titled;

- The more hated a journalist is, the more significant his/her work could be, that is, dysfunctional hatred is a function of the attestation of professional significance. Often underqualified, but also with low media and communication competence, Prs are likeable, but impersonal, inasmuch as their faces should never become corporate or institutional, or marketing brands equals, which functionally makes them user-friendly and in real readiness to engage in high turnover in the industry;
- Making a journalism already without quotas and high feminization, from interns and practice-takers – young, inexperienced, in minimal general culture and lack of additional qualification and expertise, especially in the coverage of the war in Ukraine, is a mass media strategy for lower expectations and lower budgeting of content production costs;
- One and the same persons as guest commentators in the media are a direct indicator of bought airtime, most often by the political parties;
- The liberal admission in some universities, especially in humanitarian specialties, is related to the budgeting principle of most universities, that the money should follow the student, on one hand, and on the other hand, for the Bulgarians it is of an existential importance, that their children must have a high education, keeping the maxima, that one must learn for not to work later, but somehow to get easy money from somewhere, motivated by the simple presence of a diploma;
- The self-declaration and self-reproduction of the academic staff shoots up Bulgaria to the top of anti – rankings, and cumulatively with the mere passage of time, this is a prerequisite for total backwardness;
- Presence of 7 TV-producers at the entrance and exit of the major financial flows, 5 of which are unqualified in the field of media and communication;
- Detachment of the academic staff from media practice and the resulting empirical mass media pseudo – competence, because social network communication in the best case, and also part of the academic staff in pre-media and pre-communication space also has no corresponding specific qualification;
- Schools in Bulgaria are politicized;
- There is a positive maximum correlation of +1 between the occupation of a managerial position and the academic growth;
- “Science and education are just a screen” (Sergey Ivanov, bsp.bulgarioianscienceproblems.info), “people with intelligence, people with power, people with money and people with titles are different people, that is, the state has an inverse structure, management and development”. The whole dissociation of the educational and management mechanisms in Bulgaria shows a total helplessness to cope it “from within”;
- Loss of legitimacy has been registered – there are places in developed countries with declared zero tolerance for mediocrity (including educational) brands, however dedicated to public diplomacy there they may be;
- Appointments-misunderstandings in the field of education and its management are registered. The same hold back the academic growth of their colleagues authors for decades;
- The autonomy of universities and departments is a prerequisite for academic degradation and academic autosuggestion to the level that certain individuals believe they are academics. The web of dependencies has subjugated career growth to itself;
- Non-convertibility of the Bulgarian scientists and graduates in the West, especially those from the humanitarian specialties – up to a coefficient of 0.85 from the Correlation analysis;
- The low payment of academic staff, compared to that in school education, leads to sterile proposals to inject it into the teaching school staff;
- The overproduction of content makes the being in media and communication area authors rather than consumers of the media output.

RESULTS BY GROUPS AND VARIABLES AT HIGHLY VOLATILE FOR ALL BUT MEDIA PRODUCERS AND ACADEMIC STAFF MARKET/ PERFORMANCE ENVIRONMENT :

About the media and communication functionaries :

1. TV-producers (under 30 pieces) :

- of the input-output of cash flows and absorbing over 90% of the same for personal needs, saving on the quality of the media product
- usurped their positions
- very productive until turning media production into industrialized practices
- high social and high economic status
- least dependent on market volatility/ the middle of an utterance
- in direct of +1 correlation dependence on the second nets
- low enactivism
- high personal image
- high rate of career growth
- those without census actually did not pay for education in the media field

2. PRs with qualification and expertise (about 10.000 pieces) :

- middle social and economic status
- over 87% children of employees from the respective companies, from the state administration, from the judicial system, and from the school education representatives
- high enactivism
- in positive correlation dependence of the second nets – above 0.8
- average personal image
- mid-career with rapid growth to its upper limit
- paid education

3. Members of media content creation teams (over 15.000 individuals) :

- low social status
- average economic status
- high enactivism
- low personal image
- in weak dependence on the second nets

4. Journalists (about 2000 employed) :

- low social status
- average economic status
- average inectivism
- average personal image
- relatively slow rate of career growth

5. Lecturers in the field of media and communication sciences (over 600 persons) :

- unrecognizable by the media and communication functionaries
- zero enactivism
- independent of market volatility / performance environment
- average social status and average economic status
- average personal image
- over 75% with no census in media and communication field
- in a positive over 0.95 correlation from the second nets
- outside of media production, with negligible exceptions

About the media and communication disfunctionaries :

1. Producers of media and communication contents without census and expertise (over 300.000 individuals) :

- with low and average social and economic status
- high inectivism
- high personal image in solely cases
- without correlation dependencies from the second nets and their career development
- controversial career growth, relative to certain material extensions

2. Trolls and dicrediting communicators (over 5.000 individuals) :

- bear the characteristics of political functionaries
- high enactivism
- low social status
- low economic status
- low personal image, as far as thry're anonymous
- in high positive – over 0.7 correlation dependence from the second nets

3. PRs without census and expertise (over 250.000 individuals) :

- average social and economic status, related to the mode of the Gaussian distribution

- average personal image
- dependent on the volatility of the market / the performance environment
- high enactivism
- about 0.5 coefficient of positive correlation with the second nets

4. Critical debaters from the academic community, but with qualification and expertise, different from the media and communication ones – from Control group 1, Bulgarian Academy of sciences, and other educational institutions (over 5.000 individuals) :

- with census, different from those for media and communication services, but with communicative potency and with social competencies
- with a value of +1 – the highest dependence in Correlation analysis, with the second nets
- zero enactivism
- high personal image
- high institutional image
- low economic status
- high social status

About Control group 2 – students in PR, journalism and publishing :

- low social status – it's not sure how or if they'll continue with a career in the field
- low economic status, with maximum positive correlation of +1 from their parents, due to a financial dependency
- low personal image – they're still nobody in the industry
- high enactivism
- dependent on positive career development in inflex analysis
- they don't use the classic media; they're not active in any campaigns neither, even inside the social media, but they non stop use the social media
- they have no authorities
- with a mad claim for highest scoring, coming from their very high degree schooling, usually due to a correlation coefficient above 0.8 with a connection with the second nets
- with a higher Ego, compared to the students from other professional fields and from the rest of the general population, because of their perception of admission to the glamor of the orthodox media, which comes with opportunities for public appearance and exposure, and contacts with public figures and state representatives – in Mining and Geology University there is none. Self-confidence for proximity opportunities or accreditation for admission to politicians, for example, in Mining and Geology University there is none again.
- tendency towards interpretations “in yellow” and construction of fake news in a worrying positive correlation with the feminization of the profession of communicator and journalist

- opportunism in an online environment, understood as the formal presence, rewriting, copying and indulgence of domestic alcoholism. In Mining and Geology University there are not such practices, coming from the seriousness of the engineering education.

- strong motivated and fully diversified young people with intentions to attack the industry to achieve the maximum of the profession with minimum investment of resource.

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