

THESIS STATEMENT

from Assoc. Prof. Rayna Dimitrova, PhD

on the dissertation for the award of the educational and scientific doctoral degree in the field of Science "Organisation and management outside the sphere of tangible production (public administration)" on the topic: "**Management of media communications for the formation of public opinion in the Republic of North Macedonia**" developed by doctoral student Magdalena Slave Andonovska.

The statement was drawn up in accordance with an order of the Rector of the Tsenov Academy of Economics № 239 from 08.02.2023.

I. General information about the doctoral student

Magdalena Andonovska is a doctoral student in the scientific specialty "Organization and management outside the sphere of material production (public administration)" in the Department of Strategic Planning of the Faculty of Management and Marketing at the Tsenov Academy of Economics. The doctoral thesis submitted, as well as the related publications, show that the doctoral candidate has sufficient theoretical knowledge, has the necessary potential and opportunities to conduct independent research and has a thorough knowledge of the issues under consideration.

II. Overview of the thesis

The dissertation submitted for evaluation is properly structured and balanced, containing an introduction, a three-chapter exposition and a conclusion totalling 240 standard pages. 117 literary sources were used correctly. The text includes 47 tables and 22 figures. There are 12 appendices to the thesis, 23 pages in length.

The topic of the thesis is current and significant, which is well justified by the doctoral student. The title of the dissertation is clearly formulated and is closely related to the scientific thesis.

The research thesis, subject, object, purpose and tasks of the dissertation work are precisely defined, linked and aimed at clarifying the problem of managing media communications for the formation of public opinion in the Republic of North Macedonia

(RNM). The methods used and the limitations of the study are correctly stated. Particular attention should be paid to the degree of development in the scientific literature of the problem in the focus of the thesis.

The doctoral student has studied and systematized a large amount of information to prove the scientific thesis he has raised. The literature used shall be sufficient in volume and scope, relevant in content and aimed at investigating a scientific question. Literature sources are cited in accordance with established standards. The results of the author's empirical study on the influence of media communications on the formation of public opinion in RNM were also used. The rich literature and other information is a prerequisite and basis for the in-depth development of the research problem.

The appendices to the dissertation are well structured and presented, refer to key moments of the development, complement and bring the necessary clarity to them.

The dissertation work is distinguished by precision, logical consistency, thoroughness of the research and an effort to consider the problems in a complex, in their mutual connection and dependence.

I consider that, with the above characteristics, the thesis is a completed scientific work, covering in a complex theoretical, methodological and scientific-applied questions of the doctoral research.

III. Content of the thesis

The **first chapter** of the dissertation presents the theoretical determinants of communication in the media environment. The role of media communications in the development of society is well under way. I welcome the systematisation of public relations activities in Table 1. The emphasis on addressing the determinants of media is important. In direct connection with the research problem raised in the dissertation is the presentation of media standards in the RNM.

The **second chapter** is devoted to issues relating to media management in the JRC. Necessary attention has been paid to the organisation and management of the media and to media communication management organisations. The doctoral candidate's summary presentation of a model of the audiovisual media value chain in the RNM (Figure 4).

The third chapter presents an empirical study aimed at investigating and revealing the influence of media communications on the formation of public opinion in RNM. The presentation of the methodology used for the purpose of the study is a good start. On the basis of the results obtained from the empirical study, valuable, novel conclusions were drawn. The main real-world processes, problems and challenges of the functioning of the media and media communications in the RSM were investigated and quantified. The doctoral candidate's Concept for the Development of Media Communications in the RNM, as well as other proposals for improving the media environment, are of major importance in this chapter.

In the **conclusion** of the study, a general presentation of the results of the dissertation study was made.

IV. Assessment of scientific and practical results and contributions of the dissertation

The doctoral student has formulated three contributions that reveal what was done in the dissertation. They shall be precisely defined and properly reflect the scientific and applied results achieved. The contributions are in the thesis and I accept them in full.

It is important to point out that the problem of revealing the management of media communications for the formation of public opinion in the RNM is not sufficiently studied in the scientific literature and media practice. The results obtained in the course of the empirical research are novel, discovered and formulated by the doctoral student. This gives reason to conclude that his research has contributed to its clarification and enrichment in a theoretical aspect, as well as to its discovery and development in a practical-applied plan.

The doctoral student has managed to achieve the set goal and tasks and to prove the raised research thesis.

The thesis is an independent work of high scientific value and practical relevance. The problem it poses has the potential to unleash future research.

V. Publications related to the dissertation

The results of the problems developed in the dissertation were presented in 4 publications – 1 independent study and three articles, of which 1 is independent and 1 is indexed in SCOPUS. The number of publications and the participation of the doctoral candidate in them meet the minimum national requirements for the award of the educational and scientific doctoral degree.

VI. Abstract and reference to contributions

The developed abstract meets the requirements and corresponds exactly to the content of the dissertation work. The statement of contributions correctly reflects the achievements of the doctoral student.

VII. Critical remarks and recommendations

Some critical remarks may be made to the doctoral candidate as follows:

1. It is necessary to emphasise even more clearly and categorically one's own opinion on certain theoretical problems and to strengthen the criticism of the analysis when considering the opinions of the authors submitted.

2. It should be possible to formulate concrete and structured main conclusions from the research carried out in this thesis in the Conclusion.

I'd also like to make some recommendations for the doctoral candidate's future work:

1. Based on the fact that the topic of the dissertation is significant and concerns a very topical applied scientific problem, I believe that it would arouse wider scientific interest. For this reason, I recommend that the thesis, after any additions, refinements, etc., be published as a monograph.

2. Research on the problem of media communication management for public opinion formation in the RNM could be continued and deepened, given its multi-faceted nature and high economic and social importance.

The critical remarks and recommendations made do not diminish the value and scientific and applied significance of the dissertation work and the aforementioned contributions of PhD student Magdalena Andonovska.

VIII. Conclusion

The submitted thesis on the topic: 'Management of media communications for the formation of public opinion in the Republic of North Macedonia' is in accordance with the requirements of the Law on the Development of Academic Staff in the Republic of Bulgaria, the Rules of Application and the Rules of Academic Staff Development in the Tsenov

Academy of Economics. The doctoral candidate shall meet the minimum national requirements for the educational and scientific degree of doctor. The scientific and applied results presented in the dissertation present the doctoral candidate as a researcher with knowledge and skills for independent research in the field of media communications management. For these reasons, I positively evaluate the thesis research and I urge the members of the scientific jury to vote for the award of the educational and scientific doctoral degree to Magdalena Slava Andonovska in the scientific specialty "Organization and management outside the sphere of material production (public administration) ".

07.04.2023

Member of the scientific jury:

