

REVIEW

on the submitted scientific documentation for selection of the candidate for academic position associate professor in the scientific field 3.5. Public communications and information sciences (Theory and history of Public relations) in connection with announced competition in the State Gazette, issue 93 of 26.11.2019 at FJMC.

reviewer: Prof. Dobrinka Stancheva Peicheva

In the competition for the occupation of the academic position, two assistant professors were admitted - Assoc. Prof. Mila Serafimova and Assoc. Prof. Boyan Kutevski.

1. General information on applicants.

Two candidates participate in the competition:

- Dr. Mila Ivanova Serafimova, is a full-time associate professor at the G.S. Rakovski, Military Academy, Faculty of National Security and Defense, Department of Leadership;
- Dr. Boyan Asenov Kutevski has held academic positions of "Assistant Professor" until 2014 and "Maim Assistant" until 2017;

2. Professional qualification

Assoc. Prof. Mila Ivanova Serafimova graduated in 1995 with a degree in Journalism from the Print / Culture profile at the FJMC at Sofia University "St. Kl. Ohridski "as well as a master's degree. In 1996, after winning the competition, Mila Serafimova became a full-time Ph.D. student in the Department of Public Relations at the FJMC. In 2000 he defended his dissertation on the topic: "Non-Media Management - Ethical Aspect" and acquired the Ph.D. degree in Journalism.

He also acquires additional qualifications related to the dissemination and security of public information in the country and abroad. In 2010, Dr. Serafimova was elected Associate Professor of Public Communications in Security and Defense in the Department of Psychology and Leadership at the G.S. Rakovsky Military Academy.

Dr. Boyan Asenov Kutevski graduated from the German language high school "Prof. Dr. K. Galabov "in Sofia. He holds a degree in Public Relations from the Department of Public Relations at the Faculty of Journalism and Mass Communication at Sofia University "St. Kl.

Ohridski "and obtained a Master's Degree in 2002. Dr. Kutevski became a full-time Ph.D. student at the same faculty and department in 2003, where, after successful defense in 2007, he obtained a Ph.D. degree in Political Science with a theme of the dissertation is "Functions of persuasive influence in propaganda and public relations"

During his doctorate, Dr. Kutevski worked as a reporter, editor-in-chief, specialist in the PR department, etc. in various Bulgarian media, and is professionally involved in marketing communications.

3. Teaching experience

Her teaching activity. Dr. Serafimova started in 2001, leading the classes as a part-time lecturer at FJMC, Sofia University "St. Kl. Ohridski ". In 2009 he holds the position of the Main Assistant in the Department of Leadership, Faculty of National Security and Defense, Military Academy "G. S. Rakovski ”.

Assoc. Prof. Serafimova is actively involved in the leadership of the Bachelor's and Master's programs of the Faculty of National Security and Defense, conducts annual PR courses for the state administration and local authorities, and develops PR training for the officers of the Armed Forces. She is the titular of the following disciplines: Public Relations, Crisis PR, Political and Institutional PR, Media Knowledge and Media Management, Media Training for Heads of Public Administration, Media, and Corporate Security, "Media and counter-terrorism ", "Strategic Communications "and others.

Associate Professor Serafimova also provided documents for participation and organization of conferences and discussions with Bulgarian and foreign public relations specialists.

The qualification, education, teaching practice, as well as the lecture courses, which she leads in the academic structures in which she participated and participate, are directly related to the subject matter and specificity of the announced competition.

Dr. Kutevski was elected an Associated Professor at the College of Management, Trade, and Marketing, Sofia on February 14, 2012.

From 2011 to 2014, she took courses in PR and Reputation Management, Political Marketing, and Brand Management, the topics of which are not closely related to those of the announced competition.

From 12.05.014 he is the main assistant at the NBU, scientific field 8 Arts, professional field 8.4. Theatrical and film art, which position remains until 2017.

At this moment, Dr. Kutevski holds high-level management positions at consulting companies related to political, marketing and media research and decision-making.

The comparison of the candidates' academic / teaching experience shows that Prof. Serafimova has significantly more long-term teaching experience - more than 10 years, according to the Official Note and the reference from the Labor Book - 08.2010 - to date). Dr. Kutevski has a little over 5 years.

4. Minimum national requirements for the occupation of the academic position Associated Professor

According to the Rules of the University of Sofia on the terms and conditions for occupying academic positions and concerning the Law for the development of academic staff, applicants must meet the minimum national requirements for their scientific, teaching activity in the relevant scientific field. Both applicants provided completed references/tables by the Implementing Regulations of the ZRARB (Area 3. Social, Business and Legal Sciences, 3.5. OKIN), both meeting the required national minimum requirements for the post of Associate Professor.

Associate Professor Mila Serafimova has 580 points from the reference for the fulfillment of the minimum national requirements for occupying the academic position. Their number exceeds significantly the required number of points for the position held.

Boyan Kutevski has a total of 415 points. It also exceeds the required number of points.

Dr. Serafimova provided a reference for 24 known citations to her publications, and Dr. Kutevski provided a reference for 7 citations.

Both applicants meet the minimum national requirements for the academic position of Assistant Professor.

5. Description and evaluation of the scientific papers submitted for participation in the competition.

First candidate - Assoc. Prof. Mila Serafimova

In the author's reference for the scientific publications submitted for participation in the competition for the docent, the candidate assoc. Prof. Mila Serafimova included **3 published monographs** in the last 10 years on the subject of the competition: "Theory and history of public relations: 1. rehabilitation work" PR in the Digital Age, by Enthusiast (2020, 184 p.); 2. "PR - Theoretical Foundations and Historical Development", Vanyo Nedkov Publishing House (2020, p. 211); "Fundamentals of Public Communication - Media Management", "Vanyo Nedkov" (2010, 212 p.) which is part of her dissertation.

The candidate submits **two collective monographs** to the competition, of which she is a scientific editor and compiler, two of which were published simultaneously in Berlin and Sofia in 2016, - "The Western Balkans on Their Path Towards EU / NATO accession: The Role of Media and (dis) information in 2019

Assoc. Prof. Mila Serafimova presented **6 articles** as follows: The Bulgarian Path Towards EU / NATO accession: The Role of Media and (dis) information; "Strategic Communications as an Instrument of Security and Defense Management"; The Institutional PR in Bulgaria and the Anonymous Administration. Why doesn't anyone want to talk to ghosts ?; IDIL media as a weapon and a tool for state formation. "; Information Wars in the Age of Persistence "The Role of the Government Press Office in Crisis Strategic Communication"; "Internet Communication, Media Communication, Public Relations in the Digital Age: Theoretical Dilemmas."

Prof. Serafimova's habilitation monographs work is a significant attempt to conceptualize the transformation of theoretical models and paradigms of public relations. In the monograph, there is a thorough knowledge and own interpretation of the theory and history of PR - Bulgarian and foreign. The language is academic, understandable, the text refers to contemporary foreign and Bulgarian literary sources, which are correctly quoted. The author stands out for his high analytical and prognostic skills, his skills and his ability to defend them reasonably.

The second published monograph - "PR - Theoretical Foundations and Historical Development", Sofia: ed. Vanyo Nedkov, 2020, is a rethinking of the history of PR as an independent scientific branch whose future is yet to come.

The emergence and history of PR as well as the interactions between theory and practice, which accompany all stages of the development of public relations, have been followed.

The third, published in 2010, monograph, based on a thesis for her doctorate, entitled "Fundamentals of Public Communication - Media Management", is the first time attempting to explore the interaction between media management. and journalistic ethics, based on foreign experience and related to the Bulgarian media

The series of articles mentioned in the **two collective monographs** and the included collections and journal set out principles for working with journalists in crisis and conflict areas, models for interaction with the media of experts in public relations and work in dangerous areas:

- The experience of Bulgaria in the communication campaigns of the period of application for EU and NATO membership is summarized. Models that can be applied by countries in the Western Balkans to inform the public against counteracting misinformation are recommended. Special attention is paid to the characteristics of strategic communications and their functioning in the security field.
- The specifics of the institutional PR in Bulgaria are presented and theoretical models are proposed for increasing the effectiveness of public relations activities of the Bulgarian institutions and local authorities.
- Of considerable importance is the study, in one of the candidate's articles, of the role of the media as a means of promoting the Islamic State in Iraq and Syria, of their propaganda messages and tactics.

6. Contributions

A major contribution of habilitation work is the discovery of the history and theory of PR as well as its placement in the context of media transformation. Candidate for the academic position Associate Professor at FJMC Dr. Mila Serafimova rethinks theoretical models of PR in the direction of digital reflections:

- A contributing moment of the second monograph is the reasoned presentation of the thesis about the synergy between theory and practice. This so-called. optimistic theory of PR is supported by examples from the history of public relations
- Fundamental principles and theoretical models of the implementation of public relations in several functional areas are systematized: contacts with the media; internal communication; public relations, NGOs and stakeholders and organizations; written communication for public relations; typology and structuring of press releases; written communication on incidents and crises; creation and operation of media pools in crisis.

The contribution of the third monograph is the study of intercultural differences in the perception and application in journalistic practice of ethical values, whose roots are Western rationalism and the utilitarian tradition. The mechanism of their adaptation to the realities in post-totalitarian Eastern European societies, and in particular the mass media, is traced.

In general, the research activity of Assoc. Prof. Mila Serafimova - monographs, studies, and articles are directly related to the topic of the competition. The contributions give me a reason to conclude that the candidate fully meets and even exceeds the requirements for occupying the academic position of Associate Professor.

Conclusion:

All submissions are directly related to the topic of the competition

Second candidate - Dr. Boyan Kutevski

The second candidate, Dr. Boyan Kutevski, offers 2 monographs; 3 studios and 6 articles for their participation in the thematic field of the competition.

The first monograph is entitled: "PR - From Propaganda to Reputation Management". In this work, Kutevski examines the evolutionary development of propaganda persuasion techniques, which in our time are not infrequently embodied in PR activities, insisting on their attribution and reputation management. Contemporary propaganda and the link between reputation and legitimacy are debated. Attempts to integrate them into a common theoretical framework.

The monograph is a significant contribution to the theoretical field of persuasive communication and has a partial bearing on the subject of the competition.

The second monograph "Integrated Marketing Communications. Rereview" is an attempt to conceptualize integrated marketing communications (IMCs). Emphasis is placed on basic integrative approaches mainly in advertising. New possible integrative conceptual points are considered reputation management and branding in the context of today's digital society. Successful communication integration is about "branding" and effectively managed reputation. The monograph is a contribution to the theoretical framework of marketing. There is no direct relation to the subject of the competition.

The studios 'Review of the Conceptual Framework for Integrated Marketing Communications (IMC) - Part I and' Reputation Management as a New Possible 'Center' for Integrated Marketing Communication (IMC) - Part 2 have successfully attempted to introduce propaganda and PR techniques in the integrated marketing communication framework.

The opportunities for reputation and its management are considered as the focus around which the integrated marketing model is built. There is a revision of the conceptual framework for Integrated Marketing Communications (IMC). Their ability to be a link between communication and commerce was explored.

The possibilities of putting the new focus of the IMC concept on the brand as a complex and universally applicable cultural and market construct are described.

In the third studios on "Film Branding - An Attempt to Formulate His Perspectives on Contemporary Bulgarian Cinema", a successful attempt is made to identify those elements of the film brand that can contribute to the effective marketing of the film.

Dr. Kutevski's studios are distinguished by originality and depth and have a serious character in themselves, but they do not generally relate directly to the topic of the competition - the history and theory of PR.

The included articles in the competition are a continuation and concretization of the outstanding scientific achievements and interests of Dr. Kutevski. Article headings: "Using social media content as a tool for stakeholder mapping"; "Microbranding as a winning concept in modern Integrated Marketing Communications"; Social media as an element of film branding "; "The role of text as an effective tool in commercially oriented communication (based on examples from the social networks Twitter and Facebook)"; "Bulgaria is the place! - a video that can change everything ... or nothing! "and" The Game situation in advertising for sporting products, services, and events "reveals that the candidate has lasting interests and contributions in the field of persuasive communication and conceptualizing integrated marketing communications.

All of Dr. Kutevski's publications have a bearish character in themselves, but they do not generally relate directly to the topic of the competition - history, and theory of PR.

The history and theory of scientific discipline have characteristic frameworks that go beyond the single, though very important, building blocks of theoretical elements.

Introducing me to the publications provided by Dr. Kutevski reveals an unconventional and creative researcher, prone to innovation and original interpretations, whose scientific interests contribute to enriching the issues of persuasive communication and integrated marketing communications.

Conclusion

Considering the announced theme of the competition - the history and theory of PR, I conclude that Dr. Mila Serafimova is in all respects much higher than Dr. Boyan Kutevski. I recommend Assoc. Prof. Serafimova to be selected by the Scientific Jury to occupy the academic position of Associate Professor.

In conclusion, I am convinced that the teaching, scientific publications, and contributions of Assoc. Prof. Mila Serafimova is fully relevant to the subject of the competition and contributes to the enrichment of the theory and history of PR.

I will vote with Yes and I will turn to the other colleagues to vote Yes to elect Mila Serafimova, associate professor in the academic position 3.5. Public Communications and Information Sciences (Theory and History of Public Relations) at the FJMC of Sofia University "Kl. Ohridski".

Reviewer :

Prof. Dobrinka Peicheva, Ph.D. and DSc

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Sofia