

# STATE

by Assoc. Prof. Dr. Tsvetan Kulevski

for public defense of a dissertation on the topic:

## **CONVINCING IMPACT OF MOBILE OPERATOR ADVERTISING ON THE YOUNG GENERATION**

**Research of attitudes, beliefs and components of the value system**

for awarding the educational and scientific degree "Doctor" in the scientific specialty 3.5 Social Communications and Information Sciences (Media and Communications), scheduled for 05.10.2020, at 14.00

**from Lyubomira Venkova Spasova**

Scientific adviser: Prof. Dr. Chavdar Hristov

The author has chosen a current topic in the field of digital changes in communication technologies at the present stage. Its motive is to offer a modern interpretation of concepts such as: advertising, advertising communication, attitude, persuasion. Her interest is focused on the functional impact of mobile media advertising media on the younger generation.

According to the doctoral student, mobile operators in Bulgaria use all aspects of communication systems. One of them is advertising. It is always a preferred element because it can be used to control the content of the creative, as well as the place and time of its advertising. Advertising is an indirect communication that can be controlled. It is essential to select a targeted group, in this case young people aged 18 to 25, who are a very attractive group for the communicator.

Mobile operators in Bulgaria also use various advertising media to implement some of the functions of public relations in order to have control over what is said. The advertising overcomes the apathy of the audience and makes suggestions about the advantages of products and services of mobile operators in Bulgaria.

The theoretical justification of the present study is due to the fact that one of the most controversial forms of communication is advertising. It is becoming a major means of disseminating information. Advertising is an important social factor for influencing young people, forming the cognitive, affective and conative attitudes of young people aged 18 to 25 years.

That is why the subject of the present study are the youth groups from 18 to 25 years of age, which the advertisements of the three mobile operators strive to reach. It is through the various advertising messages that a world of unreal needs is created in young people, causing them to strive for increased consumption, desire for luxury and possession of unnecessary goods.

The subject of the dissertation is the convincing impact of advertising media of mobile operators in Bulgaria, whose influence is aimed at youth groups. Young people are the new generation that will determine the interests of consumers of mobile goods and services.

Naturally, the doctoral student has dedicated the first part of her work to some theoretical aspects of the convincing impact of mobile operators' advertisements. The author has made a detailed review of a number of literature sources on the scope and content of concepts such as: impact, influence, persuasion, attitude, advertising, advertising communication and a number of other related concepts.

In the second main part the doctoral student's attention is correctly focused on the essence of advertising communication and the activity of mobile operators to influence the young generation and its consumer behavior and attitudes towards the goods and services of mobile operators in Bulgaria. The role of corporate and product advertising and its practical use by mobile operators are analyzed.

The third chapter of the dissertation is dedicated to an empirical study of the attitudes and behavior of young people towards the advertising messages of our mobile operators. The author applies her original methodology of researching the attitudes and beliefs of the respondents. The results are illustrated by tables, pie charts and segment images. Statistical processing of source data was performed. The results are clearly presented and commented.

The author comes to conclusions that confirm the pre-formed theses and hypotheses of her research project. A one-factor analysis of variance was carried out to more accurately take into account the individual attitudes and the resulting influences on the belief and motivation of young people to form in them a certain type of consumer behavior towards the goods of the three mobile operators.

Statistically significant results show that mobile operators in our country skillfully take advantage of television and Internet advertising. There is still much to be desired for improving the quality of advertising, in order to achieve more convincing messages that motivate young people aged 18 to 25 to a certain type of consumer behavior.

The doctoral student's contribution is that she manages to prove that advertising as a major communicative factor has not lost its ability to form the right attitudes in young people.

The doctoral dissertation presented to me for opinion is well structured and carefully written. This gives me reason to give a positive opinion on the scientific merits of the overall study. During the public defense I will vote "FOR" awarding the educational and scientific degree "Doctor" to Lyubomira Spasova.

**Question:** To what extent is it justified to advertise low-quality goods and services by mobile operators that manage to influence the attitudes of young people.