

REVIEW

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On the academic output for participation in a competition for the position of Associate Professor in Professional Field 2.1. Philology (Applied Linguistics - Economic German and Business Communication), with sole applicant assistant professor Gergana Ivanova Farkova-Angelova, Ph.D.

I. Assessment of compliance with the minimum national requirements and the requirements of Sofia University "St. Kliment Ohridski "

The presented academic output by the applicant Dr. Gergana Ivanova Farkova-Angelova fully complies with the minimum national requirements and the requirements of Sofia University "St. Kliment Ohridski" for the acquisition of the academic position "Associate Professor".

II. Research and results

Dr. Farkova-Angelova presents the following academic output - five monographs, 2 studies, 15 articles in peer-reviewed academic journals, 4 dictionaries, articles in newspapers and popular magazines, translations of books. After the defense of the doctoral degree in 2016, Dr. Farkova-Angelova published a monograph, 1 study, 5 articles and compiled 4 dictionaries.

She is member of a number of professional organizations, has over 30 years of translation experience and over 100 translations of fiction from German into Bulgarian, and has over 15 years experience as a film critic and journalist.

1. Dr. Farkova-Angelova's **monograph** *The language of the advertising slogan. German-Bulgarian Parallels, Sofia, FunTezi 2018 ISBN 978-619-90339-8-2* covers 247 pages: introduction,

nine chapters, conclusions, references. The Introduction specifies the object of research, namely the advertising slogan, and chapters 2-5 introduce the topic. Then follows an analysis of German and Bulgarian slogans according to linguistic levels (Chapter 6), and the next chapters discuss various stylistic techniques in creating advertising slogans in both languages. Based on the comparative analysis of the empirical material, the author arrives at conclusions on the development of the language of slogans, the variety of stylistic and rhetorical techniques in the two languages, intercultural differences. The corpus of the study consists of a large volume of material from print and electronic media, without specifying the volume. There is also no classification of slogans. The analysis of the examples of the two languages follows the language levels, as well as the functions of the slogans and their effect on the recipients. According to the author, the conclusions of the comparative analysis can be used for translators of advertising slogans, for highlighting intercultural variation, for the purposes of foreign language learning.

It needs to be pointed out that there is a disbalance and inconsistency in the structure of the monograph. For example, the four chapters after the introduction should be combined in one section, in which the theoretical framework of the research should be presented clearly and. Also, with the exception of the aims of the study (p. 8), the main elements of scientific work are missing: e.g. rigorously formulated object of research, corpus, aims, methodology. In the conclusions, the contributions are not clearly indicated, nor is the assurance in the initial chapters that the benefits of the research for the purposes of foreign language learning will be indicated, fulfilled.

Although the author claims that the analysis is focused not on advertising language in general but on the advertising slogan, from the very beginning Dr. Farkova-Angelova uses the two terms interchangeably, which has a very confusing effect. On page 16 she paraphrases William F. Arens in his apparent definition of genre, nevertheless, she does not clearly and argumentatively clarify anywhere in the text exactly what genre, style, register are and what bearing they have on her research.

I have quite a number of specific comments on the analysis itself, but here I will limit myself to only the following. The example of „Кажѝ, баба, „тенкю“ only makes sense if it is interpreted as an advertisement for the self-study CDs Relax a that come with a specific brand of margarine. No transliteration is observed in the “Лионска наденица” or Tickt frischer examples (pp. 48-49). The author mistakenly classifies “Вкусмихни се!” (p. 58) and „Чаромат“ (p. 71) as neologisms;

these are occasionalisms and puns on the phonological level and are examples of blending. The slogan " „Свежотерапия" (p. 62) is not formed, as the author claims on the model of “aromatherapy” (misspelled in the text as *aromotherapy) since the former is a combination of adjective + noun, and the second is a noun + noun. The examples “Use. Love. Repeat”, “Ingenuity for life”, “Own your success” (p. 81) the author mistakenly identifies as American slang. Quite surprising for a linguist is the classification of examples such as “*Не просто чисто, а безупречно чисто*” (p. 99) as composed of two adjectives. This error is replicated on the next page, where similar combinations are given in the German slogans: “Grenzenlos Frisch”, “Grenzenlos innovative”, “Himmlich Frisch” (p. 100). In these examples *безупречно*, *grenzenlos*, *himmlisch* perform the function of adverbs that reinforce the meaning of the adjective and are not adjectives.

From the title of the monograph *German-Bulgarian parallels* interlinguistic comparisons are anticipated, but there is a certain disharmony in giving examples from both languages, in favor of German and so the study in a great bulk of the book ceases to be comparative without any justification.

Another factor that marks a deviation from the norm for writing academic books is the style of the author. It is understandable and easy to read, but not in the most part academic. The impression we are left with is that it is a piece of journalism with essayistic overtones and this statement can be illustrated with the following examples: : *крещящо конструирана дума* (p. 71), *ярки творчески решения* (p. 74), *разрастващата се мода за навлизане на чужди думи в езика* (p. 72), *топ 10* (p. 82), инфинитивната форма на глагола *дава гъвкавост и пластичност* (p. 88), *Немските инфинитивни форми могат да се разглеждат като завоалиран императив, като любезен призив към действие* (p. 89), *Топ 20* (p. 150). In some places the meaning is obscure, e.g. *...съвременната епоха, белязана от ...стремеж за инсценировка* (p. 57), in the use of vocabulary such as *субтилен* (p. 31). It is not clear why some of the words in the German slogans are given with their Bulgarian translations and others not.

Inconsistencies are also observed in the use of terminology. Terms and concepts used by different linguistic schools are resorted to without making a distinction or offering a justification. Terminology accepted in Bulgarian linguistics is not always used, for example, the terms for word-formation models such as *composition*, *conversion*, etc., are missing, but non-professional terms such as *final sentence*, *central adjective* are used (p. 116).

Some of the author's statements are not supported by sources, e.g. *Възхвалата на продукта в мерено слово е отдавна изоставена практика в западната реклама* (p. 41), *Учените определят езика на рекламата като анти-език заради свободното боравене със строгите езиково норми* (p. 85), *Както в българския, така и в немския език най-често използваните думи в слоганите са съществителните и прилагателни* (sic) (p. 111). On the other hand, the explanation of what phonetics and phonology study (p. 38), which should not be present in such an academic work, is supported by 4 quotations.

In academic writing, it is customary for longer quotations to stand out in some way from the author's text (pp. 22, 59, 60), which has not been done. There are also a lot of spelling mistakes (eg. pp. 60, 62, 77, 95, 152, 154, etc.), as well as a misspelling of Saussure's name as *Сосьор* (p. 13). In some places the author reverts to marketing analysis, not linguistic, e.g. Kotler's model with the five "M's" (p. 17), the statistics on p. 142, the analysis on p. 144.

All the arguments presented offer sufficient grounds to state that the monograph needs to be seriously revised. In its present form it is more appropriate for the department of marketing.

2. Other publications after the PhD thesis defense

Dr. Farkova-Angelova have also submitted 1 study, 5 articles and 4 dictionaries. The study "The role of the cultural factor in the transmission of advertising strategies" is part of the monograph, therefore I will not comment on it. "Translation of Slogans: Lost and Found in Culture" is also on the topic of the monograph and focusses to the linguistic and intercultural issues in the translation of advertisements. The articles "Body language in business communication", "Communicative competence in specialized training" and "Language, culture, communication" are review articles. The article "Gender and cultural stereotypes in fashion" is not relevant to this topic. The applicant's articles do not present own research, but are mostly reviews, and only one is written in a foreign language. In order to achieve greater visibility of her research, I would recommend that Dr. Farkova-Angelova publish in established peer-reviewed Bulgarian linguistic journals, as well as in authoritative international academic journals.

3. Participation in research projects and evaluation of application of the results in practice

The candidate has participated in two international projects: "European language portfolio specializing in various professional fields" part of the program "Leonardo da Vinci" (2001-2004),

Development of an online manual Kafka-Atlas a project of the Central European Center of TU Dresden (2014), as well as in two national projects funded by the NSF: "Modern methods for increasing motivation in the learning process" (2013), "Analysis and philosophical understanding of the role of the Beron family for the spiritual development of Bulgaria and its integration into world culture" (2017).

III. Teaching

The candidate has 25 years of pedagogical experience, and her teaching career began in 1995 as a lecturer in German for economics at the Faculty of Economics, Sofia University "St. Kliment Ohridski", where she has since devised language courses in general and specialized German. She has also authored four lecture courses (German for economics, business German, business etiquette, the language of advertising) and has proposed a concept for teaching economic German, approved by the Faculty of Economics. According to student surveys, her courses enjoy high attendance and the approval of the students.

She teaches specialized training courses in German and business communication in a number of companies, such as Lidl, AIG Europe Limited, Lufthansa Group, the German-Bulgarian Chamber of Industry and Commerce, etc., as well as specialized training in Bulgarian language and culture at the German Embassy in Sofia. Dr. Farkova-Angelova shares her teaching experience by organizing training seminars, as well as by publishing (with co-authors) two general German and two business German dictionaries. She has also co-authored a textbook in economic German for higher education as well as a textbook, which is a collection of texts in the field of finance. Since they have not been submitted for reviewing, I cannot assess their pedagogical merits and whether they are developed professionally and meet the students' needs or whether they display appropriate language and functional progression. In connection with the teaching practice of the candidate, my recommendation is for her to focus on acquiring additional pedagogical qualifications and specializations.

IV. Personal impressions of the applicant

I do not know Dr. Farkova-Angelova personally and I am not closely acquainted with her work as an academic and her academic development, so I cannot share personal impressions.

CONCLUSION:

Having read carefully and thoroughly the publications submitted for review and in accordance with the above arguments, my conclusion is that the academic output of Dr. Gergana Ivanova Farkova-Angelova **does not meet all the requirements** and therefore I **do not support** her application for the position of "Associate Professor" in professional field 2.1. Philology (Applied Linguistics - Economic German and Business Communication).

September 20, 2020

Signed:

A handwritten signature in blue ink, appearing to read "Dyankova".