



OPINION¹

from Prof. Andreana Eftimova, DSc, Sofia University "St. Kliment Ohridski"
(*scientific position, scientific degree, name, surname, educational / scientific institution*)

for obtaining the educational and scientific degree "Doctor" in scientific field 3.5. Social Communications and Information Sciences (Media and Communication – Public Relations).

with a dissertation on the topic: "Digital Marketing Communications - Aspects of Content Marketing",

presented by Teodora Todorova Petkova, full-time doctoral student in the Department *Communication, Public Relations and Advertising* of the Faculty of Journalism and Mass Communication

with supervisor: Prof. Hristo Kaftandziev, DSc

I. Evaluation of the qualities of the dissertation text

The dissertation proposed for evaluation deals with a actual and important topic for the theory and practice of marketing communications, insofar as it relates to changes in technological means for creating and disseminating content on the Web, behavioral habits and characteristics of users and deficiencies in the theoretical understanding of this complex communicative scenario in the field of digital marketing.

The research focus is clearly formulated - web content is approached as machine-readable information - a repository of knowledge, and as an artifact of dialogic communication - an arena of public communication. The anthropocentric approach to marketing communication on the Web recognizes the role of a new type of society, a new type of users found in network, and a new type of marketing, carried out in a complex communication scenario.

The study of the dialogic and semantic aspects of digital marketing communications through web content goes through the survey of the dialogic potential of the Web as an "environment for federation of distributed, interoperable data" (p. 9). The application of theories, practices and tools in the field of the Semantic Network, of conceptualizations and practices in the field of public communication, of the dialogical theory is convincingly argued. The object, the subject, the tasks and the methods of the research are described very correctly. The two-modal framework for web content analysis shows a research ambition to shed light on the dialogic and semantic aspects of online content marketing, using two indicators: the degree of dialogicity and the degree of use of related data. The ten

¹ Note: The text in italics offers reference points for evaluating the research results. Recommended volume of the opinion - 2-3 standard pages



organizations selected for analysis according to the S&P 500 ESG are a field for examining the extent to which “companies use the dialogic potential of the Network and its potential to be a data integration environment”(p. 12).

The first two chapters of the dissertation are devoted to the review of theoretical statements in the field of digital marketing communications, in the field of text sciences and dialogic theory, in the field of the Semantic Network. Impressive is the doctoral student's desire to critically consider and upgrade the model of marketing communications in the hypermedia environment of Hoffman and Novak, as well as to put it in dialogue with the model of Stern. I completely agree that the outlined model invites consideration of the dialogicity in marketing communications (p. 83). I was particularly interested in the view of the concept of digital text, significantly enriched by disciplines in the field of information technology (p. 68). Awareness that every action on the Web is writing through programming languages, communication protocols, levels of abstraction and encryption, which extends the components of the text to non-textual elements, is an awareness of the coherence and responsibility in communication. Thus, it is quite logical to assume that the marketing text on the World Wide Web is a complex molecular model, parts of which can be rearranged and added. The typology of marketing texts based on monitoring the marketing communication of the World Wide Web of organizations that have published public guides on style and content is a contribution that could be used in copywriting training. New genre forms - text per page on a website, blog post, text email, event description, interview, post on social network, text below post on social network, text in a forum, chatbot script, text on a button, in a dialog box or the environment of a mobile application, text of paid advertisements, meta description - are skillfully combined into three groups: text on a social network, on a website and in a mobile application or other software product or agent, but no criterion is specified for the distribution of texts. Other typologies according to other criteria are indicated, which create an explanatory context of the author's proposal for typology. I note the interesting and highly illustrative examples (for example, of the collapse of the context on the Internet - #essay, of interpretive routes - the message of verification, etc.), given not only in this chapter, but later.

The second chapter discusses theories of dialogic communication, the emergence of which is not surprising. Many conclusions from the first chapter point to it, which ensure the coherence of the dissertation text. It is also worth noting the concept of the use of semantic technologies for dialogic marketing communications (very well illustrated in the table on p. 133) and in particular the technological architecture called the graph of knowledge (explained by a contributing theoretical model on p. 142). Its functioning in dialogic communication in marketing communication is discussed in parallel with the formalizations for content annotation for visibility and detectability by search engines (see the subchapter for semantic annotations through schema.org, serving dialogic communication). It is concluded that the role of "semantic technologies is to be able to describe with larger networks of formally represented meanings the content we create so that computers can process it more efficiently" (p. 71).

The theoretical overview is extremely rich in both familiar and new productions, illustrating the persistence and efficiency of the doctoral student to organize and structure a large amount of scientific information. The great information density of the theoretical chapters suggests the need to further develop another valuable research skill - to select, shorten the reading and different authors to present by grouping and discussing them



according to similarities and differences in productions, rather than detailed descriptions of theories and models. . Despite the information "avalanche" in which the reader can get lost, the illustration of a huge number of scientific statements and various aspects of the research problem is respected.

The empirical research in the third chapter presents the use of dialogical principles and semantic annotations from the schema.org dictionary of the content of 23 sites, which are part of the marketing communications of 10 companies. The indicators of the analysis - degree of dialogicity and degree of use of metadata and related data - as well as the methods for their measurement are correctly and precisely described. The dissertation contributes to the compilation of analytical frameworks (1) of the dialogic potential of digital marketing content, based on five principles of dialogicity in the Web, presented in the theoretical part, and (2) of metadata and formally described digital content through schema.org, which makes it machine readable. The combination of frameworks provides the overall two-modal framework for describing and analyzing the dialogical and semantic aspects of content, which is a new operational research method. The proven hypothesis that companies do not sufficiently or fully use the dialogic potential of the Network in terms of annotation with machine-readable formalizations from the schema.org dictionary points to the need to include semantic technologies and annotations in the educational and practical fields of digital marketing communications (conclusion present on p. 302). Regarding the principles of dialogic communication, adherence to good practices was registered in the study. The detailed description of the empirical research in the appendix shows discipline in the collection, description and qualitative and quantitative analysis of the material.

The dissertation text is prepared according to the compositional and stylistic requirements of the scientific and educational genre. The content of the abstract reflects concisely the content of the dissertation text.

II. Contributions of the dissertation research

The contributions of the doctoral student fully correspond to what was achieved in the research. I would like to highlight the following contributing aspects of work:

- Presentation of theoretical productions in an impressive volume and relevance;
- Created author's models, through which communication and technological phenomena are upgraded and comprehended (of the user's communication with the content on the Web, the graph of knowledge);
- Typology of marketing texts based on monitoring the marketing communication of the World Wide Web of Organizations;
- Proposed interdisciplinary bimodal framework for description and analysis of dialogical and semantic aspects of the content, which is a new operational method of research;
- Collected and described a huge amount of empirical data showing research precision and consistency;
- Analysis of the degree of dialogue and the degree of formal descriptions of the digital marketing content of leading technology companies;
- High applied value of the obtained results and unequivocally proven need for the inclusion of semantic technologies and annotation in the educational and practical fields of digital marketing communications.



III. Notes and recommendations

I note the dominance in the review of theoretical productions of foreign language authors.

My recommendation is that the tables and figures in the text should be numbered and titled, as it is difficult to trace and cite them. In the event of the preparation of the text for publication, it would be normal, in view of its considerable volume, to undergo an additional check for compliance with the punctuation rules.

Of course, the recommendations do not reduce the value of the study.

IV. Publications and participation in scientific forums

The doctoral student Teodora Petkova presents two printed articles and one study in collections of scientific peer-review, three publications in print and one printed abstract in a collection of international conferences.

According to the minimum national requirements art. 2b, para. 2 and 3 of ZRASRB and respectively under art. 24, para. 1 of the Regulations for the implementation of the Law on Education and Research (for the educational and scientific degree "Doctor") requires 50 points under Indicator 1 of Group A, which is completed in the presence of a dissertation for awarding educational and scientific degree "Doctor" and 30 points for Indicators 4-10 of group D, which require the availability of publications valued according to the type of publication in which they were published. Teodora Petkova has fulfilled the requirements.

V. Conclusion

I strongly recommend the esteemed members of the scientific jury to support the decision of Teodora Todorova Petkova to award the educational and scientific degree "Doctor" in the scientific field 3.5. Public Communications and Information Sciences (Media and Communications - Public Relations).

Jury member: Prof. Andreana Eftimova, DSc

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