SOFIA UNIVERSITY OF ST. KLIMENT OHRIDSKI, FACULTY OF JOURNALISM AND MASS COMMUNICATION, DEPARTMENT OF QUOR

Review

for the doctoral dissertation of TEODORA TODOROVA PETKOVA
on the topic: "DIGITAL MARKETING COMMUNICATIONS - ASPECTS OF
CONTENT MARKETING "
for awarding the educational and scientific degree "Doctor" in a professional field 3.5. "Public
Communications and Information Sciences",
Doctoral program "Media and Communications - Public Relations
Scientific adviser Prof. Dr. Hristo Kaftandjiev
Reviewer: Prof. Dr. Teodora Radoeva Petrova, Professor of 3.5. "Public Communications and
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Relevance and significance of the developed dissertation

In recent years, we have witnessed various studies from different fields of science, which aim to outline the development of marketing in general and marketing communications in digital platforms in particular. Companies and organizations work on their strategies for the development of their marketing communications in order to gain the attention of their customers, each consumer in the network, who is also a potential individual customer of the goods and services they offer. Therefore, the study of the influence of messages, the content of texts in communication are a frequent object of research of our PhD students. Interesting is the perspective chosen by the doctoral student in this study - "conditions for dialogue" and the search for dialogue models in content management in digital marketing communications. As I said, research on the digital environment involves researchers, practitioners and users, evaluates online content, examines its impact on users and potential customers, but in this case we have a new perspective - the PhD student has chosen to study "Designing a two-modal framework for web content analysis allows digital marketing communications to be explored both in their function as digital objects and in their function as elements of dialogic communication '. Therefore, I believe that the text presented for defense has contributing moments and can be successfully defended.

The dissertation meets the formal requirements for a dissertation for obtaining an educational and scientific degree "Doctor". It is 311 pages long. The study consists of an introduction, three chapters, a conclusion, a bibliography and two appendices. The bibliography includes 290 titles,

of which 65 in Bulgarian, 205 in a foreign language and 20 other Internet sources. The conclusions and findings are set out and structured in the third chapter and at the end of the text. The merit of the dissertation is the search for the sources, their collection and systematization. The author's empirical research on selected markers of the practices of 10 brands in the network is also credited. The abstract is designed according to the requirements of ZRASRB and the Regulations for its application in Sofia University and it reflects the content of the dissertation. The doctoral student has attached a report on the main scientific and practical contributions. The structure of the research follows the internal logic of the text, and the chapters are thematically separated parts of the work, outlining the highlights of the research. The dissertation is written in professional language, which shows knowledge of the subject, and the correctly set research tasks and the methodology chosen by the doctoral student allow her to successfully conduct her research.

In the Introduction of the presented work, according to the requirements for such a text, a description of the structure of the text is made, the justification for choosing the topic, relevance and significance of the research is included. The object of the study is defined as "digital marketing communications on the World Wide Web", and the aim of the study, she writes, is "to explore the dialogic and semantic aspects of digital marketing communications through web content." Used by the doctoral student are methods that correspond to the objectives of the study - data collection, comparative analysis and synthesis, systematization and summarization of information, selection and comparison of practices on certain markers, typology and modeling. are sources from the relevant scientific fields, traditional and electronic information resources related to the problem, as well as publications in this field, which contributes to the completeness and relevance of the text.

The PhD student has her own hypothesis that "companies do not use enough or not to the full the dialogic potential of the Network regarding the machine-readable aspect of the content of their marketing communications", which she proved through her empirical research. The thesis that "semantic technologies are key to the theoretical and practical research in the field of digital marketing communications on the Web, so can be the basis for the effective use of its dialogic potential, as well as marketing and marketing communications based on dialogicity "is also the subject of proof through this text.

The first chapter presents the theoretical aspects of publications related to the text of marketing communications, as well as the characteristics of web content such as the text environment. The first chapter focuses on theoretical aspects of research on digital marketing communications in

the network and traces the semantic annotation of content in terms of dialogic potential. Researched on web content, "against frameworks built on dialogic PR theory, upgraded with the technological capabilities of the schema.org dictionary to create dialogic moments." In. The second chapter substantiates the conceptual and practical framework of related disciplines that explore "the application of semantic technologies, as well as the practice of relational marketing and embedding dialogic moments in communication with stakeholders online", and the third chapter is devoted to the analysis of dialogic and semantic aspects of web content of leading technology companies.

he PhD student argues that "Content on the Web should not be analyzed only in terms of its documentary nature, but also in terms of data exchange related to its management and dissemination", which is related to the author's empirical research. Leading the text is Barbara Stern's understanding of the source, message and recipient of the text. In the second chapter, an attempt is made to "present the connection between research in the field of dialogic theory and those in the field of the Semantic Network. 1: Marketing communications on the Web as a dialogue 1. The importance of dialogue on marketing communications on the Web and to make a "Model of marketing communications based on the graph of knowledge." The PhD student works with the term "Semantic Network and Marketing Communications", which she introduces as defining. The third chapter examines the dialogic and semantic aspects of web content. communications of the top 10 companies in the S&P 500 ESG index. Here are some of the findings of the study, such as "In marketing, dialogue is also about knowledge and co-creation of meaning." It is also related to a communication scenario in which dialogic communication is achieved through a fully user-oriented approach. "/ Finne, C. Grönroos /. In the author's study "The degree of dialogicity is measured on the basis of indicators from the framework of dialogic theory in communication with audiences (in particular on the basis of the five principles of dialogicity in the Web, outlined by Michael Kent and their specific manifestations in terms of website content). The use of metadata and related data is measured on the basis of an overview of the source code of the respective digital web resource (OpenLink Structured Data Sniffer browser extension). Perhaps they can be formulated more precisely in order to present the result of the study of the dialogic potential of schema.org.

I believe that the text of the dissertation contains and summarizes the main theories, systematizing the key characteristics of media content in the digital environment in terms of marketing communications, outlines the creators of content in digital platforms. An author's research is presented and analyzed. The PhD student has reached one of the important

conclusions in her work that "Theoretical research in the field of digital marketing communications and related fields, argue that effective and impactful digital marketing communications on the Web, presuppose readiness for dialogue and understanding of the Internet environment as a public space (multi-text and multi-character in nature), for which brands should build organizational structures through which they create and maintain socially responsible speaking and communication through and alongside their marketing communications.

Evaluation of contributions and contribution moments

At the end of the dissertation are the formulated scientific and scientific-applied contributions contained in the dissertation. I believe that this work has a strong particle-applied nature and the conclusions of the doctoral student could be useful to the management teams working in a digital environment. aspect. I appreciate this accuracy and systematicness of the author in researching and quoting the sources, which is evident throughout the text. It seeks to create an experimental "model of communicating with web content" by outlining some of the dynamics of web content exchange (and the messages embedded in it) that arise and take place online, as well as to illustrate potential reciprocal influences and interrelationships, including in the model the understanding of machine-readability of the content ". The doctoral student makes an author's scheme for "Characterization and typology of marketing content on the Web as text" and "framework for analysis of dialogical and semantic aspects of marketing content on the Web", which are for the purposes of her research. Conclusions such as: "The summarized results show that even companies with a clearly stated presence on the Web and proven semantic technologies do not approach the publication of content and data that would help search and visibility of this content, supporting dialogic communication through machine-mediated interaction "And that" Most of the analyzed sites adhere to the principles of dialogic communication within the web pages themselves, but do not adhere to basic good practices in the use of metadata for inventory

Publications on the topic of labor

The presented publications / 7 in number / are directly related to the topic of the dissertation and are related to the content of the dissertation. They are entitled: "The text of marketing communications on the World Wide Web", "Corporate citizen and its inclusion in the Web",

"The Semantic Network and digital marketing communications: intersections and perspectives", etc., which correspond to this text.

Critical remarks and recommendations

Each text can be improved and edited. This text is also, as the text could be more structured in some places and some deviations from the topic of development will be avoided, so that it will be easier to understand.

Conclusion

The dissertation proposed for defense is the author's empirical study, which studies, systematizes, describes and analyzes ten of the most influential companies in the world and compares the use of the dialog model in the creation of marketing communications, in view of the dialogic potential of the network ", which should be" machine-readable ". One of the important findings of the study shows that "the dialogic potential of the network, in its aspect and the potential for data federation, is largely not used in digital marketing communications online", which is the result of the author's research. Some of these practices are analyzed for the first time through the proposed markers of dialogue models and network capabilities. The study has studied and systematized major publications on the topic, made an author's empirical study, made conclusions and forecasts for the development of marketing communications, this work has the qualities of independent research, structured according to the requirements for dissertation, which can be successfully defended. In conclusion, I will say that the dissertation presented by Teodora Petokva both in form and content meets the requirements of ZRASRB and the Regulations of Sofia University for obtaining the educational and scientific degree "Doctor" in professional field 3.5. Public Communications and Information Sciences. Therefore, I propose to the esteemed Scientific Jury to award Teodora Petkova the educational and scientific degree "Doctor" at 3.5. "Social Communications and Information Sciences", as well as myself, will vote in favor.

02/28/2022

Prof. Dr. Teodora Petrova