



## REVIEW

of the submitted works for participation in the competition for the academic position of DOCENT /PROfessor in the professional field 3.5. Public Communications and Information Sciences (Persuasion and Social Influence), announced by Sofia University "St. Kl. Ohridski" 103, of 10.12.2021.

Reviewer. Prof Dr Sc Milko Petrov

Candidate(s): Kalin Tsvetanov Kalinov and Plamen Atanasov Atanasov

I. Summary data about the candidate (research, teaching and academic activity).

The research activity of the candidate Kalin Kalinov has the following factual dimensions:

Kalin Kalinov has submitted for participation in this competition 2 scientific monographs- an original monograph on "Persuasive Communication and Communication Management", University of St. Kl. Ohridski, 2021, peer-reviewed, and a monograph based on his doctoral dissertation on "Public Diplomacy and Terrorism", University of St. Kl. Ohridski, 2021.

The candidate has submitted for participation in the competition 7 articles in scientific journals, which are in the fields of: risk communication, trust as a success factor of public diplomacy, specifics of digital public diplomacy, etc. And also 9 author chapters from collective monographs, which are in the following scientific areas.

In the "All Research Publications" section, the candidate has submitted 12 chapters from peer-reviewed research monographs, of which 4 chapters are co-authored. He has also submitted 14 research articles published in scholarly journals, which are in the following research areas: trust as a factor in public diplomacy; effectiveness of government risk communication before the Covid-19 pandemic, terrorism as a form of communication, etc., The candidate has also presented 4 articles in proceedings and scientific conferences on digital public diplomacy, The Heat-Seeking Model and its application in film marketing, etc. He has also co-authored scholarly collections on Communication Management: Theory and Practice in the 21st Century in 2019 and 2020. The candidate's research activities fully correspond to the theme of this competition, Persuasion and Social Influence, in terms of original authored monographs, chapters from collective monographs and scholarly articles.

"Persuasive Communication and Communication Management". The subject of this monograph is mainly persuasive communication in the context of communication management in Bulgaria. Its subject is the contribution and applicability of theoretical and practical formulations from the field of persuasive communication in the context of communication management. Most of his scientific articles and individual chapters in collective monographs also correspond to the theme of this competition.



Kalin Kalinov's teaching activity has the following factual dimensions:

In the period 2018-2022 he was successively assistant professor and senior assistant professor at the Department of Communication and Audiovisual Production of the Faculty of Communication and Audiovisual Production at the Sofia University. "Persuasion and Social Influence"; "Mass Perception Management"; "Persuasive Communication" and "Communication Management". He works with graduates of the Bachelor's programmes at the Faculty.

In the period 2018-2022 he is an independent expert at the European Commission-Brussels, Belgium. He performs expert analysis and evaluation of incoming projects for funding- evaluation of budgets, financial plans and concepts.

In the period 2015-2018, he is a lecturer in the undergraduate programmes of FJMK, where he developed an original course "Transmedia Narratives and Marketing" together with Dr. Gergana Markova.

In the period 2013-2014 he was a Master's student in International Relations at the University of Birmingham, Department of Political Social Sciences-England.

The academic activity of the candidate Kalin Kalinov has the following factual dimensions:

Kalin Kalinov is a member of the Faculty Council of FJMK of the University of "St. Kl. Ohridski."

In the period 2007-2022 he was a producer in the company "KaBoAl "Ltd/Invictus Ltd, whose main activity is related to the production of audiovisual products (films, promotional videos, management of audiovisual content on social networks). The team has developed numerous projects, including 7 full-length feature films in co-production with partners from the Netherlands, Sweden, Germany, Turkey, Greece and Macedonia. The company was awarded for its work on the communication campaign "Security Reform", which received third place at the annual Bapra2016 awards in the public sector.

Kalin Kalinov holds certificates in: film production, project management, screenwriting and film financing. He has diplomas in youth, film and sports marketing.

He holds the following academic awards:

-For academic work on the development of the "Seat Seeking Model " from Quadriga University- Berlin;



-Young Scholar Award of the electronic journal for media analysis, research and criticism "Newmedia21"-2013, etc.

The research activity of the candidate Plamen Atanasov has the following factual dimensions:

Plamen Atanasov has submitted for participation in this competition one scientific monograph on the topic: "Reputational crises online", Sofia, published by Vanguard Prima, 2018. And also 3 independent chapters in the collective monograph "Management of reputational crises", namely: Management of reputational crises; Computer viruses and why organizational reputation suffers; Rumors as an external threat to reputational crisis; Trolls and hackers- external threats to reputational crisis". He has also presented 20 papers and research articles which are in the following research areas: Hackers and trolls in the network system; The place and role of the Internet in the construction of social perception; Internet rumors as part of today's propaganda techniques; Fake news- a hybrid technique against the security of people, society and organizations"; On some ethical issues and truth in Big Data. Cambridge Analytica and Fake News; The "Silent War" and the credibility of computer viruses lately; Fake News, Media and Hybrid Wars; Risk Analysis- some perspectives in building Industry 4.0; Artificial Intelligence in the context of online communication: A challenge to the "Safety Principle"; New and traditional media in the conflict between credibility and timeliness of messages, etc.

The candidate has also submitted 34 papers and research articles in the following research areas: Hackers between Security in and out of Cyberspace; "Postcodes" and Crisis Communication in the Context of National Security; Cov 19- Hacking, Fake News and Broad Security; Anomalies, Changes and Crises in Security Systems; Propaganda as a Technology in Recent Years, among others.

Candidate has presented papers in a number of scientific conferences at the National University of Defence "Vasil Levski", International Scientific Conference of NBU on "Asymmetric Threats, Hybrid Wars and their Impact on National Security", Jubilee International Conference "Contemporary Management Practices, Connectivity and Regional Partnership", BSU, etc.

Candidate's participation in research projects- he is part of a research project team in support of PhD thesis at FJMC with the theme: "Reputational Crisis Management" ( a project for a textbook ).

The teaching activity of the candidate Plamen Atanasov has the following factual dimensions:



Plamen Atanasov has lectured and conducted an exercise on the subject : "Persuasive Communication" in the framework of his PhD at FJMC. He has been a guest lecturer in the discipline "Institutional Transmedia Image and Brand" at FJMK (2019).He has reviewed theses at FJMK, B.A.(2016- 2017;10 pcs. ) and M.A.(2019,1pc. ).

The academic activity of the candidate Plamen Atanasov has the following factual dimensions:

Plamen Atanasov is a member of the "Union of Scientists in Bulgaria" ( SUB ) and the "Union of Bulgarian Journalists" (UBJ ). His professional experience is in the following fields: newspaper publishing, food industry, medical and computing, public administration, banking, judiciary, editor-in-chief of a newspaper, etc.

## II. Characteristics of the candidate's scientific and applied output.

The submitted scientific works of the candidate Kalin Kalinov can be accepted for evaluation in this competition. Scientific arguments:

- The two monographs submitted by the candidate fully correspond to the announced theme of the competition, namely: 'Persuasion and Social Influence'. The first scientific monograph with which the candidate is participating in this competition is entitled: 'Persuasive Communication and Communication Management' and it conceptually deals mainly with persuasive communication and its influence through communication management. The second scientific monograph with which he participated in the competition is entitled: 'Public Diplomacy and Terrorism' and it is entirely in the scientific field of persuasive communication and its social impact.

- The scientific articles, chapters of collective monographs and contributions to scientific conferences are entirely within the scope of this competition. They are in the following problem areas: Persuasive Communication and Communication Management; Mass Perception Management; Reputational Crisis Management; Role of Storytelling in Mass Perception Management; Nature and Specifics of Communication Management; Role of Communication Manager in Modern Organizations; Brand Authenticity and Participation in Social and Political Debates; etc.

-The presented works of the candidate Kalin Kalinov, by quantitative and qualitative indicators, receive excellent scientific evaluation. Scientific arguments:



- The candidate has a total of 540 points in all indicators in fulfilling the minimum national requirements under Article 26 of the Law on Research and Development;
- The candidate thoroughly, professionally and competently addresses persuasive communication and communication management in 3 scientific monographs; 12 chapters of scientific monographs and 14 scientific articles;
- Candidate has been an independent expert at the European Commission-Brussels, Belgium for 4 years;
- Candidate in 2013-2014 is a Master in International Relations, University of Birmingham, England, Department of Political Social Sciences;
- Candidate is actively engaged in production activities related to the production of audiovisual products (films, promotional videos, management of audiovisual content on social networks);
- The candidate holds certificates in: film production, project management, scriptwriting and film financing. He has diplomas in youth, film and sports marketing. The successful combination of theory and practice is a very big advantage in his teaching work at the FJMC of SU.

The submitted scientific works of the candidate Plamen Atanasov cannot be accepted for evaluation in this competition. Scientific arguments:

- The topic of this competition "Persuasion and Social Influence" is not the subject of theoretical analysis in the candidate's scientific works. For the most part, they deal mainly with online reputational crises ( in the context of public relations), the Internet, artificial intelligence, fake news, cyberspace, hackers and national security.
- These scientific issues are partly/fragmentarily related to the theme of the competition "Persuasion and Social Influence". De facto , they do not have a general theoretical/conceptual character in the scientific field defined in this competition. None of the candidate's scientific publications are focused in Persuasion and Social Influence- as essence, phenomenology, basic definitions, physiognomy and prognostics.



-The candidate has not presented any general theoretical/conceptual studies of persuasion and social influence; he or she has mostly examined them through the prism of a series of important but entirely private problems.

- The candidate scored 480 points in total across all indicators in meeting the minimum national requirements under Article 26 of the DRRDA.

For these reasons, the scientific works of the candidate Plamen Atanasov cannot be accepted for scientific evaluation. In their entirety, they do not correspond to the topic of this competition. The scientific field of "Persuasion and Social Influence" is very broad, by condition, it implies a general theoretical analysis and understanding of these social phenomena in terms of their nature, basic definitions, applicability in social practice, physiognomy, prognostics. The problems of the Internet, cybersecurity, artificial intelligence, and reputational crises are very concrete; they are undoubtedly relevant to persuasion and social influence without being its general-theoretical focus. If the competition were announced in the thematic area of "Internet, reputational crises and cyber security", the candidate Plamen Atanasov would have all the necessary scientific grounds to participate in such a competition, because his overall scientific production is focused in this scientific area.

III. Main contributions in scientific, applied and teaching activities of the candidates:

The scientific, applied and teaching activity of the candidate Kalin Kalinov formulates new fields and scientific problems and justifies new theory, thesis and hypothesis related to the topic of this competition:

-Kalin Kalinov proposes and justifies an author's definition of the term "Persuasive Communication", based on a thorough theoretical analysis and tracing the historical development of this phenomenon;

-A comprehensive theoretical review of a number of concepts related to this concept in the English-speaking and Bulgarian scientific schools;

-The historical development of the phenomenon and its evolution in the history of interpersonal and mass communication are examined in detail;



-The definition of persuasive communication proposed by the candidate builds on already existing formulations in this scientific field. It analyzes this concept in a contemporary context, which facilitates future researchers and improves students' perception of this definition. This greatly improves its application in professional practice.

The candidate Kalin Kalinov proves by new means some essential aspects of already existing theories and hypotheses, in accordance with the topic of the competition:

- Mass perception management, behaviour patterns, campaign management; public diplomacy and terrorist crises; crisis and risk communication;

-Communication management, strategic communication management, narrative aspects of content, social media profile management, corporate and communication campaigns.

The candidate Kalin Kalinov proposes new interpretations, definitions of a current and already analyzed object of research, in accordance with the theme of the competition:

-Dimensions and transformations of digital public diplomacy: defining the field, communication channels, stakeholders, measuring effectiveness. National Programme for Young Scientists and Postdocs (2021).

Candidate Kalin Kalinov creates new classifications, methods, technologies, obtains and proves new facts that confirm already known theories and interpretations in relation to the topic of the competition:

-Communication Management. Information flows, management systems and degrees of integration of communications in corporations, NGOs and government agencies in Bulgaria. Scientific supervisor of the project at the National Research Fund No. KP-06-M25/3(2018- 2021).

The candidate Kalin Kalinov has made contributions to the introduction of methods, approaches, training models that directly relate to the topic of this competition:

-Kalin Kalinov: "Mass Perception Management", collective monograph, Supervisor: Prof. Dr. Chavdar Hristov, FNI project(2019);



The candidate Kalin Kalinov has made the following significant contributions to science and practice, in accordance with the theme of the competition:

-Theoretically and practically justifies the concept of "persuasive communication", based on a very broad and professionally thorough scientific analysis;

-Theoretically and practically analyses the phenomenon of "public diplomacy" in the context of terrorist crises, which is one of the first scientific studies in this field in our country;

- The candidate's production activity related to the production of audiovisual products (films, promotional videos, management of audiovisual content on social networks) is very useful in his teaching work at the FJMC. The candidate holds a number of certifications in: film production, project management, screenwriting and film financing. He has degrees in youth, film and sports marketing. Successfully combining theory with practice is a very big advantage in his academic work and teaching at FJMC.

Candidate Kalin Kalinov has realized scientific, scientific-applied and educational effect in his scientific and teaching work, in accordance with the topic of the competition:

-He has participated (as a member and scientific supervisor) in several national research projects under the Ministry of Education and Science, which have been successfully finalized with high evaluation;

-In a period of 4 years, he was an independent expert at the European Commission-Brussels, Belgium;

-He is actively involved in production activities, audiovisual video production, holds a number of certificates in film production, project management, script writing and film financing. His multi-faceted practice in media production, film, sports and youth marketing has had a strong educational impact in his work as a university lecturer.

Many of the contributions have been made by Kalin Kalinov, as evidenced by his authorship awards and citations in scholarly publications, in line with the theme of the competition:



-Digital Communication Award 2011. Winner in the category -Bachelor's Academic Development|| for the development of the -Seat Seeking Modell awarded by the University of Quadriga-Berlin;

-Young Scholar Award of the electronic journal for media analysis, research and criticism "Newmedia21" (2013);

-Interdisciplinary Research Award 2015. Award for the development of "Terrorism as a Strategic Communication Phenomenon", presented in Sarajevo, Bosnia and Herzegovina;

-Best Paper Award 2016- at the International Conference "Digitalization and Social Transformations in a Globalized World", Blagoevgrad, Bulgaria.

-For the period 2018-2022 the candidate has 12 citations in reputable Bulgarian and foreign scientific journals.

The scientific, applied and teaching activities of the candidate Plamen Atanasov do not formulate new fields and scientific problems and do not substantiate a new theory , thesis and hypothesis related to the topic of this competition:

-Plamen Atanasov presents his scientific contributions in three problem areas: organizational reputation; social influence, media and public communication and the intervention of artificial intelligence and industry 4.0 in the activity of persuasion and in the promotion of social influence.

-Plamen Atanasov does not propose and justify an author's definition of the term "Persuasive Communication", based on a thorough theoretical analysis and tracing the historical development of this phenomenon;

-He does not carry out a comprehensive theoretical review of a number of concepts that refer to this concept in Bulgarian and foreign scientific schools;



-The historical development of the phenomenon of "persuasive communication" and the evolution in the history of interpersonal and mass communication are not examined in detail;

-The candidate's scholarly contributions, in his judgment, focus mostly on reputational crises and threats, on the author's model of troll and hacker action, in the creation of an original methodology for self-organizational monitoring to detect reputational threats in new and traditional media, in social influence, media and public environments, the impact of reputational crises on securities trading, the role and place of fake news in the promotion of social influence. And more- the interventions of artificial intelligence and industry 4.0, the development of computer viruses by sector:pranks-sabotage-espionage and interventions in the public sphere.

These contributions have a distinctly applied rather than general theoretical character in the field of persuasion and social influence.

The candidate Plamen Atanasov does not prove by new means some essential aspects of already existing theories and hypotheses, in accordance with the topic of the competition:

- The candidate's scientific works do not deal theoretically with Mass Perception Management, models of behaviour, campaign management. The main problems that are the subject of theoretical analysis in them are: reputation crises online, rumors on the Internet, computer viruses, hackers and trolls in the network system, fake news, etc. these private problems are very important, but in them persuasion and social influence are not the scientific focus ;

The candidate Plamen Atanasov does not propose new interpretations, definitions of a current and already analyzed object of scientific research, in accordance with the theme of the competition:

-This is shown by the titles and contents of a number of his scientific publications.They are devoted to private problems that mainly deal with digital communication, online reputational crises, national security.

-Here are some titles of the main monograph, chapters of collective monographs and scientific articles of the candidate submitted for the competition: monograph: 'Reputational crises online'; chapters of collective monographs: 'Computer viruses and



why organisational reputation suffers'; 'Rumours as an external threat to a reputational crisis'; 'Trolls and hackers - external threats to a reputational crisis';

-Scholarly articles: "The place and role of the Internet in the construction of social perception"; "Internet rumors as part of today's propaganda techniques"; "Fake news- a hybrid technique against the security of people, society and organizations"; "On some ethical issues and truth in Big Data. Cambridge Analytics and Fake News", etc.;

Candidate Plamen Atanasov does not create new classifications, methods, technologies, does not obtain and prove new facts that confirm already known theories and interpretations in relation to the topic of the competition:

-His scientific production is entirely focused in the problem field of the Internet, online reputation crises, national security risks, etc. Here are some titles of the scientific articles he submitted for this competition: "The 'Silent War' on Trust and Computer Viruses Lately"; "Fake News, Media and Hybrid Warfare"; "Fake News between Artificial Intelligence and Credibility "Risk Analysis- Some Perspectives in the Construction of Industry 4.0"; "Artificial Intelligence in the Context of Online Communication. A Challenge to the "Safety Principle"; "The Corporate Website in the Communications of Bulgarian Enterprises in the Context of a Massively Accessible Internet", etc.

The candidate Plamen Atanasov does not present any contributions on the introduction of methods, approaches, training models that directly relate to the topic of this competition. He addresses and analyzes scientific problems that are partially and fragmentarily related to the topic of this competition:

-Plamen Atanasov: "Reputational crises online", monograph(2018);

The candidate Plamen Atanasov has no significant contributions to science and practice related to the topic of this competition:

-Theoretically and practically, he mainly substantiates the nature, elements and main features of reputational crises online;



-In a number of scientific publications Plamen Atanasov consistently addresses computer viruses, trolls, hackers, Big Data, rumors, propaganda techniques, fake news, hybrid warfare. These are private scientific problems that are not of a general theoretical nature, related to persuasion and social influence. Therefore, the candidate has no significant contributions to science and practice that are directly related to the topic of the competition.

The candidate Plamen Atanasov does not have a realised scientific, scientific-applied and educational effect in his scientific and teaching work, in accordance with the topic of the competition:

-Plamen Atanasov has only one participation in a scientific project of FJMK in support of PhD students with the topic: 'Reputational Crisis Management' (project for a textbook.2017), which is extremely insufficient;

-The scientific and teaching activity of Plamen Atanasov is not focused in the topic of this competition: research fellow at the Institute of Viticulture and Wine (Pleven-1997-2000. "Institutional transmedia image and brand"( 2019).He also has several reviews of theses in "Bachelor" and "Master". This research and teaching activity of the candidate does not show a significant social effect.

A large part of Plamen Atanasov's contributions are related to a number of private problems that are not the focus of this competition:

-The candidate has not presented awards he has received for research and some scientific publications;

-The candidate has submitted 6 citations in Bulgarian and foreign scientific publications.

#### IV. Notes and recommendations

The presented scientific and scientifically applied production of the candidate Kalin Kalinov fully meets the necessary scientific requirements for participation in the competition for the academic position of Associate Professor at the Faculty of Science of the Sofia University "St. Kl. Ohridski" (Persuasion and Social Influence). Scientific arguments:



- The candidate Kalin Kalinov has a very large volume and thematic diversity of scientific production;
- This scientific production is of high quality, as evidenced by his scientific studies, which are cited by authoritative Bulgarian and foreign researchers;
- Candidate Kalin Kalinov has extensive practical experience as a producer of audiovisual content, holding a number of certificates for this prestigious activity, which directly relates to the topic of this competition;
- Candidate Kalin Kalinov actively participates in Bulgarian national projects under the Ministry of Education and Science;
- The candidate Kalin Kalinov is also involved in international research projects under the European Commission-Brussels;
- Candidate Kalin Kalinov teaches basic subjects that are entirely in the problem area of the competition. Persuasion and Social Influence; Mass Perception Management; Persuasive Communication and Communication Management;
- Candidate Kalin Kalinov actively works with graduates of the undergraduate programs at FJMC;
- Candidate Kalin Kalinov holds a Master's degree in International Relations from the University of Birmingham - England, Department of Political and Social Sciences;
- Candidate Kalin Kalinov is a research assistant to Dr. Katherine Durose in the project: "Rethinking Accountability and Representation in Regional Governance", supported by ESRC, England.

These scientific arguments give me the necessary reasons to rank the candidate Kalin Kalinov first.

The presented scientific and scientifically applied production of the candidate Plamen Atanasov does not fully meet the necessary scientific requirements for participation in the competition for the academic position "Associate Professor" (Persuasion and Social



Influence) at the Faculty of Journalism and Mass Communication of Sofia University.  
Scientific arguments:

-The topic of this competition "Persuasion and Social Influence" is not the subject of in-depth conceptual analysis in the scientific works of Plamen Atanasov. The following scientific issues are presented and discussed in them: reputational crises ( in the context of public relations), the Internet, artificial intelligence, fake news, cyberspace, hackers and national security.

-These scientific issues are only partly/fragmentarily related to the theme of the competition "Persuasion and Social Influence". De facto, they do not have a general theoretical and conceptual character in the scientific field indicated in this competition. None of the candidate's scientific publications are focused in the problem area "Persuasion and Social Influence"- as essence, basic definitions, phenomenology, philosophy and prognostics.

-The scientific works of the candidate Plamen Atanasov , in their majority, deal with a series of private problems, which mostly concern: online reputation crises, fake news, artificial intelligence, cybersecurity, national security, etc.

-Candidate Plamen Atanasov , in general, has no general theoretical/conceptual studies that are directly related to persuasion and social influence. In his scientific works, he mainly discusses and analyzes some individual , private problems that do not address persuasion and social influence as essence, definitions, phenomenology, physiognomy and prognostics.

These scientific arguments give me the necessary reasons to rank the candidate Plamen Atanasov second.

## Conclusion

The thorough review of the scientific research, teaching and academic activity of the candidate Dr. Kalin Kalinov gives me the necessary scientific grounds to formulate a fully positive assessment of his research, teaching and academic activities. Scientific reasons:



-Candidate Kalin Kalinov has an extensive and very thorough scientific production, which is based on our and foreign sources, which show a very high professional competence, formulating original scientific theses and forecasts;

-Candidate Kalin Kalinov has scientific and applied research under Bulgarian and foreign institutions- FNI of the Ministry of Education, European Commission, etc.;

-Candidate Kalin Kalinov has an active teaching activity - he teaches courses that are entirely on the topic of this competition;

-Candidate Kalin Kalinov has a very large and impressive media experience. He holds certificates in: film production, project management, screenwriting and film financing. He also holds diplomas in youth, film and sports marketing. This greatly expands and enriches his teaching activities at FJMC of SU.

Based on everything said so far, I rank the two candidates : Kalin Kalinov and Plamen Atanasov in the following way:

1st place. Kalin Tsvetanov Kalinov

2.Second place. Plamen Atanasov Atanasov

Date:

March 24, 2022

Reviewer:

Prof. Dr. Milko Petrov