

OPINION

From Prof. Dobrinka Peicheva

For the works of the Chief Assistant Dr. Kalin Kalinov and Dr. Plamen Dimitlov, submitted for participation in a competition for associate professor under 3.5. Public Communications and Information Sciences (Persuasion and Social Influence) for the needs of the Department of Communication and Audiovisual Production at FJMK, Sofia University "Kl. Ohridski" This opinion is in response to the Order of the Rector of Sofia University Kl. Ohridski to participate in the Scientific Jury 38-48 of 21. 01.2022 based on Art. 4 and Art. 25 of the Law for the development of the academic staff in the Republic of Bulgaria, art. 57 para. (1) and para. (2) of the Regulations for application of ZRASRB, art. 108 para. (1) and para. (3) of the Regulations on the terms and conditions for acquiring scientific degrees and holding academic positions at Sofia University "St. Kliment Ohridski" and decision of the Faculty Council of the Faculty of Journalism and Mass Communication, Minutes № 05 of 13.01.2022.

In the announced competition for associate professor, two people submitted their documents - Chief Assistants Dr. Kalin Kalinov and Kalin Kalinov and Dr. Plamen Atanasov both an alumnus of FJMK and the two late Prof. Dr. Chavdar Christov.

Chief Assistant Dr. Kalin Kalinov is a staff member of the Department of Communication and audiovisual production "at Sofia University" Kl. Ohridski, Faculty of Journalism and mass communication-Sofia - September 2018

Leads disciplines closely related to the competition's theme, namely - persuasion and social influence, communication management; persuasive communication; management of mass perceptions. Works with dozens of bachelor's degree graduates.

Independent expert at the European Commission in Brussels since January 2016, where he performs expert analysis and evaluation of incoming projects for funding, is also an expert at Creative Europe, MEDIA program Coordinates with the staff of the EC, evaluates budgets and financial plans but incoming projects. Since 2007 he has been a producer at CaBoAI / Invictus OOD, Sofia, Bulgaria. Dr. Kalinov was trained in the Bachelor's degree in Public Relations at the Faculty of Public Health in 2009-2013 and graduated with the highest grade in the class - an excellent 5.97. He received his master's degree in 2013-2014 from the University of Birmingham, Department of Political and Social Sciences, and received a master's degree in international relations with an excellent grade (70 points)

Kalinov received his doctorate in 2018 at the Faculty of Fine Arts with the topic of his dissertation: "Applications of public diplomacy in terrorist crises after September 11, 2011," and supervisor Prof. Chavdar Hristov

From the period 2007 to 2012, Dr. Kalinov received six international and one national diploma and certificates: in film marketing, film production, screenwriting, sports marketing; youth marketing, in project management; as a film producer. As an assistant professor, Kalinov has participated in 7 film productions, most of them with several international and national awards.

Dr. Kalinov is also the holder of several academic awards: Digital Communication Award 2011 - winner in the category "Academic Bachelor's Degree" for the development of the Heat-Seeking Model, presented by the University of Quadriga, Berlin; NewMedia21 Young Scientist Award for 2012, Sofia, Bulgaria; Interdisciplinary Research Award 2015 - for the development of "Terrorism as a Strategic Communication Phenomenon," presented at the International Interdisciplinary Graduate Conference at the International University of Sarajevo - Sarajevo, Bosnia and Herzegovina; Best Report of the International Conference "Digitalization and Social Transformations in the Globalized World," Blagoevgrad, Bulgaria.

From the reference for the fulfillment of the minimum national requirements under art. 2b

3. The Social, Economic and Legal Sciences, professional field 3.5. Public Communications and Information Sciences, that Chief Assistant Dr. Kalin Kalinov, candidate for the academic position of associate professor, has a total of 540 points on all indicators

Dr. Kalinov has a thorough background in the learning process of 272 lecture hours.

There are 17 manuals for bachelor's degree graduates at FJMC

The candidate for associate professor Dr. Kalinov, presents 2 monographs, 9 chapters from monographic works; 14 articles in scientific journals; 5 articles in collections; 2 participations in compilations; 18 participations with reports in national and international scientific forums. He participated in the competition with 2 monographs, 9 chapters of monographic works, 7 scientific articles. He presented 12 famous quotes in our country and abroad

Evaluation of the scientific and practical results and contributions of the scientific and educational production submitted for participation in the competition

The monograph of Assistant Professor Kalin Kalinov is a quality academic work of 270 pages. It is the first successful attempt to combine communication management with persuasive communication in fundamental work on science and educational purposes on communication

management. Combining and further developing the theory of persuasive communication with empirical research and analysis of good practices in the strategic management of leading communication agencies, which he implements, is a successful and fruitful endeavor. It explains the positives of relevant relationships between theoretical achievements and successful management approaches, which provide grounds for modeling communication processes in the present and the future. Within the individual chapters, Dr. Kalinov has managed to make a retrospective theoretical review of persuasive communication, drawing on and building on a large extent of what has been achieved in Bulgaria, including by our late colleague Prof. Chavdar Hristov.

Although in a concise version, historical development, the very definition of the field of persuasive communication, and the accompanying ethical dimensions are relevantly presented as a methodological framework of the monographic work. As a continuation of the methodological framework in the second and third chapters with outstanding scientific good faith are interpreted, the immanent conceptual and essential characteristics of the objects of persuasive communication - people's attitudes and behavioral variations. Chapter 4 reveals the existing models for persuasive influence in a critical-analytical plan in the form of the three models of Petti and Kachiopo's ELM, Chaiken and Igli's HSM, and Kruglanski's Unimodel, serving and making the transition in Chapter 5 to characteristics and requirements for the individual elements of persuasive communication: persuasive communicator; persuasive messages; audience

Chapter 6, explains the dimensions of successful managerial, strategic communication practices of over 10 communication campaigns, based on which Chapter 7 is built "where examples of successful communication management practice are given. The language in which the monograph is written is strictly academic but readable. The acquired and included literature is rich and relevant. The monograph substantiates and formulates the dimensions of the new scientific field of persuasive communication and highlights its social impact; The existing classical theories of persuasive influence are further developed, and on the basis of practical examples, new interpretations of analyzed own research of researches of other scientists are offered. New research approaches are proposed, and new facts from modern communication influences and persuasive practices are proved.

The other publications of Chief Assistant Dr. Kalin Kalinov complement the importance of the issues developed by him and enrich his independent contributions to science and education, and practice. At the same time, the monographic work of Dr. Kalinov ranks among the fundamental

scientific works in our native communication theory with a pronounced social effect. Dr. Kalinov's monographic work itself ranks among the fundamental scientific works in our native communication theory.

I summarize the author's generalized contributions to the following:

- The historical manifestations of persuasive communication are traced, as well as in a modern context. This builds on existing theoretical statements in the thematic field.
- The historical comparisons that are made between the fields of narratology and persuasive communication, within which the main elements of the narrative stand out with the potential to have a convincing impact, allow a clear delineation of their boundaries. [16.19]
- A matrix for in-depth case studies has been established within the framework of persuasive communication with possibilities for longitudinal use and verifications (publication 16.2)
- A Model of persuasive impact in the trajectory of communication management has been created (publication 16.2) in the form of a prototype that presents an opportunity to conceptualize the strategic goals of a specific communication campaign for persuasive impact on users.
- Proposed author's definition of the term "communication management" based on extensive theoretical analysis and follow-up of the historical development of the phenomenon (publications 16.10; 16.11; 16.12)

My assessment of the candidate is that his publishing and educational activities fully meet the requirements for holding the academic position of Associate Professor on the subject of the announced competition.

The **second candidate** in the competition for the associate professor is Dr.

Plamen Atanasov, a graduate of FJMC and the late Prof. Dr. Chavdar Hristov.

From the reference for the fulfillment of the minimum national requirements under art. 2b

3. The Social, Economic and Legal Sciences,

professional field 3.5. Public Communications and Information Sciences,

it was established that Dr. Plamen Atanasov, a candidate for an academic position

Associate Professor has a total of all indicators - 480 points

For the competition, Dr. Plamen Atanasov has proposed 1 monograph from 2018 in the publishing house Avangard Prima with the title - "Reputational crises online" (318 pages); 3 chapters from the collective monograph "Reputation Crisis Management" of FJMK; 20 scientific articles, one of which with an impact factor in Web of Science.

The monograph, which mainly presents Dr. Plamen Atanasov, is an extremely valuable scientific tool that combines the possibilities of combining theory and practice in a specific segment of communication management, namely the management of the reputation of organizations. Apart from his contribution to the identification of reputation in its entirety, to the reputation crisis and crisis communications, Dr. Plamen Atanasov also clarifies the new media in positioning this issue, not only it. The profiling of the author in this scientific trajectory and his contribution to its consolidation is a worthy academic achievement that deserves to be channeled into an appropriate academic competition in a specific academic unit. There is a partial attitude in this competition.

The twenty articles of Dr. Plamen Atanasov, representing a wide range of current topics in the media trajectory, each with an independent contribution, also have a partial contribution to the topic of the current competition for associate professor. 6 are the author's citations, one of which is in the edition of Web of Science.

Lecture activity

The candidate has realized 30 hours of exercises in the discipline Persuasive Communication within the mandatory required during his regular doctoral studies at FJMK and 15 hours of classroom employment from the optional course Institutional Transmedia Image and Brand 2018/2019. of bachelors and masters from FJMK within the period 2016-2019

Everything said so far gives me a reason to propose to be voted "Yes" by assistant Professor Dr. Kalin Kalinov for the academic position of associate professor at 3.5. Public Communications and Information Sciences (Persuasion and Social Influence) as meeting the topic of the competition, the requirements of the point system for the position of associate professor, and the requirements for lecture workload, for the needs of the Department of Communication and Audiovisual Production at FJMK, Sofia University "Kl. Ohridski", proposed the competition.

Member of the Scientific Jury:

Prof. Dobrinka Stancheva Peycheva, DSc,
Southwestern University "Neofit Rilski"

22.03.2022