



## OPINION<sup>1</sup>

By prof. D.Sc. Tolya Stoitsova, New Bulgarian University

For acquiring the educational and scientific degree "Doctor" in professional field 3.5. Public Communications and Information Sciences (Media and Communication – Manipulation in Communication)

Topic of dissertation: "Manipulative techniques in the language of communication", presented by Ivan Alexandrovich Zahariev, full-time PhD student at the Department of Communication, Public Relations and Advertising at the Faculty of Journalism and Mass Communication

Supervisor: Prof. Dr. Ventseslav Bondikov

### I. Evaluation of the qualities of the text of dissertation

The relevance of the dissertation is beyond doubt. In our time, I would say that visualization is widely preferred – video or photos are the expense of reading and understanding texts, which requires more effort.

I believe that a PhD student Zahariev thoroughly studies the sources he cites and is clear with them. This supported his work as a researcher of manipulative techniques in the language of communication.

The dissertation proposes new definitions of elements of manipulative technology. For example, I quote, "a definition of the camera not only as a means of creating photographic images, but also as a medium for sharing and distributing visual messages in the process of mass communication" (p. 117 from the dissertation abstract)

The dissertation complied with the compositional requirements. It is structured in three chapters. Thus, the first chapter is entirely theoretical and is devoted to clarifying the concepts, models and theories related to communication. I was well impressed by the signing of the types of communication – verbal, non-verbal and visual. I also want to note the good clarification in the dissertation of Zahariev PhD student on the social, political and economic functions of mass communication. The manipulative function is given a more substantial place. I was also very impressed by the citation not only of foreign researchers, but also of Bulgarian – including the research of prof. Bondikov, who, in addition to being the scientific supervisor of the doctoral

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



student, is also an indisputable specialist in the study of the manipulative functions of mass communication.

In terms of the language in which the dissertation is written, I think it is good and clear. In today's time of globalization, we are all threatened by the use of foreigners from which we cannot escape. However, there are such words, they are not terms that have a clear Bulgarian version. For example, instead of Russianisms unfortunately, it concerns and I think it is better to use them unsuccessfully, affects and thinks.

The methodical toolkit meets the main objective of the study – analysis and synthesis, comparative analysis and critical analysis. The methods also set out the main hypothesis of the study, written in four sub-hypotheses.

I believe that a doctoral student Zahariev knows the main scientific sources and uses them correctly.

The text of the dissertation abstract corresponds exactly to the content of the dissertation.

## II. Contributions of the dissertation research

I accept the contributions as formulated by the doctoral student, divided into two parts.

In the first three I consider unsuccessful the beginning of the formulation "For the first time in our country". Scientific leaders pay special attention to the unsuccessful use of such a phrase. Typical of the scientific contributions of PhD student Zahariev is that it affects both theories by enriching them and the practical possibility of applying the results of the research.

## III. Notes and recommendations

1. Transferring the standards volume of the dissertation and especially to the autoreferral. In my opinion, this is also due to the fact that unnecessarily detailed paragraphs are included, concerning, for example, patterns of communication (c.), Maslow's pyramid (s.). These things are studied during the studies and in my opinion have no place in a dissertation. I teach them third-year PR and journalism students – so they are well known. They could have been quoted, not discussed in detail.

2. Despite the huge volume of the dissertation abstract, it does not include the publications of the doctoral student. I found them in a biographical summary.

3. The bibliography does not meet the standards – first the sources in Cyrillic, then in Latin and finally the Internet sources. A different arrangement has been introduced in the work – books, articles and languages, which I do not consider successful.



4. The bibliography does not meet the standards – first the sources in Cyrillic, then in Latin and finally the Internet sources. A different arrangement has been introduced in the work – books, articles and languages, which I do not consider successful.

I allow myself to wish a PhD student Zahariev if he intends to develop in the scientific field to be stricter to the "canons", as I call them, which are set for scientific works. Books are something else in them we can more creatively afford to express our views.

#### IV. Publications and participation in scientific forums

The PhD student has published the required minimum of 3 materials on the text of the dissertation. Two of the materials I could not look at, although they also have an online address, but when they open, they show other materials than Zahariev's doctorate. Published in KNOWLEDGE (Skopje). The third material is also published in the electronic magazine "Media and Language", which is available.

Doctoral student Zahariev participates in exhibitions, including his own, for which he received awards.

From the materials provided, I found no information about participation in other scientific forums.

#### V. Conclusion

In conclusion, I believe that the proposed review dissertation meets the legal requirements. The strongest part of the dissertation, in my opinion, is the proposed analysis of the pictures and the possibility of manipulation depending on the photographer's point of view. The dissertation abstract corresponds to the dissertation. Publications also meet legal requirements. My critical remarks are benevolent, aimed rather at future developments and do not diminish the value of the work. That is why I strongly suggest to the colleagues from the scientific jury to award the educational and scientific degree "Doctor" to Ivan Zahariev for his dissertation on "Manipulative techniques in the language of communication".

Date: 7<sup>th</sup> of December 2022

Jury member:  
Prof. D.Sc. Tolya Stoitsova