

REVIEW

For the doctoral dissertation on the topic: "Changes in non-verbal codes in public communication in conditions of the global health challenge COVID 19" by **Kremena Stefanova Dachova**, a full-time doctoral student in the Department of Rhetoric at the Faculty of Philosophy of the SU "St. Kliment Ohridski".

For award of the educational and scientific degree "doctor" in professional direction 2.3 Philosophy (Rhetoric).

Research supervisor **Prof. Dr. Velichko Rumenev**

Author of the review: **Prof. Dr. Margarita Pesheva**, VSU

1. Relevance of the chosen topic for the dissertation.

The presented dissertation is the first of its kind, in the context of current rhetorical practices in the field of non-verbal communication (NVC) in the context of the health crisis caused by the COVID-19 pandemic. On the one hand, the doctoral student offers a scientific approach that juxtaposes the theoretical analysis of the main rhetorical skills and practices in the field of NVC - and their application in the conditions of a global crisis and pandemic. On the other hand, the scientific approach of the doctoral student brings out the need to rethink personal and public communication, and the introduction of a new way of managing private and public space, as well as the regulation of basic human emotions, which significantly change in conditions of a global health crisis. The comparative analysis of the wide variety of rhetorical practices in the field of NVC in the context of a global pandemic makes this dissertation research particularly relevant and useful both theoretically and scientifically applied.

2. Structure and content of the dissertation.

The dissertation consists of an Introduction, four chapters, a conclusion and appendices. Its volume, bibliography, citations and appendices show excellent knowledge, on the part of the doctoral student, of the problem in a theoretical and practical-applied context. The dissertation is 350 pages long, it contains 23 diagrams, 8 photos, 7 appendices, as well as 632 citations

The bibliography includes 100 titles in Bulgarian, 3 titles in Russian, 20 titles in English, and 68 electronic sources. The dissertation has an excellent composition and structure, the individual chapters and paragraphs are distinguished by professional arrangement and scientific systematization. The introduction of the dissertation

conceptually introduces the reader to the main themes and messages of a very interesting scientific study, which is the first of its kind in Bulgarian research on rhetoric and non-verbal communication. The fourth chapter of this study is a serious scientific contribution to the field of political rhetoric in the context of a global health crisis. In it, an in-depth scientific analysis of the non-verbal public communication in the conditions of COVID-19, in the period 2020-2022, of world leaders such as Donald Trump and Joe Biden, Angela Merkel, Boris Johnson and Vladimir Putin, and also of Bulgarian political leaders such as Rumen Radev and Boyko Borisov. The dissertation shows the doctoral student's excellent knowledge of the problem in the scientific literature, the language and scientific style of the presentation are distinguished by theoretical orderliness and logical clarity.

Chapter One provides a historical and current overview of rhetoric, rhetorical classifications, and types of rhetoric. Kremena Dachova adds to the types of rhetoric - speech on medical issues and globally significant speeches. Which directly refers to the topic of the dissertation research.

The second chapter presents the main functions of the NVC - relational, identification, argumentative, emotional-expressive, etc. The PhD student pays special attention to visual rhetoric and the connections between it and the concept of multimodality. She shows serious knowledge regarding authors, schools and scientific concepts, and analytically presents the individual modalities of NV-kinesics, non-verbal vocalization codes, proxemics, variability of space, basic types of space, according to the way of use - tactile, visual, thermal, etc. . The analysis of spatial distances is very interesting - intimate zone, personal, social, public, tactile, olfactory and civilization modality. This chapter introduces the topic of non-verbal arguments in the speech as a means of expressing the emotional coloring of the speaker, but also as a means of influencing the emotional engagement of the audience with the topic and the specific thesis of the speech. The third chapter examines in detail the main types of crises and NVCs. The concept of a global health crisis is introduced, which is illustrated with examples from the COVID-19 pandemic. The doctoral student examines the political and health crisis, risk situations and the global human health. Five basic emotions that are universal to all people are analyzed in great detail and depth - pleasure, fear, anger,

sadness and disgust. The causes and consequences of each of these emotions are examined - in the conditions of a global pandemic.

The fourth chapter is very original, and, in my opinion, it is a scientific-applied contribution in the field of NVC - in the conditions of a global pandemic. Kremena Dachova, based on empirical facts (photographs, video objects), thoroughly analyzes the non-verbal codes in the public speech of seven political figures on a global and national scale - world political leaders such as Donald Trump and Joe Biden, Angela Merkel, Vladimir Putin and Boris Johnson. And also national political leaders such as Rumen Radev and Boyko Borisov. The empirical material is precisely selected, which allows the PhD student to very well present the rhetorical skills and non-verbal public practices of each of these political leaders. The NVC observation of these seven political leaders was carried out during their public appearances. This original empirical study of the NVCs of world political leaders of this scale, the first of its kind in our country, is based on materials taken from the Internet and web-based information resources.

The conclusion of the dissertation summarizes the conducted research and formulated scientific conclusions. The abstract of the dissertation contains all the main mandatory requisites such as: object and subject of the research, main goals and objectives, main hypothesis, summary of the dissertation by individual chapters, methodology used, scientific and scientific-applied contributions and applications. The abstract fully presents the content and main scientific theses presented in the dissertation.

3. Scientific and scientific-applied contributions.

Kremena Dachova's dissertation is an original scientific study in which, for the first time in the Bulgarian analyzes of rhetoric and public relations, the visual communication of five major world and two national political leaders is analyzed - in the context of the global pandemic crisis - COVID-19.

The first scholarly contribution is the analysis of NVC and rhetorical codes as phenomenology. The PhD student precisely examines the development and change of the vocalization and proxemic codes of the NVC in the conditions of a global health crisis caused by COVID-19. She thoroughly analyzes the types of spaces, according to some individual elements and indicators, as well as the great change in

human understanding of a possible and acceptable space for work and life - as a result of the global pandemic.

The second scholarly contribution is the analysis of NVC and rhetorical codes such as physiognomy. Kremena Dachova very thoroughly presents the physiognomy and grimace of the NVC during the global health crisis - in the context of some basic human emotions - happiness/sadness/disgust/surprise/fear/anger. It convincingly examines the great change and transformation of human emotions in the conditions of a global pandemic, which leads to their rearrangement in order of importance, as a result of the imposed health restrictions. Based on numerous facts and different classifiers of the basic human emotions, the HVC, in the conditions of a global pandemic, is considered in the context of social psychology, which shows the degree of preparedness of the human population for such a great health crisis. The types of human emotions in the conditions of COVID-19 are also visualized with the help of a series of graphs.

The third scholarly contribution is the analysis of NVC and rhetorical codes as prognostics. Doctoral student Kremena Dachova expands and enriches the scientific analysis through the basic types of intelligence, which are especially important in the conditions of a global health crisis. It is intelligence that allows the human race, even in a global pandemic, to properly manage time/life/events. The PhD student introduces several time management quadrants that regulate and somewhat govern the development of the global pandemic.

The fourth scientific-applied contribution is the analysis of NVC and rhetorical codes as personification. The development and solutions of the global health crisis are empirically explored through the rhetorical codes and public practices of seven world and national political leaders - Donald Trump and Joe Biden, Angela Merkel, Vladimir Putin and Boris Johnson, Rumen Radev and Boyko Borisov. The analysis of their NEC and the main rhetorical devices they use during the global pandemic is made with the help of a serious array of photographs and video objects that illustrate the conclusions drawn by the doctoral student. This empirical observation is the first of its kind in Bulgarian research in the field of rhetoric and NVC. It is especially valuable, with the precise scientific analysis of the rhetorical codes used by these political leaders in their public activity to manage the health crisis.

4. Publications on the topic of the dissertation.

The PhD student has presented 4 scientific publications, which reflect her participation in international conferences and other scientific forums. They fully meet the requirements for a doctoral dissertation.

5. Notes and recommendations for the dissertation.

The dissertation is an original research paper that offers the reader a very well-executed professional analysis. Doctoral student Kremena Dachova has in-depth knowledge in the field of rhetoric and NVC, which is shown by her theoretical analysis, the presented bibliography and the scientific citations used, which cause scientific respect. The dissertation is written in excellent style and language, which greatly facilitates the reader. This scientific study is particularly original, which is why it would be beneficial if it were published. It will be of interest to various types of readers - researchers in the field of rhetoric and NVC, specialists in media studies, political science and marketing, experts in health crisis management, enlightened readers. I would like to ask PhD student Kremena Dachova the following question: In the conditions of a global health pandemic, what are the deficits in the rhetorical codes of the NVC of the Bulgarian political leaders Rumen Radev and Boyko Borisov, compared to the NVC of the observed world political leaders?

6. Conclusion.

The presented doctoral dissertation is the first scientific study of its kind in our country, dedicated to the changes in the rhetorical codes of the NVC in the conditions of the global health crisis COVID-19. It impresses with the great theoretical preparation and erudition of the doctoral student Kremena Dachova. The dissertation is written in an excellent language and style, and it shows the professional maturity and competence of the PhD student, her excellent knowledge of this very important problem in the field of NVC. All this gives me reason to recommend with complete conviction to the respected members of the scientific jury to award the educational and scientific degree "doctor" to Kremena Stefanova Dachova for her dissertation on the topic: "Changes in non-verbal codes in public communication in the conditions of the global health challenge COVID-19", professional direction 2.3.Philosophy (Rhetoric).

Sofia, September 26, 2023. Signature: Prof. Dr. Margarita Pesheva