

## **Review**

For the dissertation: Lyubomira Venkova Spasova free doctoral student of FJMK, professional field 3.5. -Convincing communication / Topic of the dissertation: "Convincing impact of advertising media of mobile operators on the younger generation. A study of attitudes, beliefs and components of the value system."

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Review by Prof. Dr. Teodora Petrova, FJMK-SU, Professor of 3.5.Public Communications and Information Sciences

Scientific adviser: Prof. Dr. Chavdar Hristov

### 1. Relevance of the dissertation

The relevance of the research lies in the fact that mobile communications are part of our public and private life in the conditions of strong competition of the information flow through mobile operators and provided communication services in intensified competition on the market. In her work, Ms. Spasova examines the convincing impact of advertising media in promoting the services of mobile operators, aimed at some of the most loyal and regular users of services and new customer applications of mobile operators - young people. The PhD student chose to make an analysis of "Advertising carriers of mobile operators", focusing her research on the "convincing impact" of advertising, in the context of advertising communication. The advertising of a quality service provided by mobile operators is of particular importance for the distribution of the mobile services market. Advertising is an important business activity and an important tool of any company to reach and stimulate the market. Her research is specifically on the mobile promotion of the services offered by mobile operators. That is why I say that the doctoral student Lyubomira Spasova has chosen an interesting and topical topic for her dissertation.

### 2. Structure and content of the dissertation.

The presented dissertation is 279 pages long. The dissertation consists of a preface, four chapters, a conclusion, a bibliography. The bibliography consists of 176 titles, of which 86 in

Bulgarian and 90 in foreign languages, a reference to scientific contributions and a list of publications. The main text includes 14 tables and 43 images, of which 3 diagrams and 40 diagrams. There are 2 appendices to the dissertation.

The dissertation uses an interdisciplinary methodology, which allows the doctoral student to consider the convincing influence of advertising media of mobile operators through various scientific fields - marketing, media studies, psychology, sociological stratification by age. Through a self-conducted empirical study by the doctoral student, the attitudes and values of young people towards the advertisements of mobile operators are established.

It sets out the purpose of the research, methodology, scientific hypotheses by the doctoral student Lyubomira | Spasova. The main sources on the topic were used and cited for writing the text, internet sources on the topic were used. The first chapter includes terminological definitions and definitions of the terms 'advertising', 'attitude', 'system of attitudes', types of attitudes, as well as the development of types of advertising, which is important for the further development of the text. In the second chapter of the research a detailed elaboration of the concepts is made: "persuasion", "persuasion", "prejudiced perception". The third chapter includes an empirical study of attitudes and behavior towards mobile operators' ads is devoted entirely to the subject of the study - a study of consumer attitudes, beliefs and behavior of young people aged 18 to 25 years "manipulation" and "influence", which are part of the persuasive impact of advertising.

The first chapter, entitled "The Persuasive Impact of Mobile Operator Advertising," is fundamental to my research, as it examines the psychological principles of influence by authors such as Robert Chaldini, the psychological principles of persuasion by Dave Lacany, the Yale method of changing attitudes, persuasion models. and influence / R. Petty and D. Kachiopo, Ch. Hristov /. The doctoral student focuses on the concept of "attitude", system of attitudes, types of attitudes, influence and influence, liking, social approval, principle of power and authority, persuasion and influence, which are important for the further development of the text and for conducting of empirical research. Here, I will add, are considered the main psychological models for the impact of advertising, to change attitudes and beliefs.

The second chapter focuses on the role of advertising communication as part of the promotion of mobile operators' services. "Advertising", types of advertising, target audience and advertising, intensity of advertising, advertising on social networks are defined. The second subchapter characterizes the mobile operators in Bulgaria - A1, Telenor and Vivacom and their advertising. I believe that the merit of the text is the consideration of the advertising impact of the ads of mobile operators in Bulgaria - A1, Telenor and Vivacom and the effectiveness of the ads used by mobile operators.

The third chapter of the study develops the empirical study of consumer attitudes and behavior towards advertising of mobile operators in Bulgaria. The value system of young people and its changes over the years are considered. The period includes 2014 - 2018, a period sufficient for the study to be conducted. Research on the use of mobile products in Bulgaria, a sociological survey by Alpha Research / 2017 /, with a clear methodology and research tools are included. The results are reflected in a communion that is at the end of the chapter.

Chapter 4 summarizes the results of the study of the persuasive impact of advertisements used by mobile operators. A comparative analysis of the results of the surveys and the application and proof of the hypotheses of the doctoral student for the research was made.

Attached is a report on the contributions prepared by the doctoral student.

I can say that the work of L. Spasova corresponds to the generally accepted structure for such a text, that the text meets the requirement for a dissertation text, has qualities and can be protected.

### 3. The doctoral student's publications on the topic

The publications of the doctoral student - Lyubomira Spasova has presented 8 scientific articles, scientific reports presented at scientific conferences, additional participation in various forums. The published articles presented are more than the requirements for the present procedure, they are in the field of her research and present her publishing activity. They are in the field of dissertation work. / Advertising communication, convincing influence and value system of the youth in Bulgaria. In: Management and Educator, Advertising

Influence and Consumer Attitudes - Reasons for Changing Attitudes. In: Management and Education, Psychological Models For Attitudinal And Persuasion Changes In Consumer Behavior. In: Trakia Journal of Social Sciences, 2019, Vol. 17, Acronyms For Assessing Publicity Communication Efficiency Of Mobile Phone Companies. In: Trakia Journal of Social Sciences, 2019, Vol. 17, Advertising communication, persuasive influence and value system of young people in Bulgaria. In: Management and Education, Vol. 15, Advertising Influence and Consumer Attitudes - Reasons for Changing Attitudes. In: Management and Education, Vol. 15, etc./.

#### 4. Scientific contributions

The contributions are presented in the "Reference for the main contributions", which the doctoral student has included in her dissertation and abstract.

Thus, I accept the formulaic contributions from the doctoral student in relation to her research. In the form of a self-assessment of the contribution nature of the work, contributions of scientific-theoretical and scientific-applied nature can be distinguished. Contributions of scientific-theoretical character are presented / The thesis is proved that advertising as a main communication element has not lost the leading aspects of persuasive impact on youth audiences. The types of advertising are classified according to modern research in order to distinguish the individual advertising media of mobile operators. In connection with this classification, a new research field has been outlined regarding the change of attitudes, beliefs and behavior of some young people under the influence of advertising. Empirical arguments have been established for achieving convincing influence both centrally and peripherally, etc. Contributions with scientific and applied character are derived and structured / "Extended model of persuasive influence" of the advertisement is developed and presented, according to the possible final reactions of the users of mobile products and services. Independent questionnaires have been compiled on the attitudes of youth audiences and components of their value system, which can be applied in other research. The main elements of the convincing impact of advertising can be applied by modern mobile companies in Bulgaria to achieve a longer-term involvement of young consumers in their products and services and more. /.

#### 5. Recommendations to the doctoral student on the topic of the dissertation.

Of course, any text can be improved. It should be noted that the doctoral student complied with the remarks made at the internal discussion.

## 6. Conclusion

After all that has been said so far, emphasizing the qualities of Ms. L. Spasova's doctoral dissertation presented for defense on the topic "The convincing impact of advertising carriers of mobile operators on the younger generation Research of attitudes, beliefs and components of the value system", I recommend Distinguished members of NJ to vote positively, as I will do, for the award of Ms. L. Spasova, PhD degree of free doctoral student in the Department of Communication and Audiovisual Production - FJMK at Sofia University "St. Kliment Ohridski", professional field 3.5. Public communications. My arguments for this are that the dissertation is an original scientific study that expands research on the activities of mobile operators and their policies aimed at the younger generation. The topic is up-to-date, scientific research has been done on the topic, and the results can have a practical-applied character.

Sofia, 02.09.2020

Prof. Dr. T. Petrova