



## ОПИНИОН

for the submitted works of the candidates for participation in the competition for the academic position "Associate Professor" in the professional field 3.5. Social Communications and Information Sciences (Persuasion and Social Influence). The competition was announced by FJMC - Sofia University "St. Kliment Ohridski" in SG, issue 103, dated 10.12.2021.

Author of the opinion: Prof. Dr. Teodora Petrova-Ivanova, professor at FJMC-Sofia in professional field 3.5. Public communications and information sciences

Candidate (s) in the competition:

The two candidates in the competition have submitted applications and documents for participation in the announced competition. Both candidates meet the requirements for participation in the competition and are admitted to participate in the announced competition.

One candidate is Kalin Tsvetanov Kalinov. He submitted an application for participation in the competition on 08.02.2022. He provided the necessary documents and scientific papers for participation in the competition.

The other candidate is Plamen Atanasov Atanasov. He submitted an application for participation in the competition to the Rector of Sofia University on 09.02.2022. He presented the necessary documents and scientific papers for participation in the competition.

The two candidates have submitted a Certificate for fulfillment of the minimum national requirements under Art. Both candidates meet the minimum requirements. Kalin Kalinov has 540 points and Plamen Atanasov - 480.

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

One candidate - Kalin Kalinov has submitted for review in the competition a large volume of author's publications, which, I can say, unquestionably present his candidacy: authorial and participation in monographs - 2 independent others in co-authorship, a total of 7 articles and 9 chapters of monographs.

Among the presented works I would like to point out the author's monograph with which he participated in the competition as the main habilitation work - "Persuasive communication and communication management", published by UI "St. Kl. Ohridski", 2021, and which is on the topic



of the announced competition. It directly corresponds to the topic of the announced competition and can be used by students as an aid for the course "Persuasion and Social Influence" in the bachelor's degree in "Communication Management" at FJMC-SU. In his main monograph on the competition "Persuasive Communication and Communication Management" Kalin Kalinov attempts to clarify the concept of "persuasive communication", traces the relationship "persuasive communication - public communication - communication management". I would like to point out that the author has contributed to the clarification of the concept and outlines the field of persuasive communication in communication science, I have also contributed to the creation of a model of persuasive impact of a matrix created by him using the case study method. The monograph also contains author's theses, practices in the field of persuasive communication are studied. I would appreciate the monograph as a methodical study of theories, based on the analysis of specific practices, systematizing the leading theories of our and world researchers in the field of persuasive communication. I believe that the monograph uses an integrated methodology, which is the basis of the scientific approach in the analysis of theory and practice in the field of persuasion and social influence.

The other author's monograph presented by Kalin Kalinov is: "Public diplomacy and terrorism", "St. Kl. Ohridski", 2021, which the author notes is based on his doctoral dissertation. Other publications presented by the author include articles on the impact of public diplomacy, public diplomacy in digital communications, publications close to the candidate's dissertation. The candidate has presented nine more chapters from collective monographs and seven articles in the field of public communications, communication management, management of public perceptions, articles thematically close to the competition announced by FJMC-SU. I would like to point out the titles of some of them: "The role of storytelling in the management of mass perceptions", "The role of the communication manager in modern organizations", "Management of mass perceptions", "Reputation crisis management", "The COVID-19 Pandemic and Other Challenges for the Communication Sector in Bulgaria", "Opportunities and Challenges for Higher Education in the Field of Public Communications in Bulgaria", as well as the compilation of the collections "Communication Management: Theory and Practice in the 21st Century" Century" and in 2019 and 2020 in English, which completes the research profile of Dr. Kalin Kalinov.

In summary, I would say that Kalin Kalinov presents a serious scientific volume in terms of volume and quality, I would also say that the author's theoretical work shows his practical experience in public communications. To the professional experience of the candidate Kalin Kalinov we can add his practical experience as a producer of audiovisual content and film productions, as well as his



knowledge and skills acquired from his previous education, which complements his knowledge in the field of communications. He holds a Bachelor's degree in Public Relations and a Master's degree from the Faculty of Public Relations, Sofia University and a Master's degree in International Relations from the University of Birmingham, England, Department of Political and Social Sciences. In the Information for the fulfillment of the minimum national requirements under art. 2b of ZRASRB, presented by the candidate Kalin Kalinov, in the Group of indicators D-citations and references to his works, the candidate collects 90 points. The presented individual monographs, scientific articles and separate chapters in collective monographs correspond to the topic of this competition. In assessing the overall research activities of the candidate Kalin Kalinov, I would add his participation in national and international projects funded by NSF - MES, NSF-SU, EC and his participation in national and international conferences.

According to the presented reference, ch. Dr. Kalin Kalinov teaches and has taught courses in the field of the announced competition in the Balakava specialties "Communication Management", "Public Relations" and in the master's programs of FJMC-SU. He was a research supervisor and reviewer of graduates from various specialties of the faculty. Among the courses he has taught are: "Persuasion and social influence", "Communication management", "Management of mass perceptions", "Persuasive communication", "Creating audiovisual content for social networks" and others. I definitely think that there are disciplines in the field of communications and journalism, in which it is necessary for the teacher to have practical experience and to have worked in the field in which he teaches. Dr. Kalinov has professional experience in the field of communications and audiovisual production, which allows him to teach more effectively the courses he leads. In conclusion, I could say that the scientific production and reference for teaching activities presented by the candidate Kalin Kalinov are relevant to the announced competition. I also believe that with the papers submitted for review, with his experience as a teacher, his participation in research projects and his creative professional biography, Dr. Kalin Kalinov proves solid publishing and research work, gradual academic career growth, good teaching experience and can be considered as a worthy candidate meeting the requirements of the announced competition "3.5. Public Communications and Information Sciences (Persuasion and Social Influence) '.

#### Notes and recommendations

The candidate Kalin Kalinov has publications on persuasive communication and social influence, public diplomacy and communication management, as well as in the field of public communications in general. I would suggest to Dr. Kalinov to focus on researching the practical application of the



results of his research in the field of persuasive communication in our country in the context of digital platforms. He could focus his research on specific practices in our country on current issues of communication and social impact in digital platforms.

The presented scientific and scientific-applied production of the candidate Plamen Atanasov collects the necessary points according to the Information for fulfillment of the minimum national requirements under art. The candidate collects 480 points, according to a report submitted by the candidate.

In the scientific publications of the candidate Dr. Plamen Atanasov presented for review, the author's attention is focused on topics, some of which are outside the field of communications and the issues of the announced competition. The emphasis in most of them is on crisis communications and reputation crises. His research focuses on techniques for spreading rumors, misinformation, trolls, fake news, national security and others, which are extremely relevant and are part of research in the field of communications, social and political sciences today.

As a main habilitation thesis, the candidate Plamen Atanasov presented a scientific monograph entitled "Reputational Crises Online" (Sofia, published by Avangard Prima, 2018 (scientific editor M. Tsvetkova, scientific reviewer Ch. Hristov, M. Ninov). ISBN 978 -619-239-004-4, ISBN 978-619-239-028-0 (pdf), ISBN 978-619-239-027-3 (ePub), 3 more separate chapters are presented in the collective monograph "Management of Reputation Crises." 20 reports and scientific articles on topics such as: " Hackers and trolls in the network system ", " The place and role of the Internet in building social perception ", " Internet rumors as part of today's propaganda techniques ", " Fake " news - hybrid technology against the security of man, society and organizations ", " Silent War " and trust in computer viruses recently, " Challenge to the Principle of Safety " and others that I would not evaluate for the purposes of this competition, as as both the main habilitation work of the candidate and qi The published publications are in countries of the announced competition "Persuasion and Social Influence". Most of the presented scientific publications are related to the analysis of the problems of reputational crises and communication management, which partially correspond to the topic of this competition. Among the publications there are no ones that outline the general theoretical conceptual framework and be assessed as basic for the competition. The candidate has also presented participations with reports in a number of scientific conferences such as Vasil Levski National High



School, NBU, BSU and others, participation in a research project in FJMK (Reputation Crisis Management), textbook project.

The dissertation, defended by Plamen Atanasov for the award of educational and scientific degree "Doctor" is on the topic: "The role of computer-mediated communication to provoke and master reputational and management crises. Research on the content of blogs, corporate and information sites, discussion and thematic forums and social networks related to reputational and managerial crises "and perhaps that is why some of the presented publications relate to reputational crises online and related issues.

I would define the contributions of the candidate's research work on reputational crises and threats related to communication in digital platforms and negative phenomena such as fake news and the dissemination of information by trolls on the web.

The teaching activity of the candidate Plamen Atanasov is related to teaching at FJMC-SU as a part-time lecturer. Plamen Atanasov conducted exercises - 30 hours in "Persuasive Communication" as a doctoral student at the Faculty of Natural Sciences. He was a part-time lecturer in the optional discipline "Institutional Transmedia Image and Brand" (2019). Plamen Atanasov is a member of the Union of Scientists in Bulgaria and the Union of Bulgarian Journalists. His professional experience is in the following areas: publishing a newspaper, food industry, medical and computer equipment, public administration, banking, judiciary, editor-in-chief of a newspaper and others.

In conclusion, I can say that the scientific publications presented by Plamen Atanasov are in countries of the announced competition for the academic position of "Associate Professor" (Persuasion and Social Influence) at FJMK-SU and are dedicated to other important topics in the field of communications and technology . Some of them raise important current issues. The author has the right to have his own thesis, in the name of the objectivity of science and research, in my opinion, some of the publications could be based on a solid theoretical basis and applied research to which open data in science undermines access. If the motto is to write a recommendation, the candidate could develop these important problems with precision and greater comprehensiveness.

Conclusion



Based on the submitted documents, the quality and content of scientific papers on the topic of the competition, teaching experience, academic activities and participation of candidates in applied research, I can rank the candidates Kalin Tsvetanov Kalinov and Plamen Atanasov Atanasov in the competition for associate professor direction 3.5. Social Communications and Information Sciences (Persuasion and Social Influence) as follows:

1. First place. Kalin Tsvetanov Kalinov
2. Second place. Plamen Atanasov Atanasov

In this regard, I recommend to the esteemed Scientific Jury the to propose the position of "Associate Professor" at the Faculty of Journalism and Mass Communication - Sofia University to be occupied by Kalin Tsvetanov Kalinov.

Date: 31.03.2022.

Member of the jury:

  
Prof. Dr. Teodora Petrova