

STATEMENT

By prof. Georgi Manolov DPS

member of the Scientific Jury in a competition

for obtaining the educational and scientific degree "Doctor",

determined by Order of the Rector of Sofia University № RD 038-227/19.06.2020

SUBJECT: Dissertation on the topic:

**"CONVINCING IMPACT OF ADVERTISING MEDIA
OF MOBILE OPERATORS ON THE YOUNG GENERATION.
STUDY OF ATTITUDES, BELIEFS AND COMPONENTS
OF THE VALUE SYSTEM "**

Prepared by: **Lyubomira Venkova Spasova**

Professional field:

3.5 "Public communications and information sciences"

Sofia University "St. Kl. Ohridski"

Faculty of Journalism and Mass communication

Department of Communication and audiovisual production

1. General information on the procedure

The dissertation presented is in a volume of 279 standard pages, which consists of a preface, 4 chapters, conclusion, bibliography of 176 titles (86 in Bulgarian and 90 in foreign languages), 2 appendices, 14 tables and 43 images (3 schemes and 40 diagrams). All scientific standards for citation and reference are met.

The dissertation complies with the relevant requirements of the Academic Staff Development Act, the Regulations for its implementation and the internal rules of the university.

2. General characteristics of the dissertation

The developed topic is undoubtedly relevant, significant and arouses scientific interest. The relevance of the issue can be explained primarily by the growing role of the persuasive impact of advertising through mobile operators on people, and especially on the younger generation,

in the course of social communication. Another argument is that the development is focused on an important scientific problem, which is undoubtedly the empirical study of the attitudes and behavior towards the advertisements of mobile operators in our country. The third argument is the results of the study of the convincing impact of the advertisements of mobile operators as a final and ending practical product of the dissertation research.

The selected structure of the dissertation observes all imposed and approved methodological standards. The purpose and tasks of the research, the defended thesis and the methods used are consistently and logically connected. The limitations of the scientific research have been correctly introduced. A variety of primary and secondary sources of facts and data have been used. Special mention should be made of the qualitatively carried out by the PhD student various interrelated empirical studies. An advantage of the dissertation is the pragmatic vector of the conclusions and recommendations, of course, arising from the performed analysis in the researched topic.

The development of the ideas for advertising, the basic concepts and their interrelations, the concepts for the effectiveness of advertising communication and the psychological effect of advertising, as well as the place of the convincing advertising impact of mobile operators on the young people (2014 - 2018) are presented in a synthesized, but sufficiently convincing and comprehensive form. The author definitely has a built-in ability for independent research work.

The abstract meets the requirements by presenting a complete image of the achieved scientific results. The self-assessment of the contributions is adequate. The necessary publications on the topic of the dissertation exist.

3. Scientific and applied contributions

- 1.** The fact by itself that the topic thus formulated and developed (subsequently) as a title in the field of persuasive influence of advertising through mobile operators on the younger generation is a very serious theoretical contribution. This is done for the first time in the specialized scientific topics (communications, advertising, etc.), that is why it is really worth noting.
- 2.** A wide range of various methodological approaches, such as inter-disciplinary, sociological, methods of the scope of journalism, mass communications and others have been used extremely depth, purposeful, concentrated and skillful, that give a meaningful character to the present study.
- 3.** Development, construction and formation of its own extended model of persuasive influence of advertising, fully adapted to the possible final reactions of the customers of mobile products (and services). The model is entirely based on various works published so far by Bulgarian and foreign researchers, which is another important point of the dissertation.

4. Specific practical orientation of the results of the analysis in the third and fourth chapters, regarding of the main elements of the persuasive impact of advertising, their application by modern mobile operators in Bulgaria, the role and places of the latest target groups (mobile services' customers) at a young age, etc.

Taking all this into account, we will only add that the dissertation is written in a very precise scientific style and readable Bulgarian language, which is not a common phenomenon among most young authors who dare to develop such issues.

It is possible to add other contributing moments, but the above mentioned are quite sufficient to conclude that the dissertation research of Lyubomira Spasova contains scientific and scientifically applied research results, which actually represent a contribution in the field of journalism and mass communication.

4. Questions, critical remarks and recommendations

Like any other scientific research, specific questions and recommendations can be addressed to this dissertation as well, which in this case are the following:

- What are the main difficulties the author encountered in analyzing the phenomenon of "convincing impact of advertising media through mobile operators" in communication and business practice in Bulgaria and abroad?
- - Is there any more significant difference in the formation of persuasive communication in business and politics with young people through the respective mobile operators?

CONCLUSION

Based on the scientific-theoretical and applied significance of the topic and the substantiated contributions of the dissertation, **I propose to the esteemed Scientific Jury to award Lyubomira Venkova Spasova the educational and scientific degree "Doctor" in professional field 3.5 "Social communications and Information sciences".**

31.08.2020

Sofia

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