REVIEW

for a competition procedure for the academic position “professor” in the field of higher education 2.1. Philology (Cognitive Linguistics – Text and Discourse Analysis (English Language)), announced in State Gazette No 24 from 17.03.2023 for the needs of Sofia University *St. Kliment Ohridski*, Faculty of Classical and Modern Philology, Department of English and American Studies

One candidacy has been submitted to the competition, namely that of assoc. prof. dr. habil. Nelly Todorova Tincheva-Georgieva, who is a full-time staff member at the Department of English and American Studies, Faculty of Classical and Modern Philology, Sofia University *St. Kliment Ohridski*.

After a procedure for checking the candidate’s eligibility, she was admitted for participation in the competition.

1. Data analyzed in relation to the compliance of the application with the minimum and additional requirements for the academic position “professor”.

The candidate in the procedure, assoc. prof. dr. habil. Nelly Tincheva-Georgieva, who is a full-time staff member at the Department of English and American Studies, Faculty of Classical and Modern Languages, has submitted all documents required for the academic position “professor” certifying the compliance of her application with the requirements of the Law about Scientific Degrees and Titles, as well as the Rules of Procedures of the University of Sofia *St. Kliment Ohridski*. The submitted documents confirm the correctness of the aggregated indicators of the scientific data for the research, teaching and expert work of assoc. prof. dr. habil. Nelly Tincheva-Georgieva, which correspond fully to the minimum national requirements under bl. 2b, para 2 and 3 of the ODARB, as well as to the additional requirements of Sofia University *St. Kliment Ohridski*.

1. Presentation of the candidate

As can be seen from the candidate’s documentation, presented for the procedure, assoc. prof. dr. habil. Nelly Tincheva-Georgieva, has a rich academic and professional career, which can be defined as a result of her continuous educational and training development and upgrading in the field of English and American studies, as well as due to the interrelation of her academic career with the practice of teaching English linguistics, more specifically cognitive linguistics and text and discourse analysis to university students. The candidate’s professional development is due to her participation in various trainings, internships, study visits of a different duration, thematic orientation, etc.

The candidate’s academic career started back in 1995 when she graduated from Sofia University *St.* *Kliment Ohridski* in her MA degree in English Studies, speciality English Studies and a specialization of translation and a second speciality Journalism. During her studies Nelly worked as an interpreter and a translator (1992-1994), and in the period 1994-1995 she was an assistant director in “Sneak Preview Entertainment”. Right after her graduation she became a full-time assistant professor at the Department of English and American Studies in the Faculty of Classical and New Philology at Sofia University *St.* *Kliment Ohridski*, then in 2005 she became a lecturer and in 2015 – senior lecturer, while since November 2015 up till now Nelly Tincheva-Georgieva has been an associate professor at the department. The title of her PhD thesis which she defended quite successfully in 2006 is *The SOURCE-PATH-GOAL image schema in political speeches*. In 2023 she defended successfully a dissertation for acquiring the academic degree of habilitated doctor at Sofia University *St.* *Kliment Ohridski* in the field of higher education Humanities, academic field 2.1. Philology, Doctor habil’s programme *Germanic Languages* (*Text Linguistics and Discourse Analysis – English*). The topic is *A Multi-Process Cognitive Model for Investigating Text and Discourse* and the thesis does not repeat her previous one although the object of study is mainly political speeches and their ways of presentation and acceptance.

She has a number of qualifications related to her teaching and academic activities pointed out in her CV, which speaks a lot about her preparation in the field of English Studies, more specifically linguistics (English and Bulgarian). Her publications are in the above mentioned field. Part of her professional development is connected with work for preparation and creation of educational materials.

The fact that during 2014-2022 she had courses, some of which interdisciplinary, in the BA and MA programmes to students of English Studies and African Studies is demonstrative enough about her knowledge and skills which she uses in her classes in an appropriate way. The disciplines she has conducted (which are quite a considerable number) are as follows: 1) in BA programmes for English Studies students: text linguistics (lectures and seminars), the linguistic debate (lectures, co-teaching), analytical approaches to text (lectures and seminars, co-teaching) (elective), practical grammar I (seminars), practical grammar II (seminars), analytical grammar I and II (seminars), political discourse I and II (seminars, elective), research methods (seminars), English practical grammar (lectures and seminars) in for African Studies students; 2) in MA English Studies programmes: discourse analysis (lectures and seminars), English for academic purposes (work with text) (lectures and seminars). It becomes obvious from the documents about her teaching experience that most of her courses are related to the topic of the current procedure.

Nelly Tincheva-Georgieva has participated in 6 projects listed in the materials. Some of the projects are connected with the creation of new methods of teaching English and with testing. Her participations in conferences with presentations have all ended with publications. Nelly is a reviewer of a couple of national and international journals as well as of book series, some of which in SCOPUS and Web of Science.

Her documentation shows that there is sufficient proof of the fulfilment of the minimum and additional requirements for the academic position “professor”. Her publications even outnumber the required minimum. The candidate’s research, qualification and publication activities are really impressive with their wide academic basis integrating various linguistic theories, paradigms and models with their practical application.

The candidate’s academic interests are in the field of general linguistics, cognitive and comparative linguistics, text linguistics, text and discourse analysis, political discourse and a lot more.

The total number of her publications (27), more than enough for applying for a professorship position according to the requirements of the procedure. Her publications are after she got her PhD degree and after the habilitation procedure for an associate professor and are broken down into: 2 monographs; articles in renowned academic journals or books of proceedings, international as well as national, refereed in Scopus and Web of Science, in books of proceedings with academic reviews or in refereed collected papers, in books of collected papers from conferences and annual editions – 20 + 1 (forthcoming), 1 course book in text linguistics and 2 books with supplementary materials related to the teaching of English (grammar and mistakes often made while learning English), one of them aimed at students of African Studies. In the academic field of the procedure, namely cognitive linguistics and text and discourse analysis Nelly has published 2 monographs and 3 book chapters. As regards the characteristic features of political discourse her publications are 17, while in the field of text and discourse analysis her articles and presentations in conferences published in books of proceedings are 9. In relation to her teaching activities and the courses led by her she has 2 papers.

Nelly Tincheva-Georgieva has a great number of citations in Web of Science, in Scopus and in ERIH+, as well as in non-refereed publications with academic reviews, etc., a total of 11 cited publications (papers of various length, monographs, book reviews, etc.), cited in 27 sources: papers in books of proceedings from national and international conferences, monographs and academic journals, most of which refereed in Scopus and Web of Science, as pointed out in the respective reference, all of which with the allotted points as regards the indicators in item 112, para 2.

Her monograph *Language Gaffes. Linguistic, Discursive and Cognitive Aspects of ‘Language Bloopers’*, published in 2019 and presented as a habilitation work for the procedure, shows her knowledgeability when applying quite successfully the mentioned linguists’ viewpoints in her analysis as well as presenting her own interpretations. The information is quite detailed and exhaustive as it relies on various language models and interpretations as well as theoretical frameworks, cognitive and linguistic approaches. Emphasis is put on the (un)willing mistakes (also called ‘gaffes’ in everyday communication) in English and on their specificity and complexity in their creation and interpretation, on the cognitive processes and mechanisms, related to the role of linguistic and non-linguistic representations, analogy, paradigmaticity and parameters, oriented to the used frames and the comprehension of the cognitive constructs. This discursive phenomenon is viewed as functioning of cognitive, linguistic, sociocultural and communicative mechanisms related not to the normal usage of the existing system language rules but to a phenomenon outside this system. The socio-discursive situations are presented and analysed in depth by taking into account linguistic, discursive and pragmatic as well as cognitive approaches while explaining the (non-)intended blunders or bloopers. An example of the unpredictable mistakes in candidate students’ admission tests is one of the types of exam situations. In this respect, it should be pointed out that they have always been an object of attention unofficially and in the process of checking different types of tests but they have never been the object of a thorough analysis. The informants are real users of English and students studying linguistic subjects. Some socio-linguistic and psycholinguistic parameters such as e.g. the reaction speed in processing information with linguistic bloopers as well as the speed in editing of the existing mistakes are taken into account.

The bibliography is quite exhaustive and contains some of the latest references in the respective field of study.

As regards her other publications, I am acquainted with some of them as I have participated in conferences in which she has made presentations. Her investigations are always deep and are always supported by a rich evidential material. Nelly has participated in a number of national and international high level conferences, symposia and forums.

Another publication of hers (*Езиковите гафове и езиковите игри като „грешки“ и „смешки“/ Language Gaffes and Language Plays as “Blunders” and “Bloopers”*), related to the topic of her habilitation work, investigates unintentional language mistakes as well as humoristic language plays which resemble the unintentional ones both representing one and the same cognitive and discursive phenomena, though they differ, but not that much so that they can be considered two separate phenomena.

A bigger part of assoc. prof. dr. habil. Tincheva-Georgieva’s publications are oriented to the issues of political discourse and the phenomena related to them. The reasons for the appearance of various linguistic uses, cognitive models and schemes as well as situations are presented, for example, the ones related to the prototypes in the said discourse, the genres, the problems of comprehending of information, the situations in different elections, etc. or lack of such as well through different schemes are pointed out. A conclusion is made that the above mentioned processes rely on conceptual metaphor and metaphoric conceptualisations in the analysis of a certain political phenomenon or event. The quantitative approach is applied to the analysis of separate texts. The questions of proto typology find their answers in the field of sociolinguistics as what is studied are the Bulgarian public reactions as regards the political genres and their communicative effect in the political discourse. Another sociolinguistic research is oriented towards Facebook as a type of social media and the real Bulgarian recipients’ publications related to various political “actions”. A quantitative data analysis is applied as regards the respondents’ perceptions. Some of the articles, dedicated to political discourse issues, use the metaphorical mapping of the image schema of SOURCE-PATH-GOAL in the cognitive construct for representing various scenarios in which conceptual elements and structures related to social issues goal, time and space are exploited in a prototypical way.

Other publications put an emphasis on discourse and text worlds constructed mentally and expressed via the respective language by taking into account as a starting point the standpoints of Beaugrande and Dressler, on the one hand, and of Werth, on the other, as well as the conceptual metaphor theory and the conceptual blending theory. The transfers and the interrelations between these two worlds are exploited and in some cases they can merge or overlap due to metaphorical transfer. Attention is paid to the fact that the boundaries between the two worlds and the real one are fuzzy and blurred. The analyses are supported by sociolinguistic results of real informants.

Other publications are grouped on the basis of textual structures and functions analysis. Apart from defining and clarifying the contemporary interpretations of terms such as text type, text structure and genre, they are methodologically oriented by applying the proto typology about the different types and genres in their presentation and taking into account the results from questionnaires. A discussed type of text is the political one, quite topical at present and exploited by the author of the publications in depth, thus putting an emphasis on the skills of creating political texts by using techniques based on cognitive structures, frames and frame slots, or, in other words, on the application of a frame-slot- based cognitive teaching model.

The analyses of another bunch of publications apply models related to some uses of figurativity, achieved with the operation of metaphoric conceptualisations and explained with the help of the conceptual metaphor theory and the textual worlds theory, which turn out to be compatible, a fact exploited in the analyses of various textual parameters.

This is just a part of the multisided studies of Dr. Tincheva-Georgieva’s but it is more than a sufficient proof for her interests and her research.

Nelly Tincheva-Georgieva’s organizational and administrative activities are of a various nature, connected with the conducting of national and international conferences as well as of seminars. She is the head of the linguistics section at the English and American Studies Department. Apart from that she is a member of the Bulgarian Society for British Studies (BSBS) Board (1995-2013), member of the University English and American Studies Foundation since 1996, member of the Bulgarian Sociolinguistic Society since 2017, member of the International Cognitive Linguistics Association (ICLA) since 2021.

1. Assessment of the applicant’s quality of his scientific productivity and contributions

The documents presented by the candidate for the procedure about the scientific and applied contributions highlight the most important conceptual and applied aspects of the innovation of her scientific endeavours. What I would like to add is the fact that I appreciate highly assoc. prof. Tincheva-Georgieva’s investigations to explore in depth and adequately apply the existing theoretical prerequisites in the field of linguistics as a whole, comparative research, cognitive linguistics and text linguistics and to more specific grammatical phenomena in English and Bulgarian, which is undoubtedly a contribution to the more general linguistics as well as to its more concrete manifestations. The studied grammatical issues are also applied in the teaching of English.

The candidate’s publications’ contributions are grouped and outlined in detail in her documents presented for the procedure. One of the major contributions in her monograph and one of the articles on the same topic is that the discussed communicative phenomenon is completely ignored and overlooked by academics, so both publications put an emphasis on the understanding of language gaffes by applying a cognitive-based approach thus explaining their social and linguistic existence, nature and context-dependent manifestations, as well as the motivation behind their (non-)language related cognitive uses. Some classifications based on linguistic and pragmatic issues are suggested. The conclusions are quite concrete and are related to 1) the non-prototypical slot-filling in a given cognitive structure, and 2) mismatch between cognitive structures and their linguistic manifestations based on the breaching of language code rules. Another contribution of hers is related to the fact that the problems arise in the very construction of cognitive structures and not in their linguistic expression, though it is quite natural for the cognitive structuring of information to influence its linguistic signaling. Yet another contribution has to do with the application of cognition oriented prototypology in the analyses of the various types of gaffes.

The review of the scientific production and academic work of Dr. Tincheva-Georgieva’s gives me strong reasons to declare that her candidacy fully meets the requirements for the academic position of a professor.

1. Remarks

The only recommendation I have is related to the contributions she has presented in her documentation. They are quite a lot and their number should be reduced a bit.

1. Conclusion

Taking into account both the quantitative scientific minimum requirements for the academic position of professor, as well as the qualitative analysis of assoc. prof. dr. habil. Nelly Todorova Tincheva-Georgieva’s academic production, work and contributions, as well as her personal features and skills, I strongly support her candidacy in this procedure and give my positive assessment about her scientific and applied achievements in the field of philological sciences which fulfil the requirements of the *Act for the Development of the Academic Staff in the Republic of Bulgaria* and its accompanying regulations. I recommend to the Academic Selection Committee to vote positively for awarding the **academic rank of PROFESSOR to assoc. prof. dr. habil. Nelly Tincheva-Georgieva in the area of: 2. Humanities, professional field 2.1. Philology (Cognitive Linguistics – Text and Discourse Analysis (English Language)), for the needs of the Department of English and American Studies, Faculty of Classical and Modern Philology, Sofia University *St. Kliment Ohridski*.**

 Signature:

 (prof. Rumyana Todorova, PhD)