



OPINION

By Assoc. Prof. Evelina Christova, Ph.D., Department of Media and Communication, New Bulgarian University for obtaining the educational and scientific degree "Doctor" / "Doctor of Science" in scientific field 3.5. Public communications and information sciences with a dissertation on the topic: "Political Marketing and Advertising With The Use Of Traditional and New Audio-visual Media Services" (in English), presented by Athanasios Ghounas, PhD student in the Department of Communication and Audiovisual Production at the Faculty of Journalism and Mass Communication with scientific supervisor: Prof. Teodora Petrova, Ph.D.

Evaluation of the qualities of the dissertation text

Audiovisual production occupies an increasing place in the daily lives of active citizens. Generations of young voters, as well as those who are about to become voters, definitely prefer this way of communication, which makes the use of audiovisual production "mandatory" for professional communicators. Naturally, trade communications paved the way, experience was gained, and political communications followed this path. The topic of the dissertation of PhD student Ghounas is undoubtedly relevant, following the communication of the major political parties in Greece. It is logically relevant for our neighboring country, but it can also be a very useful tool for communicators and political scientists, as well as practitioners in both areas of the Balkans and in other southern EU member states.

The presented dissertation covers 260 pages of text in seven structured chapters, the last of which offers a conclusion as well as a separate bibliography.

The theoretical sources are discussed in depth in the first two chapters of the presented dissertation - "Politics and Audio Visual Media / Services" and "Conceptual Framework & Audio Visual Media / Services in Politics". Within 20 standard pages of text, the doctoral student manages to present basic ideas in political communications and political marketing, as well as the role and place of audiovisual production in the process of political communication. Chapters 3 and 4 introduce the political scene in Greece, major political parties and leaders and the use of the media and media tools by them. Chapters 5 and 6 present the research methodology and data analysis. The final chapter 7 offers a summary, discussion and review of research constraints.

The selected research methods are operationally appropriate. Quantitative questionnaires allow for a comparison between different groups of respondents. The review of the political system in Greece is in-depth



and presents a detailed and adequate picture. The data in the quantitative study through two questionnaires were collected, described and presented correctly. Impressive is the high percentage of respondents selected at random (62.8%) which in itself carries information about the culture of political communication in the country.

The materials on which the contributions are built are authentically collected and presented. The detailed map of political players and the way they use audiovisual production give a new and comprehensive view of the situation. The collected information, its arrangement and analysis lead to the receipt of new information on the researched issue, the volume, nature and depth of which can be noted as contributing.

The presented bibliography covers 239 sources in English and Greek, adequately addressing the subject. The literature is up-to-date, using also some adequate and appropriate sources from the second half of the 20th century.

The dissertation text meets the compositional requirements. Linguistically and stylistically it is sustained in an academic style. The abstract corresponds to the text of the dissertation.

Contributions to the dissertation research

Among the contributions of the dissertation can be noted a significant enrichment of existing knowledge on how to use audiovisual production by political parties in Greece. A conceptual framework-tool of typology of the conceptual dimensions between politicians and citizens has been created, which will contribute to a holistic view of political marketing and political advertising through the use of traditional and new audiovisual media.

Undoubtedly, the solid and interdisciplinary background of the doctoral student is evident in the work. The wide range of marketing, psychological and political science experience contributes to the in-depth approach to the topic.

Notes and recommendations

I would recommend Athanasios to bring out the Introduction before Chapter One, as it relates to the overall elaboration. As well as to change the name of sub-items 3.3 and 3.4, which currently have the same titles.

The bibliography lists two references to Wikipedia. Unlike the use of information on page 99 as part of the Union of Centrists' analysis, the two references in the literature cannot be considered acceptable and I believe that the relevant information about Facebook and Howard Dean can be found and verified through reliable sources. .

Publications and participation in scientific forums

Athanasios Ghounas has six scientific publications on the topic of his dissertation research and 19 on other topics related to communications or marketing. The minimum national requirements under Art. 63, para. 1,



item 4 and Art. 69, para. 3., as well as the requirements of the Regulations for the conditions and the order for acquiring scientific degrees and holding academic positions in Sofia University “St. Kliment Ohridski ”for approbation and announcement of the results of the research according to art. 5, item 5 I assess as covered and exceeded.

Conclusion

In conclusion, I express my positive opinion of the doctoral student to be awarded the educational and scientific degree "Doctor".

Date: March 8, 2021

Reviewer: