

R E V I E W

by **Assoc. Prof. Svetlana Georgieva Dimitrova-Gyuzeleva, PhD**

Area of Higher Education: *1. Education Studies*, Professional Field: *1.3. Pedagogy of Education in ... (Methodology of Foreign Language Teaching /English language/)*

Member of the Academic Jury appointed by Order № ПД-38-172 / 20.04.2023 of the Rector of Sofia University "St. Kliment Ohridski"

with regard to the selection procedure for the academic position of **PROFESSOR** in the Area of Higher Education: **2. Humanitarian Studies**, Professional Field **2.1. Philology (Cognitive Linguistics – Text and Discourse Analysis (English language))** at the Department of British and American Studies, Faculty of Classical and Modern Philology, Sofia University "St. Kliment Ohridski", announced in the *State Gazette*, issue 24 / 17.03.2023

Candidate: Assoc. Prof. Neli Todorova Tincheva-Georgieva, PhD /uncontested/

The critical analysis of the documents and the supporting evidence, provided by associate professor Neli Tincheva-Georgieva in her application for the academic position of PROFESSOR in the professional field of 2.1. Philology (Cognitive Linguistics – Text and Discourse Analysis (English language)) at the Faculty of Classical and Modern Philology of Sofia University, clearly demonstrates her achievements on the way of her academic and professional development. Below I shall elaborate on those of her milestones with which she meets the minimum national requirements for the academic position of PROFESSOR under art. 2b, para. 2 and 3 of the *Development of Academic Staff in the Republic of Bulgaria Act* and the *Regulations* for its implementation at Sofia University "St. Kliment Ohridski".

1. The Candidate

Assoc. prof. Neli Tincheva-Georgieva started working at Sofia University in 1995 (i.e. she has almost 30 years of experience in her field of work) and during the years she has taught an array of theory- and practice-oriented courses, related to Cognitive Linguistics, both on the Bachelor's and Master's degree programmes at the Department of British and American Studies

(e.g. *Text Linguistics, Discourse Analysis, Practical/Analytical Grammar of the English Language /parts 1 & 2/, Political Discourse /parts 1 & 2/, English for Academic Purposes, etc.*). In 2006, she successfully defended her PhD thesis on *the SOURCE-PATH-GOAL image schemata in political speeches*, and then in 2015 she completed her habilitation work in the same professional field (*Philology, Germanic Languages*), upon which she was promoted in rank and appointed to the position of Associate Professor at the Faculty of Classical and Modern Philology. At the end of her list with selected publications for the purposes of the present procedure, assoc. prof. Neli Tincheva mentions that some of the latter have been used in the procedure for the acquisition of the academic title "Doctor of Science" (and therefore excluded here), but there is no further information about that stage of her academic development in any of the other supporting documents submitted by her.

Along with her teaching responsibilities at the Department of British and American Studies, assoc. prof. Neli Tincheva leads the Linguistics section of the Department and participates in a number of conferences¹ and internal (departmental) and national educational and/or research projects, in which her Department or Sofia University are partner institutions (see the candidate's curriculum vitae). She also acts as a reviewer for some of the publications of De Gruyter Mouton (*Mouton Series in Pragmatics*) and Springer, as well as for some articles published in the scientific journals *Heliyon /Elsevier/; Baltic Journal of English Language, Culture and Literature; Balkanistica, etc.*² Assoc. prof. Neli Tincheva also served on the technical committee and/or editorial board of some conference proceedings (e.g. *Traditions and Transitions*, vol. 1 and 2, published by St. Kliment Ohridski University Press, 2019). Her membership in the *International Cognitive Linguistics Association (ICLA)*, the *Bulgarian Sociolinguistic Association* and the *Academic Foundation for English and American Studies at Sofia University* are also indicative of her commitment to the professional academic community in Bulgaria and abroad.

At the beginning of 2023 assoc. prof. Neli Tincheva has been trusted with the academic supervision of Alex Dibra's PhD dissertation, but from the supporting evidence submitted by her

¹ Unfortunately, it is not clear from the submitted evidence in relation to the selection procedure at which forums these papers were delivered and in which year the conferences were held (i.e. whether they fall into the reviewed period).

² Again there is no concrete information about the reviewed titles, nor when these reviews were done.

for the purposes of this procedure it does not become clear on what topic/ in which field of Philology his PhD research study is³.

Last but not least, it should be mentioned that Neli Tincheva is also the author of two published screenplays in English (*THAT MOMENT WHEN / TWO*, 2020 & *PHIL / GOOD-BYE, LOVELIES*, 2021, both published by Polis Publishers), as well as an unpublished one (*PUB*), which has been registered with the Writers Guild of America, West, Inc. in 2008.

2. Assessment of the Candidate's Academic Research Publications

For the purposes of her application for the academic position of PROFESSOR in the professional field of 2.1. Philology (Cognitive Linguistics – Text and Discourse Analysis (English language)), associate professor Neli Tincheva has submitted **one** published **monograph** in English – *Language gaffes. Linguistic, discursive and cognitive aspects of 'language bloopers'* (Polis Publishers, 2019, ISBN 978-954-796-080-0), as well as **twenty articles** published in Bulgarian or foreign journals or collective volumes⁴ after her habilitation (2015)⁵. It should be noted here that **two** of the publications submitted by the candidate for the purposes of the present selection procedure are actually **reviews** – one in Bulgarian [Тинчева, Н. (2017) „Английско-български и Българо-английски речник. Майя Пенчева, Александра Багашева. Наука и изкуство, София, 2017, 1053 с., „Дзядло“, том V, брой 10] and one in English [Tincheva, N. (2022), *Review of Ulrike Schneider and Matthias Eitelmann (eds.), Linguistic Inquiries into Donald Trump's Language. From 'Fake News' to 'Tremendous Success'*. London, New York, Bloomsbury Academic, 2020. viii + 272 pp., *Pragmatics and Society*, issue 13:1, pp. 154-159]⁶, and the latter is allocated 30 points in the quantitative indices of her Self-evaluation Statement of her fulfillment of the minimum national requirements for the academic position of PROFESSOR under art. 2b, para. 2 and 3 of the *Development of Academic Staff in the Republic*

³ Here the candidate does not meet the requirement of having supervised the work of at least one PhD student who has successfully defended his/her thesis, but admittedly, PhD students tend to focus on more practical research topics (not purely theoretical), so this could explain the fact that assoc. prof. Neli Tincheva has not had any PhD students so far.

⁴ Four of her articles are published in peer-reviewed and referenced in Scopus and/or Web of Science journals (e.g. *Slavia Meridionalis* issued by the Polish Academy of Sciences, *Baltic Journal of English Language, Culture and Literature* issued once a year by the University of Latvia, or *Discourse and Interaction* issued by the Pedagogical Faculty of Masaryk University in Brno, the Czech Republic).

⁵ Four of the candidate's publications which date to the period under review (from 2015 to the present moment), but were used for the purposes of her procedure for the acquisition of the academic title "Doctor of Science", are duly not included in the set submitted as evidence for the present selection procedure.

⁶ See <https://authors.uni-sofia.bg/AuthorPublications.aspx?id=01ddf55b-f9ca-42c2-85ca-b27140f39088>.

of Bulgaria Act, which is somewhat unusual for a review albeit published in a Dutch journal referenced in Scopus. As for the articles proper, two are written in Bulgarian and the rest – in English. All of them are individual publications (i.e. not written in collaboration with others) and are directly related to the research topic of the present selection procedure. Here it should also be mentioned that the analysis of all the publications submitted by the candidate did not reveal any instances of plagiarism as defined in art. 4, para. 11 of the above mentioned Regulatory Act.

The theory- and practice-oriented contributions of the candidate's academic publications can be defined in several intertwined scientific research areas within the broader topic of the present selection procedure (Cognitive Linguistics – Text and Discourse Analysis (English language)), and very briefly, they are as follows:

- revealing the cognitive, socio-discursive and linguistic essence of language "gaffes" (whether they be real language blunders or intentional "language games" with humorous effect) and analyzing and evaluating their context-bound occurrence by processing sociolinguistic data from real language users (see publications No. 1 and 5 from the candidate's Selected Publications List);
- adopting a quantitative, not speculative qualitative approach to political discourse analysis in order to describe the conceptual constructs underlying its structure and examine the communicative effect of various genres in political discourse (not only of specific political discourse texts) (see publications No. 6, 7, 9, 10, 12, 12, 17 and 20);
- examining the existing theories of the discourse and textual worlds and, by combining them with the conceptual metaphor theory and conceptual integration theory, tracing the conditions which could lead to possible overlapping or blending of the two worlds (see publications No. 3, 4, 11, 16, 18 and 21);
- implementing a modern didactic approach, based the application of prototypology, to the teaching of various text types and genres (see publications No. 8, 14, 17, 19 and 23).

The latter focus on the practical implications and pedagogical aspects of the theoretical studies in the specified scientific field (Cognitive Linguistics – Text and Discourse Analysis) is also manifested in the three manuals authored by the candidate and submitted for the purposes of the present selection procedure, namely:

- textbook: *University students' text linguistics: Principles and practice*, Polis Publishers, 2022 (for English Philology students);

- teaching aids: *English grammar for university students*, Polis Publishers, 2022 and *Лесни грешки (при изучаването на английски език)*, Polis Publishers, 2018 (both for African Studies students).

In her Citation Report, assoc. prof. Neli Tincheva describes in full detail a total of **27 individual references** by other Bulgarian and foreign scholars to **11 of her academic publications**, only 6 of which are published after 2015 (i.e. during the time-period under review). It is noteworthy that **11** out of the twenty seven individual references to the candidate's publications are made by authors who published their work in journals or collective volumes which are peer-reviewed and referenced in renowned academic research databases – this fact on its own is indicative of the significance and scientific resonance of the candidate's research publications.

Conclusion

In conclusion, I can say with conviction that the academic publications, documents and supporting evidence submitted by associate professor Neli Tincheva-Georgieva for the purposes of the current selection procedure for the academic position of PROFESSOR testify to her research qualities and her original academic contributions to the field of Philology (and in particular Cognitive Linguistics), as well as to her skills and experience of transferring the theoretical achievements into the practice of English language teaching.

Considering all of the above, I am convinced that associate professor Neli Tincheva's application for the academic rank of PROFESSOR meets the minimum national requirements under art. 2b, para. 2 and 3 of the *Development of Academic Staff in the Republic of Bulgaria Act* and the *Regulations* for its implementation at Sofia University, so I fully support her election for the academic position of PROFESSOR in the professional field of **2.1. Philology** (Cognitive Linguistics – Text and Discourse Analysis (English language)) at the Department of British and American Studies, Faculty of Classical and Modern Philology, Sofia University "St. Kliment Ohridski".

15 June 2023

Signature:



/Assoc. Prof. Svetlana Dimitrova-Gyuzeleva, PhD/