

## **ACADEMIC OPINION**

by Prof. Nikolai Kirilov Mihailov, PhD, FJMC

Department of Communication, Public Relations and Advertising, Sofia University "St. Kl. Ohridski "

for the materials submitted for participation in the competition for the occupation of the academic position "Associate Professor" at Sofia University "St. Kl. Ohridski " by professional field 3.5. Social Communications and Information Sciences (Theory and History of Public Relations), promulgated Darzhaven Vestnik state gazette DV 93 / 26.11.2019

### **1. General information about applicants.**

Two candidates participate in the competition:

- **Assoc. Prof. Mila Ivanova Serafimova, PhD**, Military Academy "G.S.Rakovsky", Faculty of National Security and Defense, Department of Leadership

- **Mr. Boyan Asenov Kutevski, PhD**, held academic positions of Associate Professor until 2014 and Chief Assistant Professor until 2017.

**Assoc. Prof. Mila Ivanova Serafimova** graduated with cum laude from 34 school in Sofia. In 1995 she graduated with a degree (MA) in Journalism with a Print / Culture profile from the Sofia University „St. Kl. Ohridski " and also has an excellent diploma as a master's degree. During her studies, she has taken various advanced training courses. In 1996, after winning the competition, Mila Serafimova became a full-time PhD student in the Department of Public Relations at the FJMC, where in year 2000 successfully defended her PhD thesis on "Non-Media Management - Ethical Aspect". Since 2001, Assoc. Prof. Serafimova has started teaching part-time as a lecturer at FJMC, Sofia University „St. Kl. Ohridski " and at the same time acquires additional qualifications in Bulgaria and abroad related to the dissemination and security of public information. In 2009 she holds the position of Assistant General in the Department of Leadership, Faculty of National Security and Defense, Military Academy "G. S. Rakovski ", where gradually as a result of successful academic and publishing activity, she grew up as Associate Professor of Public Communications in Security and Defense at the Department of Psychology and Leadership. and Master's Degree Programs at the Faculty of National Security and Defense, as well as conducting annual PR courses for state administration and local government, military PR training for officers of the Armed Forces. She teaches as a holder of the disciplines: Public Relations, Crisis PR, Political and Institutional PR, Media Knowledge and Media Management, Media Training for heads of Public Administration, Media and Corporate Security, Media and Anti-Terrorism, Strategic Communications, etc.

Documents for Assoc. Prof. Serafimova's significant work as a compiler, an active participant in conferences, discussions and seminars with Bulgarian and foreign public relations specialists were also presented. The qualification of the applicant, her education, her professional teaching practice, especially after acquiring a PhD degree, as well as the content of the courses she conducts in her academic activity are related to the subject matter and specificity of the announced competition.

**Mr. Boyan Asenov Kutevski, PhD** graduates from the German language high school "Prof. Dr. K. Galabov" in Sofia. He then went on to study Public Relations at the Department of Public Relations at the FJMC at Sofia University "St. Kl. Ohridski", which graduated successfully in 2002 and earned a Master's Degree. According to the documents presented, in 2003 PhD Kutevski became a full-time doctoral student in the same faculty and department where, after successful defense, he received a Ph.D. During his studies, Mr. Kutevski worked as a reporter, editor-in-chief, specialist in the PR department, etc. in Bulgarian media, is professionally engaged in marketing communications. In terms of his academic experience as a lecturer and high school teacher, I can point out that documents (and after examination in the Academic Register) have been submitted, which establish the academic position of Assistant Professor at the College of Management, Trade and Marketing since 2011 until 2014 with courses in PR and Reputation Management, Political Marketing, Brand Management, the topics of which are only part of the competition. After a while, Mr. Kutevski won another competition, this time at NBU for Assistant Professor, in the Field 8 of Arts, professional field 8.4. Theatrical and Film Arts, in which position he remains until 2017. To date, PhD Kutevski has worked in high management positions, according to the data he has presented, in various, mainly consulting companies related to conducting political, marketing and media studies and proposing solutions. During his doctoral studies, according to the documents provided, Mr. Kutevski is active in publishing both in Bulgarian and English. Although certainly significant, not all titles of his studies are related to the competition that Mr. Kutevski is applying for. Comparison of academic / teaching records of the candidates shows that in addition to having more experience (about 11 and a half years for Assoc. Prof. Serafimova according to documents, about 6 years for PhD. Kutevski according to his references), Assoc. Prof. Serafimova is also a holder of disciplines covering almost the entire spectrum of the topic of competition.

**2. Fulfillment of the minimum national requirements for occupation of the academic position of associate professor by the two candidates according to Law.**

According to the Academic Staff Development Act and the Sofia University Regulations on the Terms and Conditions for Occupying Academic Positions, applicants must meet the minimum national requirements for their scientific and teaching activity in the relevant scientific field. Both applicants provided completed references / tables in accordance with the Implementing Regulations of the Law (Area 3. Social, Business and Legal Sciences, 3.5. Social communications and information sciences), both meeting the required national minimum requirements for the position of Associate Professor.

- **Assoc. Prof. Mila Serafimova** proves serious scientific activity, and besides the required number of points on indicators, she proves additional. For example, the total number of points per group of indicators D related to publication activity requires a total of 200 points, while Assoc. Serafimova has proved 270. The publications, both articles and monographs, on the basis of which the minimum requirements are proved are in the subject of the announcement competition. The other minimum indicators were also fulfilled, and the control of work I made gives me the right to point out that some of the points, which Assoc. Prof. Serafimova reported under indicator E - Citations or reviews in scientific publications, were not filled in correctly, as well as according to note 9. from the Law and its requirements, as the requested number - 160 points, is not correct. But my inspection showed that the minimum number of points according to the requirements in this field was collected (min. 50 points, according to my calculations - 85 points) and proved by the applicant. In general, the conditions for admission to the competition have been fulfilled on the basis of meeting the minimum national requirements.

**PhD. Boyan Kutevski** has also provided evidence of meeting the required national minimum requirements for the academic position of Associate Professor. The points proven by the relevant indicators cover those required to compete for the academic position of Associate Professor, although they express comparatively smaller numerical values than those of the other candidate. For example, according to Group D indicators, the candidate Mr. Kutevski scored 205 points proved, with 200 required, and in Group D indicators 60 points.

In conclusion, the references for the fulfillment of the minimum national requirements, submitted by the two candidates, meet the requirements of the Law and the Rules of the University of Sofia for its application (PURPNSZADU in Bulgarian) and according to the law **fulfill** the conditions for admission to the competition.

### **3. Description of the scientific papers submitted for participation in the competition.**

- **Assoc. Prof. Mila Serafimova** participates in the procedure with one independent habilitation monograph on the topic of the competition, one additional published monograph, as well as another on the basis of a protected dissertation for awarding the PhD (**three monographs in total**), eight articles (on Bulgarian and English) and reports in scholarly publications (some in co-authorship), as well as with the compilation and scientific editing of a symposium in English, in which she also participates as an author. According to the requirements, the publications proposed for review were prepared and published after the successful defense of the dissertation of Assoc. Prof. Serafimova (except one), i.e. after the acquisition of the PhDs Degree in 2000. The publications submitted for the competition were published after 2008, the year in which Assoc. Prof. Serafimova received the academic position of "Assistant Professor". At first glance, the candidate's persistent and lasting scientific interest is in analyzing and tracking the historical development of public relations and their theoretical examination, clarifying their specifics and attempting to identify trends in their future development in terms of technology, environment, how they impact audiences, etc. I also note the connection of the scientific interests of Assoc. Prof. Serafimova with the subjects she taught in the field of the concept of public relations and its various social contents.

- **PhD. Boyan Kutevski** submitted for the competition as a habilitation work one independent monograph, plus one more monographic research (**two monographs altogether**), three scientific studies and six articles. One of the articles is in English. All but one publication were published after 2012, i.e. after the acquisition of the PhD as well as the academic position of Chief Assistant. My initial acquaintance with the subject of the applicant's scientific interest, as reflected in his publications, shows that it is often not fully covered the one that is needed in the competition, although formally fulfills the requirements of Art. 105 (1), item 3 of PURPNAZSU (in Bulgarian). Although substantial and demonstrating the applicant's high scientific skills, some are areas other than the historical and general theoretical study of public relations. Which may be related to Mr. Kutevski's activities and teaching subjects in other, albeit close, but different from those stated in the competition.

### **4. Evaluation of the scientific works and scientific contributions of the applicants.**

- **Assoc. Prof. Mila Serafimova** in her scientific publications demonstrates a lasting and sustainable orientation to the history of public relations, study of the concepts of the discipline, the historical dynamics of its development, systematization of the basic principles and theoretical models of the implementation of public relations, their change provoked of

technology development. The main habilitation work of Assoc. Prof. Serafimova is entitled "PR in the digital era". At the beginning of her research, the author sought the definition of public relations as a peculiar and specific form of social communication interaction. The research method itself - historical - theoretical - enables the subject to be put in a framework that proves the author's qualities as a researcher with deep knowledge of the subject. Assoc. Prof. Serafimova's main task is to derive conceptualizations in the field of traditional and digital PR, the influence of the modern social environment, the manipulative potential of technological communication, the historical change in the perception and explanation of the phenomenon of public relations, the context of the Web. 2.0, which enables the user to create the content himself, the emergence of social networks - though ambitious - has been very successful. The candidate's scientific interests, if judged by the monograph, are directly related to her many years of activity as a lecturer and high school teacher, related to lecture courses on the study of public relations, their historical development, their function and models. Although I am personally aware of other Bulgarian authors who have devoted their research to changing public relations in the context of digital culture, both theoretically and as a practice, the monographic research of Assoc. Prof. Serafimova stands out at least at this stage among them, and in this volume and in this perspective is dedicated to "the transformation of theoretical models and paradigms of public relations in the digital era". Thus presented the monograph not only proves the author's research qualities - theoretical consistency, excellent knowledge of literature, ability to analyze and formulate his own, relevance of arguments, clarity of presentation - it also makes a significant contribution to the theoretical study of public relations, historically deepens the evolution by consistently examining different ideas and scientific knowledge in the field. The author adopts a theoretical and analytical approach to public relations: "without the theoretical basis of PR, at the heart of which is confidence building, and ethical communication behavior, all these [digital - technological - NM] innovations would not find their functioning model or they would not be PR '(p. 39). The roots of the ideas that led to the emergence of public relations as a type of knowledge and practice of social interaction are in the social sciences, and therefore - the monograph convincingly proves this - it is not possible to fully think and propose models for their functioning and development if there is no serious theoretical they are not the basis for their explanation, nor is it possible to include them in a course in theory and history of public relations. One of the scientific achievements of the monographic research is the enrichment of the Bulgarian theoretical knowledge of public relations, as its comprehensiveness and emphasis on the explanation of contemporary forms of manifestation of social influence describes the profile of Assoc. Prof. Serafimova's communication

knowledge in this field. The second submitted monograph of the candidate - "PR - Theoretical Foundations and Historical Development" - also directly corresponds with the stated theme of the competition. The main area of research includes the emergence and history of PR (as Assoc. Prof. Serafimova prefers to designate public relations in Bulgarian), as well as the interactions between theory and practice, along with the study presents reflections on the theoretical foundations and the historical development of basic principles and theoretical models of the realization of public relations in different social fields. The leading theoretical principle that Assoc. Prof. Serafimova successfully applies is the "synergy" (joint action) between theory and practice in explaining, understanding and describing the mechanisms of public relations functioning. Such a definition, as the author thinks, is multifaceted, because "the synergy between theory and practice in PR... is a dangerous process. It can increase the efficiency of both areas, but it can destroy both" (p.17). According to the monograph, public relations carries the specificity of applied social science, i.e. the development and application of this practice has a scientific basis, the practical and methods of which are based on theoretical and scientific achievements that are in accordance with the needs of the specific social and cultural conditions. Very often in her reflections, Assoc. Prof. Serafimova refers to the models of J. Grunig, who is certainly one of the most influential public relations theorists. As an important scientific achievement, I can cite the successful attempt to describe and differentiate substantially and historically the different theoretical models of public relations. The other publications of Assoc. Prof. Serafimova, to which I will not dwell in detail, express her scientific efforts and attention to the change of the theoretical basis of public relations in the age of digital culture, the forms of their impact, changes in the concepts in the field of Internet communication, important theoretical reviews and conclusions, the separation of leaders and followers through the emergence of the phenomenon of influencing, etc.

If I try to summarize, I would say that Assoc. Prof. Serafimova prefers an integrative approach to the study of public relations, considering them both as a science and as a type of social-practical activity, but still manages to successfully "keep" the theoretical prerequisites and socio-historical conditions in which they are realized. Regardless of the high dynamics of development, public relations have their own scientific-theoretical basis and independent history, which distinguishes them from other communication disciplines - fundamental or applied. This is an important conclusion that follows from my overall reading of the candidate's work. In support of the importance of her research on the theory and history of PR, Assoc. Prof. Serafimova presented as evidence the reviews and scientific opinions of renowned scholars in

the field of communication, in which the successful and the attempt to enrich the categorical and conceptual apparatus of the discipline of connections with the public at theoretical and methodological level. The same can be said about the citations, which shows the scientific "visibility" of Assoc. Prof. Serafimova and the analyticity of her conclusions as a basis and argument in the studies of other colleagues. I support the scientific contributions made by the applicant and believe that they are in the field and subject matter of the announced competition.

**PhD. Boyan Kutevski** also presents large and significant scientific products for participation in the announced competition. The main habilitation work contains in its title the theme of the announced competition - "PR - from propaganda to reputation management" and also meets the requirements for independent monographic research. Already at the beginning of his work, the candidate noted "The theme of continuity between propaganda and PR as a public form of persuasive influence is one of the focal points for contemporary studies of communication practice" (p. 13). This important observation also outlines the further vector, if I may say so, to which Mr. Kutevski adheres in his own research. The second focus of the monograph is the analysis of reputation management, which, according to the author, "becomes an important activity in a totally media-mediated public environment in which organizations need a radical approach to managing communications" (p.18). The author makes efforts to trace the link between the various communication forms of persuasive influence in society, their evolution (PR takes into account the interests of the countries, writes Mr. Kutevski) and continuity. The exposition follows the historical method of inquiry and includes a comprehensive overview of propaganda as a social system by reference to various authors, both theorists and those familiar with their political practice. The analysis is based on clarifying the content of concepts, with the main focus being on such phenomena as propaganda, manipulation, persuasion, suggestion, etc. The basic cognitive principle that PhD. Kutevski follows here is that all these phenomena can be intended to control, that is, to be manipulative, to manage and control values, views, form opinions, etc. and achieve long-term results effectively. In this respect, the author also mentions the commonly used comparison for education as a form of propaganda. Although I did not seem to notice this example in the monograph, in 1920 a propaganda council called the Glavpolitprosvet was created at the People's Commissariat (Ministry) of the RSFSR, whose tasks include both mass eradication of illiteracy and mass communication in endorsing the spirit and ideals of the Communist Party. This is mainly for political and ideological purposes, which e.g. Britain's Ministry of Information created during the First World War and later in 1939 is actively seeking to implement. Mr. Kutevski searches for the projections of these practices in

contemporary communication realities and considers the extent to which they are present - openly or not - in them. He is obviously extremely familiar with the topics, trends and practices in the field, which speaks to his longstanding scientific interest in it. For example, he notes the original intention of the emergence of the phenomenon of propaganda with the pursuit of higher goals - the propagation of the ideas and values of the Catholic Church and its variant of the Christian faith. Although hardly "the history and development of propaganda are linked to religious beliefs and the formation of the leading modern religions" (p.52). The Roman Emperor Octavian Augustus insisted and personally sought to be depicted on Roman coins as a means of propagating (spreading) the influence of the Empire and through his highly virtuous (in his view) image. In essence, it is an ideological influence, again with political, i.e. completely "earthly" goals. Further in his work, Mr. Kutevski devotes his attention to the study of "digital propaganda". In an important part of the monograph, the author deals with describing a model of contemporary public relations (Mr. Kutevsky prefers the term ПП in Bulgarian), and also clarifies the content of the concept itself and its internal evolution. This is an extremely complex task that both theorists and practitioners are facing. "That is why we can talk about the beginning of the history of PR as a social science and practice, only conditionally separating it from propaganda" (p. 79), writes PhD. Kutevski. Another Bulgarian author, Prof. Z. Raykov, believes that almost 2000 years ago, farmers in present-day Iraq issued something like "newsletters" to make their peers' lives easier, something that today's PRs also do (PR men, the expression is of Professor Raykov). I am writing this to assess the seriousness and complexity of the task the candidate has undertaken. In the last pages of his monographic work, the author seeks to conceptualize the idea of "reputation management", the framing concept of stakeholders, etc. The conclusion is, "The PR, in its turn, reaches its limits of influence, failing to meet the requirement for integrated communications management and in turn is 'backed up' by reputation management" (p.111). And also - the "leading and widely used form of propaganda becomes digital propaganda" (ibid.), Although I have not personally been guided by whether this conclusion applies to propaganda methods that have been adopted / evolved in public relations (for example, their political form) or at all about propaganda. Undoubtedly, Mr. Kutevski's research presents us with the profile of an in-depth and knowledgeable researcher, extremely competent about the subject and object of his scientific pursuits, who is able to express the results of his complex analyzes in accessible language, which is an important quality for the purposes of the competition, for which he is applying. I would just like to point out that some of the numerous authors whose ideas have been cited represent specialists in other fields and describe the impact / influence in a different context than that which is at the heart of



the subject of the claimed competition. Also, in my opinion, the scientific optics through which Mr. Kutevski studies the history and theory of public relations covers, although very important, interesting and necessary, only a part of their field.

Other scientific works with which PhD. Kutevski has participated in the competition also thoroughly and consistently analyze issues related to reputation management, branding, commercially oriented communication, and also propose a scientific perspective (overhauled as candidate put it) on integrated marketing communications. Public relations, of course, have its place and performs important functions in business and in marketing. At the outset, Mr. Kutevski states conscientiously his position - "that there is no 'pure' theory in the communication sciences - the applied nature of ideas and concepts fully comprehends their existence" (p.10). Of course, in no case can communication knowledge, and not only it, be reduced to "contemplation of essence" (Husserl), if we can thus define "pure theory" and in this respect, I fully support Mr. Kutevsky. In the monograph, the author reiterates his thesis, "the transformation of public relations into an even more complex approach called reputation management" (p.54). I follow PhD. Kutevski's scientific contributions, and I can say that his interest in the integrated marketing communication research is constant and protected through publications, formulation of his own position, and serious statements, not only academically. Both the monograph and most of the papers (some of them meaningfully, and in some places, substantially repeat the ideas of the monographs) presented by the applicant are dedicated to the communication, as well as to the market environment, - branding, commercial process, the fate of advertising (it is a kind of modern propaganda) in the new social and technological conditions, a brand (except that it is market oriented, it is an expression of belonging to values and desires, it is not only product positioning, etc.) the tasks facing today's integrated marketing communication (to synchronize different elements), the emergence of the internet as a market environment, the role of social media / networks in the communication mix and other interesting and reasoned observations. The theoretical basis for these reflections is that the candidate looks for the work of "researchers from different schools", and provides some interesting examples of the activities of world-renowned companies. Undoubtedly, the author has excellent qualities to analyze and draw conclusions, to make his own definitions (for example, on page 80 of the Integrated Marketing Communications - An Overhaul), to compare and track the change through the conditions of development and the content of key concepts. But still in the propaganda approach, if I may call it public relations (the conscious and intelligent manipulation of the leanings and opinions of the masses, as Bernays puts it in the beginning in

his book "Propaganda"), presented here both to advertising and to management (management, i.e. control) of reputation, at least in my opinion, needs to be more clearly distinguished between indoctrination and mass influence from what public relations and advertising today seek. Even more so in the age of the Internet, when every claim can be challenged immediately and publicly on the web by an entire army of bloggers, websites, hackers, activists, whistle-blowers etc. There are not many cases where public relations professionals communicate with the general public. "First of all, PR practitioners need to give up the idea to the general public," said the authors of "Effective Public Relations" (ROI Communications, 2007). When considering their professional activities, these professionals seek to target "well-defined target audiences".

In conclusion from the review of the papers submitted by PhD. Kutevski, I can conclude that they represent the scientific interests of an original, consistent and highly trained researcher, whose ideas are also the result of experience he has gained as a practitioner in the field public communication. The main scientific interests of the applicant are mainly in the field of commercially oriented communication, building and effective reputation management, changing the way of perception and influence on the part of the public regarding the development of digital culture and digital revolution in communication, propaganda as a total form of communication, achievement of control (management) of preferences, values, opinions, presentation of new content of concepts in the field of advertising, brand and more. Mr. Kutevski's scientific output is thematically related in this regard. The candidate has provided a citation which indicates that his writings are well known and used for reference in the writings of colleagues, albeit to a lesser extent than those of Assoc. Prof. Serafimova. I could not find in the papers submitted scientific reviews and opinions that indicate their scientific response. Overall, I can point out that the majority of the submitted materials and evidence of the applicant's scientific and publication activity, his indisputable contributions and original formulations, his academic interests and really serious theoretical achievements are more focused on exploring some of the relationships with the public relations, namely, their interaction with the business, the goods and services it provides, the financial interests of customers / consumers, and so on, shareholders, the communication of the various activities in the market, the information about the brand, the product or service, the way and the realization, etc.

##### **5. Teaching activities and work with students and lecturer experience.**

- **Assoc. Prof. Mila Serafimova** has provided a reference from which can be concluded about

her serious teaching experience in the field and subject of the competition. She has indicated her involvement in the development and leadership of the Master of Public Communications program, her teaching experience in Public Relations in the 10 Master's Degrees in the Faculty of National Security and Defense at MA G. S. Rakovski ", as well as the teaching of annual training courses on public administration and local government and training in military PR for officers of the Armed Forces. The candidate has also noted 10 courses in which she is currently teaching, each of them studying one or the other side of the topic of the competition. In addition, she takes courses on the same subjects as the titular of other universities, as well as being the coordinator of the module Public Relations and Media Training of the Media and Communication Program of the Sofia Security Forum. Assoc. Prof. Serafimova's total experience as a lecturer in disciplines on the topic of the competition is almost 11 and half years, according to the information she provided.

**Mr. Boyan Kutevski**, as I have already noted, has, according to the information provided, held academic positions related to teaching and lecturing. Some of the courses he took were covered by the competition, others focused on more specific and practical areas of application other than those stated in his field (History and Theory of Public Relations) - e.g. Copywriting, Branding, Brand Management, etc. According to the information provided by PhD. Kutevski, the total length of service for occupying an academic position is about 6 years. I also have great impressions of Mr. Kutevski's teaching activities as a part-time lecturer in the programs of the Department of Communication, Public Relations and Advertising.

From the enclosed reports I can conclude that Assoc. Prof. Serafimova presents evidence of a longer and more serious successful teaching experience as a titular of the subject of the announced competition, which experience continues to this day, as well as documents for participation in various courses and qualifications obtained in our country and abroad. Mr. Kutevski, despite his indisputable qualities as a lecturer, has less teaching experience, much of which is in a different, though close to the subject area of the competition.

## **6. Conclusion.**

The announced competition, involving two highly qualified candidates, covers the professional field 3.5. Public Communications and Information Sciences, field of study Theory and History of Public Relations. Public relations cannot only be developed through practice, they must have a theoretical basis as well, and as we know, the history of all knowledge is part of its theory.

Each theory must offer a general and sufficiently broad model of ideas and logically related statements that enables students and researchers to perceive and comprehend a whole object or phenomenon of reality, in this case the social one. The main objective of the competition is also to establish, through the education of students in theory and history of public relations, their general conceptual understanding of them and to improve their chances of realization in this field, and successful teaching experience of candidates is essential here. I will use this principle in my final conclusion to select one of the candidates in the competition.

**Assoc. Prof. Mila Serafimova** presents evidence of long-term occupations, qualifications and scientific interest in topics, concepts and activities that meet the requirements of the competition and meet the needs of the teaching in the department in its field. Both the scientific contributions and her teaching activities are within the scope of the competition. In quantitative terms, Assoc. Prof. Serafimova convincingly manages to demonstrate greater academic activity and experience in both scientific and teaching terms, which also implies a long-term work with students, doctoral students and students. In terms of quality, I do not venture to say that she is more "right" in her scientific productions, but they show a generalized approach and describe a model and history of communication with audiences and organizations that help to describe and understand the mechanisms of impact and influence generally. As a whole, the scientific-theoretical and practical contributions of Assoc. Prof. Serafimova, the amount of her publications, the reference to the citations and reviews of her works, the fulfillment of the minimum national requirements, her practice as a lecturer and high school teacher, are in the area of the declared competition, covering more of its aspects and much more than it manages to prove the other candidate (Art. 112, Paragraph 1-2 of PURPNSZADU in Bulgarian).

**Mr. Boyan Kutevski, PhD.** has many qualities that make him a top-notch researcher, practitioner and lecturer. His theoretical approach to public relations has its own specificity and originality, certainly he has his followers. But it does not always fall completely within the stated theme of the competition, and much of its development, although very valuable in itself, covers only part of the area declared in the competition. The quantitative indicators for scientific production in the field of competition, the amount of his publications, his experience and practice as a lecturer, the reviews of his scientific activity are noticeably lower than those of Assoc. Prof. Serafimova (Art. 112, Paragraph 1, of PURPNSZADU in Bulgarian).. In general, the results according to Art. 112, Paragraph 1- 2, of the PURPNSZADU, when evaluating two or more candidates, are in favor of the other candidate.

As a result of the examination and evaluation of the applicants' overall activity, the documents and evidence provided by them, their scientific contributions, the scientific response of their work and academic activity, their experience as teachers and their work with students, their profile as lecturers, their participation in various projects and courses, **I recommend** to the distinguished members of the Scientific Jury **to elect for the academic position** "Associate Professor" in 3.5. Public Communications and Information Sciences (Theory and History of Public Relations), promulgated Darzhaven Vestnik state gazette DV / 26.11.2019 for the needs of Sofia University "St. Kl. Ohridski ", **Assoc. Prof. Mila Ivanova Serafimova, PhD.**

Member of Scientific Jury:

Prof. Nikolai Mihailov, PhD

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