

REVIEW

for the doctoral 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" by Lyubomira Venkova Spasova for awarding the educational and scientific degree "Doctor", Sofia University "St. Kliment Ohridski ", FJMK, Department of Communication and Audiovisual Production"

Professional field 3.5.Public Communications and Information Sciences (Media and Communications)

Scientific adviser: Prof. Dr. Chavdar Hristov

Author of the review: Prof. Dr.SC. Milko Dimitrov Petrov, Department of Communication and Audiovisual Production, FJMK

1. Relevance of the chosen topic for the dissertation

The topic of the dissertation is especially relevant for several main reasons. First of all, new technologies and mobile operators are entering social life very quickly, they use the means of advertising to attract new users who are often sought after in the group of young people. Secondly, youth groups actively allow mobile communication in their personal and social world, with the help and mediation of advertisements that actively offer their products. The young generation uses mobile communication at any time and place, they see it as part of the modern world, an element of the new high-tech lifestyle.

The dissertation is one of the first scientific researches in the Bulgarian media science, dedicated to the convincing influence of the advertising carriers of the mobile operators on the youth groups. PhD student Lyubomira Spasova makes an in-depth theoretical analysis of the convincing role of advertising communication in relation to mobile operators, conducting an empirical study that has high probative value. It shows an excellent knowledge of this very interesting problem in the scientific literature, as well as serious knowledge in the field of advertising, mobile communication and new technologies. The scientific analysis shows that the doctoral student has serious scientific knowledge in the field of advertising and its specific role in imposing the products and services of mobile operators in the life and everyday life of young people.

The dissertation is written with high professional competence, it examines and presents various concepts and approaches to the development and new practices of advertising and its convincing impact on youth groups. The doctoral student bases her research on numerous sources, she presents in detail the ideas and hypotheses of famous researchers in the field of media, advertising and propaganda. This shows her serious professional knowledge and theoretical depth in creating the original research under consideration.

2. Structure and content of the dissertation

The dissertation consists of a preface, four chapters, a conclusion, appendices and a bibliography. It is 279 pages long. The bibliography contains 176 titles, of which 86 titles in Bulgarian and 90 titles - in other languages. The main text of the dissertation includes 14 tables and 43 images, of which 3 diagrams and 40 diagrams.

As a volume, structure, used scientific methods, conclusions and summaries, the dissertation text fully meets the scientific requirements for a doctoral dissertation. The doctoral student Lyubomira Spasova presents an interesting scientific research, impressive with the performed theoretical analysis and the made generalizations, which have the necessary probative value. The dissertation work optimally combines theoretical analysis and empirical research

methods. PhD student Lyubomira Spasova applies various methods for reviewing, analyzing and understanding the functions and specifics of the persuasive impact of advertising media of mobile operators and their impact on young consumers. The excellent combination of theoretical and empirical methods significantly strengthens the evidentiary part of the dissertation, makes valid the scientific conclusions and generalizations.

The first chapter "Persuasive impact of advertisements of mobile operators" contains a theoretical analysis of the persuasive effect through advertising of a mobile company. The doctoral student studies the development of consumer attitudes due to the active advertising communication of the products that a mobile operator offers to its customers. Theoretically, basic concepts such as attitude, system of attitudes, types of attitudes, as well as the leading reasons that determine the change of attitudes of the user to a particular type of communication and service are considered.

The second chapter "Advertising communication" presents in detail the advertising activity of mobile operators in our country. The doctoral student considers opinions on the advertising activities of various associations and experts in marketing and advertising. The role and importance of corporate and product advertising, which mobile operators develop in relation to their young customers, is specifically analyzed. Lyubomira Spasova devotes a special place to the development of online advertising in our country and its role in the convincing impact of consumers aged 18 years up to 25 years. Based on a number of theoretical knowledge, the advantages and disadvantages of online advertising, its effectiveness in the advertising marketing mix of mobile operators are thoroughly analyzed.

The third chapter "Empirical study of attitudes and behavior in relation to the advertisements of mobile operators" presents the results of the study conducted by the doctoral student of young people in the group 18-25 years, which involved 300 respondents, of which 187 women and 113 men. Their consumer attitudes towards the various mobile services and the convincing impact on them of the advertisements of mobile operators are tracked.

The study is particularly interesting, it was conducted in two stages. Questionnaires are used to record the change in the attitude of young respondents towards a mobile operator, its knowledge about advertising for its products and various activities. The doctoral student studies the possible effects of the convincing impact of a mobile operator's advertising messages on young consumers. She makes an original comparative analysis between the data of a poll conducted by "Alpha Research" on the consumer attitudes of young people towards the services of mobile operators - and the data obtained from her survey. The leading factor for the advertising impact of mobile operators on the respondents is the trust they have in a separate media or the Internet - in their capacity as advertising media.

Chapter Four "Results of the study on the persuasive impact of mobile operators' advertising" discusses the main reasons for changing the consumer attitudes of young people, the means and ways to build trust in a mobile operator through advertising communication, and the reasons for certain behavior of young people to a mobile operator.

The dissertation is generally characterized by theoretical depth and professional competence, it is written in clear language and style, which shows the professional knowledge of PhD student Lyubomira Spasova, her ability to analyze and systematize theoretical concepts and empirical facts, as well as to formulate the necessary scientific conclusions and summaries.

The abstract of the dissertation fully and accurately presents the performed research. It contains all the necessary scientific requisites - a detailed summary of the dissertation, main scientific goals, hypotheses and tasks, methodology used, scientific results obtained and scientific contributions.

3. Scientific contributions

The dissertation is a very original and valuable scientific research, which, in my opinion, contains several main scientific contributions:

The first scientific contribution is the theoretical substantiation of the thesis that advertising still has a strong influence and convincing impact on young users of the services offered by a mobile operator. PhD student Lyubomira Spasova substantiates her thesis with theoretical and empirical arguments that young people have a predominantly negative attitude towards advertising, but it definitely influences their attitude and choice of certain products and services of a mobile operator. A connection has been proven between the attitude of young people towards certain products and services of a mobile operator - and their evaluation of its advertising messages, which also provokes various communicative and consumer reactions.

The second scientific contribution is the proposed classification of the types of advertising, from the point of view of various studies, and the differentiation of the individual advertising media for mobile operators. This creates a new research field examining the change in attitudes, beliefs and behaviors of young consumers, influenced by certain advertising media of the mobile service they use.

The third scientific contribution is the created "Extended model of persuasive influence" of advertising, depending on the possible reactions of young consumers aged 18 to 25, using products and services of certain mobile operators. The scientific arguments for this model are based on a two-stage survey of the attitudes of 300 respondents aged 18 to 25 who use products and services of mobile operators in our country. The main components of the persuasive impact of advertising can serve mobile operators to achieve higher loyalty among young people to their products and services.

4. Publications on the topic of the dissertation.

The doctoral student Lyubomira Spasova presented 8 scientific articles, published in Bulgarian and English, as well as three papers presented at scientific forums, which fully meet the necessary legal requirements.

5. Recommendations and questions to the doctoral student.

The dissertation is a professionally substantiated and very interesting scientific research that will be useful for media researchers, practitioners in the field of marketing and advertising, communication and digital technology experts, public relations specialists and scientific innovations. That is why I recommend that this original scientific study be published, after some editing.

I have the following question to the doctoral student Lyubomira Spasova:

1. To what extent will advertising in the next decade successfully regulate the attitudes and attitudes of young people towards mobile communication? Will it be the main advantage or disadvantage in their involvement in mobile communication and future network technology standards?

6. Conclusion

The presented doctoral dissertation is an original and valuable scientific research, which respects with its scientific scale and achieved research results. The conducted empirical study of the attitudes and persuasive effects of advertising media on the products and services of mobile operators is original and the first of its kind.

PhD student Lyubomira Spasova demonstrates extensive knowledge in the field of online communication and the convincing impact of mobile operator advertising on young people. The dissertation generally impresses with the in-depth theoretical analysis of the development of advertising and its convincing influence on young people in their choice of certain products and services of mobile operators. The empirical research conducted by the doctoral student gives the dissertation much greater scientific weight and argumentation.

All this gives me the necessary reasons to confidently recommend to the esteemed members of the scientific jury to award the educational and scientific degree "Doctor" to Lyubomira Venkova Spasova for her dissertation on the topic: "Convincing impact of advertising media of mobile operators on the younger generation. Attitudes, beliefs and components of the value system ", professional field 3.5.Public Communications and Information Sciences (Media and Communications).

August 27, 2020

Signature:

Prof. Dr. SC. Milko Petrov