OPINION

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DIGITAL MARKETING COMMUNICATION - ASPECTS OF CONTENT MARKETING

DISSERTATION FOR AWARDING EDUCATIONAL AND SCIENTIFIC DEGREE "DOCTOR" IN SCIENTIFIC FIELD 3.5. SOCIAL COMMUNICATIONS AND INFORMATION SCIENCES

(MEDIA AND COMMUNICATIONS - Public Relations)

WITH SUPERVISOR PROFESSOR DOCTOR OF SCIENCE CHRISTO KAFTANDJIEV

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The dissertation presented by Teodora Petkova was discussed and proposed for defense by the Department of Communication, Public Relations and Advertising at Sofia University "St. Kliment Ohridski". The study is entitled **"DIGITAL MARKETING COMMUNICATION - ASPECTS OF CONTENT-MARKETING".**

The volume of the dissertation research on the topic "Digital Marketing Communication - Aspects of Content Marketing" is 311 pages. The study consists of an introduction, three chapters, a conclusion, a bibliography and two appendices. The bibliography includes 290 titles, of which 65 in Bulgarian, 205 in a foreign language and 20 other Internet sources.

- The introduction presents the research relevance of the topic. The object and the subject of the research are listed, together with the research goals and objectives. The author's interpretation and research limitations are stated. The structural logic of the dissertation is declared;

- The main body of the research consists of three chapters with textual and visual expression.

- Conclusion;

- Bibliography;

- Publications realized by the time of the defense of the dissertation;

- Contribution moments;

The bibliography reflects fully the references made in the text of the dissertation. It consists of a total of 267 sources. 233 of them are printed editions (48 in Cyrillic and 185 in Latin), and 34 is the number of included online citations.

In essence for the dissertation:

As a professional with over 25 years of experience in the types of advertising and the available communication channels, I declare most confidently that Teodora Petkova's research is relevant and timely. It seeks and responds to the need for marketers to align their communications with today's digital environment. The ever-increasing technical possibilities in virtual reality, their convergence and simultaneous use are being transferred from mass to interpersonal communication.

"... The creators of marketing communication face the challenge of winning the attention and interest of an empowered user who has constant access to information, low thresholds of attention, and is immersed in a continuous stream of episodic interactions with messages embedded in various forms of content - videos, news, conversations, short

messages. In such a complex environment, marketing communications inevitably begin to transform from a process of managing prices, promotions, products and marketing to processes of creating conditions for dialogue and, consequently, in processes of content and data management. This transformation is driven by the need for a new kind of marketing for a new type of society, rooted in ubiquitous electronic networks that constantly exchange ideas and information and build relationships."

Teodora Petkova focuses on the intersection between the communication structure of the World Wide Web on the one hand and its increasingly important role as a living space (habitat). The doctoral student correctly came to the conclusion that the problems of communication on the World Wide Web are difficult to cover, using the possibilities and logic of a single methodology. Different areas have created and use specific conceptual apparatus that require a more complex approach. The approach chosen by Teodora Petkova in this paper is multivalent - comparative analysis, modeling, typologization, interdisciplinary framework design, descriptive research and collection of empirical data - a rich and complex cocktail of methods needed to more fully and objectively reflect the multidirectional marketing communication.

Chapter I presents the leading scientific and theoretical developments and achievements in the field of digital marketing communication. The point of view is from the perspective of the user of web content. This chapter also presents a model of a communication scenario needed to explain the mechanism of the process of exploring marketing communication.

"The five elements considered are:
1. The user of content on the Web;
2. The portal through which the user accesses the content;
3. Personalized content;
4. Digital marketing communications;
5. Web content. "

At the end of this chapter, special attention is paid to the textual essence of web content. Teodora Petkova convincingly defends the concept of "content marketing and legitimizes its presence in the science of text and its projection in the digital space.

"Dialogic Marketing Communication through content in the Semantic Web" is the title of Chapter II. In it, the focus is on the tiny eye of the Semantic Web and the dialogical theory captured and tossing into it.

"The objectives of this chapter are to present the Semantic Web and to lay the foundations for understanding it as a key factor in digital marketing communication and digital objects (commonly referred to as web content) as a result of it."

This part of the scientific work is structured in four parts, which the author separates convincingly, as follows:

The first (as in Plato) is devoted to dialogue. Of course, the ancient Greek philosopher would have had a little trouble with the subject of marketing communications in the context of today's online dialogue. But for Petkova's contemporaries this part is needed as an introduction to…

The second part, in which the Semantic Web is woven in the form of a socio-technological product, filled with digital communication, origin, development, state and perspective. This action is a necessity dictated by the desire to analyze the semantic possibilities in marketing communication.

The third part gives examples of the use of semantic approaches in dialogic marketing communication. A *knowledge graph* is taken as an illustration. The main characteristics of the technological architecture in question are presented. The ultimate task of the model given for illustration is to demonstrate its ability to serve the dialogue on the Web.

The parallel use of the dialogic PR theory with the formal standard description of content is the subject of the fourth part. The goal of achieving greater visibility was convincingly presented by the graduate.

The third chapter is entitled: Exploring the Dialogic and Semantic Aspects of Web Content. It is more practical and presents an empirical study with the parallel use of dialogical principles and semantic annotations.

Teodora Petkova also asks the main research question: "To what extent does the web content of the marketing communications on the websites of the companies in question adhere to the dialogical principles of communication, and is this content annotated with formal descriptions from the schema.org vocabulary?"

The doctoral student clearly and logically justifiably divides the last chapter of her work into four parts. The description of goals and objectives overflows into the justification of the research tools, on the basis of which the results of the research are summarized in the third part. The last fourth part is devoted to the analysis of marketing strategies, the dialogic potential of the Web and the general positive aspects in the search, visibility and usefulness of the content. Two appendices give an even more complete look to the dissertation.

In conclusion, I find the work presented by Teodora Petkova **"DIGITAL MARKETING COMMUNICATION - ASPECTS OF CONTENT-MARKETING"** very useful and modern.

The contribution moments are clearly and specifically stated.

Dear members of the scientific jury, I confidently give my positive vote and propose that Teodora Petkova be awarded the scientific and educational degree "Doctor".

March 7, 2022

Prof. Georgi Yankov