

OPINION

**on competition for the academic position of "Associate Professor"
in the field of higher education 2. Humanities,
professional direction 2.3 Philosophy (Rhetoric), for the needs of
The Faculty of Philosophy (FF) of The Sofia University of "St. Klement
Ohridski" (SU), published in
State Gazette, no. 61 on 2 August 2022**

The opinion was prepared by Assoc. Prof. Dr. Mirianna Sabetai Meyer, retired, Department of "Political Sciences" of New Bulgarian University, Sofia, in my capacity as a member of the scientific jury for the competition according to Order No. RD-38-489 on 22.08.2022 of the Rector of Sofia University.

Only one candidate submitted documents for participation in the announced competition:

Assistant professor Dr. Yana Krassimirova Sabeva from the Department of Rhetoric at the University of "St. Kl. Ohridsky".

I. General description of the presented materials

1. Application data

The documents submitted by the candidate in the competition correspond to the requirements of the Law for Higher Education and the Regulations for the terms and conditions for acquiring scientific degrees and occupying academic positions at SU "St. Klement Ohridski". According to the announced procedure, I have received a complete set of materials in electronic format.

The candidate submitted a total of 9 works for the competition, of which 6 articles, 1 book and 2 monographs. 1 of the featured articles is in the scientific journal Strategies of Education and Science Policy, tracked by Web of Science, The Philosopher`s, Index, ERIHPLUS,

eLibrary.RU, CEEOL, EBSCO. 5 of the articles were published in non-refereed online journals, conference proceedings or thematic proceedings. During this period, the candidate has published 7 more articles. In only one of the works presented, Dr. Sabeva has a co-author, in all others she is the sole author.

2. Applicant data

Currently Dr. Yana Krassimirova Sabeva, as an assistant professor, is a teacher in the Department of "Rhetoric" at the "St. Kl. Ohridski". In 2000, she received a master's degree in "Economics - Marketing and Management" at the University of National and World Economy, Sofia. In 2014, she received a Master's degree in "Philosophy - Rhetoric" at the Department of "Rhetoric" at SU "St. Klement Ohridski", and in 2017 she has become a Doctor of Philosophy 2.3 (Rhetoric - Non-Verbal Communications) at SU "St. Klement Ohridski" with the thesis topic "Business communication: negotiations and presentations. Non-verbal aspects."

Previously, Dr. Yana Sabeva worked as a reporter, PR expert, and now she is teaching in the university. Since August 2018, Dr. Sabeva has hold the position of chief assistant, i.e. she is a full-time teacher in the Department of "Rhetoric" at the University of "St. Kliment Ohridski".

3. General characteristics of the scientific works and achievements of the candidate

The candidate has submitted a total of 16 works, but there are 9 to the competition, the number and quality of which meet the minimum national requirements (according to Art. 2b, parts 2 and 3 of the Law). I have not found plagiarism in the texts of the articles and monographs on the competition. The applicant has submitted a reference for 2 citations in articles, reports and monographs, but I strongly believe that many more citations are available.

The quantitative indicators of the presented materials satisfy the requirements of the Law on the Development of the Academic Staff in the Republic of Bulgaria and the requirements of the SU.

4. Characteristics and evaluation of the teaching activity of

the candidate

As assistant professor Dr. Yana Sabeva has extensive experience in teaching various courses in areas such as marketing, rhetoric, public relations, and many of her courses have an interdisciplinary nature, which makes them particularly valuable in modern education. This is particularly evident in some Master's courses such as: "Business Communication", "Negotiation Technology", "Rhetoric of Virtual Space", "Rhetoric and Communication Skills for Doctors". Her other courses are of a more general nature and are given to bachelors: "Communication skills in an educational environment", "Non-verbal communication in public speaking and business communication", "Information and communication technologies in learning and working in a digital environment".

Dr. Sabeva also is teaching in English - her is the undergraduate course "Ancient rhetoric and philosophy". She is the academic supervisor of many graduates who have successfully defended in the field of rhetoric, she is as well as a participant in numerous projects, which speaks of her good teamwork.

5. Content analysis of scientific and applied science

Applicant's achievements contained in the materials for

participations in the contest

The scientific works submitted for the competition concern a variety of educational fields. In particular, Dr. Sabeva's interests are focused on the possibilities of applying the tools of rhetoric in the integrated marketing strategies nowadays. More precisely, an analysis has been made of the development and changes that has occurred in the various elements of the integrated marketing communications during the pandemic, as well as of the tools of rhetoric

used. The focus of the monograph is not only on the analysis, but also on the use of rhetorical strategies and tools in the design and implementation of marketing and PR campaigns with the purpose to increase their effectiveness. The monograph under the title **Rhetorical aspects of integrated marketing communications in the conditions of a pandemic** deserves special attention. Its second and more applied part - **Rhetoric and crisis communications. 2020 and 2021 Crisis Analysis** should be mentioned as well.

6. Critical remarks and recommendations

The scientific texts provided for participation in the competition do not contain significant weaknesses that would detract from its merits.

As a recommendation, I can point out that it would be good for the candidate to publish more independent results in prestigious journals at home and abroad.

7. Conclusion on the application

After reading the materials and scientific works presented in the competition and based on the analysis of their significance and the scientific and scientific-applied contributions contained in them, I confirm that the scientific achievements meet the requirements of The Law for Higher Education, the Regulations for its application and the relevant Regulations of SU "St. Klement Ohridski". In other words. the candidate could occupy the academic position of "associate professor" in the scientific field and professional direction of the competition. In particular, the candidate satisfies the minimum national requirements in the professional direction and no plagiarism has been found in the scientific works submitted for the competition.

I give my positive assessment to the application.

II. GENERAL CONCLUSION

Based on the above, I recommend the scientific jury to propose to the competent authority for the selection of the Faculty of Philosophy at SU "St. Klement Ohridski" to elect

assistant professor Dr. Yana Krasimirova Sabeva and let her to take the academic position of "associate professor" in the field of higher education

2. Humanities, professional direction 2.3. Philosophy (Rhetoric).

16.12.2022

/ Assoc. Prof. Dr. Mirianna Mayer/