



STATEMENT

on the works and documents submitted for participation in a competition for the academic position of ASSOCIATE PROFESSOR in professional field 2.3. Philosophy (Rhetoric) announced by Sofia University "St. Kliment Ohridski" in State Gazette, No. 61 / 2 August 2022.

Statement prepared by: Assoc. Prof. Dr. Alexander Traikov Hristov, University of National and World Economy

Candidate: Yana Krasimirova Sabeva

I. Evaluation of the scientific and practical results and contributions of the academic production submitted for participation in the competition

The documents received in the competition allow us to say clearly that Chief Assistant Professor Dr. Yana Sabeva, meets the requirements for the academic position of Associate Professor. Moreover, on some indicators the achievements are much more significant - not only in formal but also in substantive terms.

Research and scholarship

The candidate's research and scholarship clearly establish a strong interest in rhetoric and communication. The texts obviously have the potential to contribute significantly to the development of communication practices, which makes them valuable enough.

Particular attention should be paid to the monographs and book presented - their subject matter is topical, related to rhetorical aspects of crisis communications and pandemic communications, as well as to non-verbal communication in business. Despite the large number of publications devoted to these topics, such a rhetorical perspective on the issues sheds more light and provides useful perspectives. Particularly regarding to the monograph "Rhetoric and Crisis Communications. An Analysis of the Crises of 2020 and 2021", quite non-exhaustively, I see serious contributions in the examined interrelations between crises and reputation, the systematization of the differences in the work of traditional media and social networks, the emphasis on the rhetorical situation and the role of authorities, as well as something seemingly small but of utmost importance - the broadened scope of the understanding of efficiency in communications.

The review of the other publications of Chief Assistant Professor Dr. Yana Sabeva, provides the basis for claiming that she has serious, frequently expressed, and profound interest in the field, without falling into pettiness, which is great. The issues are analysed thoroughly, with the necessary criticality and authorial input. All this contributes to the development of those fields, which benefits not only the university and the students, but also the entire professional community. The citations of Dr. Sabeva's publications are also at the required level.

Teaching and learning

Observations of the candidate's overall teaching and learning activities contribute to a better understanding of her potential. On the one hand, the submitted documents show that Dr. Sabeva is working very actively in this direction. On the other hand, the invaluable amalgam of academic and



practical experience is of serious benefit to students - not only in terms of knowledge and skills, but also as an opportunity to choose a particular profession and have every confidence in their decision.

Work in the public interest and in the interest of professions

Over the years, Chief Assistant Professor Dr. Yana Sabeva, has been involved in various socially significant projects, she has worked and is currently working for the development of the communication profession - now as a member of the Ethics Committee of the Bulgarian Public Relations Association, and before that - as a member of the Board of Directors. As a former Chairman of this organisation, I would say that such commitments are significant, they require excellent preparation and a certain already earned authority. Of course, any such involvement in a community of this kind brings substantial benefits to both the communications profession and our society as a whole - achieving values such as a cleaner information environment, better communication between institutions, companies, and citizens. And, finally, encouraging and informing the young people in our country, who have embarked on this path, to develop and get better at what they do.

II. Observations and recommendations

Dr. Sabeva's scientific output is extremely rich. It covers various aspects and areas in which rhetoric finds application or interacts with related or more distant disciplines and phenomena - even ecology and adolescent conflicts. Perhaps my only more substantial recommendation in this regard would be for more focus in her research on a more narrowly defined field. Among other things, that would provide the basis for her development as a researcher.

I cannot help but suggest that this direction should be connected to the relationship between rhetoric and communication and marketing - since, in addition to my personal commitment to these topics, I see a gap in this field that both theory and practice (practice to a greater extent) could benefit from being filled. This will be even more relevant given the developments and problems in communications in recent years.

III. Conclusion

In conclusion, and based on the submitted documents, the quality and content of the candidate's scientific output, and, finally, her teaching experience and achievements, which it is also essential to consider, I recommend to the esteemed academic jury that the position of Associate Professor in Professional Field 2.3 Philosophy (Rhetoric) be filled by Chief Assistant Professor Dr. Yana Krasimirova Sabeva.

Date: 14.12.2022

Jury Member:

Assoc. Prof. Dr. Alexander Hristov