

## OPINION

For the submitted works 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 DV, issue 103, dated 10.12.2021.

Reviewer: Prof. Dr. Margarita Yordanova Pesheva

Candidate: Donka Gencheva Petrova

Summary data on the candidate (research, teaching and academic activities).

The research activity of the candidate Donka Gencheva Petrova has the following factual dimensions:

Donka Petrova presented for participation in this competition 1 scientific monograph on the topic: "The audience - analysis and rhetorical impact", SU "St. Kliment Ohridski", 2021 with reviewers: Prof. Donka Alexandrova and Assoc. Prof. Dr. Gerasim Petrinski.

Chief Assistant Dr. Donka Petrova presented for participation in the competition 20 scientific articles and 2 scientific studies in series, which are in the fields of: *Leadership and ethos; Stereotypes and their influence in the communication between the speaker and the audience; Effective feedback in communication with adolescents; Audience, negative messages and political cynicism, Conspiracy theories, rhetoric and argumentation, Non-verbal communication and crisis intervention; Non-verbal manifestations of power and domination, Charismatic leadership and oratory, Humor in public speech, etc.*

In the section "All scientific publications" the candidate presented 1 scientific monograph, 29 scientific articles and 2 studies in scientific series, which are in the following scientific fields: *The effect of the identifiable victim and rhetorical pathos; Multicultural communication: a brief introduction for travel enthusiasts; Stereotypes and their influence in the communication between the speaker and the audience; Toponymic influences of the Viking conquests in England; Non-verbal communication and crisis intervention; Non-verbal manifestations of power and domination; Specifics of telephone communication with people in crisis and with representatives of vulnerable groups; Features of telephone counseling for children and adolescents; Ageism - essence, explanatory models and effects and others.*

The main scientific monograph of the candidate for participation in this competition is on the topic: "The audience - analysis and rhetorical impact", SU "St. Kliment Ohridski ", 2021.

The object of this research is the audience and the auditory analysis in rhetoric. Its subject is the effective rhetorical influence, which implies "centering" on the audience by the communicators. The monograph is based on an interdisciplinary approach, which involves integrated analysis, which uses methods and indicators from the scientific fields of rhetoric, psychology, media studies and others.

The monograph, as well as the presented scientific articles and studies in series, correspond to the topic of this competition.

The teaching activity of Chief Assistant Dr. Donka Petrova has the following factual dimensions:

In the period: 2006-2013 leads lectures and seminars on discipline "Pedagogical Psychology" as a part-time assistant in the Department of Social, Occupational and Pedagogical Psychology at the Faculty of Philosophy, Sofia University "St. Kl. Ohridski ".

In the period: July 2013 - until today, the candidate is a senior assistant in the Department of Rhetoric at the Faculty of Arts at Sofia University "St. Kl. Ohridski " and she teaches 7 academic disciplines. They are the following: "Communication skills"; "Communication skills and teamwork"; "Leadership skills and teamwork"; "Public speech"; "Non-verbal communication"; "Socio-psychological trainings" and others.

In the period 2006-2022. she is successively a part-time assistant, and then chief assistant to the Faculty of Fine Arts at Sofia University "St. Kliment Ohridski ". Along with her academic work, the candidate has a wealth of practical experience as a psychologist, researcher, trainer and project coordinator in the non-governmental sector - especially as an associate of the Animus Association Foundation. She actively works with students and graduates from various Bachelor's programs at Sofia University "St. Kliment Ohridski ".

Donka Petrova has participated in a number of international and national projects such as: coordinator, researcher, expert and trainer. Within these projects, she has participated in various studies, preparation of analytical reports, planning and implementation of training for professionals, preparation of

training materials and manuals, conferences and activities for exchange of experience and good practices with foreign partners. . She has extensive experience as a trainer at the Training Center of the Animus Association Foundation.

The academic activity of the candidate Donka Petrova has the following factual dimensions:

Donka Petrova has been a member of the editorial board of the magazine "Rhetoric Online" since its inception in 2020. She is a member of the "Union of Scientists in Bulgaria" and the "National Council for Child Protection" at the SACP.

She is a compiler and editor in the scientific collection of papers from a scientific conference on rhetoric, 2017: "Rhetoric in modern society" (with Assoc. Prof. Dr. Nelly Stefanova) and in "Proceedings of a scientific conference on rhetoric", 2014. ., Golechitsa (together with Chief Assistant Dr. Eliza Ivanova).

Donka Petrova also works actively in the field of scientific management. She has implemented a scientific guide to 8 master's theses who have a successful defense. They are the master's program: "Rhetoric" and in the PDQ "Pedagogical Psychology" and "Fundamentals of psychoanalytic practice with adults and children."

In the period: 2014-2021. Donka Petrova has participated in 19 scientific conferences with section reports in the fields of *rhetoric, psychology and communications*. Her language skills and competencies are in the areas of: English, Spanish, Russian and German.

Characteristics of the scientific and scientific-applied production of the candidate Donka Petrova.

The presented scientific works of the candidate can be accepted for evaluation in this competition. Scientific arguments:

- The presented monograph of the candidate fully corresponds to the announced topic of the competition, namely: "Philosophy (Rhetoric)". It is entitled "Audience - analysis and rhetorical impact" and examines the audience and auditory analysis in rhetoric. It contains 10 chapters, which are divided into two

parts: the first is dedicated to the audience and auditory analysis, the second is basis of auditory analysis.

- Scientific articles, studies in series and participation in research projects and conferences are entirely in the scope of this competition. They are in the following problem areas: *Leadership and ethos; Stereotypes and their influence in the communication between the speaker and the audience; Audience, negative messages and political cynicism; Conspiracy theories, rhetoric and argumentation; Charismatic leadership and public speaking skills; Ageism, or age stereotyping; Communication between teachers and students - psychological aspects; The effect of the identifiable victim and the rhetorical pathos, etc.*

- The presented works of the candidate Donka Petrova, in terms of quantity and quality, receive an excellent grade. Scientific arguments:

- The candidate has a total of 440 points on all indicators in the implementation of the minimum national requirements under Article 16 of the Law on the Protection of Human Rights and Fundamental Freedoms;

-The candidate thoroughly and professionally examines the problems of Rhetoric from the point of view of *the audience, stereotypes, leadership, oratory* in 1 scientific monograph, 20 scientific articles published in non-refereed publications with scientific review or edited collective volumes and 2 scientific studies published in reviewing.

- The candidate works as an independent expert at the Animus Association Foundation, participates in trainings and education programs. She has participated in specialized trainings for professionals - psychologists, counselors, social workers, medical personnel and police officers in terms of telephone consultations, post-traumatic stress.

- She participates in a number of international and national projects as a coordinator, researcher, expert and trainer.

- In the period 2002-2010 she works as a volunteer on the Hotline for Victims of Violence;

- In the period 2003-2005 works as a clinical social worker in the Crisis Center, where she provides consultations and crisis intervention;

- In the period 2009-2018 coordinates the work of the National Telephone Line for Children 116 111, a position that includes selections, training of employees, organization and monitoring of their work, preparation of analytical reports and processing of statistical information.

1. Main contributions in the scientific, scientific-applied and teaching activity of the candidate:

The scientific, scientific-applied and teaching activity of the candidate Donka Petrova develops new fields and scientific problems, and substantiates a new thesis and hypothesis related to the topic of this competition.

- In the scientific monograph of the candidate "Audience - analysis and rhetorical impact" is applied an original author's approach to the analysis of the dependence of rhetorical impact (ethos, pathos, logos, rhetorical argumentation, persuasive strategies) on effective audit analysis. Specific models for audience analysis and methods for collecting information about specific members of an audience are proposed;
- The audience is analyzed in the context of the influence of negative messages (black PR, etc.) on the attitude and active participation in political life and the risk of developing political cynicism;
- Theoretical and applied research interest in communication with specific and vulnerable groups of people (people in emotional crisis, representatives of vulnerable groups, children and adolescents who have experienced violence and trauma. Analysis of possible challenges in this specific communication with emphasis on its nonverbal dimensions;
- Theoretical analysis of the role of humor in public speech, leading theories of humor, and ways to apply it for the purposes of persuasive communication and its impact on different audiences;
- Some practical problems have been developed related to the development of presentation and communication skills of teachers, training for professionals to develop prosocial communication skills, developed in an international project with prosocial communication researchers from the Free University of Barcelona, Spain ;
- The candidate has successfully carried out scientific and methodological guidance of 8 successfully defended graduates in the Ministry of Education in Master program "Rhetoric" and two programs for postgraduate qualification.

The candidate Donka Petrova proves with new means some essential aspects of already existing theories and hypotheses, in accordance with the topic of this competition. She has successfully participated in two research projects:

- Research project on the topic: "Communication opportunities and challenges in cyberspace", NSF, member, Contract №80-10-85 / 2021. - Scientific project: "Rhetoric in modern society", NSF, Head, contract №80-10-144 / 2017.
- The candidate is a member of the team of international projects funded by the EU's Rights, Equality and Citizenship Program, which is developing a Handbook for professionals working with children and young people who have experienced sexual violence.

The candidate Donka Petrova offers new interpretations, definitions of a current and already analyzed object of scientific research, in accordance with the topic of the competition:

- An analysis of the argumentative and rhetorical side of conspiracy theories or how the conspiracy type of narratives achieved the effect of persuasiveness and impact through approaches such as rhetoric of "scientific knowledge" and rhetoric of asking questions, and its connection with some psychological factors.
- The problem of leadership and the role of the leader as a speaker and communicator is thoroughly discussed. The concept of charismatic leadership in the context of the speaker's oratory and communication skills has been developed;
- The topic of ageism as a communication barrier in interpersonal and public communication has been extensively developed.

The candidate Donka Petrova creates new classifications, methods, technologies, receives and proves new facts, which confirm already known theories and interpretations, in connection with the topic of the competition: The candidate Donka Petrova has contributed to the introduction of methods, approaches, training models that are directly related to the topic of this competition: - Scientific monograph on the topic: "The audience - analysis and rhetorical impact", SU "St. Kliment Ohridski", 2021;

The candidate Donka Petrova has the following significant contributions to science and practice, in accordance with the theme of the competition:

-Theoretically and with practical arguments justifies the role of the audience in the development of rhetorical influence;

-Theoretically and with practical arguments substantiates the development of the audience through the prism of the influence of negative messages on the active participation of man in political life, and the existing risk of developing political cynicism;

-Theoretically and with practical arguments defines the nature and specifics of vulnerable groups - people who have experienced violence or trauma in the context of non-verbal communication;

The candidate Donka Petrova has realized scientific, scientific-applied and educational effect in her scientific and teaching work, in accordance with the theme of the competition:

-She participates (as a member and research supervisor) in several national research projects under the NSF of the Ministry of Education and Science, which have been successfully finalized with high marks;

-She participates as part of the team of international projects funded by the EU's Rights, Equality and Citizenship Program, which is developing a Handbook for professionals working with children and young people who have experienced sexual violence. Most of the contributions were made by Donka Petrova, as evidenced by the citations of her scientific publications, in accordance with the theme of the competition:

-The candidate has presented 12 citations of her works in authoritative Bulgarian and foreign studies (70 points compared to the minimum national requirements under Article 2b of the Law on Humanities and Social Sciences 2. Humanities).

## 2. Notes and recommendations:

The presented scientific and scientific-applied production of the candidate Donka Petrova fully meets the necessary scientific requirements for participation in a competition for the academic position of "Associate Professor" at the Faculty of Arts of Sofia University. "Kl. Ohridski "in PN 2.3 Philosophy (Rhetoric). Scientific arguments:

-Candidate Donka Petrova has a large volume and thematic diversity of scientific production, which is directly related to the topic of this competition;

-This scientific production has the necessary high quality, as evidenced by the numerous citations of its research;

-Candidate Donka Petrova has extensive practical experience as a trainer and participant in practical trainings under the auspices of the Animus Association Foundation and various international trainings that are directly related to the topic of this competition;

-Candidate Donka Petrova actively participates in Bulgarian national projects, through the NSF of the Ministry of Education and Science, which have a successful implementation;

-Candidate Donka Petrova has participated in international projects related to the topic of this competition;

- The candidate Donko Petrova teaches basic disciplines, which are entirely in the issues of this competition. Namely: "Communication skills"; "Communication skills and teamwork "; "Leadership skills and teamwork "; "Public speech"; "Non-verbal communication"; "Socio-psychological trainings", etc .;

-Candidate Donka Petrova actively works with graduates of bachelor's and master's programs at the Faculty of Arts and other faculties;

-The candidate has a master's degree in Nordics from the Department of German Studies and Scandinavian Studies of the FCNF with a master's thesis on: "The Vikings in England: conquests and cultural and historical influence. Expansion as a prerequisite for the development of statehood and the consolidation of royal power in England ";

## Conclusion

The thorough review of the research, teaching and academic activities of the candidate Chief Assist. Dr. Donka Gencheva Petrova gives me the necessary scientific grounds to formulate a completely positive assessment of her research, teaching and teaching activities.

## Scientific motives:

- Candidate Donka Petrova has a large volume and serious scientific output, which shows her high professional competence, formulation of original theses and scientific forecasts;

- Candidate Donka Petrova has a number of scientific and applied research, through national and foreign institutions such as the NSF of the Ministry of Education and Science and a number of European projects;
- The candidate Donka Petrova has a very active teaching activity, she teaches a number of subjects, which are entirely on the topic of this competition.
- Candidate Donka Petrova has extensive practical experience, participation in a number of scientific and applied projects under the auspices of the Animus Association Foundation and some international projects.

Based on all that has been said so far, I strongly recommend to the esteemed scientific jury to award the academic position of "Associate Professor" to Donka Gencheva Petrova for her overall scientific, scientific-applied and teaching work in the Department of Rhetoric at Sofia University “Kliment Ohridski ”.

Date: April 15, 2022

Author of the opinion: Prof. Dr. Margarita Pesheva