

STATEMENT

by Prof. D.Sc. Tsvetan Parvanov Davidkov – member of the scientific jury for conducting competition for Associate Professor (based on: Order RD 38 – 492/22-08-2022 of the Rector of

Sofia University "St. Kliment Ohridski")

The competition is for ASSOCIATE PROFESSOR under PD 2.3 Philosophy (Rhetoric) – State Gazette, issue 61 of August 2nd 2022 - for the needs of the Rhetoric Department (Faculty of Philosophy, Sofia University).

Applicants in brief. The only participant in the competition is Chief Assistant Professor Yana Krasimirova Sabeva PhD. She is a full-time lecturer in the Department of Rhetoric (FF, SU). She holds Master's degree in Economics (Marketing and management; UNWE, 2000) and Master's degree in Philosophy (Rhetoric; SU – FF; 2014). She has a Doctoral degree in Philosophy (Rhetoric). Since 2018, Yana Sabeva has been a full-time lecturer in Department of Rhetoric. Leads various academic courses in bachelor and master programs in Bulgarian and in English. Dr. Yana Sabeva has numerous participations in scientific forums. She is also involved in various projects. She has an experience as a journalist and manager. She systematically implements professional and consulting activity in the field of communications and public relations for the benefit of business organizations, professional associations, NGOs, etc. She also actively contributes to the work of the primary scientific unit -Department of Rhetoric.

The information above characterizes Chief Assistant Professor Dr. Yana Sabeva as a suitable candidate for the academic position ASSOCIATE PROFESSOR.

Have the formal requirements for participation in the competition been met?¹ YES, as follows: a) the candidate has Doctoral degree (art. 105 (1) item 1); b) she held the academic position of Chief Assistant Professor for no less than two years (Art. 105 (1) item 2); c) has provided a published monographic work and other publications that do not repeat those presented for the acquisition of scientific degree "doctor" (Ibid., item 3); d) meets the minimum national requirements for the relevant scientific field and the additional requirements of Sofia University (Ibid., item 4); e) there is no evidence of the legally established order of plagiarism in scientific works (Ibid., item 5) f) the required application and documents have been submitted (Art. 107).

Principle assessment of the evidence presented. The list of publications for participation in the competition contains 9 positions. The monograph Rhetorical aspects of integrated marketing communications in the context of a pandemic (University Press, 2022) is referred as a habilitation thesis. Another monograph is also presented - Rhetoric and Crisis Communications. Analysis of the 2020 and 2021 crises (University Press, 2022) - it is pointed out that "it is not presented as a major habilitation thesis".

There is also a published book based on the defended doctoral dissertation - "Non-verbal aspects in business communication" (University Press, 2020). The list contains six more articles. One

¹ See Conditions and procedure for acquiring science degrees and holding academic positions in SU "St. Kliment Ohridski" - chapter 3 - section 4. [Regulations of SU / Administrative structure / The University / Home - Sofia University "St. Kliment Ohridski" \(uni-sofia.bg\)](https://uni-sofia.bg)

of them - Rhetoric and Management of Communication Crises in Education in the Period 2020 – 2021 was published in a journal part of the WoS group; the remaining publications are articles and reports in non-refereed scientific journals, peer reviewed or published in edited collections.

My assessment of the publications described above, with which the candidate participated in the competition for ASSOCIATE PROFESSOR is as follows:

- Quantitatively, the presented publications are sufficient - they meet the minimum scientometric requirements for applicants for the academic position ASSOCIATE PROFESSOR.
- The publications have a clearly identifiable "common denominator" - the manifestations of rhetoric in different contexts. This can be seen as a basis for a well-defined research territory.
- As it can be seen from the publications, the author uses foreign languages and solid source material. When dealing with a specific problem, it gets noticed her striving for systematic knowledge of the "previous" sources and respectful attitude towards them.
- A sign of the quality of research results is the aspiration to delineate and characterize tendencies by which the dynamics and development of the studied phenomena is characterized.
- The author uses the source material according to academic standards.
- It is positive that the author has taken the "first step" (the most important!) towards publication in highly respectable and recognized editions and – accordingly – recognition of the publications². I recommend her to continue to aim in publishing in editions with high requirements and wide distribution among the expert community.

Scientific contributions. Formulated scientific contributions can be defended with publications presented in the competition and the entire work of Dr. Sabeva. They can be classified as follows: a) new knowledge related to trends and "rhetorical manifestations" in the conditions of a crisis situation (caused by Covid-19); b) specification of changes and new phenomena in the structuring and implementation of integrated marketing communications (in crisis conditions); c) studying/expressing the specificity of different elements of communication and the communication mix in a specific context (for example types of audience, channels, etc.).

Critical notes and recommendations. In the process of working on different texts (for example, Rhetorical aspects of integrated marketing communications in the context of a pandemic), I had the opportunity to discuss with the author various possibilities for improvements. Here I will point out two aspects: a) precision of formulations and messages; b) improvement of style (especially when translating from foreign language). Part of this type of problem is rooted in characteristics of the public environment - general literacy; media language; professional language, etc. However, this should not be an excuse for reduced sensitivity to the quality of the language in the texts. Based on self-reflection and feedback, the author may also pay attention to parasitic words/phrases. Also on linguistic

² Strategies for policy in science and education

constructions, which, transferred uncritically into the Bulgarian language, violate its own physiognomy and stylistics.

In the spirit of review stylistics, the above does not detract from my positive assessment of Dr. Y. Sabeva's work.

Personal impressions. Until now, I do not know enough from "firsthand" the academic, expert, consulting, project, public work of Dr. Sabeva. Based on indirect facts and opinions, I can conclude that she is responsible and committed teacher; accepted colleague, expert and consultant.

Conclusion. Based on my overall impression of the candidate's multifaceted activity (training, teaching, scientific guidance; research; publications; other professional activities; expert, project and consulting activity; public activity, etc.) and the evidence presented, I make the following conclusion: Chief Assistant Professor Dr. Yana Krasimirova Sabeva meets the necessary conditions and requirements to be appointed to the academic position of ASSOCIATE PROFESSOR in PD 2.3 Philosophy (Rhetoric).

12-12-2022

Signature