

## REVIEW

of the submitted works for participation in a competition for the academic position "ASSOCIATE PROFESSOR" in professional direction 2.3.Philosophy (Rhetoric), announced by SU "St. Kliment Ohridski" in State Gazette No. 61, dated August 2, 2022.

Reviewer: Prof. Dr. Margarita Yordanova Pesheva

Candidate: Yana Krasimirova Sabeva

1. Summary data about the candidate (research, teaching and academic activity).

The scientific research activity of candidate Yana Sabeva is based on the following basic scientific facts:

Chief assistance professor Yana Sabeva, PhD, has submitted 3 scientific monographs for participation in this competition - an original monograph /main habilitation thesis on the topic: "Rhetorical aspects of integrated marketing communications in the conditions of a pandemic", Sofia, UI "St. Kliment Ohridski", 2022, peer reviewed; an original scientific monograph, which is not presented as the main habilitation thesis, on the topic: "Rhetoric and crisis communications. Analysis of the crises of 2020 and 2021", Sofia, SU "St. Kliment Ohridski", 2022, peer-reviewed and published monograph on the basis of a protected dissertation work for the award of "doctor" degree on the topic: "Non-verbal communication in business communication", Sofia, SU "St. Kliment Ohridski", 2020, reviewed.

In the section "Scientific works and publications on the topic of the competition", the candidate Yana Sabeva has submitted for participation in this competition: 6 articles with scientific review, the content of which is in the following scientific areas: rhetoric and management of communication crises in education in the period 2020-2021 .; cultural specifics and business rhetoric: development and perspectives for future research; rhetorical aspects and communication specifics of the 2020 protests; effective communication and adolescent conflict resolution techniques in an

online environment; rhetoric and alienation in virtual environments and rhetoric and ecology: connections and interactions.

In the "All Scientific Publications" section, candidate Yana Sabeva has submitted 3 scientific monographs, 1 original scientific article in a foreign or international indexed/refereed journal, 5 scientific articles and reports published in non-refereed peer-reviewed journals or published in edited collective volumes and 7 scientific articles in thematic collections published in Bulgaria.

These scientific publications are in the following scientific areas: rhetoric of communication crisis management in education in the period: 2020-2021; cultural specifics and business rhetoric; challenges for modern PR after the pandemic; role and application of rhetorical techniques in modern marketing companies; the role of digital communication in building modern PR campaigns; rhetorical aspects and communication specifics of the 2020 protests; educational and professional requirements for the modern political PR specialist; nonverbal argumentativeness in the age of social media; effective communication and adolescent conflict resolution techniques in an online environment; crises and political communication in Bulgaria in the period 2001-2005; rhetoric and alienation in a virtual environment; specifics of business communication in Bulgaria in the first years of the transition; rhetoric and ecology: connections and interactions.

Candidate Yana Sabeva has participated with reports in 11 scientific conferences dedicated to alienation in modern Bulgarian society; dimensions of competence; general and comparative rhetoric; ecology and civil society; transition and political languages; the transition and the parallel state; adolescence as a transition between childhood and adulthood, etc.

All submitted scientific publications fully correspond to the theme of this competition. The main habilitation work of the candidate is her scientific monograph on the topic: "Rhetorical aspects of integrated marketing communications in the conditions of a pandemic", Sofia, SU "St. Kliment Ohridski", 2022. The monograph thoroughly analyzes the rhetorical aspects in integrated marketing communications (IMC) in the conditions of a global pandemic, which brings significant changes to the life stereotype of a person, to his needs and opportunities for social communication. The author

Yana Sabeva focuses on the development of brand communication in the new pandemic conditions, which have a strong impact on the structure and development of advertising and PR in a digital environment. They create radically different ethical standards - in the way of life and the user's relationship to the media/online communications/media characters. The theoretical analysis is appropriately illustrated with the opinion of the business, which is presented to the reader in four author interviews with well-known business managers who work in the field of corporate communications. They contain rich and varied practical experience that builds on the theoretical analysis with additional professional arguments. Therefore, the relevance of this monograph is determined by two main variables:

- selection of an original scientific-research problem, which is based on a theoretical and empirical analysis of the rhetorical aspects of BMI - in the conditions of a global pandemic
- presentation of the problem in scientific research, but also in the business assessment of it;
- use of modern research techniques for its scientific analysis and illumination, which combine tools and indicators from various scientific fields - digital marketing, rhetoric, media science, digital advertising and PR, online communication, etc.

The teaching activity of candidate Yana Sabeva has the following factual values:

In the period from 2018 until now she is a titular teacher and chief assistant in the Department of "Rhetoric" in the Faculty of Philosophy of the University of St. Kl. Ohridski". She teaches the following subjects at the Bachelor's College and the Master's College: "Rhetoric"; "Business Rhetoric"; "Persuasive communication and dialogue"; "Public relations"; "Ancient rhetoric and philosophy" in English; "Information and communication technologies in learning and working in a digital environment"; "Communication skills"; "Rhetoric and communication skills"; "Political marketing"; "Nonverbal communication in public speech and business communication"; "Communication skills in the educational environment"; "Business communication"; "Negotiation technology"; "Rhetoric in the virtual space" and others. She actively works with graduates from the

bachelor's and master's programs. There is a guide to 5 master's theses that have been successfully defended. For the academic year 2020/2021 she has 588.2 hours of study, of which 420 hours are auditorium occupancy.

Yana Sabeva, PhD, has expert work and participation in examination committees for the defense of master's theses. She is the compiler, as part of the team, of a collection of materials from a national scientific conference on General and Comparative Rhetoric, which are in the field of: rhetoric in virtual space, communication deficits and crisis leadership; the role of cultures in cross-border negotiations; features and importance of business communication in the distribution and presentation of cigarettes in the commercial network.

The academic activity of the candidate Yana Sabeva has the following factual values:

- Yana Sabeva is a member of the General Assembly of SU" St. Kl. Ohridski";
- Yana Sabeva has been a member of the editorial board of the electronic magazine "Rhetoric Online" since its launch until now;
- Yana Sabeva is a regular member of the Bulgarian Public Relations Association (BPRA);
- Yana Sabeva is a member of the Board of the Bulgarian Public Relations Association (BPRA);
- Yana Sabeva is a member of the professional ethics commission at the Bulgarian Public Relations Association (BPRA);
- Yana Sabeva is a volunteer and member of the Board of Directors of Obshtestvo.bg
- independent creators of electronic tools for quick and convenient connection between the state and citizens;
- Yana Sabeva is a participant in various positions in projects of non-governmental organizations and companies such as: National Network for Children; Direct Media KRES; Speedy AD; Municipality of Varna; European Patient Forum etc.

## 2. Characteristics of the candidate's scientific and scientific-applied production.

The scientific works of the candidate Yana Sabeva fully meet the conditions, and they can be accepted for evaluation in this competition.

Scientific arguments:

-The 3 scientific monographs presented by the candidate Yana Sabeva for participation in this competition fully correspond to the announced topic of the competition in the field of rhetoric:

- The first scientific monograph, which is the main habilitation work, is on the topic: "Rhetorical aspects of integrated marketing communications in the conditions of a pandemic", Sofia, SU "St. Kliment Ohridski", 2022. First of all, the monograph makes a significant contribution to the analysis of brand communications in the conditions of a global pandemic, which radically changes the development and perspectives of digital advertising and PR. Today, they operate under conditions of reduced consumption and limited communication practices. The search for connectivity between integrated marketing communications, their different role and functions in the conditions of a pandemic, makes the monograph particularly valuable and indeed the first of its kind in Bulgarian analyzes of rhetoric, digital marketing and online communications. Secondly, the monograph analyzes the development of digital advertising and PR in a global context - in the new pandemic conditions. The author explores their cardinal change, as a result of an intensifying pandemic, which creates new ethical standards and imposes radically different crisis communications and media practices. Thirdly, the monograph examines the current importance of employer branding, communication with external and internal audiences, the main communication channels and media-rhetorical tools. The author defines the need to introduce an interdisciplinary approach, through which an in-depth analysis of the cardinal change in integrated marketing communications in the conditions of a pandemic crisis can be made. Fourthly, the monograph is the first scientific study in our country that comprehensively examines some main rhetorical aspects of IMC - the deployment of visual and virtual rhetoric, influencers in their role as "new speakers" in social networks, modern corporate reputation in the online environment. In fifth place, the monograph respects its practical applicability - the author has conducted several interesting interviews in which she presents the opinion of the business regarding the development of digital marketing, advertising and rhetorical practices in pandemic conditions. This gives the monograph an applied-practical character, which strengthens the validity of the theoretical research carried out and the scientific conclusions drawn.

- The second scientific monograph is on: "Rhetoric and crisis communications." Analysis of the crises of 2020 and 2021", Sofia, SU "St. Kliment Ohridski", 2022. It examines crisis communications in the context of rhetoric. The main rhetorical strategies and tools for managing crisis communications are presented. In the monograph, a study was published that traces the application of rhetorical strategies and tools in the management of the reputation in the crisis conditions of three pharmaceutical companies: "AstraZeneca"; "Moderna" and "Pfizer". The focus of the research is their communication campaigns that accompany the launch of the first vaccines against COVID-19 on the market, and the campaign to promote the vaccination process.

- The third scientific monograph is on the topic: "Non-verbal communication in business communication". It analyzes the conceptual apparatus that relates to business communication, rhetorical audience, communication noise and cultural differences. Some rhetorical aspects in business negotiations and the development of business rhetoric are thoroughly examined. A study was made of the non-verbal behavior of some representatives of the Bulgarian business sector.

The presented scientific works of the candidate Yana Sabeva, in terms of quantitative and qualitative indicators, receive an excellent evaluation.

Scientific arguments:

- The candidate Yana Sabeva has a total of 720 points in all indicators in the fulfillment of the minimum national requirements under Article 26 of the ZRASRB;

- Candidate Yana Sabeva professionally and very competently examines the current problems of rhetoric in 3 scientific monographs, 6 peer-reviewed articles, 1 authored scientific article in a foreign or international indexed/refereed journal, 5 scientific articles and reports published in non-refereed peer-reviewed journals.

### 3. Main contributions to the scientific, scientific-applied and teaching activities of the candidate, PhD Yana Sabeva:

The scientific activity of the candidate Yana Sabeva develops new research fields and scientific problems that substantiate a new theory, thesis and hypothesis related to the topic of this competition:

- The scientific monograph "Rhetorical aspects of integrated marketing communications in the conditions of a pandemic" carries out a

comprehensive analysis of brand communication in the conditions of a pandemic, which is the first of its kind in Bulgarian research on rhetoric. This is the first scientific study in our country that comprehensively examines the main rhetorical aspects of IMC - the deployment of visual and virtual rhetoric, influencers in their role as "new speakers" in social networks, modern corporate reputation in the online environment.

- The monograph analyzes the development of digital advertising and PR in a global context - in the unusual pandemic conditions. The author explores their cardinal change, as a result of an intensifying pandemic, which creates new ethical standards and imposes radically different crisis communications and media practices. The candidate Yana Sabeva proves with new means some essential aspects of already existing theories and hypotheses, in accordance with the theme of the competition:

- the challenges and prospects for the practical application of rhetoric in the development of modern marketing and PR are examined;

- the main specifics of integrated marketing communications before and after the pandemic are summarized;

- some basic rhetorical statements in creating marketing, advertising and PR content are thoroughly argued;

- the need to introduce a multidisciplinary approach to the design and management of marketing and PR companies, which includes certain rhetorical strategies and tools, is substantiated;

- the development of the brand and PR communication in the conditions of a pandemic is analyzed, and the main factors that will have an impact on it in the near future are formulated. The scientific and applied activity of candidate Yana Sabeva develops new research fields and scientific problems that are directly related to the topic of this competition:

- some basic communication practices in the conditions of a pandemic are brought out, and the main rhetorical tools in their development are analyzed;

- the influence of cultural specifics on the effectiveness of business rhetoric is examined;

- the method and frequency of distribution of corporate/organizational news in foreign markets were investigated;

-an empirical study was conducted and Bulgarian practices of using corporate rhetoric, applied to the relevant cultural specifics, were presented;

-a thorough analysis of the specifics of the modern speaker in the online environment was made;

- the main similarities and differences in the work of traditional media and social networks are systematized;

-conclusions and recommendations are formulated for creating effective advertising and PR content intended for the online environment;

- the contribution of rhetorical tools in the communication of civil movements and causes is examined, and the necessity of their use is argued

Candidate Yana Sabeva has a realized scientific, scientific-applied and educational effect in her scientific and teaching work, in accordance with the theme of this competition:

-The candidate has author participation in a total of 8 research and applied projects under the Bulgarian National Science Fund at the Ministry of Education and Science and other organizations, which relate to: rhetoric and modern communications/planning, building and conducting a PR campaign for a corporate client/ building and developing a communication strategy for EU policies, etc.

-Within these 8 projects, the candidate is the scientific leader of 5 research and applied projects, which relate to: organizing a communication campaign for a corporate client with the client Direct Media KRES; development of a strategy for the development of the public image of the National Network for Children Association; planning, construction and implementation of PR strategy of "Speedy" JSC, etc.

-The candidate is a member of the scientific team and a consultant-trainer in 3 scientific-applied projects, which are in the fields of: rhetoric and modern communications; functioning of the Regional Information Center - city of Varna; Varna - European youth capital; strategic communications and information campaigns of the European Patient Forum.

Candidate Yana Sabeva has made contributions to the introduction of methods, approaches, theoretical models that directly relate to the topic of this competition:



- "Creation of a communication strategy of the association "National Network for Children", 2019, Research supervisor;
- "Strategy for the development of the public image and identity of the association "National Network for Children", 2020, Research supervisor;
- "Organization of a communication campaign for a corporate client", Client: Direct Media KRES, 2021; Research Supervisor;
- "Development and implementation of PR strategy of Speedy JSC", Research supervisor
- "Rhetoric and modern communications: perspectives and opportunities" - Bulgarian National Science Fund at the Ministry of Education and Science, 2022, member of the scientific team; Candidate Yana Sabeva has the following significant contributions to science and practice, in accordance with the theme of this competition: - "Rhetorical aspects of integrated marketing communications in the conditions of a pandemic", Sofia, SU "St. Kliment Ohridski", 2022. Peer-reviewed.
- "Rhetoric and crisis communications. Analysis of the crises of 2020 and 2021", Sofia, SU "St. Kliment Ohridski", 2022. Reviewed.
- The challenges and prospects for the practical application of rhetoric in the development of modern marketing and PR are examined;
- The main specifics of integrated marketing communications before and after the pandemic are summarized;
- Some basic rhetorical positions in creating marketing, advertising and PR content are argued;
- The need to introduce a multidisciplinary approach to the design and management of marketing and PR companies, which includes certain rhetorical strategies and tools, is substantiated;
- The development of the brand and PR communication in the conditions of a pandemic has been analyzed, and the main factors that will have an impact on it in the near future have been formulated.
- The candidate shows significant contributions to science and practice and through the citations of her publications - Central and Eastern European Online Library/CEEOL/-1citation; Google Scholar - 1 citation; citations established by the author-15 in number and 1 review; Russian Index of Scientific Citation e Library.ru/РИИЦ/- 1 indexed publication; publications reflected in library catalogs - National Library "St. Cyril and Methodius" - 6 publications, University Library "St. Kl.

Ohridski" - 6 publications, World Catoclc - 3 publications, Library of Congress - 1 publication;

-A large part of Yana Sabeva's scientific contributions, made in numerous publications, is also proven by her membership in editorial boards, editing and composition of scientific collections, membership in non-governmental and professional organizations in the field of communications and public relations.

-The candidate participated with sectional reports in 11 national and international scientific conferences, of which one plenary report, in the form of a so-called keynote speech, which are dedicated to the following problems: formation of competences in the modern educational reality; digital fabrication of consent; communication opportunities and challenges in virtual space; ethnography of disasters; new realities and political science; Lost in translation: publicists and journalists on the way to a clean information environment; general and comparative rhetoric; Alienation in modern Bulgarian society, etc.

#### 4. Notes and recommendations

The presented scientific and scientific-applied production of the candidate Chief Assistant Professor Yana Sabeva fully meets the necessary scientific requirements for participation in a competition for the acquisition of the academic position of "associate professor" in the "Rhetoric" Department of the Faculty of Philosophy of SU "St. Kliment Ohridski". Scientific arguments:

-Candidate Yana Sabeva has a sufficient volume and thematic variety of scientific production;

- This scientific production shows a high quality, which is evidenced by the citations of her research in University catalogs at home and abroad;

- Candidate Yana Sabeva actively participates in national projects under the Ministry of Education and Science, as well as in regional projects under individual corporate clients;

- Candidate Yana Sabeva teaches basic scientific disciplines in the "Rhetoric" Department of the FF of the University of St. Kl. Ohridski" as: Rhetoric; Business rhetoric; Persuasive communication and dialogue; Public relations; Information and communication technologies in learning and working in a digital environment;

Communication skills; rhetoric and communication skills; non-verbal communication in public speaking and business communication; Communication skills in an educational environment, etc.

- Candidate Yana Sabeva actively works with graduates from the bachelor's and master's programs of the FF of SU" St. Kl. Ohridski. She reads various courses of lectures in the master's programs such as: Business communication; Negotiation technology; Public relations; Rhetoric in cyberspace; Rhetoric and communication skills for doctors and others.

- Candidate Yana Sabeva skilfully combines theoretical research and research that has a practical-applied orientation, which significantly expands the territory of applicability of modern rhetoric- in the conditions of a global pandemic and strong influence of social networks. These scientific arguments give me the necessary professional grounds to formulate my entirely **positive assessment** of the scientific and professional qualities of the candidate Yana Krasimirova Sabeva, the only participant in the competition for the academic position of "associate professor" in the "Rhetoric" department of the Faculty of Philosophy of the SU "Kl. Ohridski".

## 5. Conclusion.

The comprehensive, very detailed review of the research, teaching and academic activity of the candidate, PhD Yana Krasimirova Sabeva, gives me the necessary scientific grounds to formulate my entirely **positive assessment** of her research, teaching and academic activity.

Scientific reasons for this assessment:

-Candidate Yana Sabeva has a large in volume, and respectable, as professional quality, scientific production, which causes scientific respect. Her scientific research is based on our and foreign sources, which show her professional competence, which allows her to propose original scientific theses and definitions, arguing her scientific predictions about the development of modern rhetoric in the conditions of a global pandemic;

-Candidate Yana Sabeva has submitted 3 original scientific monographs for participation in this competition, which significantly exceeds the necessary requirements for holding the academic position "associate professor";

-Candidate Yana Sabeva is a participant in a number of scientific-research and scientific-applied projects, which allows her to verify and investigate in practice a number of her theoretical propositions;

-Candidate Yana Sabeva has a very active teaching activity - she teaches a number of subjects in Bulgarian and English, a large part of which are entirely in the subject of this competition; Starting from the high professional quality of the candidate's scientific research, from her rich and varied teaching activity, from her numerous participations in a number of research and applied projects, from her numerous participations with reports in national and international scientific forums, from her membership in scientific and professional organizations, I strongly recommend to the respected members of the scientific jury to award the academic position of "**associate professor**" to Yana Krasimirova Sabeva, who is the only participant in this competition, announced in the professional field 2.3. Philosophy (Rhetoric), State Gazette, issue 61 from August 2, 2022.

Sofia, December 7, 2022.

Reviewer: Prof. Dr. Margarita Pesheva