

OPINION

of the submitted works for participation in a competition for the academic position "Associate Professor" in professional field 2.3. Philosophy (Rhetoric), announced in SG 103/10.12.2021, for the needs of the Faculty of Philosophy, Department of Rhetoric at Sofia University "St. Kl. Ohridski".

Produced the opinion: Prof. Tolya Angelova Stoitsova. PhD, Dr.Sc.
Candidate: Dr. Donka Gencheva Petrova

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

Dr. Petrova has a degree in Psychology at St. Kliment Ohridski University, Faculty of Philosophy. She graduated with a bachelor's degree as a first-grader. Her master's degree is from 2004 also in the specialty "Psychology".

Later – in January 2010, she defended her Doctoral Thesis on "Ageism and Cooperation in Communication between Students and Teachers of Scientific Specialty" in scientific field 05.06.05. "Pedagogical and age psychology".

Apparently, Dr. Petrova has a variety of interests that is why in 2014 she graduated with a second master's program – "Nordistika" at the Department of Germanistics and Scandinavian Studies of the FCNF of the Sofia University.

The colleague has serious teaching experience. She was originally an assistant professor in the Department of Social, Occupational and Pedagogical Psychology at the Faculty of Philosophy. Since July 2013, she has been a senior assistant in the Department of Rhetoric in Sofia University. Dr Petrova leads the following academic disciplines:

- Public speech (MP "Rhetoric")
- Leadership skills and teamwork (Rhetoric MP)
- Social psychological trainings (MP "Rhetoric")
- □ Presentation skills – practicum (Rhetoric MP)
- Non-verbal communication (Social Pedagogy and MPs "Management of Socio-Economic Pedagogical activities", FSN)
- Communication skills (Software engineering, FMI)

- Communication skills and teamwork (Information Systems, FMI, (together with Assoc. Prof. Dr. Neli Stefanova)

II. Participation in projects and knowledge of foreign languages

Dr Petrova participates actively in various international and national projects as coordinator, researcher, expert and trainer. She was the scientific leader of eight master's degrees, successfully defended by the master students.

It is not to be overlooked the fact that the candidate in the competition for associate professor participates in two projects funded by the Research Fund of the Ministry of Education and Sciences. On one, and it is precisely in the field of rhetoric, she is also a leader - "Rhetoric in modern society", 2017. She also participated in a team as an editor of two collection books.

Dr. Petrova speaks 4 foreign languages – English, Russian, German and Spanish, which gives her opportunities to monitor literature in the areas of interest to her.

III. Publications

Dr. Petrova participated in the competition with numerous publications that came out of print after her doctoral dissertation. I would like to draw attention to some of them. First of all, this is her monograph "The Audience - Analysis and Rhetorical Impact" from 2021, which also performs the role of habiting work. The author uses an interdisciplinary approach to the topic, combining analysis of leading theoretical productions from the fields of rhetoric, psychology, media sciences, which are combined with a discussion of practical techniques and examples. Therefore, the contributions to the monograph are of a scientific and theoretical nature, which is based on practical activity. For example, the analysis of leading theoretical productions is also combined with practical questions related to audience analysis. An author's approach to the analysis of the dependency of rhetorical impact (ethos, pathos, logos, rhetorical argumentation, and convincing strategies) of the effective auditory analysis has also been applied.

In addition to the monograph, Dr. Petrova also offers a list of 23 articles for participation in the competition. I get a good impression that three of the materials have been published in English.

Dr. Petrova's publications can be summarized in the following main directions:

- Ageism

- Problems communicating with people in crises, including children who have experienced violence
- Role of stereotypes in the communication process
- Modern Scandinavian rhetoric
- Specifics of telephone communication
- Leadership
- Nonverbal communication
- Educational practice and presentation skills

The contribution points in these publications are to raise topical issues in the areas of communication, rhetoric, ethics, education and counselling of people with problems. A new author's approach has proven essential to working theories, as well as new facts to support them. Critical analysis also leads to new practical proposals.

With regard to the citation requirements, Dr. Petrova exceeds the minimum requirements for associate professor by Bulgarian scientific law.

Having become acquainted with the competition materials presented by the candidate, I believe that the contributions are personal to Dr. Petrova.

I would allow myself to wish the colleague: Let her publish in a foreign language, in foreign magazines and collections, and not only in Bulgarian ones. In this way, her contributions will be visible to the wider scientific audience.

Conclusion

As my opinion has shown, my assessment of Dr. Donka Petrova's work on the various strands in her academic, organizational and practical activities is entirely positive. I believe that her successful habilitation will contribute to the development of the Department of Rhetoric, both teaching staff and student programs and thesis. Therefore, I strongly propose to the colleagues of the scientific jury to support the candidacy of Dr. Donka Gencheva Petrova by voting positively and offering the Academic Council of Sofia University to be elected as an "Associate Professor".

Date: 17.04.2022

Member of the jury:

Prof. Tolya Stoitsova