

OPINION

for research and academic activities

on ch. assistant professor Yana Krasimirova Sabeva, candidate in the competition for the academic position "associate professor", professional direction 2.3 Philosophy (Rhetoric), published in the State Gazette, no. 61 of 2 August 2022

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1. CONTEST DETAILS

The competition for the academic position "docent", in the professional field 2.3 Philosophy (Rhetoric), was published in the State Gazette, no. 61 of August 2, 2022. It was announced by the Faculty of Philosophy, Department of "Rhetoric" - SU "St. Kliment Ohridski under the terms of the Regulations for the terms and conditions for acquiring scientific degrees and holding academic positions at SU "St. Kliment Ohridski". Ch. Associate Professor Yana Sabeva submitted documents on time and was allowed to participate in the competition for the academic position "docent". She is the only candidate in this contest. The competition has been announced for the needs of the Faculty of Philosophy, Department of "Rhetoric" - SU "St. Kliment Ohridski" and is provided with the necessary workload. The scientific jury was appointed by Order RD-38-489 of 22.8.2022 of the Rector of SU "St. Kliment Ohridski".

Mrs. Yana Sabeva presented a List of evidence under Art. 105 of the Regulations on the terms and conditions for acquiring scientific degrees and occupying academic positions at SU "St. Kliment Ohridski". Among the candidate's documents is a Certificate of fulfillment of the minimum national requirements under Article 26 of the RSARB. According to the presented report, Dr. Yana Sabeva meets the requirements for the individual indicators, as well as the total number of points from all indicators. As a full-time teacher at SU, she has the necessary full-time workload for the announced competition according to PUDSU.

In evaluating the overall scientific and research activity of the candidate Dr. Sabeva, I must note that her publications and the courses she leads are in the field of the competition. To this I would add her participation in conferences and scientific projects and conferences, as well as her active teaching activity, which is a necessary condition for participation in this competition.

2. DATA ABOUT THE CANDIDATE

Chief assistant professor Yana Krasimirova Sabeva is an established researcher and practitioner in the field of: mass communications, business communications, verbal and non-verbal behavior, political marketing, rhetoric and behavior of politicians in election campaigns, rhetoric and technology of negotiations and persuasive communication, marketing and advertisement. She is a long-time specialist in the practice and part of her career is connected with the development of projects of the Bulgarian Society for Public Relations and with work in PR agencies.

Dr. Yana Sabeva has a gradually developing academic career, which is evident from the presented documents, as a teacher and researcher in the "Rhetoric" Department of the FF of SU "St. Kl. Ohridski". She is a "doctor" in philosophy (rhetoric) of the Sofia University "St. Kliment Ohridski" - Faculty of Philosophy, Department of "Rhetoric", /2014 - 2017 /. The topic of her dissertation is "Business Communication: Negotiations and Presentations. Non-verbal aspects". I say this because the candidate's doctoral dissertation is in the field of competition. Later, some of her research is again in the field of her PhD. She also has an MA in Philosophy - Rhetoric and her MA in Economics - Marketing and Management. From 2018 to the present, he is a teacher at the Sofia University "St. Kliment Ohridski", Department of "Rhetoric" in bachelor's and master's programs. The candidate leads courses in Bulgarian and English. She was and is a lecturer in other SU

faculties, other higher schools, and in training courses of other professional organizations.

3. EVALUATION OF SCIENTIFIC PAPERS AND SCIENTIFIC AND PRACTICAL RESULTS AND CONTRIBUTIONS OF THE SCIENTIFIC AND EDUCATIONAL PRODUCT SUBMITTED FOR PARTICIPATION IN THE COMPETITION

Senior Assistant Dr. Yana Sabeva has presented for the competition as her scientific publications 3 monographs, one of which is a habilitation thesis, articles published in a number of authoritative refereed scientific journals such as: "Rhetoric and management of communication crises in education in the period 2020-2021 d", 2022. "Cultural specificities and business rhetoric: development and prospects for future research. Newmedia21.eu. The 21st Century Media: An Online Edition of Research, Analysis, Criticism, 25 Aug 2022. "Rhetorical aspects and communication specifics of the protests of 2020", Political Horizons magazine, no. 6, 2020, "Effective Communication and Adolescent Conflict Resolution Techniques in Online Environments," 2020, "Rhetoric and Alienation in the Virtual Environment." (2019). Proceedings of the scientific conference "Alienation in contemporary Bulgarian society", "Rhetoric and ecology: connections and interactions". (2018). Proceedings of a scientific conference and others, as well as a list of participations and publications from conferences and thought forums. These scientific studies were carried out using an original methodology, dedicated to problems in the field of rhetoric and communications, and which make a significant contribution to the development of rhetoric, communications and social science. Among the presented works, I would single out the author's monograph with which she participated in the competition as the main habilitation thesis - "Rhetorical aspects of integrated marketing communications in the conditions of a pandemic". (2022). ISBN:978-954-07-5427-7, Sofia: UI "St. Kliment Ohridski". We usually say that after the Covid 19 pandemic, the world is no longer the same. The author aims to analyze integrated marketing communications in the context of rhetorical aspects in the conditions of the pandemic. The analyzes are based on the challenges of the pandemic, which "have a very strong impact on advertising, public relations, sales promotion and direct sales. They are fundamentally changing employer branding." The author explores rhetoric and its tools in the context of a global health crisis. I believe that this is one of the contributing studies in this direction, and some of the conclusions are based on interviews with leading specialists in the field of marketing and communications. The other presented monograph was published in 2022. a monograph that is not presented as the main habilitation thesis - Rhetoric and crisis communications. Analysis of the 2020 and 2021 crises (2022). ISBN:978-954-07-5475-8, Sofia: UI "St. Kliment Ohridski". The book is based on a defended dissertation for the award of an educational and scientific degree "Doctor" or for the award of a scientific degree "Doctor of Science" and "Non-verbal communication in business communication". (2020). ISBN:987-954-07-5016-3, Sofia: UI "St. Kliment Ohridski". In the monograph, more author's theses are collected, practices in the field of business communication are studied. I would appreciate the monograph as a methodical study of theories based on the analysis of concrete practices. "Corporate communication is a strategic resource for the development and success of a given company. Communication with external and internal audiences is the basis of successful business, which is expressed in making a profit, developing new products and services and improving existing ones and increasing the efficiency of the work process", says the author, and I absolutely agree with this. As a summary, I would say that the candidate presents a serious scientific production in terms of volume and quality, I would also say that Yana Sabeva's theoretical developments show practical

experience in public communications, without which these analyzes would not have been so relevant. I would especially note the language and style in which these books are written. It is professionally clear, factually correct, analytical and at the same time readable. I also think that her analyzes of

The communication industry during the pandemic is contributed, analyzing communication on the Internet, "the factors that shaped the 'pandemic' image of PR", organizational reputation and rhetoric in modern communication, crisis communications and health and social crisis management. To my knowledge, this is the first time that the rhetorical management strategies and communication campaigns of the pharmaceutical giants AstraZeneca, Moderna and Pfizer have been assessed. I would emphasize that this is a contemporary study of profound changes and processes, challenges and perspectives. Her conclusions also have a parktic-propositional character. "The analysis of the communication materials published in the official sources of information of the three companies (website, pages in the social networks Facebook and Instagram and the professional network LinkedIn) shows that they use identical rhetorical strategies in managing the crises related to the production and distribution of the vaccines in perio

1. SOME BASIC RECOMMENDATIONS

As with any publication, and with those presented, some recommendations and critical remarks can be made. I have no particular recommendations or questions for the candidate. My main recommendation is that she continue her research in the fields in which she has established scientific results.

2. TEACHING AND SCIENTIFIC ACTIVITY

Chief Associate Professor Yana Sabeva, Ph.D., is a long-time researcher and university teacher in the main disciplines in the field of rhetoric, verbal and non-verbal behavior, political marketing, rhetoric and political marketing, negotiation technology and persuasive communication, business communication, marketing and advertising.

According to the presented reference, ch. Associate Professor Yana Sabeva teaches and has taught courses on "Rhetoric", "Business Rhetoric", "Persuasive Communication and Dialogue", "Public Relations", "Information and Communication Technologies in Education and Work in a Digital Environment", "Communicative skills", "Rhetoric and communication skills", "Political marketing", "Non-verbal communication in public speaking and business communication", "Business communication", "Public relations", "Rhetoric in the virtual space", "Rhetoric and communication skills for doctors", etc., which are in the field of the announced competition.

I believe that there are disciplines in the field of communications and public relations in which it is necessary for the teacher to have practical experience and to have worked in the field in which

he teaches. Dr. Sabeva has professional experience in the field of communications and audiovisual production, which allows her to teach the courses she leads more effectively.

As a conclusion, I could say that the scientific production and teaching reference presented by the candidate are relevant to the announced competition. I also think that with the works submitted for review, with her experience as a teacher, her participation in scientific projects and her creative professional biography, Dr. Yana Sabeva proves solid publication and research activity, gradual academic career growth, good teaching experience, and can to be considered as a worthy candidate meeting the requirements of the announced competition in 2.3 Philosophy (Rhetoric). Dr. Sabeva is an established researcher in the field of rhetoric and public communications, a practitioner in the field of communications and public relations, scientific supervisor of thesis projects of FF graduates, participant in scientific projects, conferences and projects, including the Fund "Scientific Research" of SU - International scientific conference "Formation of competences in the modern educational reality", Academic omnibus, "Communication possibilities and challenges in the virtual space", International conference Fifth International Conference in Public Administration. International Conference "Ethnography of Disasters", and others. She is a member of the examination committee for the defense of master's theses at the "Rhetorics" MP, an editor and compiler of collections, a member of the editorial board of the Rhetorika electronic magazine published by the "Rhetorics" department, a member of the Bulgarian Society for Public Relations, has a consulting, expert and project activity.

3. CONCLUSION

The presented scientific researches, as well as the main habilitation work, clearly show the professional and academic presence and certain scientific contributions of Dr. Jana Sabeva, assistant professor. Based on the actual qualities of scientific research and the presented publications of Ch. assistant professor Dr. Yana Sabeva, for the contributions in her main habilitation work, I strongly recommend to the respected members of the Scientific Jury to vote for the awarding of the academic position "associate professor" to assistant professor Dr. Yana Sabeva, in the department of "Rhetoric" of the Faculty of Philosophy of the University of St. Kliment Ohridski", something I will do convincingly.

Sofia, 19 December 2022.

Prof Teodora Petrova

