

OPINION

By competition for the academic position of "**professor**"

in the field of higher education, 2. Humanities,

2.1. Philology (Bulgarian language – Lexicology),

according to the announcement in SG No. 24/17.03.2023

Candidate: **Nadezhda Ivanova Mihaylova-Stalyanova, PhD** – Associate Professor at the Department of Bulgarian Language at Sofia University "St. Kliment Ohridski"

Prepared by **Associate Professor Boryan Georgiev Yanev, PhD**, Faculty of Philology, University of Plovdiv "Paisii Hilendarski"

By order No. RD 38 – 201 of 26.04.2023 of the Rector of the Sofia University "St. Kliment Ohridski", I have been appointed as a member of the scientific jury in a competition for the appointment of the academic position of 'professor' in the field of higher education 2.1. Philology (Bulgarian language – Lexicology) with only one candidate – Associate Professor Nadezhda Ivanova Mihaylova-Stalyanova, PhD, from the unit mentioned above of the Sofia University "St. Kliment Ohridski."

I. General characteristics of the submitted materials.

The presented set of materials by Assoc. professor Nadezhda Mihailova-Stalyanova, PhD, on electronic media is in full compliance with the Regulations for the Development of the Academic Staff of the Sofia University "St. Kliment Ohridski". A significant number of scientific papers have been submitted by the candidate (37), with which she has participated in the competition. The advanced materials have been accepted for review because they do not correspond to those used in previous procedures for academic or science degrees.

Considering the type of publications, these are two monographs – one independently authored (Speech in the Contemporary Bulgarian Society, ISBN:978-954-326-413-1, Paradigma, Sofia 2020) and one jointly written with Elena Krejčova (The Power of Public Speech, 221 pages, published by Paradigma (Sofia)). I was honoured to be an expert reviewer for this book.

The candidate has submitted a total of 25 articles which have been published in various reputable national and international publications. Among these, **nine papers** have been indexed within the esteemed scientometric databases **WoS and Scopus**. Additionally, Mihailova-Stalyanova has co-authored seven educational materials explicitly tailored for foreign students pursuing a deeper understanding of the intricacies of the Bulgarian language.

The candidate has demonstrated a remarkable level of productivity in their scientific pursuits. They collaborated with Associate Professor Elena Krejčova from Masaryk University in Brno, Czech Republic, on two volumes of the Dictionary of Linguistic Terms for Slavic Students in 2019 and 2020. Moreover, they co-authored the Short Thematic Dictionary of Bulgarian, Czech, Polish, and Ukrainian languages in 2016, together with Elena Krejčova and Olga Soroka.

One of the impressive scientific outputs of the candidate includes two volumes of the Dictionary of Linguistic Terms for Slavic Students, published in 2019 and 2020. These were co-authored with Associate Professor Elena Krejčova from Masaryk University in Brno, Czech Republic. The candidate also co-authored the Short Thematic Dictionary of Bulgarian, Czech, Polish, and Ukrainian languages, published in 2016 with Elena Krejčova and Olga Soroka.

Assoc. professor Nadezhda Mihailova-Stalyanova, PhD, possesses a sufficient quantity of the number of scientometric indicators, which is necessary for occupying the position of "professor" according to the Regulations of the Sofia University "St. Kliment Ohridski" and the Regulations for the Implementation of the Law on the Development of the Academic Staff of the Republic of Bulgaria. The quantity and quality of her scientific output are truly impressive, reflecting her exceptional dedication and talent as a scientist, who has even been late in applying for the position of "Professor".

Associate Professor Mihailova-Stalyanova, PhD, has contributed to numerous research projects of a fundamental nature or specific ideological indoctrination in lexicology, neology, phraseology, public and political speech, and Bulgarian as a foreign language. These thematic areas are also the focus of her main research interests.

She has a vast teaching portfolio that includes compulsory and elective disciplines such as "Bulgarian language lexicology and phonetics", "Public speaking", "Communication and manipulation", "Political and journalistic speech", and teaching Bulgarian as a foreign language, among others. This undoubtedly covers the repeatedly required number, type and horary of holding the " professor " academic position.

The esteemed Associate Professor Mihailova-Stalyanova, PhD, is widely recognised for her work as the Founder and former Director of the Center for the Analysis of Political and Journalistic Speech. Consequently, her numerous media appearances have also contributed to the fact that she is increasingly sought after by mass communication media as an analyst of public speech.

II. General characteristics of the candidate's scientific and scientific-applied activity. Fundamental scientific and scientific-applied contributions

There is no denying the scientific significance of the papers submitted by Nadezhda Mihailova-Stalyanova for evaluation. These developments are solely the responsibility of her.

Her monographic study "Speech in Contemporary Bulgarian Society – 2020", dedicated to the dynamics of the Bulgarian vocabulary as seen through the cognitive prism of contemporary speakers, clearly demonstrates her scientific training as a synchronic lexicologist and represents her best in the current competition. It comprises five major sections that provide modern answers to the research aim, examining various aspects of verbal communication, including speech and language aggression, lexical neology, political correctness in speech, and phraseology in contemporary media discourse. Stoyanova's addressed problems are relevant in terms of social significance and reflect the linguistic and cultural snapshot of our society today. A strong interest is generated by questions concerning expanding the content plan of traditional linguistic signs in our language and the current trend towards the assimilation of foreign words in light of society's increasing informational needs. This can be demonstrated by the candidate's examination of the influence of political correctness on our language's terminological and phraseological composition. The analysis of two more mutually related foundations of modern public speech has been conducted with particular attention and a professional approach: political agitation, manipulation, and primarily a performative aspect of verbal aggression.

In addition, her monographic study, *The Power of Public Speech*, coauthored with a leading researcher from the Czech Republic, Associate Professor Elena Krejčova, is also noteworthy and highly relevant. The book was published in 2017, and even then, it generated considerable interest due to its innovative look at the power that public speaking has on society. A significant focus of the research is identifying and interpreting familiar and newly conceived manifestations of

aggression related to the ever-increasing importance of information technology and social networks in contemporary society. Verbal aggression, according to the authors, can be either active, which involves aggressive language and behaviour, or passive, which involves manipulative tactics to avoid communication. Several other topics are discussed in the monograph, including the role of the media in shaping modern publicity and the notion of political correctness as a contemporary model of communication behaviour. Their analysis of court cases highlights the importance of public language in current transformational discussions, particularly in how it influences the interpretation of words. An illustrative example is in the book's separate chapter entitled "Do we eat little niggers (linguistic analysis of two court cases)".

I would like to bring forth a few distinguished publications that pertain to the fields of phraseology, neology, public speaking, and the instruction of Bulgarian as a second language. These publications, a few of which are composed in collaboration with other experts, put forth theoretical-practical frameworks that deserve thoughtful consideration: *Language transfer and problems of teaching Bulgarian for statistics students*, Foreign Language Teaching, vol:49, issue:1, 2022 (co-authored with Elena Krejčova); *There is Nothing Hidden in the Balkans (the Secret in the Balkan Phraseology)*, Balkanist Forum journal, vol: XXXI, issue:2, 2022 (co-authored with Elena Krejčova); *A (Non)Existing Language – Serbo-Croatian after WWII*, Balkanist Forum journal, issue:1, 2021 (co-authored with Elena Krejčova and Pavel Krejci); *I Offend (you) – Parameters of Offense and Verbal Aggression in School*, Volume: 63, Issue: 3, 2021; *Chained of Free Words and Thoughts*, Balkanistic Forum, Issue:3, 2018 (co-authored with Elena Krejčova); *Political Correctness in Translation*, Proudý. Literární časopis středoevropského centra slovanských studií a ústavu slavistiky FF MU, Issue:1, 2022; *On the fate of some stable expressions in modern times*, Bulgarian Speech. Journal of Linguistics and Language Culture, issue:1, 2021; For some specifics in the titles of media texts, Bulgarian readings section – Szeged 2019 (co-authored with Elena Krejčova); *Are we lying like gypsies or again about the Bulgarian public language – between discrimination and political correctness*, Roden glas, edition of the Bulgarian Cultural and Educational Organization in the Czech Republic, issue: 2, 2017 (co-authored with Elena Krejčova); *Man, the virtual environment and freedom of speech*, Bulgarian Speech. Journal of Linguistics and Language Culture, issue:2, 2017 (co-authored with Elena Krejčova); *The new words in the modern Bulgarian political language*, Slavic studies – ways and perspectives, publishing house: University of Plovdiv "Paisii Hilendarski Publishing House, 2015; The teaching

of Slavic studies in the XXI century - the other point of view, Movement and space in the Slavic languages. Linguistics, publisher: Sofia, University "St. Kliment Ohridski" Publishing House, 2015, etc.

As I previously mentioned, the candidate has displayed significant expertise in research through her work compiling important dictionaries and educational materials.

III. Conclusion

Per the Law on the Development of the Academic Staff of the Republic of Bulgaria, and the regulations for the implementation of the Act on the Development of the Academic Staff of the Republic of Bulgaria, and the Regulations for the Development of the Academic Staff of the University "St. Kliment Ohridski", the documents and materials submitted by Associate Professor Nadezhda Ivanova Mihaylova-Stalyanova, PhD, meet these requirements. Mihaylova-Stalyanova has presented many scientific works published after the papers used to acquire the academic title "associate professor". The scientific studies she gave for the procedure showcase unique and valuable scientific and practical contributions. Therefore, **I will vote positively** in favour of the election of Nadezhda Ivanova Mihailova-Stalyanova to the academic position of "professor" in the professional direction 2.1. Philology (Bulgar language – Lexicology).

Date: 23.07.2023

Member of the Scientific Jury:

Plovdiv

/Assoc. Prof. Boryan Georgiev Yanev, PhD/