

REVIEW

By Prof. Georgi Stoyanov Karastoyanov, DSc, Rakovski National Defence College, Professional field: 3.2. Psychology, for the dissertation of Boris Ognyanov Tsenov on the subject "Rhetorical strategies of NATO in Bulgaria. The information policy of the Alliance, implemented through web-based communications channels, in the period 2016-2021"

presented for the awarding of the educational and scientific degree "Doctor" from professional direction 2.3 Philosophy (Rhetoric - Political Rhetoric)

The review was conferred in accordance with Protocol № 1 of 27th February 2024 of the session of the Scientific Jury appointed by Decision of the Faculty Council of the Faculty of Philosophy, recorded in Protocol № 7 of 6th February 2023, and is prepared in compliance with the requirements of the Act on the Development of the Academic Staff in the Republic of Bulgaria, the Regulations for its implementation, and the Rules on the conditions and procedure for acquiring science degrees and holding academic positions in Sofia University St. Kliment Ohridski.

To develop the review, I was provided with one copy each of the dissertation and the author's abstract, documents related to the training

of the PhD student, as well as electronic copies of the necessary documents required for participation in the procedure. The submitted documents show that the PhD student Boris Tsenov has successfully completed all the activities provided for in the individual study plan for the entire duration of the doctoral studies, has passed the necessary exams and has successfully gone through the necessary procedure for admission to defense for the acquisition of the educational and scientific degree "doctor" according to The Law on the Development of the Academic Staff in the Republic of Bulgaria and the Regulations for its Implementation.

The dissertation is devoted to the study of one of the aspects of NATO's information policy, namely the rhetorical strategies of NATO in Bulgaria, on specific communication channels for a specific period - 2016-2021. It is probably not necessary to emphasize the importance of the topic in the context of the war in Ukraine and the division of Bulgarian society in its attitude towards it. Even though the research was conducted in a period that ended three years ago, the presented text sounds extremely up-to-date, and would be useful for those working in the field of public communications, not only the researched field. At least I don't know of any scientific study of the nature and effects of public communications after the country's accession to NATO, and in this context the presented text has not only strict scientific significance, but also an applied contribution to our society.

Structurally, the text follows a model that can be defined as classical. In the first chapter, the author's work and the theoretical foundations of

political and military political rhetoric are presented, and in the second chapter, in my opinion, the public communications documents of NATO and the Ministry of Defense are analyzed, in an extremely thorough and correct way, which are two chapters that are essentially a theoretical overview of the research problem. The in-depth literature review allowed in the third chapter to conduct an in-depth study of the practical implementation of public communications activities through web-based channels in Bulgaria and to what extent they have achieved the set goals. I accept the analyzes, summaries, conclusions and recommendations as well-founded.

The dissertation research is presented on 206 pages, of which 38 pages are appendices, which makes it possible to track the correctness of the analyses, summaries, conclusions and recommendations in the context of the analyzed documents and researched activities. The analyzed stimulus material is illustrated with 35 figures. The review of the 152 literary sources used shows that, in addition to practically all the regulatory documents of the researched activity, both the works of classical authors from the Greco-Roman philosophers and contemporary authors researching various aspects related to the topic were used for the analysis. A particularly good impression is made by knowing the works of Bulgarian scientists working in the field of communications and rhetoric, and in this sense the text submitted for review applies knowledge and rewards it in the analysis of a specific, not well-studied problem.

The critical remarks made on the preliminary discussion for admission to public defense are considered in the text.

I believe that the structure, volume and layout of the doctoral thesis correspond to good research practices.

The abstract for the dissertation faithfully and accurately reflects its content and the results obtained and fully fulfills its functions in accordance with the Law on the Development of the Academic Staff in the Republic of Bulgaria, the Rules for its Implementation, as well as the Rules for the Terms and Procedures for Acquiring Scientific Degrees and Occupying Academic Degrees positions in Sofia University St. Kliment Ohridski.

I accept the contributions of the dissertation work in the way the PhD student has formulated them and I would like to highlight not only the scientific contributions, which it is important to note are not of the "science for science's sake" type, i.e. correct scientific analysis, and provide a more complete understanding of the problems identified by the student, which the Bulgarian institutions are facing, and possible solutions are proposed to optimize the activities.

I believe that the dissertation contains scientific results that are original scientific and applied contributions related to current problems of our society, and the conclusions and recommendations made are extremely relevant in the specific social and political situation in Bulgaria. I take the liberty of recommending that the dissertation be published as a monograph.

I found no violations of academic ethics, incorrect citation or plagiarism in the text submitted for review.

The presented dissertation shows that Boris Tsenov has a thorough theoretical training in the field of rhetoric and related sciences, including social psychology, and particularly the psychology of influence. The above has allowed him to further develop and synthesize knowledge, thanks to the excellent methodological preparation for conducting research and correctly analyzing their results.

I believe that the reviewed dissertation for obtaining the educational and scientific degree "doctor" contains scientific results made based on in-depth research and at the same time offers possible solutions to important scientific and socio-political problems. This gives reason to conclude that the dissertation submitted for review meets the requirements of the Law on the Development of the Academic Staff in the Republic of Bulgaria, the Rules for its Application, as well as the Rules for the Terms and Conditions for Acquiring Scientific Degrees and Holding Academic Positions in Sofia University St. Kliment Ohridski for awarding the educational and scientific degree "doctor". Based on my positive evaluations of the dissertation research, the demonstrated excellent methodological preparation of the candidate and the indisputable scientific and scientifically applied contributions, I confidently suggest to the respected members of the scientific jury to vote Boris Tsenov presented a dissertation on the topic "Rhetorical strategies of NATO in Bulgaria. The information policy of the Alliance, implemented through

web-based communication channels, in the period 2016-2021" to acquire the scientific degree "Doctor" in professional direction 2.3 Philosophy (Rhetoric - Political Rhetoric).

Sofia, 20th May 2024

Reviewer:

A handwritten signature in blue ink, consisting of stylized, overlapping loops and lines, positioned to the right of the word "Reviewer:".

Prof. G. Karastoyanov,
DSc