



OPINION¹

from From Assoc. Prof. Stella Angova, UNWE, Media and Public Communication Department
(*scientific position, academic degree, name, surname, educational / scientific institution*)

for obtaining the educational and scientific degree "Doctor" (PhD) / scientific degree "Doctor of Science" in professional field 3.5. Social Communications and Information Sciences.

with a dissertation on the topic: "Patterns of persuasive communication in the imposition of culinary brands",

presented by Antonia Ivanova, full-time independent doctoral student in the Department of the Faculty of Journalism and Mass Communication

with supervisor: assoc. prof. Mila Serafimova

I. Evaluation of the qualities of the text of dissertation

The meaning of the topic is rooted in the need to understand and improve persuasive communication strategies in an industry that is both highly competitive and dynamic, subject to continuous change due to the evolution of technology and changes in consumer preferences.

Several important reasons can be advanced to support relevance, all of which support the thesis of the need for effective persuasive communication strategies:

(1) Growth of the culinary industry, supported by globalization and growing interest in healthy eating, gourmet food and culinary innovation.

(2) Changes in consumer behavior, who are becoming more informed and demanding. They seek not only quality products but also an emotional connection with brands.

(3) Digital transformation, resulting in new communication channels that allow direct interaction with consumers.

(4) Competition and differentiation: the culinary market is highly competitive, requiring brands to find new and innovative ways to attract and retain customers.

(5) Influence of culture and society because culinary brands reflect cultural and social trends.

The study of theoretical sources – 219 – is thorough and covers key concepts and models in the fields of persuasive communication, rhetoric, sociology, intercultural communication, culinary brand marketing, etc. The study demonstrates a high degree of analytical and critical thinking, drawing on a wide range of academic writings, theories and empirical research. The author manages to link different theoretical approaches and adapt them to the specific context of the culinary industry, which contributes to the creation

¹ Note: The text in italics offers reference points for evaluating the research results. Recommended volume of the opinion - 2-3 standard pages



of a complex and grounded research framework. This thoroughness provides a solid foundation for further analyses and conclusions in the dissertation.

The theoretical need for research on persuasive communication models in culinary branding stems from the need to fill the gap in existing marketing and communication theories, which often do not address the specific characteristics and challenges of the culinary industry. Although there is an extensive literature on persuasive communication and branding, little research has focused specifically on the culinary sector, which combines cultural, social, psychological, emotional, aesthetic, communication, media, etc. elements.

The methodological framework of the thesis is carefully constructed and includes a combination of analysis, case study, modelling, deduction, induction, comparative-descriptive method, survey and in-depth interviews. This research design provides a comprehensive and multifaceted approach to the study. This multifaceted methodological framework ensures the depth and reliability of the research by covering both the theoretical and practical aspects of the topic.

The data used in the study were collected from reliable and verified sources, ensuring their reliability and accuracy. The analysis has been carried out with precision, paying attention to all important aspects and factors. The results of the study are correct and reflect the reality objectively, providing a solid basis for drawing conclusions and recommendations.

II. Contributions of the dissertation research

This dissertation contributes to scholarship by expanding the understanding of persuasive communication strategies and models, especially in the context of culinary brands, which are part of a dynamic and competitive industry. The text builds on theoretical and practical insights into how brands can effectively build and maintain a relationship with consumers through communication approaches adapted to contemporary trends. The study can serve as a foundation for future research in marketing and communications, revealing how cultural and social factors influence the perception and success of brands.

The review of historical accounts of famous chefs contributes to the dissertation by providing context and a deeper understanding of the development of culinary brands and the role of personalities in establishing them. Comparative analysis of celebrity chefs from around the world from the sixteenth century to the present reveals how they have used persuasive communication and their personal brand to create and enforce culinary trends that have shaped the industry. Eight iconic global names have been selected and analysed from contemporary times. This perspective allows three eras of celebrity chef evolution to be defined and four main models of culinary personal branding are outlined. Another significant contribution is the survey of 111 chefs and live in-depth interviews with 22 celebrity chefs about the communication processes of culinary branding. I find the author's conclusion that culinary brands are the product of a long communication process of influencing and changing attitudes and behaviours as a social need and strategy to gain more influence globally and financial benefits from brand development to be completely correct and relevant to the set aims and objectives. I accept the 4 scientific contributions and 2 scientifically applied contributions proposed by the PhD student. The results obtained can find wide applicability and be used for training and education, in the creation of communication and marketing strategies, academic research, brand development, consulting, etc.

III. Notes and recommendations

I have no critical remarks for the author of the text. The research work is done precise and the work deserves to be oriented to a wider audience through publication.

IV. Conclusion

The dissertation examines in an original way the communication strategies and models in the development of culinary brands. The research has been carried out with precision through appropriately selected methods.



An objective communication reality on a specific and little developed topic is presented. The research offers depth and credibility by covering both the theoretical and practical aspects of the topic. For these reasons, I will vote positively for the award of the degree of Doctor of Education and Science to Antonia Ivanova for her dissertation on "Patterns of Persuasive Communication in the Imposition of Culinary Brands."

Jury member: Assoc. Prof. Stella Angova

Date: 23.08.2024