



## OPINION

on the submitted works for participation in a competition for the academic position of ASSOCIATE PROFESSOR in professional field 3.5. Public Communications and Information Sciences (Theory and history of advertising) , announced by Sofia University “St. Kliment Ohridski” in SJ, issues DV N:55 from 28.06.2024 r.

**Reviewer: Prof. D.Sc. Rusi Marinov Vanchev**

**Candidate: Assistant prof. D-r Nikola Lubomirov Vangelov**

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

Information on the implementation of the minimum national requirements for the scientific field 3. Social, business and legal sciences, professional field 3.5 “Public communications and information sciences”. The presented table shows that the applicant complied with requirements to associate professor, in the following way: Indicators: total -850 points. For the competition Dr. Nikola Vangelov submitted the following works with titles: Habilitation work - monograph "Print advertising during the period of socialism in Bulgaria (1944-1989) - theoretical aspects and historical development". Sofia, University Publishing "St. Kliment Ohridski", 2024, ISBN 978-954-07-5976-0.

Published monographs that are not presented as the main habilitation work, as follows: "Facebook and Instagram advertising campaigns". Sofia, Nedland, 2021. "Digital consumer research in marketing and advertising". Sofia, Nedland, 2020. "Digital marketing communications in the field of tourism". Sofia, University Publishing House "St. Kliment Ohridski", 2024. Dr. Nikola Vangelov has also presented a list of publications in the following order: Articles in scientific journals-14, of which in English-5; Articles in University Proceedings-15; Publications in Proceedings of Conferences -15; Participation in projects-6. From the data presented, the number of monographs and publications is more than sufficient for the rank of "associate professor". The citations of his publications are a total of 21, of which -9 are from foreign authors. The topic of monography "Print Advertising in the Period of Socialism in Bulgaria (1944–1989)" arouses interest due to the fact that for the period of socialism in Bulgaria (1944-1989) there is no comprehensive scientific study that analyzes print advertising. That is why the author aims to trace its development. The subject of the research is the changes that have occurred over time in advertising communication, and the object is printed periodicals. The cornerstone of the research is the conducted empirical study of advertisements in Bulgarian printed periodicals, as well as the comparative analysis between the individual periods. More than 7,000 newspapers and magazines have been analyzed, and the total number of advertisements in them is almost 30,000. All this gives the author reason to bring out the specific features of print advertising, characteristic of this extensive and varied period, taking into account the prerequisites for its condition.

Since 2016, Dr. Vangelov has been appointed as assistant professor at the SU “St. Kliment Ohridski”, Faculty of Journalism and Mass Communication, Department “Communication,



Public Relations and Advertising". He teaches the following disciplines: Basics of Advertising, History of Bulgarian Advertising, Advertising Campaigns in the Media, Creative Practices, Integrated Marketing Communications, Digital Marketing Communications.

Dr. Nikola Vangelov listed a total of 11 scientific contributions made by the candidate. which can easily be summarized and classified by another methodology, to be reduced to a smaller number. A large part of the mentioned contributions are rather summaries of the author's research than having a significant scientific value.

Some of the most significant contributions are as follows:

- o An author's definition of socialist print advertising in Bulgaria is proposed, based on a critical analysis of the existing definitions of the time.

- o Based on a critical analysis of the existing classifications of the period of socialism in Bulgaria, a clearer classification of socialist print advertising is proposed according to the following criteria: according to the appeals used, according to the form of advertising, according to the images used, according to the type of advertisement, according to the subject, according to the purpose, according to the size of the advertisement, according to the positioning.

- o Methods for increasing the effectiveness of advertising, especially in an online environment, were studied, emphasizing the role of interactivity in advertising communication as one of the key elements for increasing audience engagement, the possibilities of viral communication in online advertising.

- o The role of digital marketing channels in increasing the effectiveness of marketing communications with a focus in the field of tourism is indicated through the author's sociological empirical research, as well as through the analysis of various digital channels.

## **II. Notes and recommendations**

The problem for the candidate lies in the insufficient number of published materials in international professional journals on public communication. This discipline is quite problematic, as there is currently no established scientific theory specifically for this type of communication; rather, it summarizes models borrowed from various related disciplines. For instance, this type of communication is hardly recognized as a concept among professional societies in the U.S. The educators qualified in this professional direction come from various specialties, with some lacking specialized training. However, this is more of a national issue than one that pertains specifically to the candidate. From the presented works and articles, it is not sufficiently clear which model or models of communication the candidate uses for a more qualitative definition of the analyzed issues related to advertising. Modern analytical methods such as intelligent platforms (which have a specific designation and can define how extensively the author uses them within seconds) and big data can be applied to identify the role of advertising in the "communication" process, both during socialism and currently. In this case, the analysis from a semantic perspective would be more precise, operational, and comprehensive regarding the researched issues. That is, the interrelationship of



communication-information-advertising is not demonstrated with adequate precision in the author's research, considering that this is also the professional direction of their habilitation. For example, in the presented texts, the author uses the term "information" 22 times without clarifying what they specifically mean by this concept. One of the complex issues in contemporary society is the deficit of information that could help decision-makers make quality decisions. The absurdity is that it is conditionally claimed that we live in an "information" society. A limited number of innovative companies have network platforms for information extraction. To accomplish such tasks, it is necessary to introduce smart monitoring systems, followed by data analysis tools stored in data centers, and finally, an intelligent platform (currently, there are over 20 such systems on the market) for information extraction.

### III. Conclusion

The habilitation work presented by Dr. Vangelov, along with his monographs, publication list, teaching activities, administrative and public engagement, as well as his professional CV, characterize him as a highly qualified researcher and educator with significant scientific contributions, accurately reflected in the author's reference. My assessment is positive, as the candidate meets all the requirements for the academic position of "associate professor". Considering the theme of the habilitation work, the references for the minimum requirements and points across individual criteria, scientific contributions, publications, and teaching experience, I propose to the Scientific Jury that the title of "associate professor" be awarded to Dr. Nikola Lyubomirov Vangelov.

I would like to make a recommendation to the members of the scientific jury to give Nikola Vangelov the degree "Associate professor" in the professional field "Public Communications and Information Sciences".

Jury member:  
/Marinov/

prof.

Date: 17.10.2024