

REVIEW

of the submitted works for participation in the competition for the academic position of ASSOCIATE PROFESSOR in the professional field 3.5. Public Communications and Information Sciences (Theory and History of Advertising), announced by Sofia University "St. Kliment Ohridski" in State Gazette of the Republic of Bulgaria, no. 55, 2024

Reviewer: Professor Christo Kaftandjiev, Ph.D., Doctor Habilis

Candidate: Chief assistant professor Nikola Vangelov, Doctor of Sciences

Summary data about the candidate (research, teaching and academic activity)

Chief assistant professor Nikola Vangelov meets the eligibility criteria for this position.

The reasons are that he teaches lectures and exercises in several disciplines related to advertising and he has published several scientific articles and a monograph on history of Bulgarian advertising.

Characteristics of the candidate's scientific and applied writings

1. Reasons for accepting the evaluation of the submitted work

The presented book by the chief assistant professor Nikola Vangelov "Print Advertising during the Period of Socialism in Bulgaria (1944-1989) - Theoretical Aspects and Historical Development" meets some of the requirements for such a work.

The book is a scientific monograph with two scientific reviewers and a scientific editor. It is published by the Sofia University Press.

I would like to mention that nowhere in the materials provided, I did not find these eleven appendices. Without these appendices, it is impossible to evaluate the monograph properly.

2. Detailed evaluation of the presented works of Nikola Vangelov according to the quantitative and qualitative indicators, without retelling them

The main work in this case is "Print Advertising during the Period of Socialism in Bulgaria (1944-1989) - Theoretical Aspects and Historical Development".

This work has been discussed twice in the preliminary defenses.

Other works presented are two scientific books and scientific articles on digital aspects of marketing communications.

However, I will not definitely analyze and evaluate these works - the two scientific books and scientific articles, as they have not gone through preliminary defence.

I hope that my colleagues on the jury will also not analyse and evaluate the scientific papers that have not gone through preliminary defence.

I would like to point out here that for the first time in my thirty years at the University, a preliminary defense was held twice.

This is somewhat strange, despite the fact that at the first preliminary defense, Chief Assistant Professor Vangelov did not respond to any of the comments and none of the critical remarks of all the faculty members present.

I would like to point out immediately that the proposed scientific book is significantly better than the initial version proposed at the first preliminary defense.

However, very politely and delicately I would like to point out that the first version was not at a particularly high scientific level. In fact, in my many years of scientific practice I do not recall another scientific work of such "quality".

What is good is that in the last version Nikola Vangelov has removed the chapter on communist propaganda. The topic of propaganda did not at all fit with the theme of the book - the study of socialist print advertising.

Compliance of the title to the content of the monograph

The title of the monograph is:

PRINT ADVERTISING DURING THE PERIOD OF SOCIALISM IN BULGARIA (1944-1989) - THEORETICAL ASPECTS AND HISTORICAL DEVELOPMENT

The title of the monograph does not fully correspond to the content of the monograph, and from this title, I expect much bigger amount of work.

Nikola Vangelov has completely excluded from the study print socialist advertising for foreign markets. This is his right, but the adjective "domestic-advertising" should appear in the title.

Domestic advertising has also not been fully examined. Nikola Vangelov has analyzed print ads from two newspapers and two magazines for the period 1947-1989. However, other newspapers and magazines also published advertisements during this time.

There is no way for one researcher to collect and analyze all the print advertisements from all the Bulgarian newspapers and magazines of socialist period in two years. This is definitely a job for a big group of researchers.

For this reason in my previous review, I underlined that it was perfectly reasonable and legitimate for Nikola Vangelov to analyze only one part of socialist advertising.

Nikola Vangelov has studied two newspapers and two magazines for this

period.

I think the choice of newspapers is good, as they are the major print media with the most print ads. They are a representative sample in terms of newspaper advertising.

Comparatively, this is also the case for the two magazines.

Structure of the monograph

The monograph is devoted to socialist print advertising. Therefore, it is quite appropriate to exclude radio and TV advertising from the study. One of the reasons is the right of each scholar to determine the constraints of his/her study.

Периодът на социализма е обширен и изпълнен с различни промени по отношение на печатната реклама. Именно затова **основната цел** на настоящата монография е да проследи развитието на печатната реклама в социалистическа България през периода 1944–1989 г. **Предмет** на изследването са промените, настъпили във времето, в рекламната комуникация, а **обект** са печатни периодични издания. За изпълнението на тази цел си по-

The main goal and the objectives of the monograph are well defined.

It is good that Nikola Vangelov has also formulated the relevant limitations. One of them is the following:

- От анализа ще бъдат изключени и медии като радиото, както и телевизията. Основанията за това са, че телевизията навлиза сравнително по-късно, чак през средата на 50-те години. В тази връзка трябва да се отбележи и фактът, че малко потребители все още имат достъп до тези медии.

This limitation is perfectly natural, since the subject of the habilitation is only print advertising.

However, it does not correspond to the truth of the statement that only a few users from the socialist times have access to these two media - radio and television. Radios were available to almost all households during socialism.

TV sets were quite rare at the beginning, however in the period 1970-1989 many households also owned TV sets.

At the beginning of the monograph, Nikola Vangelov gives a brief socio-economic overview of socialist Bulgaria. This is an important and necessary part of the monograph. The reason is that without information about the Bulgarian economy we cannot properly understand the advertising that

depends on it. In my opinion, this part of the monograph is well written.

The second subchapter explores the preconditions for the development of advertising under socialism. Important information is analyzed in this chapter as well. It is good that Nikola Vangelov studied the development of Bulgarian advertising during this period in comparison with GDR and Czechoslovakia advertising.

Unfortunately, Nikola Vangelov has not read and therefore has not analyzed a single scientific article or scientific book in English regarding the advertising in the former socialist countries - Soviet Union, GDR, Czechoslovakia, Hungary, Romania and Yugoslavia.

There are at least sixteen such books and articles - namely:

1. Costea, Ionuț. Advertising and fashion in socialist Romania. the case of the representation of voroneț in the advertisements of the moda magazine (1970)
2. Costea, Ionuț. Publicity and socialist advertising in Romania. the ideology and the legitimising discourse
3. Cox, Randi Barnes. (1999) The Creation of the Socialist Consumer. Advertising, Citizenship and NEP
4. Hanson, Philip. (1974) A Study of Advertising and Socialism. The Nature and Extent of Consumer Advertising in the Soviet Union, Poland, Hungary and Yugoslavia
5. Hanson, Philip. (2017) Advertising and Socialism. The Nature and Extent of Consumer Advertising in the Soviet Union, Poland.
6. Ibroscheva, Elza. Balkan smoke: tobacco and the making of modern Bulgaria – book review
7. Ibroscheva, Elza. From Socialist Amazons to Bodies on Full Display: Gender Stereotypes in Bulgarian Advertising during Socialism and the Post-Socialist Transition
8. Ibroscheva, Elza. The unbearable lightness of advertising: culture, media and the rise of advertising in socialist Bulgaria
9. Kaneva, Nadia & Elza Ibroscheva. Visual representations of women in the Bulgarian communist press
10. King, David. (2015) Russian Revolutionary Posters. From Civil War to Socialist Realism, From Bolshevism to the End of Stalinism
11. Milstein, Scott J. (1996) The resurrection of advertising in socialist China
12. Osten, Philipp. Socialist Advertising. Health Education in East German Television
13. Patterson, Patrick Hyder. Truth Half Told: Finding the Perfect Pitch for Advertising and Marketing in Socialist Yugoslavia, 1950–1991
14. Perczak, Judyta Ewa. Polish socialist advertising in 1945–1989: Status and sources of and outlooks for the research
15. Swett, Pamela. (2013) Selling Under the Swastika. Advertising and Commercial Culture in Nazi Germany
16. Topham, Shaun W. (1984) Advertising and Socialist Self-management in Yugoslavia

The researcher can find or order all of these books and articles relatively easily.

This is a serious error in terms of the scientific quality of the monograph. The reason is that comparative analysis (smaller or larger in volume) will definitely improve the quality of the monograph.

Nikola Vangelov has also read almost all of the important Bulgarian scholarly books on advertising under socialism. He has also quoted the most important authors - Professor Dimitar Doganov, Professor Dimitar Georgiev and some others. This is excellent.

The problem is, however, that Nikola Vangelov has not read and, accordingly, has not quoted the most important book regarding the Bulgarian socialist advertising and the Bulgarian advertising industry at that time - namely the book of Professor Dimitar Doganov - "Bulgarian Advertising Encyclopedia".

Dimitar Doganov is the leading Bulgarian scientist in advertising and one of the best scholars in this field in Bulgaria and Europe. He has been active in this field since the 1970s and no academic Bulgarian specialist in advertising is better than him.

Professor Doganov is the university specialist who knows best Bulgarian socialist advertising.

It is excellent that Vangelov found information about researches of advertising attitudes in Bulgarian consumers back in the seventies of the twentieth century.

По темата за ефективността на рекламата в България, редом със задълбочените изследвания на Правов (1972, с. 46–68) и Лесичков (1972, с. 132–147) се изказва и Лилия Белопитова (1972, с. 183–188), която говори за важността от провеждането на проучвания на пазара на новите стоки. Според нея, отношенията между специализираното рекламno предприятие и Центъра за проучване на пазара трябва да бъдат регламентирани, за да се постигне ефективност на рекламата при въвеждането на нови стоки на пазара. Потребителските проучвания са ключови за успеха на рекламните кампании, а едно от тях е показателно за ролята на успоредното използване на няколко рекламни канала. При проведена анкета за нови стоки за деца до тригодишна възраст, майките отговорили, че предпочитат да бъдат информирани чрез няколко канала за реклама. От анкетираните 1050 майки, 64% предпочели телевизията, 41% – пресата, 19% – радиото,

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13% – изложби, а останалите 2% избрали друго. Процентите са над 100, защото повечето избрали два и повече рекламни канала. Това проучване е показателно както за силата на интеграцията

According to this study, 64 percent of Bulgarian mothers, surveyed in the

seventies, preferred television as an advertising channel.

However, the results of this study definitely contradict what Wangelow wrote a few pages earlier:

- От анализа ще бъдат изключени и медии като радиото, както и телевизията. Основанията за това са, че телевизията навлиза сравнително по-късно, чак през средата на 50-те години. В тази връзка трябва да се отбележи и фактът, че малко потребители все още имат достъп до тези медии.

The definition of Bulgarian socialist advertising

The next subchapter of the monograph is about the definition of advertising during socialism. This is excellent as an idea. The reason is that based on good definition the researcher can build a reliable theory.

It also makes a good impression that Nikola Vangelov has analyzed the different definitions of advertising, created by the specialists from socialist time.

The definition he proposes, attempts to define Bulgarian socialist advertising.

Въз основа на представените и анализирани дефиниции за реклама както от български автори, така и от чуждестранни, предлагам следното работно определение за социалистическа вътрешнотърговска печатна реклама: *„Печатно осведомяване за стоки или услуги, както и за техните характеристики, с*

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цел информация или въздействие върху потребителите от страна на установен рекламодател, което може да съдържа и партийна идеология“. Определението включва няколко важни

There are significant errors in the definition.

"Printed communication of goods and services".

Below I have quoted Philip Kotler's (one of the world's leading marketing academicians) definition of "good (commodity)".

Според един от най-големите световни специалисти в маркетинга – Филип Котлър, стоката е „всичко, което може да удовлетвори нужда или потребност и се предлага на пазара с цел да се привлече вниманието, да се купи, да се придобие или да се използва. Това могат да бъдат физически обекти, услуги, лица, места, организации и идеи.“ (Котлър, 1990, с. 284-285)

"Good (commodity)" is the generic concept that unites all the things that are offered on the market - which are basically objects (physical substances), services and ideas.

It is not good to mix generic and species concepts in the definition.

Therefore, the correct definition in this case is 'Printed communication of physical objects, services and ideas'.

Ideas are social and political phenomena that can also be advertised.

The definition repeats some important features of existing definitions of advertising - that of the recognised advertiser.

The definition states that some advertisements "may also contain party ideology."

This is perfectly true, however, what about the definition of socialist Bulgarian advertisements that do not use party ideology. These ads are the majority of socialist trade communications.

Therefore, I propose that the last subordinate clause of the definition to be redacted in this way "which may or may not contain party ideology."

Unfortunately, however, the last subordinate clause sounds somewhat humorous.

The classification of socialist advertisements

Nikola Vangelov proposes his own classification:

На база на разгледаните класификации на рекламата предлагам следната работна авторска класификация на печатната реклама по съответните критерии:

- Според използваните апели – реклами с рационални апели и реклами с емоционални апели;
- Според формата на рекламата – реклама само с вербален текст; реклами с преобладаващ текст и изображение/снимка; реклами с преобладаващо изображение/снимка и текст; реклами само с изображение/снимка;
- Според използваните образи – реклами с образи на мъже; реклами с образи на жени; реклами с образи на деца; реклами с комбинация от изброените;
- Според вида на рекламата – търговска – за предлагане на стоки и услуги; административна – за предлагане на рабо-

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та; търсене на услуги и др. от страна на държавните предприятия, обединения и т.н.; малки обяви – за предлагане и търсене на услуги, търсене и отдаване под наем и др. от страна на частни лица; реклама чрез журналистически жанрове (advertorial) – реклама, комбинирана с различни журналистически жанрове (интервю, статия, репортаж, очерк и др.); социална, която комуникира даден обществен проблем; идеологизирана – целяща да комуникира идеологията на БКП, като част от някои от горните видове.

- ✓ Според обекта – реклами за стоки; реклами за услуги;
- ✓ Според целта – реклами, които информират потребителите; реклами, които целят да повлияят на потребителите; реклами, които целят да възпитават потребителите;
- ✓ Според размера на рекламата – малка – до 10 квадратни сантиметра; средна – от 10 до 50 квадратни сантиметра; голяма – над 50 квадратни сантиметра;
- ✓ Според позиционирането – първа, последна страница (за вестник) и първа, втора, трета и четвърта корица (за списание); вътрешна страница

I should immediately point out that even God can not make a perfect classification that unites all possible phenomena.

However, Vangelov's classification misses basic variables that are elementary and can be easily noticed by various scientists and adpersons.

The first part of the classification is about the most important variable – the advertising appeals. Here Vangelov has proposed the dichotomy of rational and emotional appeals. These appeals are very important, but they are not the only ones.

Archetypal appeals, for example, are also very important, the most important of which is that of power. From an ideological and party point of view, in this case the advertisements are built based on the powerful communist ideology. This phenomenon is very interesting to be studied from a semiotic, narrative

and archetypal point of view.

Here I would like to kindly point out that the idea of classifying ads based on rational and emotional appeals is not Nikola Vangelov's - as can be seen from the paragraph below:

Едно от най-важните понятия в рекламата е апелът. Апелът е основната мотивираща сила, която привлича потребителя към съответната стока. Тук можем да класифицираме рекламите, като създадени на основата на:

- рационалните/емоционалните аргументи;
- архетиповите апели – тези за властта, удоволствието, страха и т.н.

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However, the text on classifications of advertisements does not analyse and cite the book from which the idea for this classification of ad appeals was taken.

The second part of the classification - verbal text - image/picture is also not refined and it is incomplete - image is the generic term (the hyperonym) and it is divided into pictures, drawings, blueprints, diagrams, graphs, maps and others (the hyponyms). Adpersons use all of these images in their print ads.

The third part of the classification is also not precise and it is incomplete - Vangelov proposes only images images of men, women and children and their combinations.

However, where do the images of animals, plants, various objects - tools, machines, vehicles, furniture, food and drink, architectural and natural objects and many other phenomena remain?

All these things are actively present in world advertising, including Bulgarian socialist advertising.

In the category according to the object - advertisements of goods and services, illogical generic and spacie concepts are mixed, and a very important part of goods – this of ideas - is missing.

The ideas are in terms of political and social marketing communications.

An important category is also absent:

- ads to end-users;
- ads to retailers;
- ads to manufacturers of goods.

To summarise - Nikola Vangelov's author's classification uses many categories of the already existing classifications.

In addition, some of the proposed categories are incomplete and one of them is logically mistaken.

The analysis of scientific literature in English

The analysis of the scientific literature in English about rational and emotional appeals is well done.

The analysis of the scientific literature in English with regard to the characters in the advertisements is also well done. Unfortunately, few of the phenomena analysed in this respect have been applied to Bulgarian socialist ads and announcements.

The analysis of the scientific literature on trends related to the length of advertising texts is also good.

The analysis of the scientific literature in terms of advertising characters, their faces, etc. is also good.

Nikola Vangelov's claim about increasing the life of advertisements

От друга страна, ориентировъчният отговор увеличава паметта на индивида, свързана с информацията, която се предава от визуални подбуди (Bornstein at al., 2004). Това може да означава, че благодарение на определени визуални притегателни елементи като персонажите и човешките лица, може да въздействаме върху потребителите, така че те да помнят основното послание за по-дълъг период от време. **Това означава, че можем да увеличим живота на една реклама, а следователно, и нейната ефективност, благодарение на употребата на персонажи и лица.**

This is a firm general statement and it does not correspond to the truth regarding many ads.

It is not quite true that we increase the life of ads by using persons and faces.

In the world's most successful advertising campaign, that of vodka Absolut, almost no characters or faces were used. The vast majority of the ads in this case were merely edited bottles by visual tropes (mostly metaphors, but also hyperbole, personifications, etc) with the relevant headlines.

The adpersons increase the life of ads by making them efficient and creative - with or without characters.

Lack of books in references

Checking the references, I could not find six scholarly books and articles in English. They are in bibliography, however, I could not find them in the main text. It is possible that this is my mistake.

These are the books and articles that I cannot find in the main text:

1. **Costley, C. L., & Brucks, M. (1992).** Selective recall and information use in consumer preferences. *Journal of Consumer Research*, 18(4), 464–474.
2. **Deffenbacher, K. A., Bornstein, B. H. , Penrod, S. D., and McGorty, E. K. (2004).** A Meta-Analytic Review of the Effects of High Stress on Eyewitness Memory. *Law and Human Behavior* 28, 6, 687–706.
3. **Leiss, W., Kline, S., Jhally, S., Botterill, J. and Asquith K. (2018).** *Social Communication in Advertising*. New York: Routledge. 301
4. **Nieuwenhuis, S., E. J. De Geus, and Aston-Jones G. (2011).** The Anatomical and Functional Relationship between the P3 and Autonomic Components of the Orienting Response. *Psychophysiology* 48, 2, 162–175.
5. **Richards, J. (2022).** *A history of advertising. The first 300 000 years*. London: Rowman&Littlefield.
6. **Russo, J. E. (1978),** Adaptation of Cognitive Processes to the to the Eye Movement System, in *Eye Movements and the Higher Psychological Functions*, ed. John W. Senders et al., Hillsdale, NJ: Erlbaum, 89–109.

I will be grateful if Nikola Vangelov would point out the pages of the PDF of his monograph of 06.08.2024, where he has cited these six works. I apologize in advance about this additional work for him.

The hypotheses formulated in the study

They are five, namely:

В допълнение формулирам и следните хипотези:

- Хипотеза 1: колкото повече нараства броят на рекламите в отделните периоди и издания, толкова повече тяхната идеологическа натовареност намалява;
- Хипотеза 2: рекламите с идеологическа насоченост намаляват през годините в анализирани периодични издания;
- Хипотеза 3: съществува правопрпорционална връзка между броя на използваните емоционални апели и броя на използваните персонажи в изображенията.
- Хипотеза 4: съществува правопрпорционална връзка между броя на убеждаващите реклами и броя на рекламите с емоционални апели.
- Хипотеза 5: през годините нараства употребата на женски персонажи в рекламата, като това може да бъде тълкувано като промяна на нейната роля в българското общество.

In my opinion, and according to common sense, it is quite clear and without proof or hypothesis that the more ads there are, the more is the non-market socialism and therefore, its ideology decreases in the economy.

So, it is only natural that the ideological load of ads should be reduced in proportion to the reduction in the level of ideology.

Quite the same applies to the second hypothesis - over time, Bulgaria gradually (step by step) oriented towards capitalism and communist ideology decreased proportionally.

The third hypothesis is also obvious without proof - a couch with no one on it seems more rational, and a couch with a person stretched out happily on it, expresses the archetype of paradise emotionally.

The fifth hypothesis is also obvious without proof - in the second half of the 20th century in developed and developing societies (where Bulgaria was also) the role of women increased.

Similarly, I can formulate several other "hypotheses", for example that:

1. During the socialist period, Hungary, Czechoslovakia and the GDR proportionally published more ads than Bulgaria.
2. Hungarian and Czechoslovak and GDR ads were better than Bulgarian ones, etc.

These two hypotheses are obvious without proofs - because the economies of these three countries had been more developed than Bulgaria's during the last centuries and their advertising traditions are considerably longer and more successful than Bulgaria's.

The analysis of qualitative parameters of socialist ads

The qualitative analysis of socialist ads (along with the chapter on definitions of socialist advertising and its classifications) is, in my opinion, the most important part of this academic monograph.

This is because the other chapters analyze the scholarly work of other authors, and the chapter about the quantitative parameters of socialist ads and announcements is a chapter of statistics that is quite labor-intensive. However, a first year bachelor trained student can easily do it.

Most of the analyses in the qualitative analysis chapter are brief and apparent retellings of announcements and ads.

A typical example in this respect is the simple analysis of four film announcements in the cropped text from the monograph:

Както и през предходните години, така и през 1972 г. рекламите на филми са идеологизирани, т.е. рекламират се повече идеологически прожекции, отколкото такива, които не са обременени от политическата тематика (фиг. 31а и 31б). Обикновено рекламите са в блок по няколко филма. Използваните изображения са сцени от самия филм. Рекламните заглавия са заменени от имената на филмите като визуално притегателен елемент, освен изображенията. Рекламният текст е описателен и цели да информира. Не се наблюдават характерните за търговските реклами призови за действие.

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Фиг. 31. Реклами на филми, в. „Отечествен фронт“, 1972 г., брой 8474 и 8745

A more in-depth analysis, for example, might be in terms of the font play in some of these ads.

There are some achievements, as the trope-edited fonts express important features of the films with the help of this communicative approach.

The analysis of the cropped below text - a journalistic propaganda article is elementary. At the same time, the analysis is also quite wrong:

През 1958 г. за първи път се поместват и идеологически реклами на страниците на списание „Здраве“. Такава е поместена на втора корица на списанието (фиг. 91). Отново под формата на плакат на цялата втора корица е поместена рекламата на Седмия конгрес на БКП. Както е често, в подобни пропагандни материали може да наблюдаваме усмихнатите строители на социализма, които гледат устремено напред в светлото бъдеще. Мъжът в едър план е закичен с петолъчка, а в ръка държи труд на Ленин. В общ план са представени работещи заводи – знак за напредъка в индустриализацията. Въпреки че е черно-бяла, рекламата носи достатъчно емоционален заряд, който е пренесен към статията на последващата страница. Тя започва с типичен за времето социалистически лозунг: „Под ръководството на Партията. Напред към нови успехи!“

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Фиг. 91. Идеологическа реклама, 1958, списание „Здраве“, брой 6

What Nikola Vangelov defines as an ideological advertisement is a standard political journalistic article with an illustration.

By this logic, we can define the vast majority of journalistic articles in the socialist press as ads.

There is a significant difference between a journalistic article and an advertisement. The difference is so obvious that I do not teach these things at all.

The reason is that I am sure a first-year bachelor student without any training can understand what is print advertising and what is a print journalistic article.

With such an interpretation, we might as well take the work of our colleagues-lecturers from the two departments of journalism in the Faculty and rename it as Faculty of Marketing Communications.

Important Bulgarian painters (artists) in marketing communications

during socialism

Two impressive (exceptional) phenomena about Bulgarian socialist advertising have not been analysed at all.

Almost all of the studied ads are of poor content and formal quality in terms of normal European and world standards. There is nothing wrong in this - such was the time and the planned socialist economy that was by no means based on economic competition, but on command methods.

The socialist planned economy was characterised by constant deficits and this did not stimulate the development of advertising.

That is why the analyzed ads are not good in terms of professionalism and creativity compared to their Western counterparts.

At the same time, in spite of the socialist regime in Bulgaria, there were artists who created excellent marketing communications during this time.

Such is Stefan Kanchev – world famous author of trademarks.

Trademarks were an important part of print announcements and ads - even in socialist time.

That is why the trademarks, and especially Stefan Kanchev's trademarks, should be analyzed in a study dedicated to Bulgarian print advertising.

His trademarks should and must be taught to students in advertising departments.

The artists of theatrical posters during socialism - Assen Stareishensky, Bozhidar Ionov, Vasil Dokev, Ognyan Funev, Ralitsa Stanoeva and others - are also internationally recognized as among the best in Europe.

These posters are also marketing communications' achievements. The obvious reason for this is that the theatre play is a specific type of good - service in the cultural market.

During the first discussion of the monograph, both I and some other participants advised Nikola Vangelov quite good-naturedly to include Stefan Kanchev's trademarks and some of the theatre posters from socialist times in his habilitation thesis.

If I have to make the comparison - Stefan Kanchev, Assen Stareishensky, Bozhidar Ionov, Vasil Dokev, Ognyan Funev, Ralitsa Stanoeva and some other painters are what Dimitar Dimov, Dimitar Talev and Valery Petrov were in Bulgarian literature during socialist period.

I cannot imagine a habilitation thesis on Bulgarian socialist literature (claiming to be comprehensive), that does not analyse to some extent the work of these three Bulgarian authors.

Habilitation is essentially about teaching. Nikola Vangelov's habilitation thesis should prove, above all, his competence as a university lecturer on socialist advertising - as an important part of his discipline "History of Bulgarian Advertising".

It was these artists, who formed the highest achievements of Bulgarian socialist advertising. If students do not study them, it will definitely harm their

knowledge of our socialist advertising.

The analysis of images of women in socialist advertising

It is more than obvious that during socialism the role of women in society increased significantly.

However, I did not find in the thesis any particular evidence to support the hypothesis that most depictions of women in ads prove the change of their roles in society.

В допълнение формулирам и следните хипотези:

- Хипотеза 1: колкото повече нараства броят на рекламите в отделните периоди и издания, толкова повече тяхната идеологическа насоченост намалява;
- Хипотеза 2: рекламите с идеологическа насоченост намаляват през годините в анализирания периодични издания;
- Хипотеза 3: съществува правопрпорционална връзка между броя на използваните емоционални апели и броя на използваните персонажи в изображенията.
- Хипотеза 4: съществува правопрпорционална връзка между броя на убеждаващите реклами и броя на рекламите с емоционални апели.
- Хипотеза 5: през годините нараства употребата на женски персонажи в рекламата, като това може да бъде тълкувано като промяна на нейната роля в българското общество.

It is not the majority of female characters in ads that prove the alteration of women's roles in Bulgarian society, but the significant female social roles that are demonstrated in print ads.

To support his hypothesis Nikola Vangelov had to analyze the images of women in terms of their significant social roles - occupying important social positions, for example, managers, doctors, teachers, women dominating in the family, etc.

In the monograph I saw only one such ad of Narmag from 1952. In it, the woman is almost 3 times bigger than the man.

Apart from it, Nikola Vangelov used two other ads with women who were still in some, though not very high, social position. The first one was with a typist and the second one was an ad for Neftochim, in which a woman took care of her car's oil herself.

In the other ads analysed, women are mostly housewives, women showing off dresses, etc.

There is also an eroticised, half-dressed pretty girl with a glass of beer, pretty girls in front of cars and on motorbikes.

Especially bad impression in this respect makes the ad of beer Vitosha. In it, the woman is shown in an abnormally low position relative to the man, and on the left (bad, weak) side of the image. The good thing is that this has been analysed in some degree by Nikola Vangelov.

These interpretations only actualize patriarchal and erotic ad appeals and are the typical result of patriarchal psychological and social codes.

Because of all this, Nikola Vangelov's conclusions about the growing role of women based on Bulgarian socialist ads do not correspond to what we see in the ads of this time.

Анализът на рекламите във вестник „Отечествен фронт“ и вестник „Вечерни новини“ показва увеличение на броя реклами, които използват женски персонажи, като и за четирите периода те са преобладаващи, само с изключение на първия период във вестник „Отечествен фронт“. Това може да е показателно за променящата се роля на жената в българското общество, като така тя постепенно става равнопоставена на мъжете.

The increase in the use of female characters in advertising (Nikola Vangelov's fifth hypothesis) can not be interpreted as a change in the role of women in Bulgarian society:

Доказва се и петата ми хипотеза, че през годините нараства употребата на женски персонажи в рекламата, като това може да бъде тълкувано като промяна на ролята на жената в българското общество.

The changing social roles of women in Bulgarian society can be supported by the verbal and iconic interpretations of socially significant women. However, such interpretations in relation to the advertisements are missing in the monograph.

For these reasons, in my opinion, the fifth hypothesis is not proven at all.

The tables, which summarise the different variables of the ads

If I have counted correctly, Nikola Vangelov has summarized in 11 tables thousands of ads and announcements.

Nowhere in the materials for this procedure I did not find these eleven appendices for the 11 tables.

I apologize in advance if I failed to find these appendices in the materials, sent for the review.

I looked through all the materials three times, but somehow I could not find them.

Below is one of the tables from the monograph:

Таблица 2.4. Количествени параметри на рекламната комуникация във вестник „Вечерни новини“ за период 4

	Брой реклами за г.	Размер Г/С/М	Място на Р Главна/ Вътр./ Последна	Вид на рекламата Търг./ Адм./М. об./Advertorial	Рекламата е за	Рекламата цели да	Апели Рац./ Ем.	Изобр. Рис./ Сним.	Персон. М/Ж/Д
П 4	47 112	Г- (7702) 16% С- (4893) 11% М- (34 517) 73%	2, 5 + при- турка (П,С,П, С,Н)	Търг. – (5179) 11% Адм. – (11748) 25% М. об. – (30185) 64% Advertorial – 0 От всички реклами (485) 3% са идеологизирани	Стоки – (34 732) 74 % Услуги – (12 380) 26%	Информира- (38317) 81% Убеди- (8795) 19%	Рац – (39113) 83% Ем – (7999) 17%	Изоб – (8492) 18% Персон (4671) 55%	М- (1746) 37% Ж- (2086) 45% Д- (839) 18%

If I must do this statistic in the most accurate way, I will photograph all of these 47 112 ads and I will describe each one by the parameters of the table - respectively:

- Size - large, medium, small;
- Place of the ad - on the main page, inside, on the last page (cover);
- Type of ad - trade, administrative, advertorial, etc;
- Ads for goods, for services;
- Advertising aims to inform, to persuade;
- Appeals used - rational, emotional;
- Images, drawings, photos
- Characters - men, women, children

I hope that Nikola Vangelov made the statistics in this way.

I will be very grateful if he will present this data about the eleven tables.

I do not want this data in print format in any case. The reason is that this is huge (enormous) information, and it is quite possible that it could set fire to

the computer and printer used.

It will be enough if he provided them on an external hard drive or if he uploaded them to some cloud (metonymically speaking).

The captions under the announcements and ads in the monograph

Many images of announcements and ads are used in the monograph. However, all of them in the monograph are labelled as ads. There is nothing wrong for a person who is not a specialist in marketing communications to use the term 'advertisement' in order to express the concept "announcement". However, for a PhD Chief assistant professor in advertising theory, this is unacceptable.

It is important to note that some of the marketing communications of the socialist period were hybrid - transitions between announcements and ads.

This also has not been analyzed anywhere in the study. Defining and studying this phenomenon is a scientific contribution.

The photos announcements and ads and the overwhelming job of finding the ads

I was impressed by the fact that Nikola Vangelov had obviously paid a lot of money for the good quality photos of the ads, he used in monograph.

The problem, however, is that the photographer (unfortunately) sold him amateur photos of ads taken with a mobile phone.

Taking professional photographs of ads means that the newspaper and magazine are placed on a special tabletop and are pressed on top with glass. A camera with professional optics for close-up photography is fixed on a holder above the counter, where the newspaper or magazine is.

The vast majority of the photographs in the monograph are quite distorted, folded and irregularly shaped. This is the typical result of amateur mobile phone photography without any special equipment.

I was also very impressed by the fact that Nikola Vangelov specifically wrote about the long time he spent in libraries - to find all those numerous announcements and ads.

Some not-so-ethical professors usually send students to photograph relevant press material for them - e.g. images, articles, etc.

However, in this case Nikola Vangelov has collected all the vast material himself. That is why, at the first opportunity, I will praise him to the students to whom he teaches or has taught "History of Bulgarian Advertising".

The final assessment

Main contributions to the scientific, applied and teaching activities of the candidate

Below, Nikola Vangelov has defined his three contributions in relation to the monograph with which he applied for this procedure.

The first contribution

"1. Proposed an authorial definition of socialist print advertising in Bulgaria, based on a critical analysis of existing definitions of the period: 'Printed information about goods or services, as well as about their characteristics, for the purpose of informing or influencing consumers by an established advertiser, which may also contain party ideology' (Vangelov, 2024, pp. 41-42)."

In any case, I cannot accept this definition as a contribution. I have already critically argued this view in details.

The second contribution

"2. On the basis of a critical analysis of existing classifications from the period of socialism in Bulgaria, an authorial classification of socialist print advertising is proposed according to the following criteria: according to the appeals used, according to the form of the advertisement, according to the images used, according to the type of advertisement, according to the object, according to the purpose, according to the size of the advertisement, according to the positioning (Vangelov, 2024, pp. 47-48)."

In any case, I cannot accept this classification as a contribution. I have formulated several critical remarks regarding this classification - above in my review.

The third contribution

"3. The paper traces the historical development of print advertising in Bulgaria during socialism. Through the author's sociological empirical research, which includes a quantitative and qualitative analysis of over 7,000 newspapers and magazines and almost 30 000 advertisements, the specific characteristics of print advertising during the periods defined by the analysis are derived."

The quantitative analysis in terms of volume claimed is very impressive.

The small detail is that I did not find the appendices for the eleven tables in the materials for the contest.

Without an in-depth analysis of the information in the appendices, on which these tables are based, nothing (positive or negative) can be said about their quality.

With regard to the qualitative analysis, I have several critical remarks, which I have formulated and argued in detail above, namely:

- The most important scientific book on socialist advertising in Bulgaria is not cited and analyzed;
- There are six scholarly books in English in the bibliography, which I could not find in the main text of the monograph. (I hope I am wrong about this.);

- Qualitative analysis of ads is reduced to their simple retelling.;
- A typical journalistic article is defined as a political ad.;
- The most significant trademarks and theatrical posters from socialism have not been analyzed at all, despite of the fact that they are at the European and world level;
- Nikola Vangelov argues that, based on the analysis of socialist ads, his hypothesis about the growing role of women in society is confirmed. However, in the ads analysed, this is not at all apparent.

In addition, Nikola Vangelov has defined another eight contributions.

These contributions are in his other scientific monographs and scientific articles, which have not gone through the initial discussion in the Department.

For this reason, the jury should not analyze them, since these currently unproven contributions do not apply to this competition at all.

I have participated in procedures for associate professor and professor. In the documents for these two competitions, I defined my contributions only based on the monographs with which I participated in the competitions - despite the fact that I had also published other scientific articles and academic books.

Formulating (justifying) a new scientific field or a new scientific problem

A new scientific field has been formulated and research has been conducted regarding socialist advertising. Unfortunately, however, the (delicately and inoffensively rephrased) analysis is not quite (enough) good.

Formulation (substantiation) of a new theory (thesis, hypothesis)

There is not a new theory in monograph.

Several hypotheses have been articulated - some of them at an elementary level.

Proving by new means essential aspects of already existing theories, hypotheses, etc.

Proposing new interpretations, definitions, etc. of an actual and already analyzed object of scientific research

A new definition of socialist advertising is proposed, however I formulated some critical remarks, regarding its quality.

Creation of new classifications, methods, technologies, etc.

A classification has been proposed, however, it is by no means new, and it is not with good quality.

Obtaining and proving new facts

There is a lot of new factual information, however, it cannot be accepted because all the appendices are missing.

Significance of contributions for science and practice

In my opinion, there are no particular scientific contributions in this monograph.

Social impact realised (scientific, applied, educational)

There will be no particular social impact, as the monograph does not meet the standards of relevant scientific research.

The extent to which contributions are made by the candidate.

As I have already written, in my opinion there are no particular contributions by the author.

Motivated remarks, accompanied by an assessment of their impact on the quality of the scientific (applied) output presented.

From my point of view, the research should be conducted again and in a different way - based on my remarks. Of course, this is my point of view and Nikola Vangelov may or may not agree with this opinion.

Conclusion

Because of all the numerous arguments, I have formulated in this relatively long review, I will vote negatively on this procedure.

Date 19.10.2024

Reviewer:



Professor Christo Kaftandjiev, Ph.D., Doctor Habilis