



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, issue 55, p.23, June, 28.2024

Reviewer: Prof. Yanica Petkova Dimitrova, PhD, Public Communication Department, University of Library Studies and Information Technologies

Candidate (s): Senior Assistant Nikola Ljubomirov Vangelov, PhD

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

Doctor Nikola Vangelov participated in the competition for the academic position of "Associate Professor" with a scientific production, which included a habilitation work /monograph/; two published monographs that are not essential for the habilitation procedure; one book published based on a dissertation work; one article visible in SCOPUS; ten articles published in non-refereed peer-reviewed journals; one study visible in SCOPUS; two studies in non-refereed peer-reviewed journals and one chapter in a collective monograph.

Dr. Nikola Vangelov's publications contain contributing points necessary for awarding the academic position of "associate professor." In his monographic work "Print Advertising during the Period of Socialism in Bulgaria (1944-1989)—Theoretical Aspects and Historical Development," Dr Vangelov formulated a definition of print advertising based on a detailed analysis of existing definitions from the period under consideration. The definition covers the essence of print advertising, its role and importance, and the influence it exerts in the context of time. In the same monographic work, Dr Vangelov offers his classification of socialist print advertising, which is based on criteria such as the advertising appeals used, the form of the advertisement, the images presented, the type of advertisement, the object, the purpose, the size of the ad, and not on last place - the positioning.

In his monograph "Advertising campaigns on Facebook and Instagram" /2021/, doctor Vangelov also defines the concept of "advertising campaign" based on a thorough analysis of existing definitions in the research literature. He formulated his addition to the existing definition of modern advertising /Advertising in search of a definition. A critical review. Communication and Media of the 21st Century: Educational and Professional Challenges, 2023/.

Another decisive contribution of the author is the empirical sociological study of more than 7,000 printed publications/newspapers and magazines / and about 30,000 advertisements, based on which he deduced the specific characteristics of print advertising during the periods determined by the analysis / Vangelov, 2024 / . Nikola Vangelov, in various of his works, also presents the results of his empirical sociological research, the main result of which is highlighting the role of digital marketing channels, especially in the field of tourism, in increasing the overall effectiveness of marketing communications Significant contributing moments that can be highlighted in the scientific production of the candidate in the



competition - Dr Nikola Vangelov - are related to increasing the effectiveness of digital advertising and the specifics of advertising in the online environment. A classification of the so-called influencers, their role and importance for the relationship between target audiences and the influence of advertising communication.

Dr. Vangelov's active participation in the development and implementation of scientific research projects is evident. As the scientific supervisor of over ninety successfully defended diploma theses, he has made a significant impact on the field. His serious participation in various national and international scientific forums further underscores his influence and recognition. His publications, which have been cited over 20 times, resonate strongly within the scientific community.

Dr Vangelov's contributions can be reduced to their applicability when used by communication specialists with expertise in integrated marketing communications - on the one hand, and the other hand - they emphasize the benefit of applying interdisciplinary approaches in the study of issues from the domain of advertising in diverse contexts. Last but not least, Dr. Vangelov also has practical severe experience in advertising, which helps him overcome potential discrepancies between science and business needs.

II. Notes and recommendations

I have no specific remarks regarding Dr. Nikola Vangelov's scientific output. However, I would like to recommend that he present the results of his research activities at national and international scientific forums more seriously.

III. Conclusion

Everything stated in this opinion gives me a reason to believe that the candidate, Dr Nikola Vangelov, meets the conditions and requirements of the Law on the development of the academic staff in Bulgaria and the Rules of its implementation of SU «St. Kliment Ohridski" to occupy the academic position "Associate Professor" in professional direction 3.5. Public Communications and Information Sciences ("Theory and History of Advertising"). All the necessary conditions are available for me to make a positive conclusion about his choice with complete conviction. Therefore, I vote to award the academic position "Associate Professor" to Dr. Nikola Lyubomirov Vangelov for the needs of the Department of "Communication, Public Relations and Advertising", Faculty of Journalism and Mass Communications, SU "St. Kliment Ohridski".

Jury member: Prof. Yanica Dimitrova, PhD

Date: October.07. 2024