



STATEMENT

on the works and documents submitted 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 State Gazette, No. 55 / 28 June 2024.

Statement prepared by: Assoc. Prof. Dr. Alexander Traikov Hristov, FJMC

Candidate: Nikola Lyubomirov Vangelov

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

The documents received in the competition allow us to say clearly that Chief Assistant Professor Dr. Nikola Vangelov, meets the requirements for the academic position of Associate Professor. This is done in an appropriate manner and is valid both in terms of formal quantitative indicators and in terms of content.

Research and scientific activity

The candidate's research and scientific activities make it possible to clearly state that there is a serious interest in the field of communications and especially (in fact, mostly) in the field of advertising. The texts apparently have the potential to contribute significantly to the development of communication practices, which makes them valuable enough.

Regarding the presented materials and publications, two things make a significant impression. First of all, there is an extremely strong degree of consistency in the topics covered – advertising, the history of advertising and digital communications – which creates the prerequisites for achieving the necessary depth of analysis and reasoning. In fact, in a significant part of the publications - at the level of individual publications – this has been achieved. Considering the background of other specialists who work on a relatively wide range of topics, Dr. Vangelov's scientific output is directed in a clearly formulated direction, and this is a factor for a high degree of specialization, something that modern researchers critically need.

Secondly, within the framework of this consistency, a prominent attention to relatively poorly developed and at the same time curious topics in communication sciences can be observed – advertising in the metaverse (which seems to be in decline lately), emojis in marketing communications, implementation of online advertising campaigns. These topics are developed with the necessary precision and objectivity, the problems are analysed in depth, which creates prerequisites for achieving positive effects.

It is important to pay particular attention to the main monograph presented. Its topic, related to print advertising during the period of socialism in Bulgaria, sheds additional light on this communication



activity in the specified period, the study of which is important for understanding the development and perhaps some phenomena that still exist today. The thesis outlined is interesting – that advertising in our country, despite perhaps its weaker distribution, is not inferior to Western one considering content characteristics - here, as a direction for further development, attention can also be paid to the relationship between this and product variety. In any case, the monograph impresses both with the expressed positions and with the richness of the empirical material, which in turn contributes to achieving more objectivity.

A personal position – the other two monographs presented, related to the author's second direction of scientific research, are to some extent more useful for practice and more promising. On the topic of advertising campaigns in social networks, for example, the predominant texts are practically oriented, and a serious consideration, such as that made by Dr. Vangelov, carries a serious charge for strategic development in this area.

The indicated positives contribute to the development of the field of advertising, which benefits not only the university and students, but also the entire professional community. The citations of Dr. Vangelov's publications are also at the required level.

Teaching activity

Observations on the overall teaching activity of the candidate contribute to the formation of a better idea of his potential. On the one hand, the presented documents show that Dr. Vangelov works extremely actively in this direction. On the other hand, an academic internship is complemented and strengthened by valuable practical experience, which is always of serious benefit to students – not only in terms of knowledge and skills, but also as an opportunity to choose a certain profession and to be convinced of this choice.

As far as I have impressions, the informal feedback from students of Dr. Vangelov's work is extremely positive, which cannot but be due to his training, skills and professionalism.

Activities in favour of society and profession

It is clear from the presented documentation that over the years the candidate has engaged in various socially significant projects and in some way contributes to the development of the communication profession and the development of young talents. These are activities that complete the candidate's profile as a responsible researcher.

II. Notes and recommendations

Dr. Vangelov's scientific output is extremely rich. As mentioned, it is extremely well centred, which is a prerequisite for achieving a certain depth. Given the perspective of the topics in science and practice, however, I could make only one recommendation, and it is related to the need to focus and deepen research in the field of digital advertising, which cannot but be at the expense of the topics with a backward glance.

Conceptualizing these issues and arranging them academically will not only empower students, but also enrich communication practice with useful resources to contribute to elevating online



advertising to a higher strategic level. Moreover, it would contribute to the enrichment of the educational process, and we know that the digital skills of modern students are at a very high level - and they need to be sorted and "subordinated" to marketing and communication expediency.

III. Conclusion

In conclusion, and based on the submitted documents, the quality and content of the candidate's scientific output, and, finally, her teaching experience and achievements, which it is also essential to consider, I recommend to the esteemed academic jury that the position of Associate Professor in professional field 3.5. Public Communications and Information Sciences (Theory and history of advertising) be filled by Chief Assistant Professor Dr. Nikola Lyubomirov Vangelov.

Date: 16.10.2024

Jury Member:

Assoc. Prof. Dr. Alexander Hristov