



REVIEW

by Prof. Dr. Teodora Petrova, FJMC-SU, professor in professional direction 3.5. "Public Communications and Information Sciences"

of NIHAL FEMHIEVA UZERGAN

on the topic MEDIA AND COMMUNICATION PARADIGM OF TURKISH CIVILIZATION
DISCOURSE (LEADERSHIP COMMUNICATION STRATEGIES)

of a doctoral dissertation for the acquisition of the educational and scientific degree "doctor", 3.5. "Public Communications and Information Sciences" (Media and Communications - International Communication).

Research supervisor: Prof. Dr. Simeon Vasilev

Data on the PhD student

The doctoral student studied as a freelance doctoral student at the Faculty of Journalism and Mass Communication of Sofia University "St. Kliment Ohridski" department of CAP. "He has a master's degree in Journalism and works at Faculty of classical and new philology. She passed the necessary exams provided for in her individual plan. Presented authored publications and an abstract that meets the requirements. The text of the dissertation is ready for public discussion=

Relevance and significance of the dissertation work.

The relevance of this text, which deals with the leadership communication strategies of Turkish political leaders and especially the speeches of Recep Erdogan, is undoubtedly relevant. I find the research approach appropriate in the analysis of the leadership communication strategies of Turkish politicians, the analysis of the communication strategies and sought-after suggestions through the use of language and verbal expressions, through which, as the author writes, political leaders, and in particular Erdogan, create "verbal expression of thought, process of text creation and understanding about the phenomenon of "civilization".



I find the analysis of political communication through political speaking, the analysis of political and social narrative smoothed by through the Civilizational Discourse (CD) in Turkey to be a good choice of researcher.

Already in the title, the author uses two terms "discourse" and "media communication paradigm". The issue of the Civilizational Choice is an important part of Turkey's domestic and foreign policy, in our country, in other countries, so its consideration is always relevant and, as the author emphasizes, is significant in "the dynamics of public opinion in the country, and the dramatic polarization of Turkish society." ", as well as in the "division of media and leading columnists into "pro" and "anti", regarding the "leadership civilizational discourse of the "old" and "new" Turkey", argues she is the subject.

Important, in my opinion, is the clarification made by the author that "in the present work we consider the civilizational discourse as a metadiscourse (global and dominant discourse), which is constructed through language and is realized in communication by means of the media and communication paradigm, and this discourse is realized through numerous ways, but also with the help of leadership communication strategies." are proven in the text of the dissertation. I believe that this is exactly what the contributions of this text are.

Bulgarian and foreign authors are cited in the text. Bulgarian and foreign authors whose publications are related to the development of the history and politics of Turkey are cited in the text. The Dissertation's Use of Turkish Language Sources and the Semantic Analysis She Makes The depth of the policy analysis dissertation text is the use of Turkish language sources. I must point out that, in my opinion, a contribution to this text is the semantic analysis that the doctoral student does.

Structure and content

The research fulfills the formal requirements for a dissertation for obtaining the educational and scientific degree "PhD". The main part of the text is the empirical part of the research, namely a semantic in-depth analysis of President Erdoğan's speeches. The dissertation, as I said, covers the formal required for this kind of research. The research has described boundaries and clearly defined markers, selected and included in the qualitative research speeches are defining for the politics of Turkey and they are part of the political and communication strategy of President Erdoğan, of communicating a "common civilizational discourse" in the speeches of politicians like Erdoğan and Davutoglu. 186 bibliographical sources are cited, of which 102 are in Cyrillic and 84 in Latin. 21



digital resources were also used for the purposes of the empirical study. Included are 5 tables, 10 figures and 4 appendices. The dissertation has a total volume of 274 pages.

The structure of the study follows the internal logic of the text, and the chapters represent thematically separated parts of the work, outlining the highlights of the study. The first chapter is dedicated to the phenomenon of "civilization", a historical overview of the views of Islamic, Ottoman and Turkish thinkers on the concept of "civilization", the civilizational views of Abu Nasr al-Farabi, Ibn Khaldun on the history of civilizations, the Turkish civilizational discourse as a scientific construct, etymology and lexical meaning of the Turkish word "medeniyet" - "medeniyet", and last but not least the division of civilization into "East and West". I will emphasize that these connections of Eastern thinkers are still the basis of policies and social and cultural development of large countries such as Turkey and Kazakhstan, which have gone through different historical development, of the countries of East Asia. Contribution and basis of this research, in my opinion, is precisely the analysis of the genesis of the Turkish civilizational discourse from the establishment of the Republic of Turkey by Mustafa Kemal Atatürk to the rule of Recep Tayyip Erdogan - the "muhasır medeniyetler" discourse.

The second chapter is devoted to the genesis and characteristics of the Turkish civilizational discourse. In the last third chapter of the development, the results of a qualitative empirical study are presented. The civilizational discourse in the language/speeches of the Turkish President Recep Tayyip Erdogan, research of the "heart borders", the civilization code and the idea of the cultural identity of "New Turkey" in the strategic political communication of building the idea of a common spiritual space / through the concept of "heart geography" / in Turkish politics. In the third chapter is the empirical study of the Turkish civilizational discourse on Turkey's policy-making speeches of Recep Tayyip Erdogan.

I have to point out another merit for the overall perception of the dissertation work is the professional language in which the dissertation was written, and the correctly set research tasks and the methodology chosen and described by the doctoral student allow the research to be successfully carried out and the results to be summarized. I accept the conclusions and findings, identified and structured by the author at the end of the text. In the Introduction of the presented work, in accordance with the requirements for a similar type of text, a description of the structure of the text is made, the rationale for the choice of topic, objectives are included

and research objectives. I accept the main contributions thus noted in the dissertation research, which register the achievements of this work. I emphasize the practical-applied contributions of the



dissertation, the relevance and significance of the research that can be used by experts, communicators, political scientists and politicians, researchers of Turkey, of Bulgarian-Turkish relations. I think that in the whole text we can see leadership communication strategies of the Turkish political leaders and especially the speeches of Recep Erdogan. Since this is a public defense, I would ask one question of the dissertation - "To give a forecast for the future development of Turkey and Bulgarian-Turkish relations in the changing global environment".

Conclusion

The dissertation work presented by NIHAL UZERGAN, both in terms of form, content and goal-setting of the research, meets the requirements of Law of Academic growth and the Regulations of the SU for obtaining the educational and scientific degree "Doctor" in professional direction 3.5. "Public Communications and Information Sciences". The theoretical and practical-applied conclusions made in the development are the result of the research and have their significance and applicability. Highlighting the achievements of this text, I strongly recommend to the respected scientific jury to award the educational and scientific degree "doctor" to NIHAL USERGAN in professional direction 3.5. Public Communications and Information Sciences (Media and Communications - International Communication). Therefore, I suggest to the members of the ScJ to make a positive decision, and I myself will vote positively for this.

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Prof. Dr. Teodora Petrova