

OPINION

by prof. dr. Mumun Tahirov (ULSIT)

on the dissertation by Nihal Yuzergan entitled: Media and Communication Paradigm of the Turkish Civilization Discourse (Leadership Communication Strategies) for obtaining the educational and scientific degree “Doctor” in professional field 3.5 “Public Communications and Information Sciences” (Media and Communications – International Communication)

Creativity is a human, socially significant, and conscious activity that transforms the present and shapes a new reality that did not previously exist, using specific forms and means. It is an attribute of human labor, an ontological quality; a constructive activity for creating something new, a productive imagination combined with a critical attitude towards the achieved results. However, for something to be considered creative, it is not enough to be new; it must have value or be appropriate for the cognitive requirements of the specific situation.

In this context, the dissertation by doctoral candidate Nihal Yuzergan represents an original, innovative, and creatively completed study on a theoretically and practically significant problem, namely the media and communication paradigm of Turkish civilizational discourse. The dissertation contains numerous contributory elements that can be considered original discoveries and should be evaluated as a serious contribution by the author to the philosophical analysis of civilizational discourse and historical transitions.

Evaluation of the Dissertation Qualities

The relevance of the topic proposed by Nihal Yuzergan is beyond question, particularly in today’s turbulent and transitional, and in many ways even unpredictable, socio-historical period. The research is characterized by consistency, clear structure, and well-founded conclusions. The work has been conducted at the required theoretical and methodological level. The dissertation titled “Media and Communication Paradigm of Turkish Civilization Discourse (Leadership Communication Strategies)” is structured into an introduction, three chapters, a conclusion, main contributions of the research, bibliography, sources of internet examples, articles by the author related to the dissertation, list of abbreviations, list of tables and figures, appendices, and a declaration of originality of results and contributions. A total of 186 bibliographic sources are cited, 102 in Cyrillic and 84 in Latin script. Additionally, 21 digital resources were used for the purposes of empirical research. The dissertation includes 5 tables, 10 figures, and 4 appendices, with a total length of 274 pages.

The doctoral candidate has accurately formulated the relevance, significance, object, subject, goal, and tasks of the study and effectively motivated her research tasks, solving each one and achieving the intended goal. She is familiar with and critically analyzes the primary literature sources. The dissertation is written clearly, concisely, and competently—the language and style are characterized by coherence, structure, and scientific rigor. In this sense, it can be definitively stated that the dissertation is a well-crafted scientific text. There is congruence between the defined scientific problem, whose clear definition is of utmost importance, and the content of the work, which provides completeness and substantiation to the author’s concept.

A central place in this study is given to the efforts of the leadership in the Republic of Turkey to formulate conceptual changes and understand the civilizational leaps of the ruling political elite of modern times. The author sees confirmation of this conclusion in the shift of philosophical generalizations as an expression of the political maturity of the leading ideological vision of public thought.

Specifically, the author associates this conceptual leap with the speeches of the president and main ideologue of the ruling Justice and Development Party in Turkiye. As confirmation of this philosophical generalization, the author examines the actions of Recep Tayyip Erdogan and his entourage. The reader discovers the highest manifestation of this in the emergence of the concept of ‘strategic depth,’ which found its theoretical synthesis in Ahmet Davutoglu’s book on the subject. Nihal Yuzergan examines these real processes, focusing on the main transitions in the civilizational identity of modern Turkey. Particularly valuable are the conclusions in the analysis of the qualitative characteristics of the transitions in the civilizational identity of Turkish society, from the “Ottoman civilizational discourse,” through the ideas of the Kemalist revolution, to “strategic depth” as an expression of the modern civilizational paradigm.

The examination of discourses is not an end in itself, nor is it merely a list of positions, but rather a commentary on existing views from the theoretical perspective adopted by the author. The doctoral candidate is familiar with and critically analyzes the primary literature sources. There is congruence between the formulated scientific problem and the content of the work, which lends completeness and substantiation to the author's concept. The dissertation is written clearly, concisely, and competently—the language and style of presentation are characterized by coherence, structure, and scientific rigor.

Comments and Recommendations

I accept the contributions outlined by the author of the research. I do not find it necessary to list them one by one—they are included in the dissertation and the abstract. No plagiarism has been detected. The doctoral candidate's publications are consistent with the dissertation topic.

Conclusion

The scientific, theoretical, and practical significance of this dissertation is determined primarily by the innovative nature of the problem's formulation and solution. This dissertation is an interesting scientific study in terms of its novelty, theoretical and practical significance, and level of research. The main objective of the study, as well as the three types of tasks (scientific, scientific-applied, and applied) set out at the beginning, have been accomplished.

Thus developed, the dissertation on “Media and Communication Paradigm of Turkish Civilization Discourse (Leadership Communication Strategies)” meets the requirements of the Rules for the Conditions and Procedure for the Acquisition of Scientific Degrees and Holding of Academic Positions at Sofia University “St. Kliment Ohridski” for the approval and dissemination of research results.

Nihal Yuzergan undoubtedly deserves to be awarded the educational and scientific degree “Doctor” in professional field 3.5 “Public Communications and Information Sciences” (Media and Communications – International Communication), for which I will vote positively and encourage the esteemed members of the scientific jury to do the same.

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