

OPINION

by Prof. D.Sc. Hristo Parvanov

On the acquisition of the educational and scientific degree "Doctor" in the professional field 3.5. Public Communications and Information Sciences with a dissertation on the topic: "Dynamics and Problems of Sectoral PR in Unconventional Energy," presented by Maria Todorova Krasteva, doctoral student in the Department of Media and Communications – Business Communication at the Faculty of Journalism and Mass Communication, Sofia University "St. Kliment Ohridski," under the supervision of Prof. D.Sc. Lyubomir Stoykov.

1. Evaluation of the Dissertation Text's Quality

The presented dissertation is undoubtedly relevant, as every large-scale project for the development of unconventional energy projects (RES) triggers protests from local residents. On the other hand, in Bulgaria, with few exceptions, there are no established energy communities at the local level, characteristic of the EU, which are a real alternative. In this regard, there is a significant need for public awareness campaigns since, in our country, legislation fully aligned with European standards is already in place, but civic initiative is lacking.

In her research, the doctoral candidate has applied a logical approach, where each content component builds on previous studies and analyses, thus substantiating the thesis of the dissertation and clearly defining the research's goals, subject, object, and tasks.

Regarding the study's innovativeness, the appropriate use of a systemic approach can be highlighted. This justifies the logical conclusion that all components of modern PR in unconventional energy projects should be considered in their interrelation and interaction. The clear concept presented is that the quality of a given activity depends both on the quality of individual components and on the quality of the connections and interactions between them.

The dissertation proposes several innovative methods and technologies for PR structures, employing a program-targeted approach for research and analysis. In other words, a specific goal is defined, and the corresponding program for achieving that goal is presented.

Empirical data has been collected, processed, and analyzed accurately, based on reliable sources. In this regard, I believe it is necessary to clarify the inaccuracies in PR specialists' work when presenting the "Green Deal," which faced significant criticism due, in my opinion, to omissions in informing the EU public. Many facts were presented out of context regarding

changing global conditions, including the war in Ukraine, the cessation of Russian gas supplies to the EU, and others.

The doctoral candidate's bibliographic knowledge is of a high standard, the language is clear and well-argued, and I have not identified deviations from punctuation norms. There is practical consistency between the abstract and the dissertation text.

2. Contributions of the Dissertation Research

The dissertation provides a clear vision for PR specialists' activities on a national scale, practically developing a concept for their work not only within unconventional energy systems but also for the sector as a whole. An important contribution of the work is the author's vision of the effectiveness of PR structures' actions. The author argues that this effectiveness should not be lower than the overall efficiency of the energy sector, which, in turn, would provide the necessary independence of PR structures.

3. Notes and Recommendations

As a recommendation, I suggest that PR structures in the energy sector work more diligently on uncovering and preventing potential speculations regarding energy prices for household consumers upon the imminent liberalization of the market.

Additionally, I recommend developing an informational program regarding the operation of the "Chaira" Pumped Storage Hydropower Plant, a unique facility and the largest water battery in Europe. Completing its repair could be funded through grants from the EU under the "Green Deal." It could also be clarified whether PR activities can be financed through this avenue.

4. Publications and Participation in Scientific Forums

I express a categorical opinion that all requirements of the Rules for the Acquisition of the Scientific Degree "Doctor" at Sofia University "St. Kliment Ohridski" have been met, including the dissemination of research results under Article 5, item 5, and the national requirements under Article 63, paragraph 1, item 4, and Article 69, paragraph 3 have been fulfilled.

5. Conclusion

I believe that Maria Todorova Krasteva fully deserves to be awarded the educational and scientific degree "Doctor" for her dissertation "Dynamics and Problems of Sectoral PR in Unconventional Energy" in the professional field 3.5. Public Communications and Information Sciences.

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Prof. D.Sc. Hristo Parvanov