

**At the att. of the Chair of  
The scientific jury for the competition for  
holding the academic position of "Associate Professor" in  
3.5. Public communications and information sciences  
(Journalism, public relations - strategic public relations and planned events)  
for the needs of the Burgas Free University,  
published in SG, no. 25 of March 29, 2021**

**SCIENTIFIC REVIEW  
From Prof. Milen Ivanov Baltov, PhD**

Pursuant to Order UMO-135 of 26.05.2021 of the Rector of the Burgas Free University and the decision of the Scientific Jury at its first meeting, as well as on the basis of the Law for development of the academic staff of the Republic of Bulgaria, the Regulations for implementation of ZRASRB and the Regulations for Burgas Free University, I present the present review, prepared based on a study of the academic activity and the publications and documents attached to the competition of Chief Assistant Dr. Milen Nikolaev Filipov - the only candidate for the academic position of "Associate Professor" in Public Communications and Information Sciences (Journalism, Public Relations - Strategic public relations and planned events) "at Burgas Free University.

**Brief information about the candidate**

Chief Assistant Dr. Milen Nikolaev Filipov is a lecturer at Burgas Free University for a period of 14 years. Since 2016, Milen Filipov has been Chief Assistant. Dr. at the Burgas Free University, and since 2017 he is Chief Assistant. and lecturer at KIMPE University in Kazakhstan.

Chief Assistant Dr. Milen Filipov graduated with a degree in English Philology. In 2016, after a doctorate at the Faculty of Journalism and Mass Communication at Sofia University "St. Kliment Ohridski", the candidate

successfully defended his doctoral dissertation and obtained the educational and scientific degree "Doctor". Chief Assistant Filipov has worked in practice as a concept and budget manager and strategic communication consultant and managing partner for the last 3 years at exPRts Communication Ltd., and until then for a period of 10 years he has managed projects, people and budgets.

As a colleague with whom I have worked for the last 12 years on projects and research tasks, I can share my opinion about the good communicative and team qualities of Chief Assistant. Dr. Filipov. The candidate is the basis of the efforts of the organizing and scientific committee of the conferences of the Burgas Free University, which gained popularity throughout the country and brought significant scientific prestige.

#### **Fulfillment of the requirements for holding the academic position**

The candidate fully meets the conditions by meeting the minimum national requirements for acquiring the academic position of "Associate Professor" according to the Law for the Development of Academic Staff in the Republic of Bulgaria, as well as the requirements of the Center for Humanities at BSU for acquiring the academic position of "Associate Professor".

Monographic works have been published - 1 independent and two co-authored, as well as textbooks and manuals in disciplines studied at BSU. He is a participant in many projects, with final contractors national and international organizations.

The total number of articles and reports of the candidate is 20, of which 12 are independent and one in an indexed journal. He is the author of two studies, one independent and is a co-author of one chapter of a monograph. The total number of citations of his works is 11, and the points awarded under the minimum legal requirements are 60, if necessary 50.

Definitely, the candidate meets the minimum national requirements with points by groups of indicators for the academic position of "associate professor" in this professional field, and below is the breakdown with the names of his publications and the corresponding points by indicators.

### **Assessment of the teaching activity of the candidate**

The academic activity of the candidate for the academic position "Associate Professor" in "Public Communications and Information Sciences (Journalism, Public Relations - Strategic Public Relations and Planned Events)" is strongly related to the subject of the competition, and the teaching experience is completely satisfactory. The average classroom employment of the candidate for the previous 10 years at BSU is invariably over 360 hours per year.

In parallel, he is the supervisor of numerous master's theses, as well as of student participants and laureates in competitions. Over the years he has participated in mobility under the Erasmus + Program with partner universities in the EU and has taught and transferred their experience for the curricula of the disciplines he leads.

Chief Assistant Filipov is a member of 9 editorial boards and organizing committees of conferences, mostly with participants from several countries.

### **Brief description of the presented scientific papers and publications**

The publications of the candidate for the academic position "Associate Professor" in Public Communications and Information Sciences (Journalism, Public Relations - Strategic Public Relations and Planned Events) "are in volume, content, thematic focus and scientific content related to the scientific specialty of the competition.

When recapitulating the publications of Chief Assistant Filipov submitted for review in the announced competition for associate professor, he has the most serious background in the monographs which I will focus on here. In the main monograph attached as a habilitation paper in the procedure, the author emphasizes the planned events - a special event, a media event, a media event and a pseudo-event. The phenomenon of "pseudo-event" is considered in detail.

Dr. Filipov analyzes the event as a social phenomenon. The different types of events are analyzed sequentially and in interrelation: a special event, a media

event and a media event. Their characteristics and influences on social attitudes, their specific differences, their transforming and integrating role are presented. In parts of the monograph, he presents the results of mixed-type research, with a triangulation of research methods: media content analysis, descriptive survey, case analysis and critical discursive analysis. The media content analysis presents quantitatively and qualitatively the media coverage of the three studied cases. The descriptive survey conducted among journalists and a public relations specialist outlines the nature of the pseudo-event and draws three events as an illustration of the pseudo-events. Critical discursive analysis allows to understand the depth of the case defined as a pseudo-event by the most respondents in the online survey.

Both in the monographs and in the study and part of his articles, the candidate analyzes his language of the newspapers, the research offers the intersection between the attitudes of the addressees (readers) and the intentions of the addressees (journalists, editors, publishers). He bases his methods on readers' reflections with the help of four representative surveys conducted with the help of the sociological agencies Mediana, Sova Harris and Gallup International.

Different points of view are included - topics, genre features, stylistics, language specifics, dynamics of the parameters, comparison with previous periods in the development of the language of newspapers in Bulgaria. The newspaper is seen as a generator of information, as a tool for modeling social experience, as an interpreter of facts, as a tool that shapes style, attitude, norm and even morality. Presents business communication and its decomposition, as well as options for overcoming problems in communication in organizations. This process is presented as a logical sequence of activities aimed at studying the external and internal conditions in which the organization operates.

The conclusion is that the candidate for the academic position of "Associate Professor" Chief Assistant. In parallel with providing the educational process to students with textbooks, Filipov has devoted more than two thirds of his work to scientific and research activities - ie. of current problems in the field of business etiquette and the analysis of company and organizational culture.

## **Assessment of the main scientific and scientific-applied contributions of the candidate**

The materials of the competition contain a Information on scientific achievements and contributions, prepared by Chief Assistant. Filipov. The Information summarizes the overlapping achievements and contributions of theoretical and methodological nature and of scientific and applied nature and significance. They are in several directions. The elements of the scientific understanding of the pseudo-event in the scientific literature of Bulgarian, English and Russian are supplemented and it is proved that it is a factor for achieving sustainable development and a source of strong and unique competitive advantage and influences various aspects of the organization.

Criteria and principles for evaluation of the characteristics of the planned event for formalization of the elements of the company culture, the rules of behavior and communication are systematized. The place of communications in the Balanced system of indicators for development of the organization is shown, the causal relations with the other directions (perspectives) are clarified and their role as an important factor for achieving added value in the organization is substantiated. Motivational factors are highlighted and the essence of a model of school public relations is synthesized through the prism of three interrelated areas such as raising awareness of the essence, the functions and activities of the school institution, maintaining mutually beneficial relations, correcting erroneous impressions in the public space related to the image and reputation of the school.

The communication potential of the National Strategy for Promoting and Improving Literacy (2014–2020) is analyzed, and the weaknesses in it are articulated. A special theoretical and applied contribution is the special attention paid to school rituals that help to engage students, parents and teachers in shared experiences with a strong and lasting inclusive effect - the formation of a school community.

## **Notes and recommendations to the candidate**

The candidate has taken extremely seriously the publishing, teaching and project activities. As a recommendation for his further work may be to limit the range of research interests and to print in publications with an impact factor (there is already such a publication). Taking into account the institution - Burgas Free University, I would recommend the candidate to focus his future efforts on the development and implementation of qualification courses in the field of business etiquette and communications. I wish him to seriously develop the mutually beneficial contacts of Kazakhstani universities with BSU and to become a bridge for their European perspective.

### **Conclusion**

The educational activity and the scientific creativity of the Chief Assistant Dr. Milen Nikolaev Filipov, the fulfillment of the legal requirements of the Law for the development of the academic staff of the Republic of Bulgaria on the announced competition and all the above give grounds to conclude that they are present and fulfilled the conditions for holding the academic position "Associate Professor". I end this opinion with a positive conclusion for the election of Chief Assistant Dr. Milen Nikolaev Filipov to hold the academic position of "Associate Professor" at Burgas Free University.

**Burgas,**

**20.07.2021**

**Scientific Reviewer:**

**/Prof. Milen Baltov, PhD/**