

OPINION

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Concerning: Selection procedure for holding the academic position of Associate Professor in professional field 3.5. Public Communications and Information Sciences (Journalism and Public Relations - Strategic Public Relations and Planned Events)

1. Information about the selection procedure

The selection procedure for holding the academic position of Associated Professor in professional field 3.5. Public Communications and Information Sciences (Journalism and Public Relations - Strategic Public Relations and Planned Events) at Burgas Free University is announced in State Gazette, issue 25 / 26.03.2021. I am member of the scientific jury by the Order of the Rector of BSU UMO № 135 / 26.05.2021.

2. Information about the candidates

Only one candidate is admitted – Senior Assistant Professor Milen Nikolaev Filipov, PhD. Currently, the candidate is a senior assistant in the professional field 3.5 Public Communications and Public Relations (Journalism – Public Relations) at the Center for the Humanities, BSU and KIMPE University in Kazakhstan. The doctoral degree of the candidate is in professional field 3.5 Social Communications and Information Sciences (Journalism - Public Relations).

3. Fulfilment of the requirements for holding the academic position

The presented documentation – CV, copies of diplomas for obtaining scientific and educational degrees, for acquiring additional research qualifications, reference for classroom employment, scientific publications on the professional field of the competition, certificates of fulfilment of the minimum requirements for holding the academic position of “Associate Professor”. The scientific research publications as well as the realized teaching employment of the candidate significantly exceeds the normatively determined. The candidate fulfils the requirement for classroom employment in two universities simultaneously – in Bulgaria and abroad. The presented scientific production reaches over 600 points out of the minimum required 400.

4. Evaluation of the teaching activity

The teaching activity of the candidate is realized in KIMPE University in Kazakhstan. The lecture courses he teaches are in the professional field of the current selection procedure for the academic position of “Associate Professor” in the professional field 3.5 Public

Communications and Information Sciences (Journalism and Public Relations – Strategic Public Relations and Planned Events).

The presented report on teaching activity shows very high number of lectures in each of the courses – 135 hours. It is quite clear to all of us that this number of hours can be realized only by a professor who on the one hand knows the theoretical and methodological nature of the taught subject, on the other – has interesting practical experience to teach, and on the third – applies pedagogical approaches and methods that retain the attention and concentration of students.

The report of teaching activity shows lecture courses with theoretical character - JMC 2704 Persuasive communication, JMC 2068 Introduction to PR 2017-2021, JMC 4703 Crisis communication, 2019 - Global Public Relations, as well as courses with practical orientation - JMC 4711 Special event management and design, 2021 – Copywriting, 2017 – Advertising Writing, Layout, and Strategies.

In terms of content, the lecture courses taught by the candidate can undoubtedly be defined as modern, i.e., in step with the time in which we live and with the development of public communications.

The candidate is the head of the Master of International Journalism program. He was also the head of the Department of Media and Communications at KIMPE University in Kazakhstan.

Such a teaching profile fully covers the state and university requirements for holding the academic position of “Associate Professor”.

5. Evaluation of the presented scientific papers / publications

The presented “Author's reference of research papers” contains 24 scientific publications with which the candidate participates in this competition. The research activity Assistant Professor Dr. Milen Filipov is entirely in the field of public communications. The emphasis is placed on event management – the presented monograph is on the problems of the so-called pseudo-event, and PR – explores the nature and types of technology and its application in various fields such as school PR, business and political PR, PR in corporate social responsibility, PR to help raise literacy.

Some of the presented publications are on issues related to the Bulgarian language in the media and especially in social media – these publications are fully synchronous with the unique image of the BSU scientific school of public communications. Colleagues here have a long and respectable tradition in the study of public communications through the prism of the Bulgarian language and literature.

Another part of the publications presents research related to image and media problems in the country where Dr. Milen Filipov teaches – Kazakhstan.

The crown in the scientific-publishing activity of Dr. Milen Filipov, is the monograph “(Pseudo) event: theory and practice”, published in 2020. The study presented in the monograph has an indisputable contribution, as it offers a complete theoretical modelling of an insufficiently known phenomenon – the pseudo-event. As can be seen from the spelling of the title, putting the prefix “pseudo” in parentheses, the author asks the question whether there are sufficient theoretical and empirical grounds to distinguish the event from the so-called pseudo-event? The author gives a scientifically substantiated answer, proposing an appropriate definitive framework, derived based on empirical results obtained by applying media content analysis, descriptive survey, case analysis and critical discourse analysis.

Assistant Professor Milen Filipov, PhD, presents his research results in all genres of scientific writing – monograph, studies, article. The publications have been published in authoritative Bulgarian and world scientific journals and as can be seen from the attached reference for the author’s citations in the period 2010-2020, their results and contributions have been recognized by the international scientific community.

The candidate presents not only his own publications, but also collective scientific publications, developed within the framework of research projects. This testifies to the candidate's real involvement in scientific groups and communities and, of course, to the positive assessment that the respective teams place on his research qualities.

The scientific production, both quantitatively and qualitatively, shows the readiness of Assistant Professor Dr. Milen Filipov to take the academic position of “Associate Professor” in the professional field 3.5 Public Communications and Information Sciences (Journalism and Public Relations – Strategic Public Relations and Planned Events).

6. Evaluation of the main scientific contributions of the candidate

The candidate Assistant Professor Milen Filipov, PhD, highlights ten contributing moments achieved through research so far. We see them in the presented “Author's report on the contribution moments”.

I accept the contribution moments, proposed by the candidate. His works, presented for participation in this selection procedure, show contributions in four directions.

Firstly – contributions to the development of theory and methodology. The proposed conceptual definitions, the achieved theoretical modelling such as “pseudo-event”, “inverted pyramid model for online publishing”.

Secondly – methodological contributions – combinations of different qualitative methods for conducting empirical research.

Thirdly – scientific and applied contributions such as the application of “strategic public relations to solve practical problems of the school”, the use of “personal online brand in front of the traditional CV when applying for a job in the business context of Kazakhstan”.

Fourthly – contributions regarding the development of teaching pedagogical approaches. Here I especially note “the teaching of strategic communications through the approach of collaborative teaching”.

7. Critical remarks and recommendations

I have no critical remarks on the merits.

8. Conclusion

In conclusion, I would like to express my conviction that the research and teaching activities of Assistant Professor Dr. Milen Filipov fully meet the criteria for awarding the academic position of “Associate Professor” at BSU in the professional field 3.5. Public Communications and Information Sciences (Journalism and Public Relations – Strategic Public Relations and Planned Events).

Aug. 14th, 2021
Burgas


Signature
(Assoc. Prof. Katia Mihailova)