

STATEMENT

By Associate Professor Encho Naydenov, PhD

Professional Direction: 8.4. Theatre and Film Arts, New Bulgarian University (NBU)

On the Research, Teaching, and Creative Activities of Chief Assistant Professor Daniela
Metodieva Kadiyska, PhD

Candidate in the competition for the academic position of "Associate Professor" in
professional direction 8.4. Theatre and Film Arts (Advertising), as announced in State
Gazette No. 47, dated 04.06.2024.

Dr. Kadiyska completed her higher education at NBU in 2000, and not long after, she began her teaching career at the university. My impressions of her date back to this period. She has been a key figure in the program, leading important and specialized courses. As a full-time lecturer in the position of Chief Assistant Professor, she has a full workload, but beyond that, she has organized and initiated numerous activities that are both interesting and beneficial for the program and the department. For many years, she has also successfully handled various administrative tasks. In 2015, she earned her PhD with a dissertation titled "Research on Consumer Attitudes Toward Product Placement in Film and Television" under the Department of Cinema, Advertising, and Show Business.

Chief Assistant Professor Daniela Kadiyska, PhD is the sole candidate for the announced competition. The academic committee was appointed by the Rector of NBU under Order No. Z-RK-314 / 25.07.2024.

Based on the above, Dr. Kadiyska is an eligible candidate, meeting the competition's requirements.

1. Evaluation of Compliance with the Minimum National Requirements and the Requirements of New Bulgarian University

The candidate's submitted documents fully meet the requirements of the procedure. In many of the indicators, she even exceeds the required points by a significant margin.

2. Research, Creative Activities, and Results

The primary work presented by Dr. Kadiyska is an extensive study on the pioneers of modern advertising, titled "The Knights of American Advertising: Stories of Creativity, Boldness, and Inspiration" This work spans 603 pages and includes numerous illustrations. It

is a project that Dr. Kadiyska has worked on for ten years, and from the very first pages, the depth and thoughtfulness in gathering and organizing the information are evident. Through the biographies and actions of such foundational figures in advertising as Ogilvy, Burnett, and others, she demonstrates how the modern advertising environment and communication have been shaped and structured.

The work impresses with its exceptional detail in describing the stories, campaigns, and experiences of these advertising professionals. While the contributions of the work are numerous, I want to emphasize two unconventional aspects beyond the systematic and in-depth portrayal of these significant "knights." By thoroughly examining the development of American advertising throughout the last century, we find many parallels and similar thoughts regarding our current work. This leads to the second conclusion: communication challenges did not begin with us; people have been dealing with such issues long before us, and we can learn from their experiences. A quote that particularly resonates with me (Reeves/Hopkins) states, "The purpose of advertising is to sell, to show the value of a product, not the intelligence of the copywriter." My interpretation is that advertising is not an end in itself or a personal showcase, but serves the needs of the client and, at times, society.

The cited over 200 sources of information are also noteworthy.

3. Teaching Activities

Dr. Daniela Kadiyska is a full-time lecturer with a full teaching load. Some of the courses she leads include: "Major Advertising Schools," "Advertising Practices," "Digital Advertising: Strategy and Execution," and "Innovative Forms of Advertising," among others.

Beyond her direct teaching responsibilities, Dr. Kadiyska also organizes a major event not only for the Advertising program but for NBU as a whole: "Advertising Academy," which has over a 10-year history. Students from advertising, graphic design, and photography programs participate in this event, guided by leading professionals and advertising agencies. This provides a real opportunity for students to meet their future employers, exchange hands-on experience, and engage in the creative side of a campaign. This year, for the second time, the smaller-scale "Advertising Break" was held, targeting high school students interested in advertising and eager to experience the academic environment.

Dr. Kadiyska regularly participates in diploma project defense committees, as well as in their reviews and academic supervision.

4. Administrative and Public Activities

Dr. Kadiyska was one of the first program directors of the Advertising program, fulfilling these duties with quality and efficiency. She is a member of the Program Council of the department and actively participates in its meetings. Additionally, she is a member of the Faculty Council of the Master's Faculty and has repeatedly served as an academic mentor for the "Student Practices" program.

Between 2018 and 2023, she organized numerous workshops and has also been a member of the jury for Effie Bulgaria.

5. Personal Impressions of the Candidate

I have known Dr. Kadiyska since her early teaching days at NBU. My impression of her is that of an organized, conscientious, and principled colleague who is always proactive and completes the tasks she starts. I have often heard from students that she is a strict and demanding instructor, earning their respect through her high standards. However, they also note that she is always approachable for questions or assistance and is consistently supportive.

The same applies to our work together in the department—she is direct, precise, and someone you can always count on to get the job done to the highest standard.

Conclusion:

Considering all the submitted materials and my personal impressions, I find that Dr. Kadiyska fully meets the criteria and demonstrates the requisite qualities and competence for the position of "Associate Professor."

I endorse her candidacy.

August 22, 2024

Signature: