

Statement

By **Assoc. Prof. Iliya Iliev Kozhukharov**, PhD; Professional Direction 8.4. Theatre and Film Arts, NBU on the scholarly work titled ***Knights of American Advertising: Stories of Creativity, Boldness, and Inspiration*** authored by Assist. Prof. **Daniela Kadiyska**, PhD, submitted for consideration in the competition for the academic position of "Associate Professor" in professional direction 8.4. Theatre and Film Arts, as announced in State Gazette No. 47, dated June 4, 2024; Department of Cinema, Advertising, and Show Business, NBU

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

The attached report demonstrates that Chief Assist. Prof. Daniela Metodieva Kadiyska, PhD meets the minimum national requirements as well as the requirements of New Bulgarian University for the academic position of "Associate Professor."

2. Research, Creative Work, Outcomes

In preparation for this competition, Daniela Kadiyska has produced a comprehensive and substantial scholarly work titled ***Knights of American Advertising: Stories of Creativity, Boldness, and Inspiration***. This work spans 603 pages and includes 123 images, divided into two parts comprising a total of five chapters.

The journey leading to this accomplished work has been extensive, involving over a decade of rigorous research and analysis. The result is a beautifully crafted, intellectually stimulating book that offers a profound examination of the historical evolution of American advertising. Kadiyska meticulously traces the contributions of key figures who have shaped the industry, focusing on the principles of advertising, their inception, and their development by some of the most prominent American advertisers. As Kadiyska notes, "The book is a journey into the past and present of American advertising, revealed through an analysis of the biographies of its creators, whose life trajectories appear as individualized and personified pages of history" (D. Kadiyska - Summary, p. 1). Kadiyska adeptly navigates the complexities and challenges faced by these influential figures, illustrating how their achievements not only revolutionized advertising but also

significantly impacted broader cultural trends. The historical narrative she presents highlights the enduring relevance of their ideas and innovations.

The comprehensive study is thoughtfully structured into two distinct parts.

The first part explores the emergence of scientific advertising in America, detailing the ongoing efforts to enhance the effectiveness of advertising campaigns.

The second part shifts focus to the realm of creativity, examining the development of increasingly innovative ideas aimed at influencing public consciousness, altering behavior, and introducing novel concepts to American business. Everything written in the book demonstrates the serious, in-depth, and long-term research that Daniela has been professionally engaged in for years.

The use of "knights" in the book's title is a particularly compelling metaphor, reflecting Kadiyska's expansive and artistic perspective.

Her research is underpinned by a robust bibliographic foundation, utilizing 232 sources that are well-aligned with the scope and depth of her study.

The scholarly contributions of this work are noteworthy. Among them are:

- Detailed profiles of over fifty significant figures in the advertising industry, highlighting their historical contributions.
- Exploration of new and emerging concepts in advertising.
- Provision of broadly applicable theoretical and practical knowledge and techniques.
- An interdisciplinary approach that enriches the study.

These contributions, among others, underscore the importance and impact of Kadiyska's academic work.

3. Teaching and Pedagogical Activities

Dr. Daniela Kadiyska fully meets the teaching load criteria set by New Bulgarian University. She works with a substantial number of students, teaches a variety of courses, and leads numerous extracurricular projects, all of which fulfill the university's requirements for teaching engagement. Dr. Kadiyska plays a pivotal role in the development and active participation in several educational initiatives, most notably the "Advertising Academy," an annual event organized by NBU in collaboration with the Bulgarian Association of Communication Agencies and the Bulgarian Association of Advertisers. Over its ten editions, this

initiative has become the most successful educational platform in Bulgaria's advertising sector, fostering a sustainable partnership between academia and industry to cultivate the next generation of professionals.

In addition to her involvement in the "Advertising Academy," Dr. Kadiyska has initiated and contributed to other educational formats such as the seminar series "Mentors at NBU," the "Online Advertising Academy," as well as annual workshops and masterclasses featuring leading experts from the communication industry. Since 2023, she has also been integral to the organization, execution, and instruction of "Advertising Break," a unique educational program designed specifically for students aged 14 to 18 who demonstrate talent in areas such as design, advertising, communications, public relations, marketing, screen arts, entrepreneurship, and related fields.

As a full-time lecturer, Dr. Kadiyska's responsibilities extend beyond the classroom. She participates in state examination committees four times annually, provides supervision for diploma candidates, and contributes scholarly reviews.

4. Administrative and Public Activities.

Throughout her extensive teaching career, Dr. Daniela Kadiyska has consistently mentored student teams that have achieved significant recognition, winning numerous prestigious awards in both international and national competitions. These include the annual international student competition *Adventure* - an initiative of the European Institute for Commercial Communications Education (Edcom), of which NBU is a member; the annual national student competition *BAAwards*, organized by the Bulgarian Association of Advertisers, as well as the annual *Bulgaria Innovation Hackathon*, the Student Competition for Key Vision hosted by the Bulgarian Association of Advertisers, among others.

5. Personal Impressions of the Candidate

Having known Dr. Daniela Kadiyska for many years, I have formed an excellent impression of her professional conduct, marked by a strong sense of responsibility, work ethic, and integrity. She has consistently distinguished herself through her artistry, deep knowledge of her field, and her ability to collaborate effectively with colleagues on a variety of projects.

Conclusion

Based on the comprehensive evaluation provided above, I am confident that Chief Assist. Prof. Daniela Kadiyska, PhD possesses the requisite qualities and academic achievements to merit the appointment to the position of "Associate Professor." I unequivocally support her candidacy and vote "YES."

Date: 21.08.2024

Signature: