

STATEMENT

By Prof. Emilia Hristova Stoeva, PhD regarding the procedure for the acquisition of the academic position of "Associate Professor" in professional direction 8.4 "Theater and Film Arts (Advertising)," scientific specialty: "Film Studies, Film Art, and Television," Department of "Cinema, Advertising, and Show Business," New Bulgarian University (NBU)

Regarding: The body of artistic and scientific work by Chief Assistant Professor Daniela Metodieva Kadiyska, PhD
Department of *Cinema, Advertising, and Show Business, NBU*

Details of the Competition and Procedure in the Department of Cinema, Advertising, and Show Business, NBU

1. The competition for the position of **Associate Professor** was announced in the State Gazette, issue no. 47, on June 4, 2024, under Higher Education Field 8. Chief Assistant Professor Daniela Kadiyska, PhD, was the sole candidate to submit documents for consideration. The documents were received in accordance with the established regulatory procedures and within the designated timeframe. The scientometric indicators were reviewed and found to be in full compliance with the minimum national requirements, with no procedural violations identified.

2. Candidate Information

Chief Assistant Professor Daniela Kadiyska, PhD, graduated from NBU with a Bachelor's degree in Advertising in 1999 and earned a Master's degree in 2000. In 2015, she defended her dissertation at NBU on the topic *Study of Consumer Attitudes Towards Product Placement in Film and Television*, obtaining a Doctorate in Film Studies and Film Art. Since 2000, she has been a lecturer in the Department of *Cinema, Advertising, and Show Business* at NBU.

3. Description of the Submitted Materials

The materials submitted for review by the academic jury, with which Dr. Daniela Kadiyska is participating in the competition for Associate Professor, focus on the management of educational projects, the development of training formats, the study of advertising schools in contemporary communication business, and innovative forms of advertising and creative techniques for generating ideas.

Dr. Kadiyska's creative accomplishments include producing and staging ballet performances, as well as working as a screenwriter in the creation of documentary and feature films. She is also the author of *The Knights of American Advertising – A Story of Creativity, Boldness, and Inspiration*, a comprehensive 603-page book resulting from a decade of research, covering both historical and contemporary aspects.

In the late 1940s, television advertising in North America spurred the rapid growth of television, significantly altering TV programming as well as film production and distribution. Following the closure of 3,000 cinemas, the film industry sought alternative approaches, both technical and thematic (e.g., the rise of youth-oriented themes). Thanks to advertising, which was at the heart of the intense competition between television and cinema during this period, we continue to enjoy innovations such as Cinemascope, high-quality sound, stereo images, and some enduring cinema attractions in theaters today.

Daniela Kadiyska emphasizes the profound influence of advertising pioneers, noting how they "...became the authors of innovations that transformed science, politics, and culture." The legendary creators from the early years of television elevated TV advertising to the status of "Her Majesty."

Dr. Kadiyska has also staged a performance at one of Bulgaria's oldest theaters – the Stefan Makedonski Music Theatre.

Dr. Daniela Kadiyska's practical work holds exceptional importance for a university like NBU, where modernity intersects with tradition.

The candidate has successfully met the required qualitative and quantitative criteria through her publications and creative work in the field of screen arts. Particularly notable is the extensive volume of visual content she has uploaded to Moodle, as reflected in the bibliographic description under Group "Z," Indicator 46, which includes 3,500 presentation slides and 85 original video lectures.

Moreover, Dr. Kadiyska maintains a close and direct connection with her students, fostering a democratic teaching approach that expands their interests beyond the confines of advertising. This method is advantageous for students, as it allows them to explore their field without becoming bogged down in deep theoretical concepts, thereby preserving their enthusiasm for their chosen profession. In her teaching, Dr. Kadiyska strives to establish symbiotic connections between practical skills and theoretical knowledge.

Given the breadth of Dr. Kadiyska's more than 20 years of practical experience, scientific writing, and pedagogical work, a comprehensive analysis within this statement is not feasible.

I have no significant remarks regarding the materials presented for the competition. The published works, both prior to and following her dissertation defense, are valuable contributions to the field.

My personal impressions of Daniela Kadiyska stem from her dissertation defense in 2015. Since then, she has significantly expanded her expertise in scientific research, pedagogical methods, and creative endeavors. Furthermore, she has served as a Chief Assistant Professor for more than two years, fulfilling one of the competition's key requirements.

In conclusion, I fully endorse the materials submitted for the competition and am confident that Chief Assistant Professor Daniela Kadiyska, PhD, meets the necessary criteria and possesses the qualifications required for the academic position of Associate Professor. She also brings considerable professional experience in the fields of marketing and advertising.

I vote unequivocally "YES."

August 14, 2024, Sofia

Prof. Emilia Stoeva, PhD