**REVIEW**

by Prof. Rosen Kostadinov Stoyanov, Ph.D.

Professional field 3.5. Public communications and information sciences

New Bulgarian University

20.12.2020

**On a doctoral dissertation**

of the Ph.D. student Justin Thoms Jadala Maria, with the topic of the dissertation „Corporate communication with external audiences through own media. Corporate blogs in the conditions of social networks“, Media and Communications Department, New Bulgarian University, professional field 3.5. Social communications and information sciences.

Supervisor:

Prof. Desislava Boshnakova, Ph.D.

The dissertation is divided into three chapters, accompanied by a bibliography with a total volume of 181 texts of a total of 268 pages, 4 Appendices, including a manual, dictionary, interviews. The text refers to 230 cited sources and footnotes and 85 texts, separated as a bibliography, 40 of which are in English and French.

In the first chapter, Part 1, Toms makes a historical overview of the emergence of blogs around the world and in Bulgaria, and the development of the Bulgarian-language blogosphere as well. In this part of the text the development of blogs in the era of social networks is traced and statistics on their condition are attached.

The second part of this chapter of the scientific work is focused on clarifying the essence of blogs – already part of the digital ecosystem, but in the context of corporate content. Blog classification is also available.

The two parts of Chapter Two are separated to clarify the main goals that corporate blogs have to deal with, as well as their typology, content, topics, techniques, etc. The issue of copyright is also touched upon as an emphasis.

The third chapter of the dissertation of the colleague Toms, with its three parts, indicates thesis, hypotheses and tasks, methodology of the research and its results. The data from the survey, quantitative and qualitative research are presented and analyzed, the interpretation of which I accept.

I strongly and consistently support the critical thinking and critical approach available in the text. There is room for presenting positive examples, even more so in the context of the power of comparative analysis, as an argumentative prerequisite for proving the doctoral thesis.

**Precisely formulated goals and objectives of the dissertation.**

Aim – „The aim of the paper is to analyze in detail the corporate blogs as own media and a tool for communication with external audiences and to derive a good model for creating a corporate blog. The aim of the dissertation is to study the role and place of corporate blogs in corporate communication“, the thesis – „corporate blogs are the main place for storing corporate communication in public.“

I accept and evaluate the set goals and the thesis, in the context of the practical accent of the development.

**Degree of knowledge of the state of the problem and correspondence of the used literature.**

Available.

**Correctness in quoting a representative number of authors.**

Available.

**Existence of a substantiated and developed theoretical model of the research.**

Personally, in my opinion, in some places Ph.D. student Thoms fails to escape from his own apparent bias and professional commitment to pragmatics, in a way that will scientifically objectify her judgments. In this way, author's conclusions are imposed, which I accept as personal views, rather than conclusions logically achieved through a scientific method.

In this sense, I accept the theoretical model of the study.

**Correspondence of the chosen methodology and research methodology with the set goal and tasks of the dissertation.**

I give a positive assessment of the completely accurate overlap of the methodology with the goals and tasks set in advance by Ph.D. student Toms.

**Existence of own contribution to the collection and analysis of empirical data.**

The research is author's, correct and conscientiously conducted. The achieved summaries, conclusions and interpretations are sufficiently significant for the level for which the text is presented for defense.

This in turn gives me reason to appreciate the doctoral student's own contribution to the collection and analysis of empirical data.

The abstract reflects the content of the dissertation, containing the necessary information and highlights of the study.

**Description of contributions.**

The contributions are correctly described as seen by Ph.D. student Justin Thoms. Personally, I support the self-confidence in the application, especially when its coverage is proven in practice, as is the case.

**Impacts of the dissertation on the external environment.**

Although not very numerous – the publications on the dissertation are a total of 3 independent and 1 co-authored in Bulgarian, as part of the work previously done on the topic, give reason to be accepted as necessary and sufficient.

**Use and citation by other authors, reviews in the scientific press, etc.**

A good impression is made by the fact that there are other mentioned publications cited by authors in the field of marketing.

It is clear from the provided text that the Ph.D. student has in-depth practical knowledge in the respective specialty, as well as abilities for independent research.

There is a certain intentionality in the selection of authors, but this is ultimately a decision of each author.

**Opinions, recommendations and notes.**

I will allow myself to give some recommendations and make some remarks.

1. The entire Annex 5 (from 2007) and the Ranking from p. 261 onwards - from 2015 seem to be irrelevant to the rest of the updated part of the text.

2. The formatting is not according to the requirements of NBU.

**Conclusion.**

Dear members of the scientific jury, taking into account the circumstances mentioned so far, I hereby accept the proposed dissertation of Ph.D. student Justin Thoms Jadala Maria, on the topic of the dissertation „Corporate communication with external audiences through their own media. Corporate blogs in the conditions of social networks“, and with attention and interest I will follow the answers to the questions and possible opinions and recommendations in order to finalize my assessment of Ph.D. student Thoms to obtain the scientific and educational degree „Doctor“ in a professional field 3.5 Social communications and information sciences, the positivity of which I have no doubt.

December 20, 2020. Sincerely, .........................

Prof. Rosen K. Stoyanov, Ph.D.