

## STANDPOINT

Assoc. Prof. Marinela Paraskova Mladenova, PhD member of the scientific jury in the competition for the academic position 'Associate professor' in 2.1. Philology (Slavic languages – Czech language) pursuant to Order No № P 33 –4138 25/08 2020 issued by the Rector of Plovdiv University.

### **Subject: Scientific and professional activities and academic production of the participants in the competition**

In the competition for 'Associate professor', announced in the State Gazette, issue 57 of 26.06.2020 and on the website of the Plovdiv University "Paisii Hilendarski" for the needs of the Department of Slavic Studies, the only participant is a Chief Assistant Ph.D Ginka Alexandrova Bakardzhieva from the Department of Slavic Studies at the University of Plovdiv "Paisii Hilendarski".

### **1. Evaluation of the scientific and practical results of the applicant's scientific production.**

#### **1.1. General description of the presented materials**

The materials presented by Dr. Bakardzhieva are in accordance with the Law for Development of the Academic Staff of the Republic of Bulgaria and the Regulations for its implementation. All the necessary documents with full text content are available. The candidate participates in the competition with 20 scientific works - two monographs and 18 articles. All research has been published in specialized scientific journals, all of them are in the field of the announced competition. The candidate meets the minimum national requirements for acquiring the academic position of 'associate professor'. According to indicators A, C, D, E, E she has 640 points (required minimum is 400 points).

In addition to the scientific production, Dr. Bakardzhieva has published 42 articles in the field of literary studies, pragmatics, textual linguistics, intercultural communication and others. She is a co-author of a multimedia textbook and a guide for teaching Bulgarian as a foreign language.

She has participated in Erasmus and CEEPUS exchange programs, as well as in three projects (one of them is international). Ginka Bakardzhieva has extensive teaching experience as a lecturer in Bulgarian at Adam Mickiewicz University, Poznan (2001-2002), Charles University, Prague (2010-2014; 2019-2020), as a part-time lecturer in Bulgarian for foreign students in Medical University - Plovdiv; The Academy of Music, Dance and Fine Arts and at the Technical University - Plovdiv. Since 1993 she has been a full-time lecturer at the Department of Slavic Studies at the University of Plovdiv, where she teaches practical Czech and has prepared 12 lecture courses in the field of theoretical grammar, translation theory, Slavic onomastics, discourse analysis and more. He is a member of the Society of Translators in Bulgaria, winner of two Plovdiv Awards for translation of fiction and a silver plaque of the Faculty of Philosophy of Charles University for significant creative and pedagogical contribution to the development of Czech-Bulgarian relations in the field of culture and literary translation.

## **1.2. Evaluation of the scientific and practical results of the applicant's scientific production.**

Dr. Ginka Bakardzhieva's research interests **are in the field of** comparative Slavic linguistics and **cover a wide range of topics:** discourse analysis, Slavic onomastics, linguoculturology, translation theory and practice, foreign language teaching and others. Her very solid theoretical background as a Slavic scholar, linguist and translator, combined with an ability for in-depth analysis, systematization and generalization of language processes are fully revealed in the presented monograph on Peculiarities of the proprial nomination. This is the first comprehensive comparative study in Bulgaria of the dynamics between the appellative and proprial spheres, as a result of the ongoing processes of proprialization, transonymization and appellation. Based on the functional onomastics, the author uses a set of interdisciplinary methods and approaches (onomasiological-semasiological, quantitative, linguistic and cultural, descriptive grammatical, etc.) to reveal in depth the object of his research. The study stands out with innovation and excellent knowledge of Bulgarian, Czech, Slovak and Russian theoretical sources in the field of proprial nomination. The second chapter where the author analyzes the emergence of new Bulgarian toponyms (**Bulgarian toponyms in Antarctica**) can be defined as almost entirely contributing. The detailed analysis of the onomastic material presents

an interesting picture of the ways and models of naming with Bulgarian names of geographical objects in Antarctica, supported by quantitative data and conclusions to them.

The author presents the appellated anthroponyms in the Bulgarian and Czech languages in order to compare the associative models, the specifics of the set of personal names and the ways for their appellation in both languages. The last part of the second chapter, related to the analysis of the nominative techniques in pragmatonyms and the connotatively associative potential of some of the trade names, is also innovative and contributing.

Special attention is paid to the neologisms formed by brand names, to the appellation of trademarks, to the linguistic peculiarities and their functioning in the process of communication, as well as to the techniques for developing brand names. The whole work is full of interesting author's observations, in which the linguist's view is complemented by that of the experienced translator and language teacher, which determines the broad context and variety of approaches through which Dr. Bakardzhieva presents and analyzes the problems of proprial nomination.

### **1.3. Other scientific publications**

The issues presented in the other monograph on Variability of Dialogic Discourse are defended by Dr. Bakardzhieva as a doctoral thesis. In the focus of the research are the regularities of the dialogic discourse, defined as "linguistic realization of the interaction in a specific situational context", and the specification of the linguistic means, in view of the sign dialogicity - monologue. The complexity and multifaceted nature of the chosen topic, once again illustrates author's affinity and curiosity for problems that require interdisciplinary research tools and broad linguistic competence.

A large part of the articles submitted for the competition (2, 5, 6, 7, 9, 13, 14, 15, 16, 17, 18), published in Bulgarian and Czech, are dedicated to the problems related to the developed topics in her habilitation work. The other thematic circle with which her research interests are connected are problems of theory of translation and foreign language teaching. (e.g. Learning Translation, Endless Challenges; The Code in the Literary Text - One of the Translator's Toys; Multimedia Bulgarian Language Training for Foreigners (ed.), etc.)

These publications present Ginka Bakardzieva as a curious and demanding researcher who does not run away from challenges, and reveal her potential as an experienced and well-trained linguist, translator and lecturer.

## **2. General conclusion**

The presented scientific production and contributions, the innovative issues of most of the publications, as well as the potential of Dr. Ginka Alexandrova Bakardzhieva for further strong presence in science, give me reason unreservedly to recommend to the the scientific jury to award Chief Assistant Professor Dr. Ginka Alexandrova Bakardzhieva, PhD appointment to the academic position of Associate Professor in scientific area 2.1. Philology (Slavic languages – Czech language).

30.10.2020

Member of Committee:

Assoc. Prof. Marinela Mladenova