

REVIEW

by Prof. DSc Anna Metodieva Choleva-Dimitrova,
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of the materials submitted for participation in a competition
for the academic position **Associate Professor**
at **Paisii Hilendarski University of Plovdiv**

in: higher education field

2. Humanities, professional field

2.1. Philology (General and Comparative Linguistics)

In the competition for the position of **Associate Professor**, announced in the State Gazette, issue 98 of 19.11.2024 and on the website of the **Paisii Hilendarski University of Plovdiv**, for the needs of the Department of General Linguistics and History of the Bulgarian Language at the Faculty of Philology, Senior Assistant Professor *Dr Mariyana Asenova Kartalova* from the same department has applied as a candidate.

1. General presentation of the received materials

By order No. RD-22-72 of 17.01.2025 of the Rector of Paisii Hilendarski University of Plovdiv (PU), I have been appointed as a member of the scientific jury of a competition for the academic position of 'associate professor' at PU in the higher education field 2. Humanities, professional field 2.1. Philology (General and Comparative Linguistics), announced for the benefit of the Department of General Linguistics and History of the Bulgarian Language at the Faculty of Philology

Only one candidate has submitted documents for participation in the announced competition: Senior Assistant Professor Dr Mariyana Asenova Kartalova of Paisii Hilendarski University of Plovdiv.

The set of materials presented by Dr Kartalova on electronic media is in accordance with the Regulations of the Paisii Hilendarski University of Plovdiv for the implementation of

the Act on Development of the Academic Staff in the Republic of Bulgaria, and includes the following documents:

- Letter of application to the rector for admission to the competition;
- CV in EU format;
- higher education diploma with acquired educational qualification degree "Master";
- diploma for the educational and scientific degree "doctor";
- list of scholarly works;
- scholarly works (copies of publications);
- list of citations;
- a certificate of compliance with the minimum national and additional faculty requirements;
- annotation of materials;
- self-assessment of contributions;
- declaration of originality and authenticity of the provided documents;
- work experience certificate;
- certificates for teaching work;
- certificates for scholarly work.

The candidate, Dr Mariyana Kartalova, has submitted a total of 21 scholarly works – 2 monographs and a list of 19 research papers.

Scholarly works related to the PhD thesis are not reviewed. The distribution of scholarly works is as follows: 15 papers have been published in Bulgaria, and 6 in foreign journals.

2. Brief biographical information of the candidate

Senior Assistant Professor Dr Mariyana Kartalova was born in 1988 in Plovdiv. She completed her higher education at the Paisii Hilendarski University of Plovdiv at the Faculty of Philology, majoring in Bulgarian Language. In 2011, she graduated a BA in Bulgarian Language and Modern Greek Language, and in 2012, she obtained a MA in Contemporary Bulgarian Studies. In 2016, she was awarded the educational and scholarly degree of Doctor defending a thesis on the topic of: *Phraseological Units with Zoo- and Phyto-Components in the Bulgarian and Greek Languages*.

Her main interests and professional competence are in the field of general and comparative linguistics, communications and communication policy; Bulgarian language (phonetics, morphology, syntax) lexicology of the Modern Greek language; English language,

Russian language; economics and tourism management, geography of tourism; cultural studies, etc.

Since 2018, Dr Kartalova has been an assistant professor in the Department of General Linguistics and History of the Bulgarian Language at the Faculty of Philology, and since 2020 she has been a senior assistant professor in the same department. The candidate has very good and excellent knowledge of two foreign languages – English and Greek. She has good teamwork skills, which have allowed her to participate in a number of intra-university, national and international scholarly projects. She also actively participates in the organisation of various academic events. She is a member of the Commission for Accreditation Procedures and Quality Control of Education at the Faculty of Philology, and of the Internal Audit Commission.

Dr Kartalova also holds a certificate for successfully completing a course on *Integrating the Competency-Based Approach in Teacher Training*, which was held as part of the National Program for *Improving the Competencies of Teachers from State Higher Education Institutions Preparing Future Teachers*.

All these activities speak of the candidate's extremely responsible attitude towards teaching, of her aspiration to reach a high professional level.

3. General evaluation of the candidate's activities

Evaluation of the teaching and the pedagogical activities

Dr Kartalova has prepared nine lecture series: Communications and Communication Policy for the BA programme in *Linguistics and Marketing*; Communications and Communication Policy for the BA programme in *Linguistics and Business Administration*; Introduction to General Linguistics for the BA programmes in *Bulgarian Philology, Linguistics and Marketing, Linguistics and Business Administration, Pedagogy of Bulgarian and Spanish Language Teaching, Pedagogy of Bulgarian and Korean Language Teaching, English Language and Cultural Heritage*; Linguistics for the BA programmes *Preschool Pedagogy and Preschool Pedagogy and Foreign Language Teaching*.

The candidate presented her teaching programme for the period 2021-2024. The report shows that she has an extremely high number of given classes – 952 (1434). Her other work is also impressive – supervision of graduate students, semester exams, examination of written work, individual work, etc. – 411 hours. The teaching programme for 2024-2025 includes 600 hours of lectures and seminars and 155 hours of other work. Dr Kartalova works successfully

with graduate students, has supervised four students who successfully defended their theses. She has also prepared nine thesis' reviews. She is also actively involved in various administrative and organizational activities of the university.

Evaluation of the candidate's scholarly and applied scientific activities

Dr Kartalova presented two monographs, one of which is the habilitation thesis for her participation in the competition. After the defence of her dissertation *Phraseological units with zoo- and phytocomponent in the Bulgarian and Greek languages*, she has published 21 scholarly works, three of which are related to the topic of her habilitation thesis. She has participated in 12 scientific forums, some of them international. It is noticeable that the candidate always participates as an independent author. In recent years, M. Kartalova has been involved in five scientific projects – three intra-university, one international and one national.

Special attention should be paid to the candidate's habilitation thesis *Surnames of Bulgarians, Motivated by Profession or Craft*, published in 2024. It is a work of 245 pages and includes an introduction, five chapters, a conclusion, an alphabetical index of surnames of Bulgarians, motivated by profession or craft, and cited literature. The subject chosen by Dr Kartalova is of interest not only to students of onomastics, but also to a wide range of researchers, the Bulgarian public and Bulgarians living abroad.

In the **Introduction** (pp. 11-13), the author gives a general introduction to the subject of the study, her aims, as well as the onomastic methods applied.

The subject of the study are 1670 surnames, excerpted from lexicographic sources. The time frame of the work is from the end of the 19th century to the beginning of the second decade of the 21st century.

The **First chapter** of the work (15-32 pp.) is entitled: *In the world of Bulgarian onomastics (with a view to surnames)*. M. Kartalova introduces us to the subject of the study, acquaints us with onomastics as a branch of linguistics, its development in Bulgaria, and the regulatory framework for the naming of Bulgarian citizens.

The candidate has paid particular attention to: *The Development of the Bulgarian anthroponymic system in the field of surnames*. She should be congratulated on her comprehensive review of the literature in Bulgaria on surnames. She has paid attention to the emergence, formation and consolidation of Bulgarian surnames as part of our three-component anthroponymic system, which is one of the merits of the work.

The peculiarity of the Bulgarian anthroponymic system, which has no analogue in the anthroponymic systems of other Slavic languages, is reflected in more detail in the section *On the naming of Bulgarians. Normative regulations*. Kartalova has included all the laws adopted after the Liberation, related to the regulation of civil status in Bulgaria. Here the candidate has presented information of great practical importance for Bulgarian citizens.

The **Second chapter** of the work (pp. 33-43) is dedicated to *The Development of Crafts in the Bulgarian Lands*. It is commendable that the author has managed to present to us, in a very concise form, a wealth of information about the life of the Bulgarians in historical terms, concerning their crafts and professions. This part is important for the more detailed analyses of the surnames studied in the following chapters.

The **Third chapter** of the monograph contains *Thematic classification of the surnames of Bulgarians, motivated by a profession or craft* (pp. 44-71). The surname anthroponyms are classified into seventeen thematic groups. The most common surnames are those with a motivating lexeme related to animal husbandry, textiles, weaving, wood, clay and metal processing; food, drinks and plant growing. This is an important part of the study, including interesting generalizations, that also determine the character of Bulgarian life in the past. The conclusion of the study are useful not only for onomastics, but also for history, ethnology, cultural studies, etc.

The **Fourth chapter** examines the topic of *Synonymous relations in the surnames of Bulgarians, motivated by a profession or craft* (pp. 72-97). Kartalova notes that “in linguistic practice, there are surnames that come from different languages, but the source lexeme carries the same semantics...”. Of the 1670 surnames studied, 38% have synonyms. These family anthroponyms are examined in 92 synonym nests. The large number of surnames with a Turkish lexeme base is due to the large number of Turkish loanwords in Bulgarian. However, it would be difficult to determine which variants appeared first. It would also be interesting to know which surnames are relevant today. Dr Kartalova accepts the thesis that “surnames are very persistent and can only disappear with the disappearance of the family of their original bearer”. Today, this statement is easily refuted by the existing law on civil registration. The candidate offers, for the first time in Bulgarian onomastics, a detailed description of the synonyms of Bulgarian surnames.

The **Fifth chapter** is the most extensive and essential for the study. In it, the author has made an *Etymological classification of the surnames of Bulgarians, motivated by a profession or craft* (pp. 98-153). In fact, a classification was made according to the origin of the initial lexeme of the surnames, which should also be defined as a contribution to Bulgarian

onomastics. The names are divided into two main groups, surnames of domestic origin, and surnames of foreign origin. The group of surnames from the Turkish language is presented as the most numerous. It should be noted that these are surnames, based on Turkish loanwords, and in most cases they are of Persian or Arabic origin.

In the **Conclusion** (pp. 154-155), Dr Kartalova summarises the results of the study and draws the main conclusions.

An Alphabetical index of the surnames of Bulgarians, motivated by profession or craft (pp. 156-235) is also included as a valuable practical application.

Considering the merits of the monograph *Surnames of Bulgarians, Motivated by Profession or Craft*, as well as its importance for the development of anthroponymic research in Bulgaria, I believe that it fully meets the criteria for a habilitation thesis.

M. Kartalova also presents several separate publications on surnames related to this work. The candidate's scholarly interests have so far focused on two areas of linguistics – phraseology and onomastics (in particular anthroponymy). Publications in the field of phraseology predominate. The author pays particular attention to distinction between stable and figurative comparisons, linking them to the dichotomy language - speech. In addition to phraseology, which is also the subject of Kartalova's dissertation, in recent years she has shown great interest and turned to study of folk psychology as reflected in Bulgarian proverbs and sayings, as well as in Bulgarian oaths. Her publications are a great contribution, five in all, dedicated to personal proper names and phraseology. I consider them original. The candidate poses questions to which she seeks answers, for example, to what extent can personal and family names, which occupy the position of a comparator, be renewed and updated, since personality in reality is associated with certain qualities.

I accept as valid the research contributions indicated by the candidate.

In recent years, there have been nine citations of her work.

4. Assessment of the candidate's personal contribution

On the basis of the data presented here, related to the presented habilitation thesis, as well as the publications related to it, and taking into account its merits as an original, contemporary work of great applied significance, I confidently confirm that this is a personal merit of the author – Dr M. Kartalova. The publications related to the habilitation thesis, as well as other publications, are the sole merit of the candidate.

5. Recommendations

My recommendation is that the candidate should continue to work more actively in the field of anthroponymy and onomastics.

CONCLUSIONS

The documents and materials presented by Senior Assistant Professor Dr Mariyana Asenova Kartalova **meet all the requirements** of the Act on Development of the Academic Staff in the Republic of Bulgaria (ADASRB), the Regulations for the Implementation of the ADASRB and the relevant Regulations of the Paisii Hilendarski University of Plovdiv.

The candidate in the competition has presented a sufficient number of scientific works published after the materials used in the defence of the PhD. The candidate's works contain original scientific and applied contributions, a representative part of which has been published in journals and scientific collections published by international academic publishers. Her theoretical studies have practical applicability, some of which are directly related to teaching. Senior Assistant Professor Dr. Mariyana Asenova Kartalova's scientific and teaching qualifications are beyond doubt.

The results achieved by Senior Assistant Professor Dr Mariyana Asenova Kartalova in teaching and research activities fully comply with the minimum national and additional requirements adopted in connection with the Regulations of the Paisii Hilendarski University of Plovdiv for the implementation of the Act on Development of the Academic Staff in the Republic of Bulgaria.

After examining the materials and scholarly work presented in the competition, analysing their significance and the scientific, scientific applied and applied contributions contained in them, I consider it reasonable to make **a positive assessment and to recommend** to the Scientific Jury to prepare a report proposal to the Faculty Council of the Faculty of Philology, for the election of Senior Assistant Professor Dr. **Mariyana Asenova Kartalova** to the academic position of **Associate Professor** at the Paisii Hilendarski University of Plovdiv in: field of higher education 2. Humanities, professional field 2.1. Philology (General and Comparative Linguistics).

10. 03. 2025

Reviewer:

(signature)

Prof. DSc Anna Choleva-Dimitrova