

**ANNOTATIONS**  
**OF THE SCIENTIFIC PUBLICATIONS OF**  
**ASSISTANT PROFESSOR ELITSA DIMITROVA MILANOVA, PhD**

For participation in the competition for the academic position of  
“Associate Professor”  
in Plovdiv University “Paisii Hilendarski” under the:  
higher education field: 2. Humanities,  
professional direction: 2.1. Philology–  
scientific specialization: Modern Chinese Language – Linguoculturology,  
announced in the State Gazette, issue 98/19.11.2024

My research interests are related to linguoculturology, cognitive sciences, ethnolinguistics, intercultural communication, contrastive linguistics, linguodidactology, and the linguocultural component in foreign language teaching, in terms of the dynamics in the development of contemporary Chinese and contemporary Russian languages.

My scientific works (See *List of Scientific Works*) have been published in refereed and specialized scientific journals both in Bulgaria and abroad, in Bulgarian, Russian, and Chinese language.

For participation in the competition for the academic position of “Associate Professor” I present a package including 1 habilitation work (monograph); 1 published book (monograph) based on my doctoral dissertation; 2 studies and 9 papers (7 dedicated to linguocultural research on the Chinese language and 4 dedicated to general linguocultural studies).

I have presented my scientific works in national and international scientific forums (See *Research Work (Participation in Scientific Forums and Conferences)*).

The works I present for the competition reflect my specific research interests in the field of linguoculturology, and the linguocultural component in foreign language teaching. The subject of this annotation concerns the publications presented for this competition, which have not been used in previous procedures.

**I. Annotation of the habilitation work (monograph)**

Milanova, E. *Mythological Metamorphoses*. Plovdiv: Arena Print, 2024.  
ISBN 978-619-7413-44-1

The monograph *Mythological Metamorphoses* is a linguoculturology study with a scientific-applied character, analysing the most frequent elements of the

Chinese and Slavic mythological worldview presented in various discourses and genres of contemporary culture—literature, cinema, visual arts, online content, and computer and board games. *Mythological Metamorphoses* is a natural continuation of the monograph *Linguocultural Potential of Mythonyms in Russian and Chinese Linguocultures*, which was based on dissertation research, but with a different focus, referring to newly-modified characters actively functioning in online discourse – a reflection of contemporary reality.

Through the lens of linguoculturology, the representation of Slavic and Chinese mythology in mass culture and the “metamorphoses” mythological characters undergo is examined. These “metamorphoses” are determined by the changing functions of mythology and the role of its heroes in human life.

The study traces key moments in the development and rethinking of mythology with the aim of adapting it to the principles of transmediality and the new needs of society. It explores the possibilities of using mythological characters in the global market, as well as their role as a didactic tool in foreign language and cultural education.

The first two chapters discuss the place of mythology in the modern world and the phenomenon of information distortion — a process in which, under the influence of cultural interference, a distorted image of mythological characters arises in the recipient’s mind, carrying a meaning and emotional load that differs from the canonical one, originally embedded in the structure of the myth. The degree of information distortion of mythological characters in contemporary mass culture is traced, including through the lens of generative artificial intelligence. The study examines the trichotomy of information distortion — linguistic personality —cultural memory. The reasons for the information distortion of mythological characters and the possible consequences of their transformation in the formation of linguistic personality (according to Yu. Karaulov) among those users of mythological content, whose primary information sources are the different discourses of mass culture, are explored. Information distortion is viewed as a process that, through its influence on an individual linguistic personality, gradually leads to the replacement of collective cultural memory.

The third chapter follows the principles of transmedia storytelling and the creation of alternative universes through which the plot is expanded across different media forms, and “authorship” becomes collective. The standard algorithm of transmedia storytelling of mythological characters in contemporary mass culture is traced —from fantasy literature as a space for new narratives, through cinema as a means of visualization and unification of images, to computer games as an interactive space for direct engagement and internet memes as a new form of folklore.

The fourth chapter addresses the issue of preventing the marginalization of niche mythologies, such as Chinese and Slavic ones. Mythological characters are examined as market products to be offered to specific target groups. Marketing and user experience methods, such as the creation of user personas, empathy maps, and differentiated strategies, were applied in the analysis of target groups consuming mythological content.

The fifth chapter is focused on linguodidactic approaches. Considering the generational characteristics of contemporary learners and forecasts for the establishment of new teaching professions such as gamification specialists, various authorial strategies for gamification and adapting mythological knowledge to the needs of the modern educational market are proposed.

Although based on the research methodology of linguoculturology, the study uses an interdisciplinary approach, adapting methods and techniques from statistics, marketing, and user experience design to optimize the achievement of the set goals and objectives.

Due to its interdisciplinary nature, the research and its results can be of interest to a broad range of specialists in different fields, as well as to readers intrigued by mythology as an entertainment medium.

## **II. Annotation of the published book (monograph) based on the defended doctoral dissertation for the award of the academic degree “Doctor” (PhD)**

Milanova, E. *Linguocultural Potential of Mythonyms in Russian and Chinese Language*. Plovdiv: Arena Print, 2024. ISBN 978-619-7413-49-6.

The monograph examines the linguocultural potential of mythonyms in Russian and Chinese linguoculture. In addition to the main text, three appendices are provided—two mythonymic dictionaries and a terminological one. The monograph reviews the theoretical foundation of the study, offering original interpretations and conceptual frameworks. The connection between mythonym and mythologeme is explained through the adaptation of Frege’s Triangle. The concept of the linguocultural potential of mythonyms is defined. A new formal criterion — the coefficient of linguocultural potential — is discussed. Three classifications of mythonyms are proposed.

The linguocultural potential of mythonyms is explored on various levels of linguoculture. First, it is examined at the textual level in post-mythological texts and fairy tales. At the lexical level, the figurative meaning of mythonyms is explored, analyzing the elements of the mythologeme activated through them. The invective function of the figurative meaning of mythonyms is traced. At the phraseological level, the frequency of use and the connotation of individual

mythonyms in phraseological units are studied. The final level, at which the linguocultural potential of mythonyms is traced, is the extratextual one, through their use in computer games. The monograph concludes with a summary of the findings and results of the study.

The research may be of interest to a broad range of enthusiasts and specialists in linguoculturology, mythology, folklore, and Russian and Chinese language and culture.

### **III. Annotation of the published scientific articles, reports, and studies**

The scientific works presented for participation in the competition (including the two annotated monographs) can be divided into three thematic areas, each of which will be discussed in detail below.

#### **1. Linguocultural Potential of Culturally Significant Units of Mythological Consciousness (focusing on the Chinese Mythological Worldview in the Context of the Slavic Mythological Worldview)**

The scientific works in this thematic area, which include the annotated monographs, based on the linguoculturology approach comprehensively examines units of mythological consciousness — their origin, functions at different stages of human history, the linguocultural potential they accumulate, and their development from traditional forms of representation to mass culture discourses. These works highlight the relationship between the mythologeme as a concept, a building block of mythological consciousness, the mythonym as its verbalizer, and the archetype as the ancient foundation at the core of the mythologeme. Special attention is given to *informational distortion* of the images and its influence on the formation of the linguistic personality and the “replacement” of cultural memory. The choice of Russian linguoculture as the most frequently used background for studying the Chinese one is not incidental—scientifically, Chinese linguoculturology researches are based on the foundations of the Russian researches. From a practical perspective, the study of both linguocultures in comparison will serve as a foundation for further developments on the linguoculture of the Elos—one of the Chinese minorities, whose roots go back to Russian emigration during the time of Kublai Khan. This group includes the articles under numbers 3, 4, 5, and 9 from the attached *List of Scientific Works*.

- Milanova, E. The Distortion of Characters from Chinese Mythology in Computer Games and their Influence on the Formation of the Linguistic Personality // In: *Diplomatic, economic and cultural*

*relations between China and Central and Eastern European countries*. Vol. 9. Veliko Tarnovo: Faber, 2024 ISSN: 2603-5030 (Print); ISSN: 2603-5391 (Online) p. 279-290.  
<https://doi.org/10.62635/nsq1-xsrx>

This paper examines the representation of characters from Chinese mythology in the discourse of computer games. The characteristics of the game characters are compared with the traditional perception of the mythologemes that served as prototypes for their creation. The aim of the study is to determine the degree of information distortion for each of the characters in the game, which contributes to the spread of information distortion in the collective perceptions of contemporary society. Some observations are also made on the impact of information distortion on the formation of the linguistic personality of the players.

- Milanova, E. Mythonyms as a Means of Expressing Verbal Aggression Online – The Ten Baidu Mythical Creatures.// In: *Diplomatic, economic and cultural relations between China and Central and Eastern European countries*. Vol. 1/2023. Veliko Tarnovo: Faber, 2023 ISSN: 2603-5030 (Print); ISSN: 2603-5391 (Online) p. 134-143. <https://doi.org/10.62635/0nwh-5fq1>

This paper studies mythonyms in their invective function. The research aims to find out different types of verbal aggression in the Internet discourse and to present and analyse the case of the ten Baidu Mythical Creatures. These are fictional mythological creatures, devised as a form of protest against Chinese online censorship.

- Milanova, E. Fetish-mythonyms in Russian and Chinese Linguoculture. // *Paisii Hilendarski University of Plovdiv – Bulgaria Research Papers, Vol. 61, Book 1, Part A, 2023 – Languages and Literature*. Plovdiv: Paisii hilendarski Plovdiv University Press, 2023. ISBN 978-619-7663-99-0, p. 219 – 227. DOI 10.69085/ntf2024a219

This paper analyses fetish-mythonyms – the lexemes verbalizing the concept of mythological objects. It compares the traditional characteristics of similar fetishes in the Russian and Chinese linguoculture by analysing their appearance, magical functions, emotional impact and representation in various traditional beliefs and stories.

- Milanova, E. Archetypal Mistakes in Adaptations of Russian Folk-Tales with Lower Mythology Characters (Based on Material from the “Gusi-Lebedi” Website) // In: *Paisii Hilendarski University of Plovdiv – Bulgaria Research Papers, Vol. 60, Book 1, Part A, 2022 – Languages and Literature*, Plovdiv: Paisii Hilendarski Plovdiv University Press, 2022. p. 321 – 329 ISSN: 0861-0029

This paper compares original texts of Russian folk tales with Slavic lower mythology characters recorded in the 19th century and their modern adaptations, published on the specialized “Gusi-lebedi” website. The research aims to find out some of the major fairy tale adaptation mistakes and to compare the traditional characteristics of the mythologeme in the Russian linguaculture and the twists of the characters in the adaptations.

Cases of conceptual substitution in which there is complete divergence between mythonym (the lexeme verbalizing the mythologeme) and mythologeme are analysed in order to reconstruct the original mythologeme.

## **2. The Linguocultural Element in Foreign Language Teaching**

This thematic area includes scientific studies that examine the linguocultural element as an essential part of foreign language teaching. The linguodidactic potential of mythological characters in the process of teaching foreign languages (Chinese and Russian) is analysed as a means to enhance interest in the cultural background and motivation in the study of linguocultural phenomena. The study also focuses on the verbalization of cultural memory, represented as linguocultural emblems in the form of internet memes. The necessity of studying Chinese language and culture as part of specialized professional education (with a specific focus on “tourism”) is discussed. This group includes the articles under numbers 1, 2, 6, and 8 from the attached *List of Scientific Works*.

- Milanova, E. Chinese Mythology and Transmedia Storytelling. //In: *CHUZHDOEZIKOVO OBUCHENIE-FOREIGN LANGUAGE TEACHING – NATSIONALNO IZDATELSTVO AZ BUKI*, 2024, Volume 51, Issue 2, Page 195-205. ISSN: 0205-1834; ISSN 1314-8508. DOI:10.53656/for2024-02-08 [Web of Science – WOS:001245045900005] <https://doi.org/10.53656/for2024-02-08>

The article analyses the representation of Chinese mythology in the movie “Shang-Chi and the Legend of Ten Rings” from linguocultural point of view and

the movie as linguodidactic tool for learning Chinese language and culture. It studies the potential of lessons based on transmedia storytelling approach and transmedia storytelling products. Based on the new perception of knowledge as market product, the advantages of using marketing strategies for education are justified.

- Milanova, E. Computer Games Based on Mythology - a Way to Escape Reality or New Horizons for Teaching. // In: *CHUZHDOEZIKOVO OBUCHENIE-FOREIGN LANGUAGE TEACHING* – NATSIONALNO IZDATELSTVO AZ BUKI, 2024, Volume 51, Issue 6, Page 758-768, ISSN: 0205-1834, eISSN: 1314-8508, [Web of Science] <https://doi.org/10.53656/for2024-06-07>

The article analyses the representation of Chinese mythology in computer games and computer games as part of the linguodidactic instrumentarium of competence approach to learning Chinese language and culture. It studies the potential of lessons based on linguocultural analysis of information distortion of mythological creatures in computer games. The advantages of computer games for general personal and specific language progress of the students are justified.

- Wang Ying & Milanova, E. Exploring the Feasibility of Implementing Chinese + Tourism in Confucius Classroom at Plovdiv University // In: *Current Issues in Contemporary Chinese and Oriental Studies - Papers from the Second International Conference, Dedicated to the 30 th Anniversary of the Establishment of the Chinese Studies Program at Sofia University "St. Kliment Ohridski"*, Vol. 1. Sofia: St. Kliment Ohridski University Press, 2022, p.228-235. ISBN 978-954-07-5544-1

With the increasing cooperation between China and other countries, the demand of integrated professionals with Chinese language background is expanding. A new cultivated mood named Chinese + which combines Chinese language and culture with industry knowledge starts to be the main trend among many Confucius Institutes. This thesis aims to give a brief introduction of Chinese + and current teaching situation in the Confucius Classroom in Plovdiv University, explores the feasibility to implement Chinese Language and Culture + Tourism in the near future.

- Andrijašević, I. Milanova, E., Kolarević, S. Memes as Polifunctional Educational Instrument in Foreign Language Teaching // *Linguocultural Emblematics: Projections and Interpretations (a collection of scientific articles)*, Plovdiv: Plovdiv University Press, 2024, ISBN 978-619-7663-99-0, p. 234 – 245

Internet meme is cultural phenomena, which spreads across the Internet, primarily through social media platforms. It is commonly used as an opportunity to participate in internet trends or to be considered as a part of certain cultural society. The article studies how internet-meme can be used as language teaching instrument to motivate students and to improve their studying and memorizing skills.

### **3. Verbalisation of Cultural Memory: Universality and Specificity**

The articles and studies in this section examine precedent phenomena and specific linguistic phenomena as verbalisers of cultural memory and carriers of high linguocultural and linguodidactic potential. This group includes the studies under numbers 1, 2, and article number 7 from the attached List of Scientific Works.

- Milanova, E. Precedent Phenomena of XXI Century: Millennials vs. Zoomers. // B: *Linguocultural Emblematics: Projections and Interpretations (a collection of scientific articles)*, Plovdiv: Plovdiv University Press, 2024, ISBN 978-619-7663-99-0, p. 127 – 153.

The study analyses the use of precedent phenomena in the speech of younger generations (the so-called millennials and zoomers). The research is based on the Generational Theory by Strauss and Howe. Conclusions are drawn about the relationship between the social, behavioral, and mental characteristics of the generations and the development of precedentology. The general trend of visualising precedent phenomena is identified, along with the introduction of the term “paternal precedentology”.

- Milanova, E., Makević, M. Precedent Phenomena on Clothing as a Way of Social Self-representation. // B: *Linguocultural Emblematics: Projections and Interpretations (a collection of scientific articles)*, Plovdiv: Plovdiv University Press, 2024, ISBN 978-619-7663-99-0, p. 213 – 233.



The article analyses the representation of commonly used ethnospecific precedent phenomena (names, phrases, or images) on clothing as an indication of ethnic status and a means of social self-representation. It examines the history and linguocultural potential of these precedent phenomena, compares the situation in two Slavic linguocultures, and draws conclusions about the similar patterns. The research is based on clothing models from two brands: “Patriot. Bulgaria” and “Horus”.

- Milanova, E. Measure words – A Unique Feature of the Chinese Language. // In: *The Bright Path of the Word*– Plovdiv: Kontext, 2015. – p. 113-119. ISBN 978-954-8238-55-7

The article presents the use of a part of speech perceived as specific to the languages of East Asia and in particular to the Chinese language, known as classifiers/measure words (量词). Different approaches to their classification are presented. An analysis is made of the semantics and grammatical usage of classifiers. The study explores their degree of uniqueness, linguocultural specificity, and ability to reflect the mental and cultural attitudes of the Chinese people.

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