

OPINION

By competition for the academic position of "associate professor."

in the field of higher education 2. Humanities,

Professional direction 2.1. Philology (Modern Chinese Language – Linguoculturology),

According to the announcement in the State Gazette, issue 98/19.11.2024

Candidate: Elitsa Dimitrova Milanova, PhD – Senior Assistant Professor in the
Department of Russian Philology, Faculty of Philology at the University of Plovdiv
"Paisii Hilendarski"

Prepared by **Associate Professor Boryan Georgiev Yanev, PhD**, Faculty of Philology,
Paisii Hilendarski University of Plovdiv

By order No. 22 – 435 dated 18.02.2025 of the Rector of the University of Plovdiv "Paisii Hilendarski", I have been appointed as a member of the scientific jury in a competition for the appointment of the academic position of 'associate professor' in the field of higher education 2.1. Philology (Modern Chinese Language — Linguoculturology). with only one candidate - Senior Assistant Elitsa Dimitrova Milanova, PhD, from the unit mentioned above of the University of Plovdiv "Paisii Hilendarski".

General Characteristics of the Submitted Materials

The submitted set of papers by Senior Assistant Elitsa Dimitrova Milanova, PhD, in electronic format is completely compliant with the Regulations for the Promotion of Academic Staff at the University of Plovdiv "Paisii Hilendarski". The candidate has presented the necessary number of scientific works necessary for entry into the respective competition —13. All the submitted documents are eligible for evaluation, as they do not coincide with those utilized in the previous procedures for academic or science degrees. The publications include two monographs — one designated as a habilitation work (*Mythological Metamorphoses*, Plovdiv: Arena Print, 2024, ISBN 978-619-7413-44-1) and another resulting from a defended doctoral dissertation (*Linguoculturological Potential of Mythonyms in the Russian and Chinese Languages*, Plovdiv: Arena Print, 2024, ISBN 978-619-7413-49-6). Additionally, 11 articles and studies in national

specialized journals have been presented, including two indexed in the global scientometric database Web of Science.

Senior Assistant Elitsa Dimitrova Milanova, PhD, meets the necessary scientometric conditions for the academic title of "Associate Professor" under the Implementation Regulations of the Law on the Development of the Academic Staff of the Republic of Bulgaria. Her research work exhibits a meritorious academic level, reflecting a notable researcher with significant potential, and she is fully deserving of the academic title of "Associate Professor."

In addition to her primary research interests in Chinese and Russian studies, linguoculturology, cognitive sciences, and ethnopsycholinguistics, Elitsa Dimitrova Milanova, PhD, has participated in several fundamental scientific projects related to these fields as well.

Her teaching activity covers a wide range of disciplines in Chinese studies, including both core and elective courses, such as "Modern Chinese Language," "Country Studies," "Translation and Methodology," "Practical Chinese Language," as well as electives like "Chinese Culture as Part of Teaching Chinese Language" and "Business Lexicon – Chinese Language." This undoubtedly meets the required number, type, and workload for the academic position of "Associate Professor."

Elitsa Dimitrova Milanova, PhD, is an innovative manager and organizer of numerous extracurricular activities related to Chinese and Russian cultures. Numerous awards and distinctions have been conferred on her, including the Academic Award of the Municipality of Veliko Tarnovo (2014) and the title of Laureate of the 1st World Festival of the Russian Language in Saint Petersburg, Russia. Her other affiliations include membership on the National Committee of the Mathematics Linguistics Olympiad at the Ministry of Education and Science (since 2013) and membership on the Bulgarian Association of Sinologists.

General Characteristics of the Candidate's Scientific and Applied Research Activities. Main Scientific and/or Applied Contributions

In her submission for evaluation, Elitsa Dimitrova Milanova, PhD, has made unquestionable contributions to science which are a personal achievement of hers. She has classified her works into the following categories:

- **Linguoculturological Potential of Mythologems**

- **Linguoculturology in Foreign Language Education**
- **Verbalization of Cultural Memory**

These three research horizons encompass the scientific production submitted for the competition.

A key indicator of her participation in the competition and her academic preparation as a Sinologist, cognitive scientist, and linguoculturologist is her monographic study *Mythological Metamorphoses* (Plovdiv, 2024). This study continues and builds upon the issues explored in her doctoral dissertation. It is a linguoculturological examination comparing the Chinese and Slavic (Bulgarian, Russian, and Serbian) worldviews through the lens of mass culture, visual arts, and information technologies. Milanova's research, while rooted in linguistics and linguocultureology, takes a multidisciplinary approach, including economic and social aspects. It is important to note that the issues she addresses are of contemporary social significance and serve as a linguistic and cultural snapshot of the two societies. My favourite contribution to the study is her professional presentation of the process of informational distortion of mythological images, which is intrinsically woven into the structure of myths. The result of this is the formation and development of a collective global mythology based on universal images adapted to national stereotypes.

The second book submitted for the competition, *Linguoculturological Potential of Mythonyms in the Russian and Chinese Languages* (Plovdiv, 2024), is a publication of her dissertation, which I had the honour of reviewing as part of the specialized scientific jury for the procedure. The monograph explores the linguoculturological potential of mythonyms at various levels of linguoculture in the Russian and Chinese languages. Because I have already expressed my opinion regarding the value and innovation of this dissertation, I would like to add that Elitsa Dimitrova Milanova, PhD, demonstrated meticulousness and responsiveness in her monograph, addressing minor inaccuracies and making valuable recommendations. As a result, she has produced a refined scholarly work that is sure to be of interest to a wide audience.

The submitted publications in the above-mentioned research fields also exhibit a significant contribution. I would like to highlight the following publications (some co-authored) that present fundamental theoretical-pragmatic models: "*Chinese Mythology and Transmedia Storytelling*." In: Foreign Language Education, 2024, issue 51, book 2, pp. 195–205]; "*Computer Games with Mythological Content – Escape from Reality or a New Educational Horizon*." In: Foreign Language Education, 2024, issue 51, book 6, pp. 758–768; "*Mythonyms as a Means of Verbal Aggression in Internet Space – The Ten Baidu Mythological Creatures*." In: Diplomatic, Economic

and Cultural Relations between China and the Countries of Central and Eastern Europe, Publishing House: Faber, Veliko Tarnovo, 2023, ISSN: 2603-5030 (Print); ISSN: 2603-5391 (Online), pp. 134–143; *Precedential Phenomena of Clothing as a Form of Self-Representation in Society.*" In: Linguistic Emblematics: Projections and Interpretations, Plovdiv, 2024, pp. 213–233; *Fetishomonyms in Russian and Chinese Linguoculture.*" In: Scientific Works of Plovdiv University "Paisiy Hilendarski" 61, vol. 1, Sat. A, 2023 - Philology, pp. 219–227; *Polyfunctionality of Memes in Foreign Language Learning.*" In: Linguistic and Cultural Emblematic: Projections and Interpretations, Plovdiv, 2024, pp. 234–245; *Errors at the Archetypal Level When Adapting Russian Folk Tales Featuring Lower Mythology Characters (Based on Material from the Website 'Geese-Swans').* In: Scientific Works of the Paisiy Hilendarski University*, vol. 60, book 1, Philology, sb.A 2022, pp. 321–329 etc.

Conclusion

Since Elitsa Milanova joined the University of Plovdiv "Paisii Hilendarski" I have known her as a colleague and young researcher. I am convinced that she is an inspiring and distinguished linguist (Russian researcher, Sinologist, cognitive scientist, linguoculturologist) in her research domain. Milanova is a responsible and well-mannered colleague, positively inclined towards her work, students, and fellow academics. An active participant in extracurricular activities and research projects, she is a young scholar with a desire to take on constructive initiatives.

Per the Law on the Development of the Academic Staff of the Republic of Bulgaria, the regulations for its implementation, and the Regulations for the Development of the Academic Staff at the University of Plovdiv "Paisii Hilendarski", I confirm that the documents and materials submitted by Senior Assistant Elitsa Dimitrova Milanova, PhD, comply with these requirements. Her work demonstrates original scientific and applied contributions. I hereby provide my positive assessment and recommend that the Scientific Jury prepare a report proposing the election of Elitsa Milanova to the academic position of "Associate Professor" in 2. Humanities, professional field 2.1. Philology (Modern Chinese Language – Linguoculturology).

Date: 20.03.2025

Member of the Scientific Jury:

Plovdiv

/Assoc. Prof. Boryan Yanev, PhD/