SOFIA UNIVERSITY ST. KLIMENT OHRIDSKI
FACULTY OF PHILOSOPHY

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RESEARCH FIELD AND INTERESTS

rhetoric, public speaking, argumentation, virtual communication, academic writing, public relations, presentation skills, media

TEACHING EXPERIENCE

Lecturer at the Faculty of Philosophy, Faculty of Economics, Faculty of Journalism and Mass Communication, Faculty of Geology and Geography in the disciplines of rhetoric, public speaking, business communication, academic writing, presentation and communication skills.

SCIENTIFIC DEGREES AND ACADEMIC POSITIONS

Doctor (1994)

Doctor of Science (2012)

Associate Professor (2006)

Professor (2013)

Vice-Chairperson and Chairperson of the Supervisory Board (2009-2011)

EDUCATION

MA - BULGARIAN PHILOLOGY (1985)

MA - PUBLIC RELATIONS (1999)

SPECIALIZATION IN RHETORIC (1985)

PUBLICATIONS

- Парламентарното красноречие в България в XVIII, XIX и XX ОНС. София:, УИ „Св. Кл. Охридски", 2001.
- Интервю за работа. София: ИК Сема РШ, 2002.
- Европейската и атлантическата интеграция на България. Реторически аспекти. София: УИ „Св. Климент Охридски", 2004.
- Академично писане, ИК Сема РШ. София:. 2005.
- Как да презентираме успешно? София: ИК Кота, 2007.
- Виртуална реторика – от дневниците до социалните медии. София: УИ "Св. Кл. Охридски", 2010.

- Политическата реторика в България: от митингите до Web 2.0. София: Парадигма, 2012.
- Реторика и публик рилейшънс. София: УИ „Св. Климент Охридски“, 2013.
- Академичната комуникация, в съавторство с Йовка Тишева. София: ИК Сема РШ, 2010.
- Академично писане за докторанти и постдокторанти, в съавторство с Йовка Тишева. София: УИ „Св. Климент Охридски“, 2014.

-От реферата до магистърската теза. Академично писане за студенти. в съавторство с Йовка Тишева. София: УчебникБГ, 2016.

-Бизнес комуникации, съавтор Мая Гешева. София: изд. БгУчебник, 2018.

-Презентационни и комуникационни умения в международан среда. В съавторство. Софи: Дипломатически институт, ИК „Георги Победоносец“, 2021.

-Fake News and Post-truth on Online Media in Bulgaria, Mauritius: LAP Lambert Academic Publishing, 2021.

-Онлайн курс по реторика. В съавторство. София: Институт по реторика и комуникации.

- Metaphors in Bulgarian Political Discourse Since 1989, Advances in Journalism and Communication, https://www.scirp.org/journal/ajc/, 17-27, ISSN Print: 2328-4927
- Manifestations of Populism in Post-communist Democracy in Bulgaria, French Journal For Media Research, 14/2020 Populism and New/Old Media, http://frenchjournalformediaresearch.com/lodel-1.0/main/index.php?id=1886, 1-7.
- A Comparative Rhetorical Analysis of the Speeches of Queen Elizabeth II and King George, Rhetoric and Communications, issue 43, 2020, 56-57
- Thirty Years of Political Campaigning in Central and Eastern Europe, Part III The Balkans, Bulgaria, Political Campaigning and Communication, Thirty Years of Political Campaigning in Central and Eastern Europe, Palgrave Macmillanp 2019, 219-237, DOI 978-3--030-27693-5
- Media Rhetoric and Virtual Communication in Bulgaria, Political Communication and European Parliamentary Elections in Times of Crisis, Palgrave Macmillan UK, 2017, 29-41.
- Virtual Political Communication in Bulgaria, Journalism and Mass Communication (ISSN2160-6579). No.12, 2014, Issue 39
- The functions of rhetoric in the Bulgarian public sphere – Cross cultural communication, International Journal and Cross-Cultural Studies and Environmental Communication, Editura Univertitar and ADI Publication, http://crossculturenvironment.wordpress.com/ivanka-mavrodieva-the-functions-of-rhetoric-in-the-bulgarian-public-sphere/
- Mavrodieva, I. (2012). Rhetorical, political and PR characteristics of debates during Presidential elections in Bulgaria after 1991, Controvesia, issue 8, 36-57=
- Mavrodieva, I. Transformations de la rhétorique: des oralités politiques vers une Agora virtuelle (les protestations citoyennes en Bulgarie), La Rue et l'e-rue, L'Harmattan, Paris, 2015.
- The Voices of Bulgarian Political Parties during the 2014 Parliamentary Election Campaign
- Argumentation in Bulgarian political virtual forums and social networks, 8th ISSA Conference, J2015, University of Amsterdam, pp. 951-961

- Media rhetoric and virtual communication during the European Parliament election campaign in Bulgaria in 2014, Political Communication and European Parliamentary Elections in Times of Crisis 2016, Palgrave Macmillan, pp. 29-43.
- Ivanka Mavrodieva, Todor Simeonov, Anita Nikolova, Features of the Academic and Pedagogical Communication in Virtual Environment, US-China Foreign Language, Vol. 15, Issue 9, pp. 593-601.
- Features of Podcasts in Bulgaria, World Journalism, 3/163, 8-18 DOI: 10.32523 / 2616-7174-2021-136-3-8-18
- Dronzina, T., Mavrodieva, I. *EL SURGIMIENTO DE ATAKA: ¿VUELTA DEL NACIONALISMO O LLEGADA DEL ANTIGLOBALISMO A LA ESCENA POLÍTICA BÚLGARA?* España y la Europa Oriental: tan lejos, tan cerca, Carlos Flores Juberías , 2009.
- Роль политической риторики в условиях трансформации болгарского общества (1989-2009гг.), Вісник Одеського национолаьного університету, Том 14, Випуск 13, Соціологія і політичні науки, Одеса, 2009, 346-354.
- Татьяна Дронзина, Иванка Мавродиева. Образ России в средствах массовой информации Болгарии, сп. Вестник Евразии, 2008. № 1 (39), с. 52-74.
- Съавтори Александра Яковлева и Владимир Болдин, Особенности функционирования и развития сетевых научных изданий в системе современного цифрового ландшафта: компаративный анализ опыта России и Болгарии, 2020, 13, 2, 153-176, https://www.ogt-journal.com/jour/issue/current

Статии на български език

- Бранд журналистика и социални мрежи, сп. „Медиялингвистика“, бр. декември, 2017.
- Медийна екология и дигитална медийна грамотност. Media Ecology and Digital Media Literacy. Postmodernism Problems, https://pmpjournal.org/index.php/pmp/article/view/171, 112-132.

- Интертекстуалност, хипертектуалност и мултимодалност в медиите по темата COVID-19, O R B I S L I N G U A R U M - Езиков свят, 18/3, http://ezikovsvyat.com/images/stories/issue18.3/1.Mavrodieva_8_22.pdfp 8-23.

PUBLICATION ACTIVITY

CONFERENCES 4TH ESTIDIA conference – DIALOGUES WITHOUT BORDERS: STRATEGIES OF INTERPERSONAL AND INTER-GROUP COMMUNICATION (29-30.09.2017)

PROJECTS