SOFIA UNIVERSITY ST. KLIMENT OHRIDSKI
FACULTY OF PHILOSOPHY

NAME, ACADEMIC POSITION, SCIENTIFIC DEGREE

STOYANKA BALOVA-TSVETKOVA, CHIEF ASSISTANT PROFESSOR, PHD

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RESEARCHER ID (WEB OF SCIENCE):**3369559**

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RESEARCH FIELD AND INTERESTS

Rhetoric in virtual space; Political rhetoric; Negotiations and debates

TEACHING EXPERIENCE

Rhetoric and communication skills – Faculty of mathematics and informatics

Non-verbal communication in public speech and business communication - Faculty of mathematics and informatics

Rhetoric – Faculty of Geology and Geography

Information and communication technologies in work and learning in an electronic environment /EN/- Faculty of Philosophy

Contemporary rhetoric - Master's Programme „Rhetoric“;

Rhetoric in virtual space - Master's Programme „Rhetoric“;

Debates - Master's Programme „Rhetoric“;

SCIENTIFIC DEGREES AND ACADEMIC POSITIONS

From 04. 2019 - PhD in Philosophy (Political speech and rhetoric);

From 12. 2019 – Chief assistant professor at Department of Rhetoric

EDUCATION

University of Mining and Geology "St. Ivan Rilski", Bachelor: Biotechnology, 2012 г.

University of Mining and Geology "St. Ivan Rilski", Master: Biotechnology, 2014 г.

SOFIA UNIVERSITY "ST. KLIMENT OHRIDSKI", MASTER: POLITICAL MANAGEMENT, 2015 Г.

PUBLICATION ACTIVITY

Monograph:

Ecopolitical rhetoric. Climate discussion, ISBN:ISBN 978-954-07-5524-3, "St. Kliment Ohridski" University Publishing House, 2022, Sofia

Scientific journal articles

"Parliamentary Elections 2021: Persuasion Techniques and Tools in Virtual Space", Political Studies, issue:1-2, 2021, ISSN (print):0204-6709, ISBN:0861-4830, Ref

Communication strategies and tools for influencing through mobile applications, Political Horizons, Issue:5, 2021, Pages:201-2015, ISSN (print):https://polhorizons.wordpress.com, ISSN (online):ISSN:2534- 966X, Ref

The European Green Deal and COVID-19 – two sides of the same coin, Rhetoric Online, issue:1, 2020, ISSN (online):2738-7860, Ref

Rhetorical techniques in the negotiation process, Media and language, issue:7, 2020, ISSN (online):2535-0587, Ref

#NOHATE! - Do politicians use hate speech in the framework of the election campaign of European elections 2019, Political Studies, issue:1-2, 2019, ISBN:08614834, Ref

The Bulgarian consequences VS the American (exit) position after the climate change agreement in Paris, Political horizons, issue: 5, 2017, p.: 150-164, ISSN (online): 2534 – 966X

Articles in a book:

Political communication during a pandemic - management through social networks, Quality journalism and a new communication environment, 2021, pp.:211-221, ISBN:978-619-7567-07-6

Green alternatives, European currents - from here to where?, publishing house: Bulgarresurs, 2020, pp.:67-79, ISBN:978-954-8885-42-3

The Ecopolitical Rhetoric of Transition, Transition and Political Languages, publishing house: Avangard Prima, 2019, pp.:242-252, ISSN (print):978-619-239-222-2

The political rhetoric about climate change in the 43rd National Assembly, Rhetoric in Contemporary Society, publisher: University Publishing House "St. Kliment Ohridski", 2019, pp.:126-134, ISBN:978-954-07-4591-6, Ref

Political language - a modern means of creating inequality, Morality and ethics of equality and inequality in modern Bulgarian society, publishing house: Avangard Prima, 2018, pp.:424-435, ISBN:978-619-239-001-3

Contemporary forms of virtual political rhetoric, viewed through the lens of climate change, "Doctoral Readings" Collection, 2/2018, publisher: University Publishing House "St. Kliment Ohridski", 2018, pp.:17-25, ISSN (print):2603-3453

Studies in a scientific journal:

"Techniques and tools for persuasion in online communication", Political horizons, issue:1, 2022, p.:122-161, ISSN (online):2534-966X, Ref

Studies in a book:

National Dimensions in Combating Climate Change, Socio-Economic Aspects of Policies to Combat Climate Change, 2021, ISSN (online):978-954-2979-79-1, ISBN:978-954-2979-78-4

Environmental protection - the discursive field of division in modern Bulgarian reality, The political language of division in Bulgaria, publisher: Friedrich Ebert Foundation, Bureau Bulgaria, 2020, pp.:112-133, ISBN:978-954-2979-73 -9

CONFERENCES

Parliamentary elections 2021: Political messages, slogans and communication opportunities in the virtual space

Environmental protection - the discursive field of division in the modern Bulgarian reality, 2020

Political communication during a pandemic - governing through social networks, 2020

National dimensions in the fight against climate change, 2020

Make European Parliament elections more meaningful, 2020

The Ecopolitical Rhetoric of Transition, 2019

Practical trainings in the negotiation process, 2019

Contemporary forms of virtual political rhetoric seen through the lens of Climate Change, 2018

The political rhetoric on climate change in the 43rd National Assembly, 2017

PROJECTS

Electronic scientific journal "Rhetoric Online" (www.rhetoric-bg.com), Project manager, Contract number: No. 80-10-98/16.04.2020

Persuasion Techniques and Tools in Online Communication, Project manager, 2021

Communication opportunities and challenges in the virtual space, Project manager, Contract number: No. 80-10-85/25.03.2021

Voting during pandemics-making democracy resilient in turbulent times - experiences from Central, Eastern and South-Eastern Europe, Project manager, Foundation for European Progressive Studies/FEPS/, 2021

Rhetoric and modern communications: perspectives and opportunities, Project manager, Scientific Research Fund, Contract number: 80-10-43/2022