SOFIA UNIVERSITY ST. KLIMENT OHRIDSKI
FACULTY OF PHILOSOPHY

NAME, ACADEMIC POSITION, SCIENTIFIC DEGREE

YANA SABEVA, ASSOCIATE PROFESSOR, PHD

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Researcher ID (Web of Science): GPG-0279-2022

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RESEARCH FIELD AND INTERESTS

Rhetoric, marketing, advertising, business communication, public relations

TEACHING EXPERIENCE

Courses for Bachelor's and Master's programs:

Rhetoric, Business rhetoric, Persuasive communication and dialogue, Public relations, Business communications, Ancient Rhetoric and Philosophy (in English), Information and communication technologies in education and work in a digital environment, Negotiation Technology

SCIENTIFIC DEGREES AND ACADEMIC POSITIONS

2023 : Associate Professor of Philosophy (Rhetoric)

2018: Senior Assistant Professor

2018 : Doctor of Philosophy (Rhetoric)

EDUCATION

2018 : DOCTOR OF PHILOSOPHY (RHETORIC)

2014: MASTER OF PHILOSOPHY (RHETORIC)

2000: MASTER OF ECONOMICS (MARKETING AND MANAGEMENT)

PUBLICATION ACTIVITY

Selected scientific publications

Monographs

Rhetorical aspects of integrated marketing communications in the context of a pandemic, Sofia: University Press "St. Kliment Ohridski", 2022

Rhetoric and crisis communications. Analysis of the 2020 and 2021 crises, Sofia: University Press "St. Kliment Ohridski", 2022

Articles

Rhetoric and management of communication crises in education in the period 2020-2021. - In: *Strategies for policy in science and education, 2022*

Cultural Specificities and Business Rhetoric: Developments and Prospects for Future Research. - In: *Newmedia21.eu. The 21st Century Media: An Online Journal of Research, Analysis, Criticism*, *2022*

Educational and professional requirements for the modern political PR specialist. – In: *"Dimensions of competence",* Sofia: University Press "St. Kliment" Ohridski", 2021

Role and Application of Rhetorical Techniques in Modern Marketing Campaigns. – In: *Newmedia21.eu. 21st Century Media: An Online Journal of Research, Analysis, Criticism*, 2021

Argumentativeness of the Nonverbal Communication in the Age of Social Media. - In: *Proceedings of the National Scientific Conference General and Comparative Rhetoric*, Sofia: University Press "St. Kliment Ohridski", 2020

CONFERENCES

2024 (1) - AI in PR: Ethics and Regulations organized by Bulgarian Public Relations Association and BAPRA

2023 (5) - Programming the Machines of Tomorrow Today organized by INSAIT

2022 (11) - Public administration in global crisis: between Liberalism and Ethatism organized by Sofia University "St. Kliment Ohridski"

2021 (11) - International scientific conference "Competency development in contemporary education reality" organized by Sofia University "St. Kliment Ohridski"

2021 (11) - Academic omnibus "The Digital Production of Consent" organized by Bulgarian Academic Communication Association

2021 (11) - Conference "Communication Opportunities and Challenges in Virtual Space". Organized by "Rhetoric" Department at Sofia University "St. Kliment Ohridski"

2021 (10) - Fifth International Conference in Public Administration. Organized by Public Administration Department at Sofia University "St. Kliment Ohridski"

2021 (5). International Conference on Ethnography of Disasters. Organized by Bulgarian Academy of Sciences

2020 (12) - Scientific Conference "Dimensions of Competence". Organized by Sofia University "St. Kliment Ohridski" and the University St. Kliment Ohridski Bitola

2020 (10). Jubilee International Scientific Conference "The New Realities and Political Science". Organizer - Political Science Department, UNWE

2020 (10) - Bernays Day 2020: Lost in translation: PRs and journalists on the road to a clean information environment. Organized by Bulgarian Public Relations Association

2018 (12) - National conference "Alienation in contemporary Bulgarian society" organized by the Center for Historical and Political Studies and "Solidarity Society" foundation

2018 (11) - National conference "Ecology and Civil Society" organized by the Center for Historical and Political Studies and the "Solidarity Society" foundation.

2018 (9) - National Scientific Conference "General and Comparative Rhetoric" organized by the "Rhetoric" Department at Sofia University "St. Kliment Ohridski"

PROJECTS

Projects for Department of Rhetoric

2024: **Communication, argumentation, interdisciplinarity**, financed by the Bulgarian National Science Fund

2023: **Communication of scientific knowledge in the modern world: opportunities and challenges**, financed by the Bulgarian National Science Fund

2022: **Rhetoric and Modern Communications: Perspectives and Opportunities**, financed by the Bulgarian National Science Fund