

OPINION

OF DISSERTATION WORK ON THE TOPIC: "FROM THE THEORY OF
COMMUNICATION TO SOCIAL SCIENCE"

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FOR OBTAINING THE SCIENTIFIC DEGREE "DOCTOR OF SCIENCES"
IN THE FIELD OF HIGHER EDUCATION 3. SOCIAL, ECONOMIC AND
LEGAL SCIENCES, PROFESSIONAL FIELD 3. 4. SOCIAL ACTIVITIES,
SCIENTIFIC SPECIALTY "ORGANIZATION AND MANAGEMENT
OUTSIDE THE FIELD OF MATERIAL PRODUCTION (SOCIAL
ACTIVITIES)"

FROM PROF. DSc GEORGI VELKOV KOLEV

The dissertation proposed for my opinion meets the requirements of a scientific paper of this nature and considers an extremely topical problem of modern society.

Съдържанието включва: увод, две глави, изводи, литература. Цитирани са 203 източника на чужд и български език.

The concept of communication is substantiated in the introduction. The interest in the consideration of communication from a theoretical-cognitive point of view is connected first of all with the extraordinary ambiguity, as well as with the disciplinary ambiguity of the very concept of communication. The actuality of the topic stems from the need to portray frameworks conceptual conceptualization of this phenomenon, which is a common philosophical and theoretical cognitive task. The special interest in the study of modern types of communication stems from the special importance that unsuccessful communication acquires. The special interest in the study of modern types of communication stems from the special importance that unsuccessful communication acquires. Difficulties in overcoming them due to misunderstandings lead to deviations in the proposed ways of communication, but last but not least they are seen as causes of social conflicts, as obstacles to the transmission and diffusion of knowledge, as a fiasco of programs for integration and socialization of cultural minorities. The main key relevance and interest is the development and explication of its own theoretical and cognitive content of communication, as well as the reconstruction of the inscription of communicative issues in the history and development of philosophical and social, but above all epistemological ideas and concepts. The dissertation deals with the symbolic aspects of live communication, the communication between computers and computers, the mysterious ontological and epistemological status of programs and

algorithms that encode and decode the meaning of the reactions of input signals, but obviously not. Are "experienced" by machines (as an analogue of consciousness) in the form of meaningful experiences.

In this sense, the relevance of the explication of the epistemological content of the concept of communication turns out to be related to some aspects of human knowledge, such as the adequacy of the understanding of the utterances of the other. It is stated that the problem of communication is related to the fundamentally dual purpose of any communication, based on the important epistemological differences of knowledge/ignorance. It is stated that communication is divided into cognitive communication and normative communication, but no less generally remains an isomorphic process of cognition.

In the dissertation the possibilities for the creation of communication theories, which are based on an interdisciplinary foundation, are considered. Traditional approaches to the analysis of communication are based mainly on the socio-philosophical, sociological and historical-ethnological foundations. A special place in the dissertation is occupied by the diagnosis of the concept of communication in its epistemological sense.

Based on a brief historical overview of the development of the concept of communication, the author argues that communication has an extremely complex multidisciplinary nature.

In the first chapter the doctoral student considers the concept of the forms and ways of communication as a basis of the theory of the communicative systems, the communicative dissemination of the knowledge - language and writing. Represents the knowledge / ignorance axis as an axis for communicative differentiation. Indicates the telecommunication features of modern society.

In Chapter Two, the author presents truth as a medium for communicative observation and its genesis on value attitudes and pays special attention to social truth. The sociality of knowledge and the possibilities for its determination, the theoretical forms of social knowledge, the scientific knowledge in individual and in system-communicative perspective are precisely described in this chapter.

All this in a complex and synthetic consideration of the epistemological content of the concept of communication allows the author to formulate a socio-epistemological thesis about the special connection of communication strategies, both in everyday communication and in scientific discussions. Solving the case communication-knowledge-social science, the doctoral student concludes that the concepts of communicative media and forms should be considered as methodological tools for analysis of knowledge and communication and serve as a basis for systems-communication theory in general. According to him, the analysis of the formation of the communicative media is used as a theoretical

resource of the social theory, as it allows the societies to be classified according to their media-communicative characteristics.

The communication in the present paper is considered in a measuring context, ie. it is defined in the spatial - temporal, subjective, collective-personal dimensions that form the hyperspace of communication. It is justified that the understanding in scientific communication, as well as the understanding in all other forms and communication systems is determined twice. On the one hand, understanding and mutual understanding is ensured by appealing to the properties of objects, which seem to require mutual consent for them, ie. objective measurement of scientific communication.

On the other hand, science remains a communicative system and any scientific proposal or publication can be interpreted as a proposal for discussion, as an expression of the intentions of researchers, as the realization of their ambitious ideas and the pursuit of scientific success. It follows that the choice of theories and their interpretations largely depends on the difference in the orientational observational perspectives of the participants in scientific communication. Considering the case communication-knowledge-social science, the author concludes that the system-communicative approach allows to establish connections and differences between the levels of empirical observation and theoretical variables in social theory. This difference in levels shows significant differences from the organization of scientific knowledge in developed physical disciplines, which requires a reduction of the laws at the phenomenal level, to the hidden micro-theoretical dependencies between variables. In social theory, the reduction to an inconspicuous theoretical and hypothetical reality seems to be complemented by a reconstruction of the emerging effects of macro-level communication. The system - communicative approach also makes it possible to establish connections and differences between the levels of empirical observation and theoretical changes in social theories. This transition between the different levels shows the significant differences from the organization of scientific knowledge and the development (physical) of the disciplines, which requires a reduction in the regularity at a phenomenal level to a hidden micro level (theoretically) for the dependencies between the variables.

The main scientific and scientific-applied contributions of the dissertation are:

1. The key parameters of communication in the context of history and modernity are revealed.
2. In the dissertation work on the basis of precise analysis it is proved that there is no specific document that would treat the problems of modern communication and its place in the social sciences.
3. A detailed historical overview of the concepts of "communication", "truth", "knowledge" is proposed.

4. The author justifiably recommends a broad discussion of the possibilities of communication for building highly competent specialists in the field of social work.
5. The first proposed concept of the place of communication in the social sciences is a significant contribution to the development of social activities in modern society.
6. The relation "communication - knowledge - social science" was found.
7. It has been proven that knowledge of communication theory is a guarantee for effective dissemination of knowledge in the social sphere
8. Based on the analysis made by the author, communication is interpreted as splitting into cognitive communication and normative communication, ie. as a constructive-isomorphic process of knowledge, insofar as it is always a rational choice (and in this sense is knowledge) between the subjective and objective interpretation of one or another message, ie. a rational choice between the interpretations of the utterances, aimed at maintaining the cohesion (communication of the known) and the interpretation of the utterances as the orientation of the message to the new and the unknown.
9. The thesis is substantiated that the cognitive processes and the processes of observation can take place not only within the classical communication between people and cognitive processes - the individual perceptions and thinking of each individual, but also through the ability to find expression in "behavior "Of various types.

Prof. Dr. Plamen Ivanov is a doctoral student with extremely high qualification. He graduated in Social Activities with a degree in Psychology. He holds a master's degree in Tourism. He holds a PhD in Theory of Education and Didactics (Social Work). He speaks Russian and English. He has professional skills in the field of social work, machine science, social forecasting. He is an associate professor of Theory of Education and Didactics (Social Work) from 2012 to 2016. Since 2017 he has been a professor in the field of higher education 3. Social, economic and legal sciences, professional field 3.4. Social activities. It is characterized by rapid adaptability to the professional environment, skills for resolving conflicts, precision in performing tasks, teamwork skills. In his direct work he applies modern methods and approaches. He has erudition and pedagogical skills that make him a respected teacher by students. Prof. Ivanov has participated in 8 international and national projects, as well as in 7 internal university projects.

He is a member of the Union of Scientists in Bulgaria, the Bulgarian Association for Education in Social Work, the Bulgarian Association of Tourism and Recreation, as well as the Union of Social Entrepreneurs.

The dissertation and the abstract meet the requirements for such works.

The doctoral student meets the scientometric requirements for the scientific degree "Doctor of Science".

The presented dissertation presents the doctoral student as a competent and precise researcher, with high qualification and proven competence in his professional activity.

In conclusion, I strongly recommend the highly respected scientific jury to vote positively and proposed to the Faculty of Philosophy of the Konstantin Preslavsky - University of Shumen doctoral student **PLAMEN IVANOV** to be awarded the scientific degree "**Doctor of Science**" in the field of higher education 3. Social, economic and legal sciences, professional field 3.4. Social activities, scientific specialty "Organization and management outside the field of material production" ("Social activities").

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PREPARED THE OPINION:

(Prof. G. Kolev, Ph.D.)

