

OPINION

by Assoc. Professor Tsenka Georgieva Takova, Sofia University 'St. Kliment Ohridski',

Science Field 2.1. Philology

on the conferring of the Higher Education and Academic Degree of 'Doctor'

in the Professional Field 2.1. *Philology*,

Science Area - 'General and Comparative Linguistics'

upon candidate Zlatina Georgieva Nikolova.

Dissertation Topic: Foreign Language Ergonyms and Pragmatonyms in Urban Onomastic Space

1. Significance of research issues in scientific and applied terms.

Zlatina Nikolova's dissertation work is devoted to foreign language names in the linguistic environs of several Bulgarian regional cities in order to study the universal and ethno-cultural strategies for, and methods used in forming the names of organizations and trade marks in the urban onomastic spaces of Sofia, Varna and Burgas. The problems investigated are topical both in theoretical and practical terms and have not been sufficiently developed. The study of the urban onomasticon or language is a relatively new research field in modern linguistics.

The dissertation examines terms such as 'linguistic landscape', ergonyms, pragmatonyms, anthroponyms, mythonyms, cosmonyms, toponyms, and many others, as well as the use of some of these by Western European scholars. A structural-semantic classification of ergonyms and pragmatonyms is presented. Attention is also paid to their pragmatic potential

The practical significance of the work, as Zlatina Nikolova points out, is in the application of the results obtained in the teaching of university courses in general linguistics, psycholinguistics, sociolinguistics, inter-cultural communication, onomastics, language teaching, and in the development of recommendations for naming (p. 11)

2. Justification of the aims and objectives of the dissertation.

The aims and objectives are well justified and clearly and precisely formulated. The dissertation work (in its content, analysis, results and their application) is constructed entirely in accordance with the stated aims and objectives.

The aim of this work is to analyze the ways in which ergonyms and pragmatonyms are formed in the context of urban onomastic space, and to investigate the preferences for and perception of these names by the population. *The tasks* are formulated in detail (pp. 7-9)

3. Conformity between the chosen methodology, research methodology and the set aim and objectives of the dissertation work.

Different approaches have been successfully chosen to realize the main aim and objectives of the work. The methodology is well described (see pages 57- 62)

In collecting the material, the ‘Google maps’ service was used for the cities of Sofia, Varna and Burgas. The ‘descriptive’ or ‘complex linguistic description’ method, and the ‘linguistic interviewing’ technique were the principle means of collection. A written questionnaire was prepared, and 150 participants of different ages were interviewed (p. 10).

4. Scientific and practical contributions of the dissertation (description and evaluation).

The contributions are well articulated by Nikolova (pp. 149-150). They could, of course, be supplemented. The results are the specific value of the dissertation and are illustrated in the graphic material, the two appendices and the detailed tables and graphs. The research is precise and theoretically sound. It should also be noted that the work with informants is quite thorough and in depth.

Comparisons are made with language spaces in other countries - Spain, Russia (p. 138), Japan (p. 140). The need to ‘better familiarize the population with new languages and cultures in order to increase the effectiveness of the adoption and understanding of ergonyms and pragmatonyms, and to improve communication in a globalized world’ is highlighted (pp. 149-150). However, the Candidate stresses that it is important to ‘maintain a balance - to preserve and develop national linguistic identity while being open to international influences’ (p. 140).

The two *Appendices* (pp. 151-152) contain a selected List of Ergonyms (17 units with 399 usages) with the mode of formation, examples, number of units in the card index and other data. A sample of the Questionnaire is attached on pages 153-155

5. Assessment of publications on the dissertation: number, nature of the publications in which it has been published.

The Candidate has [submitted] 3 articles, published in prestigious university scientific journals on the topic of the dissertation, which reference its specific attributes. She has participated in two international scientific conferences in Veliko Tarnovo and Blagoevgrad.

6. Citations from other authors, reviews in the scientific press, etc.

At this stage, no citations from other authors or reviews in the scientific press could be found, but it should be borne in mind that the dissertation's publication date in 2023 requires time before being cited or referenced etc.

7. Opinions, recommendations and comments.

There are great possibilities for future studies in the urban onomastic space in other localities - for example in Plovdiv, in another smaller city, etc. The Candidate has the potential to explore the translation of ergonyms into different languages more profoundly. Of course this would not be an easy task.

I would also recommend publishing substantial parts of the thesis in 'peer-reviewed' and 'indexed' international journals, as the subject matter would be of interest a much wider audience.

One note - I cannot find Zlatina Nikolova's article in *Studia Philologica Universitatis Tarnovensis*, volume 43.

8. Conclusion, with a clearly formulated positive or negative evaluation of the dissertation work.

The conciseness of exposition, clear formulations and conclusions, and correctly presented illustrative material are impressive. The literature used (111 units) shows Zlatina Nikolova's bibliographical awareness. The dissertation abstract is very well structured and corresponds to the content of the dissertation work.

My evaluation of Zlatina Nikolova's dissertation, dissertation abstract and publications is positive. Zlatina Nikolova is a very well-prepared specialist. I was considerably impressed by her language skills. She is an assistant of English at the Department of Foreign Languages at the 'Prof. Dr. Assen Zlatarov' University in Burgas, has also taught Spanish, Japanese and Bulgarian to foreigners, has knowledge of Portuguese and Chinese, and has been involved in translation work for many years.

The structures and contents of the submitted dissertation work and dissertation abstract comply with the requirements of the Development of Academic Staff in the Republic of Bulgaria Act and the Rules on its Implementation in the NBU.

On the basis of all the above, I believe that the presented work fully meets the criteria for the form and content of a dissertation work for the award of the Higher Education and Academic Degree of 'Doctor', Professional Field 2.1. Philology. I strongly recommend that the Honourable Academic Board of Examiners votes in favour of the award of the Higher Education and Academic Degree of 'Doctor' to Zlatina Georgieva Nikolova accordingly.

2/16/2025

Signed:

Assoc. Prof. Tsenka Takova

Sofia University 'St. Kliment Ohridski'