

REVIEW

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Scientific area: professional field 2.1. Philology, Contemporary English Language – Cognitive Pragmatic Analysis of Political and Media Discourse

Scientific organization: University of National and World Economy

Regarding: PhD thesis for awarding the educational and scientific degree of doctor, in the professional field 2.1. Philology and Information Sciences, General and Comparative Linguistics by Zlatina Georgieva Nikolova on the topic of *Foreign Language Ergonyms and Pragmatonyms in the Urban Onomastic Space*

The PhD thesis offered to our attention is a very well-structured scientific work covering 167 pages. In terms of structure, the doctoral thesis encompasses an introduction, which contains the typical requisites for this type of work - aims and objectives of the research, research topic and object, as well as a very well described methodological framework. Chapter one - on the urban onomastic space (landscape) - offers a definition of basic concepts such as the urban onomastic landscape and its semiotic aspects, multilingualism in cities and the characteristics of onomastics as a science. The second chapter examines basic concepts for the piece of research such as ergonyms and pragmatonyms, their functions and classifications. The third chapter represents the analytical part per se of the dissertation, in which the methods of formation of ergonyms and pragmatonyms (nominations) are summarized - morphological, lexico-semantic and lexico-syntactic - and their structural-semantic classification is made. The core of the last fourth chapter is the analysis of the conducted empirical study in the form of linguistic interviews, on the basis of which the pragmatic potential of ergonyms and pragmatonyms is derived. In this chapter, special attention is paid to a significant comparative analysis of language spaces in other countries - Spain, Russia and Japan. On the basis of the rich empirical material and the precise analysis, the main conclusions are drawn in the final concluding part. This concluding part also contains the main contributing points in the dissertation research. The bibliography contains more than 70 titles of studies conducted by English-language scholars of various nationalities, as well as those in Cyrillic.

1. Relevance of the examined issue in scientific and applied terms.

The PhD thesis for awarding the educational and scientific degree of doctor on the topic *Foreign Language Ergonyms and Pragmatonyms in the Urban Onomastic Space* addresses a topical issue,



pertaining to the universal and ethnocultural strategies and methods of formation of names of organizations and trademarks. This topic is relevant for entrepreneurs, considering that consumer preferences and attitudes in this regard have a significant impact on the positioning of products and services and the visibility and recognition of the trademark. The topic is also significant for a wider range of specialists in the field of intercultural communication and marketing. Hence the topic under consideration is relevant in both scientific and applied terms.

2. Justification of the objectives and tasks in the doctoral dissertation.

The main **objective** of the study is clearly defined: based on the analysis of the ways of formation of ergonyms and pragmatonyms in the context of the urban onomastic space, to identify the main linguistic methods and strategies used for their creation and to evaluate their influence on the recognition and degree of acceptance by users.

The research **tasks** with the help of which this main goal will be achieved are also clearly described, namely:

Identifying trends in the naming of commercial organizations, brands and businesses

(a task including a number of specific subtasks such as exploring the most popular naming strategies of commercial organizations, establishments and brands in various industries and consumer preferences in this regard, as well as analyzing the effectiveness of different naming approaches from a marketing perspective and their impact on competitiveness). The second task covers the study of linguistic changes in the urban linguistic space (more specifically an analysis of local preferences regarding the use of different languages in the names of commercial establishments, as well as the frequency of using foreign or adapted local words in the naming of brands, organizations and products). The third task involves determining the universal and specific naming strategies in different industries, and the fourth - a study of the perception of ergonyms and pragmatonyms by consumers through a questionnaire survey of the preferences for the names of commercial organizations as well as an analysis of ergonyms and pragmatonyms and their differentiation depending on the social and cultural context. The fifth and sixth tasks are also clearly formulated and fully correspond to the set main goal: influence of language knowledge and cultural factors on the interpretation of names and an examination of the need to improve cultural and linguistic literacy with a view to improving communication.

3. Correspondence between the selected methodology and research methods and the goal and tasks set in the doctoral dissertation work.

The chosen methodology and research methods are fully in line with the set goals and objectives. Two methods were mainly used: the method of complex linguistic description, including techniques of observation, comparison, classification, systematization of the methods of formation of ergonyms and pragmatonyms, calculations and generalization as well as the method of the linguistic interview with a



view to establishing the pragmatic potential of the names of enterprises, organizations and some trademarks, and the variants of use of ergonyms and pragmatonyms in everyday speech. The ways of collecting the information are also worth noting: the cartographic service Google maps was used for the regional cities of Sofia, Varna and Burgas, and 480 names were collected of pharmacies, bookstores, educational centers, shops, restaurants, pastry shops, travel agencies, beauty and health salons, among other establishments.

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

I fully agree with the author's summary of the scientific contributions in the doctoral dissertation, namely: First, data on names of organizations, trademarks and institutions (ergonyms and pragmatonyms) in the urban linguistic space of large regional cities are systematized, providing a basis for an in-depth analysis of contemporary onomastic practice;

Secondly, based on the analysis of the processes of formation of ergonyms and pragmatonyms, the main trends are outlined such as combining words and borrowings from foreign languages, and this in turn enriches the knowledge about the linguistic and cultural factors influencing naming;

Third, data are summarized on the significant influence of foreign languages, especially English, on the formation of ergonyms and pragmatonyms, and this in turn contributes to improving the interpretation of globalization in the context of the Bulgarian language practice;

Fourth, on the basis of the conducted survey, the characteristics are identified of perception and the preferences of Bulgarian speakers regarding ergonyms and pragmatonyms;

Fifth, knowledge in the field is also enriched by the outlined new trends and emerging practices in the names of organizations, trademarks and institutions, including the increasing use of English-based lexical items and innovative combinations of words;

Sixth, the doctoral dissertation offers recommendations for the effective use of ergonyms and pragmatonyms, tailored to the cultural and linguistic characteristics of Bulgaria, which are useful both for academic purposes and for practical use by businesses and institutions.

Last but not least, we should mention the rich literature review, covering many aspects of the examined problem, namely: 17 researchers in the field of the definition of the concept of language landscape; 12 researchers in the field of multilingualism in cities; more than 25 researchers in the field of onomastics, as well as in defining the terms ergonym and pragmatonym.

5. Evaluation of the publications on the doctoral dissertation: number and nature of the editions in which they were published

The publications on the PhD thesis exceed the required minimum and are four in number. They are as follows: Functions of ergonyms and pragmatonyms in the urban onomastic space. Collection of papers delivered at the international scientific conference Bulgarian studies around the world: Philology at home.



"Neofit Rilski" University Publishing House, Blagoevgrad; Distinctive features and methods of ergonym formation in the urban linguistic landscape. *Studia Philologica Universitatis Tarnovensis*, (series annua), volume 43, 2023; and Pragmatonyms in the urban onomastic space. Cross-cultural communication. New Bulgarian University, Sofia, 2023. All publications are on issues related to the topic of the doctoral dissertation. The proposed texts correctly reflect the essence and assumptions defended in the PhD thesis.

6. Citation by other authors, reviews in the scientific press, etc.

I have no information about citations from other authors or reviews in the scientific press.

7. Opinions, recommendations and critical notes.

I have no substantive critical remarks about the presented doctoral dissertation. I would recommend that the author should also publish in English on the topic, as this could help her ideas possibly reach out to a much wider, international audience.

8. Final conclusion of the review with a clearly formulated positive or negative assessment of the doctoral dissertation.

The presented PhD thesis is an in-depth scientific work of a high theoretical and applied value. In it, the PhD student shows her abilities for independent and original scientific thinking and critical analysis. The dissertation, its abstract, published articles and submitted documents meet the legal requirements for the award of a doctoral degree. All the submitted texts unequivocally possess the necessary essential theoretical and practical attributes and therefore have a serious contribution to contemporary research in the explored field of study. Without hesitation, I propose to the respected scientific jury to award the scientific and educational degree "doctor" to Zlatina Nikolova.

Date.....

Signature.....