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Prof. Tolya Stoitsova, PhD, D.Sc.

New Bulgarian University

E-mail: tstoitsova@nbu.bg

Issue 57 of the *Rhetoric and Communications* journal follows the traditions of publishing analyses of studies in thematic areas, in particular in rhetoric, semiotics and in new failures of communication in the 21st Century. Again, following good traditions, the journal provides a platform for both prominent and young scientists. The authors are 11, nine of them – authors of scholarly articles. A book presentation is also included. Three of the articles are in English. The nine articles are written by 10 authors, two of whom are representatives of academic institutions of Azerbaijan and one is from the University of Bucharest. The authors from Bulgaria are representatives of Sofia University “St. Kliment Ohridski”, the National Academy for Theatre and Film Arts “Krastyo Sarafov” (NATFA), the University of National and World Economy, the University of Ruse “Angel Kanchev”, Shumen University “Bishop Konstantin Preslavski”. These are the proofs of the conclusion that the journal presents established scholars and researchers from different academic communities and established research units in Bulgaria.

The thematic focus allows the formation of three sections.

The first section “Rhetoric and Semiotics” includes two articles. Authors Azad Mammadov and Maryam Isgandarli from Azerbaijan focus in their research on the rhetorical and linguistic features of USA President Donald Trump's communication through a selection of key speeches at important forums.

Miroslav Dachev announces the results of semiotic and visual analysis based on selected images from different monasteries on Theotokos iconography with an emphasis on intentional states and joy. The text is a contribution to an insufficiently researched area that implies an interdisciplinary approach and in-depth theoretical knowledge.

The section “Public communication” includes three texts. Ivet Tileva presents a text that explores a topic of social sensitivity and significance, namely organ donation. The analysis is about selected institutional documents and previous studies on the topic and the aim is to establish both the communicative and economic dimensions of the issues.

Maya Vasileva announces methodological and pedagogical results related to the training of students on current topics, namely communication management of facts and data, in particular on communication units and carbon footprint.

Atanaska Milotinoва presents the results of a study of media publications and institutional documents related to the fight for voting rights of American suffragettes and draws conclusions about the changes in public communication as a result of this activity and new techniques in public communication.

The fourth section “Virtual Communication” includes four publications that present a wide range of studies. The use of Facebook during the election campaign for local elections in 2020 in Bucharest through the prism of gender elements in virtual communication was analyzed in depth in theoretical and visual terms by Elena-Irina I. Ghinet.

Hristina Sokolova presents results on the communicative and sociocultural characteristics of the notion of success among digital consumers in Bulgaria, which presents opportunities for future research in this area.

Diana Nikolova studies the communicative and linguistic features of computer jargon through a comparative analysis between two languages in selection and a rich corpus of data.

Desislava Tomova remains in the field of virtual communication as the focus is on online platforms for financing art, or the so-called Crowdfunding.

Simeon Vasilev presents the book “Toreador. Kevork Kevorkian. The Will of You Win” with a volume of almost 700 pages of the author prof. Dr. Margarita Pesheva. The book is dedicated to a TV presenter and a whole era of television history in Bulgaria.

Professor Tolya Stoitsova is a Doctor of Psychological Sciences and lecturer in Social and Media Psychology at New Bulgarian University, Department of Media and Communication. She was the Director of an International Master’s Program in International Communication at NBU. She also won the highest scholarship to science – Fulbright in 2009. Her areas of specialization include verbal and nonverbal communication, mass communication and international communication, media communication, and more. She has published 6 books, numerous articles and reports from scientific forums.

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