

**Сп. „Реторика и комуникации“, брой 56, юли 2023 г.
Rhetoric and Communications, Issue 56, July 2023**

Editors' Words

DOI 10.55206/QAGU7786

Prof. Dr. Yovka Tisheva

Sofia University “St. Kliment Ohridski”

E-mail: tisheva@uni-sofia.bg

Assoc. Prof. Dr. Kalina Yocheva

Shumen University “Bishop Konstantin Preslavsky”

E-mail: yocheva@abv.bg

Issue 56 includes articles whose themes are related to rhetoric, communication, manifestations of dialogue in society, literature, art, education. Nine articles, written by nine authors, are divided into three thematic sections. There is also a *Book Review* section in this issue. This follows the tradition of presenting results of researches in areas where rhetoric has been operating for decades (society, business, literature, education, media) or is entering new areas (such as the Internet, social networks, software applications, chatbots, artificial intelligence).

The first thematic area is *Rhetoric, Communication, Dialogue*. It includes three articles that outline different research fields, which have points of intersection. The studies are presented through the prism of different sciences and are carried out using contemporary methods. Katya Mihailova explores the manifestations of dialogue and monologue in society, analyzing an interesting and understudied object, which is the contemporary intellectual. Ivanka Mavrodieva explores dialogue in virtual environments, specifically between a human and a chatbot, on topics related to rhetoric, approbating a methodology including the cyberethnographic method and the autocybertenographic observation. Radeya Gesheva analyses dialogue and monologue in the context of twentieth-century Italian literature, choosing an interesting research angle (the body in works of fiction).

The second section “Communication, Dialogue, Education” brings together four articles, each containing the results of analysis and research in education. Again, the focus in these texts is on communication and dialogue. Nikolina Tsvetkova analyzes foreign language teaching and inter-subject relations in the university context. Maya Sotirova examines curricula and theoretical formulations on a current topic in the Bulgarian education system: the development of dialogic primary students’ oral communication skills. Models for conceptu-

alizing trust in pedagogical communication between teachers and parents are examined theoretically and methodologically by Gergana Kuteva, and again the topic stands out for its relevance in the field of education. Following the premises of forming and improving communication and presentation skills Valeria Kardashevskа presents results of research, techniques and modern approaches to improving orators' and presenters' voice and speaking skills.

The topicality of the included themes is also evident in the articles of the third section *Communication, Libraries, Business*, devoted to communication and its manifestations in libraries and in business. Boryana Kozareva analyses user-information communication in libraries in traditional and contemporary terms, reaching also to chatbots and software applications; the author draws a model of behaviour and presents justified conclusions, which can also be regarded as recommendations on an expert basis. Daniel Vassilev focuses on communication in the decision-making process in public and private organizations in Bulgaria and discloses research results using a comparative approach.

Stefan Serezliev presents the book written by Ivo Iv. Velinov *On Tourism. Five Tourist Walks in the Economy of Culture and Heritage*, published by the New Bulgarian University, which comments on the ideas of famous semioticians, their applicability in the professional practice and the rhetorical system of tourism, organizing the poetics of travel (the signifier) and the world of tourism (the signified).

Брой 56 на сп. „Реторика и комуникации“, юли 2023 г. се издава с финансовата помощ на Фонд научни изследвания, договор № КП-06-НП4/72 от 16 декември 2022 г.

Issue 56 of the Rhetoric and Communications Journal (July 2023) is published with the financial support of the Scientific Research Fund, Contract No. KP-06-NP4/72 of December 16, 2022.