

**PhD Program:**

IMPLEMENTATION OF THE NEW INFORMATION TECHNOLOGIES IN PR

**Professional field:** 3.5. PUBLIC COMMUNICATIONS AND INFORMATION SCIENCES

**Modes of study:**

- Regular
- Part time

**Accreditation:**

The accreditation of this program is until 2019.

**Faculty:** Faculty of Law and History

**Department:** Public Relations

**Annotation:**

The defining feature of the present-day society is the high level of dynamics and change that characterizes the processes in the social, political and cultural spheres. One of the main accelerators for this is the development of the new information technologies. They are the basis for the creation of new systems for production, communication and interaction. The wide application of the new information technologies in all fields of scientific knowledge, various professional and institutional activities and social life makes them a tool for innovations.

The PhD Program Application of the new information technologies in PR aims to interconnect the scientific theory with the particular needs of the practice in the field of public communications. Our graduates will not only be highly qualified specialists with scientific potential but will also be responsible, proactive, creative-minded individuals who are able to: create and interpret new knowledge, related with the online environment and communication opportunities that it offers; to make appropriate decisions in the complex and unpredictable information environment, to understand and apply modern scientific achievements in professional practice.

In the society of knowledge the process of lifelong learning is an important condition for the increase of the individual qualification and competitiveness, for the achievement of high levels of employment and efficiency, for the implementation of intelligent and sustainable growth. The development of the human capital plays a key role in the achievement of a competitive economy and modern knowledge based society.

The schooling in the PhD program gives the students an excellent possibility for professional development as lecturers and researchers in universities, experts in government institutions, highly skilled managers in corporations, NGO's and in the media.

**Competencies of the graduates of the PhD program**

In the process of education the PhD student:

- Masters the methodology of scientific research and its application through the perspective of the specific thesis problem.
- Applies the methods of scientific research in the field of communications / research in the field of communications.
- Uses the specialized and systematic knowledge to perform a critical analysis and synthesis of new ideas.

- Extends and modifies the already existing knowledge related to the communications field and its interactions with other frontiers of the scientific area.
- Acquires knowledge with the highest level of complexity and performs original scientific researches.
- Establishes his/her own creativity and abilities to compound, design and implementation of research process with scientific sustainable.

After the graduation the PhD student has competencies for:

- Systematically assimilation and understanding of a significant amount of knowledge from a contemporary perspective or the field of professional practicum.
- Continuing the researches of more complex levels in a pure or applied science contributing to the development of new techniques, ideas or approaches.
- Solving and overcoming of critical problems in the research area and/or innovations, improving standard models and approaches, elaborating innovative solutions by combining different original strategies and technologies.
- Establishing of new knowledge by creating, analyzing and extending the previously known scientific field.

### **Curriculum**

/ Discipline, form of evaluation, lecturer/

1. Methodology of the scientific research – exam, assoc. prof. Traian Popkochev, PhD
2. Online tools for PR – exam, assoc. prof. Slavyanka Angelova, PhD
3. Specialized foreign language (for foreign citizens - Bulgarian language) - exam,
4. Elective course from the 1st group:  
Applied statistics – methodology and technologies – exam, assoc. prof. Elena Karashtranova, PhD  
Protection of the copyright and its neighboring rights – exam, assoc. prof. Manol Stanin, PhD  
Research methods in communications' field – exam, assoc. prof. Romyana Modeva, PhD
5. Elective course from the 2nd group:  
Pedagogy of the Higher Education – exam, Professor Dobrinka Todorina, PhD  
Stylistics of the scientific text – exam, assoc. prof. Ivan Gazdov, PhD  
Macro PR campaigns – exam, assoc. prof. Dimitrina Stefanova, PhD  
Culture of the virtual space – exam, assoc. prof. Vladimir Doulov, PhD

Graduation:

### **Examinations**

During the training the PhD students take exams in Methodology of the scientific research, Special types of PR, Specialized foreign language (for foreign citizens - Bulgarian language) and also more two elective disciplines

### **Defending the doctoral thesis /PhD dissertation**

The doctoral degree is awarded after defending a dissertation in front of a five-member jury that is appointed by the Rector of the University. The defense of the PhD dissertation is considered to be successful when it receives at least three positive evaluations, publicly declared by each member of the jury.