

## **BACHELOR PROGRAMME PUBLIC RELATIONS**

Degree: Bachelor

Professional field 3.5 Public communication and information sciences

Professional qualification "Expert of Public Relations"

### **QUALIFICATION CHARACTERISTICS**

#### **General introduction**

Public Relations is an advanced professional activity. It assists in executing an active and beneficial dialogue as a condition for conflict-free development of social relations in all areas and at all levels. The main priority in our education is the development of professionals who will be able to participate in solving specific problems in different fields of social life. Their basic professional task is to overcome the deficit of trust, to maintain active social relations, to help attain a positive identity of the organization in which they work, to provide its interaction with other institutions and social structures. Students of this degree receive interdisciplinary training in the humanitarian field.

#### **Organization of education**

The curriculum of "Public Relations" and the organization of training - its duration, the form and content of the educational program of each discipline are in accordance with Law on Higher Education, the Regulation on the governmental requirements for obtaining higher education degree "Bachelor" and Regulations of the South-West University "Neofit Rilski". The curriculum and educational programs in "Public Relations" are designed according to the System for credit transfer - ECTS. The training lasts 4 years (8 semesters). The total number of credits required for completion of the degree "Bachelor" is 240, 10 of these credits are for a successful state examination or diploma paper defense.

Obligatory, elective and facultative disciplines are set in the structure of the curriculum, foreign language learning is practiced throughout the duration of training. A distinction is made on the activities of students for each discipline - lecture and individual activity, practical and individual work. The latest achievements of research in the relevant scientific areas are used in the curriculum of all disciplines. Doing this, we answer the expectations and requirements of the student, the community, employers and professional bodies.

The obligatory disciplines provide an opportunity to obtain additional knowledge in parallel scientific areas of interest to students and enrich their skills and competencies. Optional courses carry additional credits above the required 240.

Education for acquiring educational and qualification degree "Bachelor" ends with a written and state oral examination and/or a thesis defense. Graduated students, who achieved "Bachelor" degree in "Public Relations" acquire qualification designation "Expert in public relations". They have the right to continue their education for obtaining educational and qualification degree "Master" and "Ph.D.".

#### **Educational Objectives of the Program**

Public Relations have long been affirmed to be a key part of the management of any significant economic organization or institution, whether in the private or in the public sector. The improvement of the competitive mechanisms of the market economy, on the one hand, and the integration of Bulgaria into the structures of the European Union, on the other, require the development of new competencies and abilities. The program "Public Relations" is an

educational, institutional and scientific response to the new challenges posed by the parallel development of three processes:

1. Accumulation, distribution and classification of verified knowledge in the field of public communications.
2. Performance of the public procurement the university education.
3. The modern way of thinking of the contemporary young man and his social environment.

The main goals of the educational program are:

- To train specialists in humanities who are able to implement a wide range of economic, administrative, civil, political, journalistic and social consultancy activities aimed at the building of a positive image and the gaining of public trust.
- To teach the future specialists how to establish and maintain harmonious relations between the communicating organization and its target groups.
- To help them acquire the competence for research, planning, organizing, directing and controlling various campaigns and special events, both in physical world and on the internet.
- To prepare them for the flexible and dynamic social environment.

The curriculum, the organization of the studies and the implementation of the credit system in The Public Relations Study Program ensure that the graduates acquire competencies and abilities such as:

- Detailed knowledge of the social and communication theories and paradigms;
- The skill to process and analyze scientific data and to implement the results in the practice;
- The ability to understand and identify the problems, priorities and tasks of the informational and communication policy of the organization in which they work.
- The expertise to research and analyze public opinion and attitudes.
- The ability to develop and implement strategic communications plans and programs.
- The expertise to develop a communication culture and good communicational behavior in their organization and in the society.
- Knowledge of the nature and function of traditional and online media.
- The skill to develop informational and promotional products.
- The ability to professionally prepare text materials associated with the activity of the organization.
- The expertise to implement innovative approaches in producing and managing events in the real and online environment.

### **Qualification and career development**

The graduates of the bachelor program in Public Relations can make a successful career in the electronic and print media, in advertising and PR-agencies, in political parties, in non-governmental organizations; PR department in public institutions or private companies. They can work as: PR-manager; PR-specialist; Head of state and municipal administrations; Manager and corporate communications specialist; Manager and strategic communications specialist; Manager and integrated communications specialist; Image-maker; A specialist in solving problems; Communication expert or advisor; Media analyst; Organizer of special events; Speaker; Account Manager; PR Account Executive; BTL-manager; An expert in crisis communications, etc.

**CURRICULUM**  
BA PROGRAM “PUBLIC RELATIONS”

<b>FIRST YEAR</b>			
<b>1-st Semeser</b>	<b>ECTS credits</b>	<b>2-nd Semester</b>	<b>ECTS credits</b>
Theories of Mass Communication I	5,0	Fundamentals of Public Relations I	6,0
Theory and Practice of the Text I	6,5	Theories of Mass Communication II	4,0
Fundamentals Management	5,0	Theory and Practice of the Text II	6,0
Sociology, Communities, Modernization	5,0	Marketing	4,0
Elective Course 1	5,0	Elective course 2	4,0
English	3,5	English	3,0
Sport	0,0	Training practice 1	3,0
		Sport	0,0
	<b>Total 30</b>		<b>Total 30</b>
<b>SECOND YEAR</b>			
<b>3-rd Semeser</b>	<b>ECTS credits</b>	<b>4-th Semester</b>	<b>ECTS credits</b>
Fundamentals of Public Relations II	7,0	Fundamentals of Advertising and Branding II	8,0
Fundamentals of Advertising and Branding I	7,0	New Information Technologies in PR II	5,0
New Information Technologies in PR I	7,5	Media Studies	7,0
English	4,0	Manipulative Language Strategies	5,0
Elective course 3	4,5	Elective course 4	5,0
	<b>Total 30</b>		<b>Total 30</b>
<b>THIRD YEAR</b>			
<b>5-th Semeser</b>	<b>ECTS credits</b>	<b>6-th Semester</b>	<b>ECTS credits</b>
Training practice 2	3,0	Persuasive Communication II	4,5
Persuasive Communication I	4,0	Communications Research Methods II	6,0
Introduction to Political Science	4,0	Graphic Design	7,5
Communications Research Methods I	7,0	Elective course 7	6,0
Media Management	4,0	Elective course 8	6,0
Elective course 5	4,0		
Elective course 6	4,0		
	<b>Total 30</b>		<b>Total 30</b>
<b>FOURTH YEAR</b>			
<b>7-th Semeser</b>	<b>ECTS credits</b>	<b>8-th Semester</b>	<b>ECTS credits</b>
Training practice 3	3,5	Intercultural Communication	4,5
Strategies and Tactics of PR	8,5	Political Communication and Image Making	5,0
Stylistics for PR	7,0	Crisis PR	5,5
Elective course 9	5,5	Elective course 11	5,0
Elective course 10	5,5	State exam or presentation of bachelor thesis	10,0
	<b>Total 30</b>		<b>Total 30</b>

Total for four years: 240 credits

## THEORIES OF MASS COMMUNICATION

ECTS credits: 5.0 Weekly workload: 2 lect.+1 sem+0lu+0lpu+0p

Form of knowledge control: Current estimation Exam type: written

Semester: 1st

ECTS credits: 4.0

Weekly workload: 2 lect.+1 sem+0lu+0lpu+0p

Form of knowledge control: Exam

Exam type: written

Semester: 2nd

Methodological Guidance: Department of Public Relations, Faculty of Law and History

Lecturer: Chief assistant professor Radostina Mihailova, PhD, Department of Public Relations

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### **Annotation**

The main objective of this course is the PR students to acquire knowledge about the essence and the characteristics of the professional mass communication as well as systematic knowledge about its theories

### **Syllabus contents**

Nature of communication in the society. Culture and communication. Basic model of the communication process. Basic elements of mass communication. Aim and function of mass communication in the society. The process of “gate-keeping”. Mass communication models of the 20th century. Psychological theories of the mass communication. Traditional and information society – D. Bell. Salvajo’s information model. Social change in the information society.

### **Education methods and assessment**

The lecturer illustrates the scientific problem in the course of the lectures. The students prepare before the lectures in order to participate actively. The assignment is connected with preparation of individual paper and making a test. The course finished with sitting for written examination. The final mark includes the result of the exam, the test and the papers.

## THEORY AND PRACTICE OF THE TEXT I

ECTS credits: 6.5

Weekly workload: 2 lect.+2 sem+0lu+0lpu+0p

Form of knowledge control: Current estimation Exam type: written

Semester: 1st

Methodological Guidance: Department of Public Relations, Faculty of Law and History

Lecturer: Prof. Anna Choleva-Dimitrova, PhD, Department of Public Relations

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### **Abstract:**

The lecture course introduces into problems in Textlinguistics that deals with texts as basic communicative unit. It presents its occurrence and development. The topics are mainly focused on the essence of the text, its main signs, composition and the mechanisms of the textual coherence. Concepts: text, textuality, coherence, cohesion, intentionality, acceptability, informativity, situationalness, intertextuality, interdiscursivity.

### **Course content:**

Text as an object of knowledge and linguistic research. Text linguistics - origination and development. Criteria for textuality: communicative, autonomy, intentionality, situationalness. Text and not text. Nature and basic features of the text. Pragmatic assessment of the text. Discourse and text. Text and topic. Kinds of topics. Composite structure of the text. Architectonic structure of the text. Linguistic mechanisms and textual coherence. Construction of text. Nominative chains in the text. A lexical construction of the text.

Main ways to achieve textual coherence. Communication and linguistic text. Intertextuality and interdiscursivity.

**Teaching and learning methods and assessment:**

The lecture course is conducted in a traditional manner and approved the use of multimedia. Continuous assessment is carried during the exercises during the semester by coursework and tests in the relevant points.

The course ends with a written exam on study material in accordance with Annexes conspectus. The final assessment reports the results of monitoring and evaluation of the exam is 1:1.

**FUNDAMENTALS MANAGEMENT**

ECTS credits: 5.0

Weekly workload: 2 lect.+1 sem+0lu+0lpu+0p

Form of knowledge control: Exam

Exam type: written

Semester: 1st

Methodological Guidance: Department of Public Relations, Faculty of Law and History

Lecturer: Assoc. Prof. Valentin Vasilev, PhD, Department of National Security and Public Administration

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**Summary:** The course aims at learning the primary management functions, principles, approaches and systems; at forming and developing skills for planning, organizing, control, delegation, managerial decision making and communication.

The following key issues are subject of the course:

- Formation and development of the management science, main schools and approaches;
- Organization as a subject to management, internal and external organization environment;
- Management as a process; basic functions;
- Binding processes in the management; managerial decision making and communication;
- Change management;
- Organizational culture.

The curriculum of this course is consistent with similar studying courses of some leading universities from West Europe and USA.

**Course content:**

Formation and development of the management science, main schools and approaches:

Systematic approach in the management. Situation approach in the management. Management as a process: basic functions. Organization: formal and informal organizations; horizontal and vertical division of labor. Internal environment of the organization. External environment of the organization; environment with direct impact and environment with indirect impact.

“Planning” function in the management: nature of the process; elements of the planning; actions order. Goals and goal setting. Management by objectives. Strategic planning; nature of the process: main stages. Implementation of the strategic plan and control following its completion; strategic plan evaluation. “Organizing” function; organizational structure; organizational structure design; types of organizational structure. Delegation of authorities; centralization and decentralization; line and command authorities. “Motivation” function; conceptual and process motivation theories. Managerial decision making process. Types of managerial decisions. Models and methods of decision making; creative models; mathematical methods and models. Communication in the management; communication process. Interpersonal communication. Organizational communication. Communication barriers; strategies for communication improving. “Control” function; nature of control; types of control. Basic characteristics of the efficient control. Groups in the organization and their efficiency. Management and leadership; basic theories and approaches. Conflict and stress

management in the organization. Change management. Organizational culture. Social and ethical responsibilities of the management.

**Lectures and seminar exercises.**

The lecture course is supported by use of multimedia equipment. All topics consist of a practical and a lecture part.

The seminar exercises include debates, discussions, reviewing problem situations, solving of and discussing cases, solving of control tasks, individual and collective work on the subject matter.

The evaluation of the results in the process of study complies with the requirements of the Ordinance # 21 of the Bulgarian Ministry of Education and Science from September 30rd, 2004 for implementation of a system for learning credit accumulation and transfer

**SOCIOLOGY, COMMUNITIES, MODERNIZATION**

ECTS credits: 5.0

Weekly workload: 2 lect.+2 sem+0lu+0lpu+0p

Form of knowledge control: Exam

Exam type: written

Semester: 1st

Methodological Guidance: Department of Public Relations, Faculty of Law and History

Lecturer: Prof. Valentina Milenkova, PhD, Department of Sociology

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**Abstract:**

The course "SOCIOLOGY, COMMUNITIES, MODERNIZATION" is to introduce students to the "logic" of science sociology, to acquaint them with the basic "rules of sociological method." Sociology, presented as a way of interpreting the world, uses a specific terminology - Society, personality, social interaction, role, status, socialization, rationality, etc. One of the goals of the course is to enter and learn the basic vocabulary of science sociology.

Presentation of the variety of paradigms, viewpoints and approaches to social reality in sociology approval of their particular "truth" and "contextuality" is another major task of the course.

As a basic organic and other related philosophical, economic and sociological subjects of the curriculum, the course "Introduction to Sociology" laid the foundations of sociological literacy students.

The course is divided into three main modules:

1. Basic concepts in sociology;
2. Sociological analysis of modern society;
3. Introduction to empirical sociology

**Education methods and assessment**

The lecturer illustrates the scientific problem in the course of the lectures. The students prepare before the lectures in order to participate actively. The assignment is connected with preparation of individual paper and making a test. The course finished with sitting for written examination. The final mark includes the result of the exam, the test and the papers.

**ENGLISH**

ECTS credits: 3.5

Weekly workload: 0 lect.+2 sem+0lu+0lpu+0p

Form of knowledge control: Current estimation Exam type: written

Semester: 1st

ECTS credits: 3.0

Weekly workload: 0 lect.+2 sem+0lu+0lpu+0p

Form of knowledge control: Current estimation Exam type: written

Semester: 2nd

ECTS credits: 4.0

Weekly workload: 0 lect.+2 sem+0lu+0lpu+0p

Form of knowledge control: Exam Exam type: written

Semester: 3rd

Methodological Guidance: Department of Public Relations, Faculty of Law and History

Lecturer: Chief assistant professor Slavka Popova, PhD, Department of Public Relations

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**Course Description:** The course includes teaching specialized vocabulary from the PR sphere and practicing the four activities - reading of specialized texts, listening to media and PR texts, speaking – the aim being the fluency of speaking and writing various texts from the PR sphere. The second and especially the third semester include intensive teaching of specialized vocabulary while the first semester requires teaching grammar and general vocabulary.

**Goal:** The aim of this course will be to educate the students and make them feel fluent in English which will allow them to become more successful in the PR sphere as well as to acquire bigger opportunities while successfully communicating in English in today's globalizing world. The main purpose of this course is to make the students confident in speaking English for Public Relations. The students are expected to achieve some formal English and business English skills.

Methods of education:

**Teaching Methods:** The following methods will be used during teaching – grammatical and translation, the direct method, audio-lingual, and especially the communicative method because the students should use the English language naturally, in a natural environment. The showing, the discussion, the story-telling, the drilling exercises will be practiced individually and in groups. Lingual /for creating language skills and competence/, pre speech /the material is prepared in terms

of the four speech types/ and the development of the communication competence are methods which will be used during the process of education in the PR major. Multimedia will be used as well.

**Prerequisites:** Basic knowledge of the Bulgarian grammar – morphology and syntax are needed. The general knowledge on the various genres will be of use. The comparative grammar between the Bulgarian and the English language will help the specialized translation of texts from the sphere of Public Relations.

**Examination and Assessment Procedures:** Placement Test Procedure during the third semester shows each student's level according to the Common European Framework of Reference for Languages. During the final exam students sit for an exam according to their individual level. Scoring System and the Bulgarian Grading Systems are used.

## THEORY AND PRACTICE OF THE TEXT II

ECTS credits: 6.0

Weekly workload: 2 lect.+2 sem+0lu+0lpu+0p

Form of knowledge control: Exam

Exam type: written

Semester: 2nd

Methodological Guidance: Department of Public Relations, Faculty of Law and History

Lecturer: Prof. Anna Choleva-Dimitrova, PhD, Department of Public Relations

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### Abstract:

The course introduces in the theory of mass communicative text. Considered a form of interpretation of social facts by different types of texts, as well as through journalistic text format. Attention is paid to the problem of understanding the text. Through the seminar classes aims at developing practical skills for the study of various amounts of text mining periodicals, radio and television programs. Also contemplated are methods for analyzing text.

Of particular importance for the students mastery of the standards in the construction of text in Bulgarian language. Some of the lectures are devoted to spelling rules in shaping the text (in parts from the text of the sections, etc.) according to the actual, official orthography in Bulgaria. Key concepts: social fact, artefakt, context, mass medium communicative text, journalistic text, text media, political discourse, interviews, comment, reportage, article, essay, hypertext, interactivity.

**Course content:**

The orthographic norm in Bulgarian language and the construction of texts. Proper names in the text. Transliteration table. Shaping the text (parts from the text, of the sections, etc.) according to official orthography in Bulgaria. Text editing. Production of linguistic texts. Perception of linguistic texts. Understanding of the text. Reading and readability. Transfer linguistic texts in mass communication. Typology of linguistic texts. Criteria and basic types. Genre affiliation of the texts. Methods for the analysis of the text. Content analysis. Discourse analysis. Tekstlinguistic, sociolinguistic and psycholinguistic analysis. The text in mass communication. Reproduction of the texts in mass communication and their standardization. Intertextuality - the main feature of the texts in the mass communication. Journalistic genres - informative and analytical. Journalistic editing. Kinds of text editing. Hypertext, multimedia and interactivity.

**Teaching and learning methods and assessment:**

The lecture course is conducted in a traditional manner and approved the use of multimedia. Continuous assessment is carried during the exercises during the semester by coursework and tests in the relevant points.

The course ends with a written exam on study material in accordance with Annexes conspectus. The final assessment reports the results of monitoring and evaluation of the exam is 1:1.

## **MARKETING**

ECTS credits: 4.0 Weekly workload: 2 lect.+1 sem+0lu+0lpu+0p

Form of knowledge control: Exam Exam type: written

Semester: 2nd

Methodological Guidance: Department of Public Relations, Faculty of Law and History

Lecturer: Assoc. Prof. Vyara Kyurova, PhD, Department of Management and Marketing

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**Annotation:**

The course aims to meet the needs of students' knowledge of methods of economic management in a market economy. In the training process students will obtain sufficient information about methods and approaches to solving problems of production and realization of production companies, to quick adaptation to the needs and market changes. The course is consistent with the current workload, it allows to study the nature, role, facilities and marketing.

**Course contents:**

Occurrence, role and concepts of marketing; Marketing environment; Methodological and information provision and use of market research; Marketing programs; Research on markets and consumer needs; Marketing Strategies; Market segmentation and product positioning; Marketing services; Goods such as marketing tool; Distribution as a marketing tool; Prices as marketing tool; Penetration of goods as marketing tool; Planning and control of marketing activities.

**Teaching and assessment**

Teaching is in the form of lectures. At the beginning of each lecture a short introduction is provided to ease the transition from one topic to another. New topics are discussed with



students to achieve continuity of training and help students draw their own conclusions. In training, priority is given to practical and independent work of students.

### **TRAINING PRACTICE 1**

ECTS credits: 3.0

Weekly workload: 0 lect.+0 sem+0lu+2lpu+ 0p

Form of knowledge control: Exam

Exam type: written

Semester: 2nd

Methodological Guidance: Department of Public Relations, Faculty of Law and History

Lecturer: Assoc. Prof. Dimitrina Stefanova, PhD, Department of Public Relations

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#### **Annotation**

Educational practice targets aims to broaden and complement the students' preparation for their future career. Students must acquire skills to apply theoretical knowledge in practice in governmental, economic, political and cultural organizations. Students of Public Relations conducted practice in the broadcasting and print media advertising and PR-agencies, NGO, PR-services in government agencies and private companies.

#### **Syllabus contents**

Knowledge of the organizational structure and functions of the organization as purpose communications. Description of the target groups. Methods for the Study of Public Opinion. Impact Analysis organizational politic.

#### **Education methods and assessment**

Training practice takes place during the summer vacation in organization. The evaluation is basis of a report, that the work described

### **FUNDAMENTALS OF PUBLIC RELATIONS**

ECTS credits: 6.0

Weekly workload: 2 lect.+2 sem+0lu+0lpu+ 0p

Form of knowledge control: Current estimation Exam type: written

Semester: 2-nd

ECTS credits: 7.0

Weekly workload: 3 lect.+2 sem+0lu+0lpu+ 0p

Form of knowledge control: Exam

Exam type: written

Semester: 3-rd

Methodological Guidance: Department of Public Relations, Faculty of Law and History

Lecturer: Assoc. Prof. Dimitrina Stefanova, PhD, Department of Public Relations

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#### **Annotation**

The main objective of this course is introducing the nature and the characteristic features of the professional PR communication as well as giving systematic knowledge about the theory and practice of the communication connections within an institutional and organization structure. Another objective is to introduce to the students the theoretical social communication concepts and the practical rules for applying them in the sphere of PR. The third aim is to introduce the students the possibilities for enlarging and specialising and going deeper into the theory of the modern society communication forms.

#### **Syllabus contents**

Origin and nature of Public Relations. Principles. Structure of the PR professional activity.

Organization of the PR activity. PR practice, PR staff and departments. PR schedule. The systematic analysis as PR organization principle. PR models. The organizations and PR – the communication in the organization; the organization structure and PR; The communication

between the small groups. Mass communication and PR; Marketing and PR. The PR activity. PR campaigns.

### **Education methods and assessment**

Examples, including visualization, illustrate the lectures. The students prepare in advance for participation in the lectures. A term project is prepared by the students as a home assignment. There is a term test. The final exam during the regular session is written. The final mark is a proportion between the results of the term test, the projects and the final exam.

## **FUNDAMENTALS OF ADVERTISING AND BRANDING**

ECTS credits: 7.0 Weekly workload: 3 lect.+2 sem+0lu+0lpu+0p

Form of knowledge control: Current estimation Exam type: written

Semester: 3-rd

ECTS credits: 8.0

Weekly workload: 3 lect.+2 sem+0lu+0lpu+0p

Form of knowledge control: Exam

Exam type: written

Semester: 4-th

Methodological Guidance: Department of Public Relations, Faculty of Law and History

Lecturer: Assoc. Prof. Slavyanka Angelova, PhD, Department of Public Relations

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### **Annotation**

The main objective of this course is to present the theory and practice of the national, the European and the world tendencies in advertising. This derives from the necessity the students to form criteria and skills for assessment of an advertising campaign as well as opening possibilities for organising advertising campaigns, strategies and inventing slogans – main idea, text, structure and graphic design. Considered the nature and functions of advertising in the overall communication policy of the organization, its main characteristics.

The function and structure of the brand are discussed, its positioning on the market. The main principles of the branding/ trademark management in the context of the contemporary development of advertising.

### **Syllabus contents**

The origin and development of advertising: world and national status. The place of advertising in the marketing mix and the communication policy of the company. Nature and functions of the contemporary advertising. The advertising industry. The advertising rectangle. Types of advertisements.

The advertising agency: origin, types of advertising agencies. The modern advertising agency – structure and functions. The studies in the sphere of advertising. Nature and types of discounts.

Media planning – nature and significance, selection of media, influential factors for the choosing media for advertising.

Promotion - nature, characteristic, types. The planning of promotion. Nature and main functions of the trademark. Management of the trademark. The advertising in the Internet – nature and types. Internet branding.

### **Education methods and assessment**

The lectures are held in the traditional way. During the semester there is assessment of the students' knowledge. Assignments are given to the students to prepare papers and prepare for tests. The students prepare for the tests themselves. They prepare theoretical and practical papers and an advertising strategy. The advertising strategy is defended orally with an audience. The mark at the end of the semester includes the mark of the advertising strategy. There is written exam at the end of the semester. The questionnaire is given to the students beforehand. The final mark includes the marks from the written exam and the marks from the semester.

## NEW INFORMATION TECHNOLOGIES IN PR I

ECTS credits: 7.5 Weekly workload: 3 lect.+2 sem+0lu+0lpu+0p  
Form of knowledge control: Current estimation Exam type: written

Semester: 3rd

ECTS credits: 5.0 Weekly workload: 0 lect.+3 sem+0lu+0lpu+0p  
Form of knowledge control: Exam Exam type: written

Semester: 4th

Methodological Guidance: Department of Public Relations, Faculty of Law and History

**Lecturer:** Assoc. Prof. Slavyanka Angelova, PhD, Department of Public Relations

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### **Annotation**

The main objective of this course is obtaining knowledge and skills for the usage of the new information technologies in the public communications as a part of the PR process. The course covers the apparatus and the information securing of the public communications, processing the information in charts and graphics, access to Internet information and use of web sites as means of communication and work with the general public. The selected exercises are connected with formation of skills for practical usage of the most modern information technologies and communication systems i.e. without them the realization of a firm, office or state institution would be unthinkable.

The main objective of the course is to broaden and deepen students' knowledge obtained in the first part and the possibilities of new information technologies to implement PR.

### **Syllabus contents**

Information Society: Development of electronic communications. Internet as a medium. Characteristics of online communication. Internet audiences. The Web site of the organization, as a technique for PR. Spreading the news through RSS. Social media and networks. Corporate blog. Online PR-campaign

### **Education methods and assessment**

There is a presentation of each lecture. The most contemporary scientific achievements are discussed.

During the training, the students prepare a project assignment and solve four practical problems whose assessments are involved in the final grade. Students are encouraged to participate in seminars, roundtables and other forums related to the subject matter of the course. The course ends with a test on the lecture material from the previous semester. The final evaluation reports the results of monitoring and evaluation of the exam is 1:1.

## MANIPULATIVE LANGUAGE STRATEGIES

ECTS credits: 5.0 Weekly workload: 2 lect.+1 sem+0lu+0lpu+0p  
Form of knowledge control: Exam Exam type: written

Semester: 4th

Methodological Guidance: Department of Public Relations, Faculty of Law and History

**Lecturer:** Prof. Anna Choleva-Dimitrova, PhD, Department of Public Relations

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### **Abstract:**

The course MANIPULATIVE LANGUAGE STRATEGIES gives the knowledge, skills and attitudes for success with the oral and the written word. The students learn strategies to achieve personal and business success. Besides the acquired knowledge enabling them to benefit from the morally permissible manipulative language strategies. Expanding the

communicative competence of future PR professionals, and this is a decisive prerequisite for a more successful and more effective work with the language. The program acquaints with the problems of linguistic manipulation in a global world and directs the communicative skills in sync with European language strategies aimed at the preservation of our national linguistic identity.

**Course content:**

The Bulgarian literary language and language strategies and policies of the EU. The global world and languages. The influence of the English language. Essence and manifestations of linguistic manipulation. Individual communication and linguistic manipulation. Problems with communication, influenced by incorrect language strategy. Successful strategies in the linguistic manipulation. Elements of successful linguistic manipulation. Basic language strategies and manipulative techniques in written communication. Manipulative language strategies in negotiations. Language strategies of the interview when applying for a job. Language strategies of the interview when applying for a job. Telephone communication and linguistic manipulation. Persuasive communication and linguistic manipulation. Verbal and non-verbal communication-manipulative strategies. Manipulative language strategies in print. Manipulation without distortion of the facts. Public speech and manipulative strategies. Political speech and linguistic manipulation. Linguistic demagoguery - the role of the dialogue. Ads and linguistic demagoguery. New technologies, communication and linguistic manipulation. Language strategies in the manipulation of public opinion.

**Teaching and learning methods and assessment:**

The course of lectures held by the traditionally recognized way. Is used multimedia. Activities during the exercises were purely practical. Monitoring shall be carried out during the sessions during the semester through the Exchange tasks and practical developments. The total credit course is 5 credits.

Assuming 5 credits are 50 contingent units. Of these 20 units are recruited by the presence of lectures and exercises, 30, from individual preparation. The private preparation provides: participation in individual and team practical training; development of topics with theoretical and practical orientation. The course ends with a written exam on the teaching material according to the conspectus.

**TRAINING PRACTICE 2**

ECTS credits: 3.0

Weekly workload: 0 lect.+0 sem+0lu+2lp+0p

Form of knowledge control: Exam

Exam type: written

Semester: 5th

Methodological Guidance: Department of Public Relations, Faculty of Law and History

Lecturer: Assoc. Prof. Slavyanka Angelova, PhD, Department of Public Relations

e-mail: sl.angelova@swu.bg

**Annotation**

The course aims to help prepare students for their future careers in the field of public relations. Students should be able to apply their theoretical knowledge in practice of various governmental, economic, political, social and cultural structures of civil society.

Students of Public Relations may conduct internship media, advertising companies, NGOs, economic and socio-cultural institutions; PR agencies, press offices in government offices and private companies, political parties and civic movements, and more.

The practice serves students with a wide range of practical skills in various fields. Students should occur as researchers engaged in research based on observation and analysis of documents.

**Syllabus contents**

Understanding the organizational structure and functions of the organization where the internship takes place ( activity , regulations, departments) to determine the communication links in the organization. Analysis of the impact of organizational policies, procedures and actions on various audiences . Make advertising desired one - leaflets , brochures and more. Compilation and razprostranienie press releases.

#### **Education methods and assessment**

The internship takes place during the summer vakakantsiya of his choice organization or institution. The student is obliged to inform the scientific supervisor of the time imyastoto of practice . Following an internship student is required to provide a completed questionnaire in a form response from the employer report , completed an internship license. All assessments are based on written work . Students apply practical materials that have participated or other materials related to their report.

### **PERSUASIVE COMMUNICATION**

ECTS credits: 4.0 Weekly workload: 2 lect.+1 sem+0lu+0lpu+0p

Form of knowledge control: Current estimation Exam type: written

Semester: 5th

ECTS credits: 4.5

Weekly workload: 2 lect.+1 sem+0lu+0lpu+0p

Form of knowledge control:

Exam Exam type: written

Semester: 6th

Methodological Guidance: Department of Public Relations, Faculty of Law and History

Lecturer: Chief assistant professor Slavka Popova, PhD, Department of Public Relations

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#### **Annotation**

The main objective of this course is introducing the differences between the communication types and the character of their functioning is the necessary condition for successful work. In this sense the study of persuasive communication in the PR has an important educational significance. The persuasive communication in PR is a basic method in this science which is characterised with the peculiarities of one-way, one stage communication in PR. It is expressed through the methodology of the persuasive public nature which is inherent to this type of PR.

The basic objective of the course is defining the persuasive communication, its purpose, principles, elements means for expressing and applied techniques for using them in the real practice. A special attention attention is paid of the persuasive process related with rhetorics, propaganda and argumentation.

#### **Syllabus contents**

Persuasive communication – nature and identification. Nature of the persuasive communication in PR. Persuasive publicity. Basic objectives of the persuasive communication. The role of the message in the persuasive communication. Rhetorics and propaganda as tools for speech pressure. The principles of the persuasive communication in PR. Means, used in the persuasive communication. Publicity and social responsibility of the persuasive communication. Lobbying and Persuasive communication in PR.

#### **Education methods and assessment**

The course is visualized with an OHP and multimedia. The knowledge is checked during the semester through information material work out /brochures, leaflets etc./, essay writing, preparation of papers, tests assessed in points. The final exam is written.

### **INTRODUCTION TO POLITICAL SCIENCE**

ECTS credits: 4.0

Weekly workload: 2 lect.+1 sem+0lu+0lpu+0p

Form of knowledge control: Exam Exam type: written

Semester: 5th

Methodological Guidance: Department of Public Relations, Faculty of Law and History

Lecturer: Assoc. Prof. Nikolay Popov, PhD, Department of International Law and International Relations

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### **Annotation**

The main goal of the course is to give basic knowledge about the essentials and peculiarities of political science and its basic concepts, subjects, relations, phenomena, events, theories, etc.

### **Syllabus contents**

Politics and power. Definition and nature of the concepts. Definition and general characterization of the term democracy. Historical retrospection and development of the understanding of democracy. Political Process and Political System. Parliamentaryism. Definition, essence and comparative analysis. Executive authority. Head of State - Types and Functions. Political parties and party systems. Pressure groups. Basic political ideologies. Elections and Electoral Systems. Political elite and political leadership. Political culture. Citizenship. Definition and common features. Foreign Policy and International Relations. Contemporary Theories of International Relations.

### **Education methods and assessment**

The lecture course with students is carried out in the traditionally approved way by using multimedia, too. The individual preparation envisage study of sections from the basic and additional literature; assignments resolutions; test tasks resolutions. The final grade is based on the written examination.

## **COMMUNICATIONS RESEARCH METHODS**

ECTS credits: 7.0

Weekly workload: 2 lect.+2 sem+0lu+0lpu+0p

Form of knowledge control: Current estimation Exam type: written

Semester: 5th

ECTS credits: 6.0

Weekly workload: 2 lect.+2 sem+0lu+0lpu+0p

Form of knowledge control: Exam

Exam type: written

Semester: 6th

Methodological Guidance: Department of Public Relations, Faculty of Law and History

**Lecturer:** Assistant professor Lubomira Hristova, PhD, Department of Public Relations

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### **Anotation**

The main objective in this course is to give students knowledge about the basic methods of research the communication and how to build a concept, procedure and methodology of the study. The theoretical framework of the course is tailored to the needs of future public relations specialists – with their role of stakeholders on issues of organizational communication, public communication and public opinion. The task to acquire skills for applying research methods in different social studies is realized with the possibility of involving students in interactive lessons.

**Content** Essence, functions, features of research. Criteria for scholarly. Multidisciplinary in the communications research. Mass communications as a research subject. Theoretical and empirical level of research. Defining the object and the subject of research. Population and scope of the study. Sample. Types of samples. Reliable and representative of empirical information. Stochastic error. Operationalization of concepts. Research hypotheses. Research project. Plan and Program. Analysis and interpretation of the results of empirical research. Segmentation of media audience. Rating studies. Specificity and cognitive abilities of quantitative methods of communication research. The inquiry research method as a tool for

communication study. The inquiry as a research method. Questionnaires. Types of questions. Media Monitoring and press clipping. Public opinion studies. Qualitative communication research methods. Interview and types of interviews. Methodology of depth interview. Observational methods. Field observations. Content analysis - nature, types and application. Focus groups.

### **Education methods and assessment**

The course is conducted in traditionally approved way by using multimedia presentations, educational films and other information products. Continuous assessment is carried out during classes throughout the semester by assignments, practical projects or tests. The course ends with a written exam on the lecture material according the questionnaire. The final assessment takes into account the results of the monitoring and evaluation of the exam and is 1: 1 ratio.

## **MEDIA MANAGEMENT**

ECTS credits: 4.0

Weekly workload: 2 lect.+1 sem+0lu+0lpu+0p

Form of knowledge control: Exam

Exam type: written

Semester: 5th

Lecturer: Assistant professor Milena Yankova, PhD, Department of Public Relations

e\_mail: yankova\_milena@swu.bg

### **Annotation**

The objective of the course is to help students acquire in-depth knowledge of the nature of media organizations as an object of administration by entering the specifics of media management, by gaining knowledge of business organization in today's media, human resource management and the process of decision-making. Media marketing as a function of media management occupies a special place because of the need for deeper knowledge of PR specialists about the techniques of integrated marketing communication. Thus future PR practitioners will be prepared to make grounded decisions concerning communication policy of the media organization, in which management team they can work in.

### **Course content**

Management as a social activity. Nature of media organization as an object of management. Specifics of media management. Theoretical issues. Characteristics and the environment of the media organization. Strategic planning in media management. Organization of activities in the media business. Management of media editing. Human resource management in the media. Multimedia editing. Media marketing as a function of media management. Marketing research in printed and electronic media. The media product and the integrated marketing communication. Legislative framework of public broadcasters in Bulgaria. Media regulation.

### **Teaching methods and assessment procedures**

The course is conducted using interactive methods, numerous examples are implemented and presented graphically. Monitoring is done in class during the semester through assignments and tests. The course ends with a written exam on the material according to the syllabus provided to students. The proportion between the semester results and the final exam is 1:1 which forms the final mark.

## **GRAPHIC DESIGN**

ECTS credits: 6.0

Weekly workload: 2 lect.+2 sem+0lu+0lpu+0p

Form of knowledge control: Exam

Exam type: written

Semester: 6th

Methodological Guidance: Department of Public Relations, Faculty of Law and History

Lecturer: Assoc. Prof. Slavyanka Angelova, PhD, Department of Public Relations

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### **Annotation**

The course “Graphic Design” is the further developed theory which was presented during the lecture course “New Information Technologies in PR” in the 2nd year. Besides it enlarges the knowledge and skills which has already been obtained in these two courses it integrated the basic knowledge in “Fundamentals of Advertising and Branding”. Basic theoretical concepts are introduced as well as tools and principles at project development in the sphere of the graphic design, planes and 3D figures are studied. The course gives theoretical and practical instructions for preparing various types of advertising and PR company brochures and leaflets. These are necessary means and elements in the building a positive image and help the good company communication.

### **Syllabus contents**

Nature of graphic design. Spheres of application. Computer graphics. Types. Main characteristics. Formats of the graphic files. Basic concepts in the graphic design. Tools for page and text formatting. The Size and the form as means for expression. Colour influence. Fonts – history, development, architecture, usage rules. Graphic symbol – elements, design, meaning of the symbols. Company documents – general type, structure, contents, design. Web graphics.

### **Education methods and assessment**

The course consists of presentations. The seminars take place in a computer laboratory. Students’ projects and practical tasks are controlled during the semester. Points are used for evaluation. A project is prepared by the students and minimum five practical materials which are taken into consideration during the final mark formation. There is a test at the end of the course. The final mark is a proportion between the semester marks and the final test result the proportion being 1:1.

## **TRAINING PRACTICE 3**

ECTS credits: 3.5

Weekly workload: 0 lect.+0 sem+0lu+2lpu+0p

Form of knowledge control: Exam

Exam type: written

Semester: 7th

Methodological Guidance:

Department of Public Relations, Faculty of Law and History

Lecturer: Assistant professor Lyubomira Hristova, PhD, Department of Public Relations

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### **Annotation**

The course aims to help prepare students for their future careers in the field of public relations. Students should be able to apply their theoretical knowledge in practice of various governmental, economic , political, social and cultural structures of civil society.

Students of Public Relations may conduct internship media, advertising companies , NGOs, economic and socio- cultural institutions ; PR agencies , press offices in government offices and private companies , political parties and civic movements, and more.

The practice serves students with a wide range practical skills in various fields. Students should occur as researchers engaged in research based on observation and analysis of documents.

### **Syllabus contents**

Understanding the organizational structure and functions of the organization where the internship takes place (activity, regulations, departments) to determine the communication links in the organization. Description of the target audience of the organization. Develop a marketing strategy. Budget and timetable for implementation. Development of PR-campaigns. PR-solving cases. Organizing special events.



### **Education methods and assessment**

The internship takes place during the summer vakakantsiya of his choice organization or institution. The student is obliged to inform the scientific supervisor of the time imyastoto of practice . Following an internship student is required to provide a completed questionnaire in a form response from the employer report , completed an internship license. All assessments are based on written work . Students apply practical materials that have participated or other materials related to their report.

### **STRATEGIES AND TACTICS OF PR**

ECTS credits: 8.5

Weekly workload: 3 lect.+2 sem+0lu+0lp+0p

Form of knowledge control: Exam

Exam type: written

Semester: 7th

Methodological Guidance: Department of Public Relations, Faculty of Law and History

Lecturer: Assoc. Prof. Dimitrina Stefanova, PhD, Department of Public Relations

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### **Annotation**

The economic and political factors have extremely strong influence on the activity of the companies. The formulation of strategies as ways and means of achieving the objectives is a method of successful operation of the company in the market environment.

Public Relations aid to establish and maintain relationship between the organization and the publics. This process is realize by research, analysis, planning, actions and evaluation.

Special attention is PR programmes are compelling, properly focused and tuned to building value in line with specific goals and objectives. To consistently demonstrate value through structured deliverables management, reporting and evaluation.

### **Syllabus contents**

Part I. General characteristic of the process of strategically planning.

Part II Preparation of PR-programs

### **Education methods and assessment**

Examples, including visualization, illustrate the lectures. The students prepare in advance for participation in the lectures. A term project is prepared by the students as a home assignment. There is a term test. The final exam during the regular session is written. The final mark is a proportion between the results of the term test, the projects and the final exam.

### **STYLISTICS FOR PR**

ECTS credits: 7.0

Weekly workload: 2 lect.+2 sem+0lu+0lp+0p

Form of knowledge control: Exam

Exam type: written

Semester: 7th

Methodological Guidance: Department of Public Relations, Faculty of Law and History

Lecturer: Prof. Anna Choleva-Dimitrova, PhD, Department of Public Relations

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**Type of Course in the Curriculum:** Compulsory course from the curriculum of the Public Relations Department Bachelor's Degree programme

**Course Description:** The subject and the tasks of stylistics are presented in this course. The stylistics is presented in the context of the linguistics. The functional styles and the genres are discussed. The course is theoretical and practical. The problems of editing will be discussed, too.

**Purpose:** The Integration Theory of Stylistics and its influence on the Bulgarian stylistics will be discussed.

**Teaching Methods:** Lectures, tutorials, home assignments, problem solving

Prerequisites: Basic knowledge on linguistic problems is needed

**Examination and Assessment Procedures:** written exam on topics from the tutorial and discussion on topics from lectures

### **POLITICAL COMMUNICATION AND IMAGE MAKING**

ECTS credits: 5.0

Weekly workload: 3 lect.+2 sem+0lu+0lpu+0p

Form of knowledge control: Exam

Exam type: written

Semester: 8th

Methodological Guidance: Department of Public Relations, Faculty of Law and History

**Lecturer:** Assoc. Prof. Ivan Gazdov, PhD, Department of Public Relations

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#### **Annotation**

The objective of this course is to introduce the modelling of the public opinion through realization of the processes in the political communication. Special attention is paid to the verbal behaviour for attracting the audience to the political events, the formation of purposeful interrelations in the mind of the citizens, the undertaking of political commitments, and formation of political attitudes, the interrelation between the words and the actions in politics. The main mechanisms for perception of the audience political messages are discussed. Classical and modern theories for comprehension of the political perception are taught. The strategy for image making of a political figure is presented.

#### **Syllabus contents**

Political speaking – significance and functions. Verbal behaviour of the political elite. Types of political rethorics. Personal characteristics and political speaking. Problems of the verbal research. Condensed symbols and construction of the political perception. Cognitive method for audience analyzing. Image making. Moral categories in politics. Public events. Functions of the verbal behaviour during public events. Verbal behaviour in a small group. Basic elements of negotiating. Media and political verbal behavior. Research methods for studying the political indicators of the political verbal behaviour.

#### **Education methods and assessment**

In this lecture course there are plenty of examples and visual materials in order to illustrate the theory in the lectures. There are term papers during the semester as well as term tests which are evaluated with proper points. The proportion between the semester results and the final exam is 1:1 which forms the final mark.

### **CRISIS PR**

ECTS credits: 5.0

Weekly workload: 3 lect.+2 sem+0lu+0lpu+0p

Form of knowledge control: Exam

Exam type: written

Semester: 8th

Methodological Guidance: Department of Public Relations, Faculty of Law and History

**Lecturer:** Assoc. Prof. Dimitrina Stefanova, PhD, Department of Public Relations

Email: dimi@swu.bg

#### **Annotation**

The target of course is to definite the concept crisis, to diagnosed and to make a plan for prevention and reaction .To explore main conceptions that are necessary for understanding the crisis management and the crisis PR. In that way the student acquire new knowledge and form skills for: diagnostics the conflict, to work up strategic and applicable plans, to make communication model during the crisis, to communicate with journalists, to work up key issues in message to the media during crisis.

#### **Syllabus contents**

Definition of the crisis. The main point of the crisis management. Types of crises. Sources of positional crisis. Management mechanisms to identify the crisis. Definition of the border to crisis PR. Anti-crisis PR-actions. Working up a plan for prevention. Anti-crisis team. Communication materials and channels during the crisis. Planning and tasks. PR-plan during crisis. Working with media during crisis.

#### **Education methods and assessment**

Examples, including visualization, illustrate the lectures. The students prepare in advance for participation in the lectures. A term project is prepared by the students as a home assignment. There is a term test. The final exam during the regular session is written. The final mark is a proportion between the results of the term test, the projects and the final exam.

### **INTERCULTURAL COMMUNICATION**

ECTS credits: 4.5

Weekly workload: 2 lect.+2 sem

Form of knowledge control: Current estimation

Exam type: written

Semester: 8<sup>th</sup>

Methodological Guidance: Department of Public Relations, Faculty of Law and History

Lecturer: Prof. Lazar Koprinarov, DSc., Department of Philosophy and Political Sciences

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#### **Annotation**

The course focuses on the ways in which culture interrelates with and effects communication processes. It is designed to increase the sensitivity to other cultures and the awareness of own cultural backgrounds. The specific course objectives are as follows: to understand how communication processes differ among cultures; to develop cultural sensitivity; to identify barriers to effective Intercultural Communications and strategies for overcoming them; to acquire knowledge, skills and attitudes that increase intercultural competence.

#### **Syllabus contents:**

Importance and needs of intercultural communication. Concept of communication. The influence of the cultural context on communication. Models of the communication process (linear, circular and transactional models). Components of intercultural communication: knowledge, skills, attitudes. Sapir-Whorf hypothesis. Non-verbal behavior. Kinesics (posture, gesture, gait). Paralanguage (tone, volume, rate of speech, use of silence). Proxemics (use of space). Chronemics (use of time). Obstacles to intercultural communication. Ethnocentrism, stereotypes and prejudice. Theories in Intercultural Communication: Hall's high and low context; Hofstede's cultural patterns; Trompenaars' model of national culture differences. Intercultural competence. Basic tools for its improvement.

#### **Education methods and assessment**

The course material is covered through lectures and seminars. Examples, including presentations, illustrate the lectures. Students make a control test during the semester. The final exam is written. The final mark is a proportion between the results of the control test and the final exam. The requirements for the semester are: regular attendance, completion of tasks if the absence is more than three classes and GPA from the control test 3.00/6.00.