

**Faculty of International Economics and Administration**  
**Department: Administration and Management**  
**Professional area: Administration and Management**  
**Major: Public Administration and Management – European Administration**  
**Educational-and-qualification Degree: Master**

### **COURSE DESCRIPTION**

1. Course unit title: Administration and Media
2. Course unit code: PCI 1036
3. Type of course unit: elective
4. Level of course unit: Master
- 5 Year of study: first
6. Semester: first
7. Number of ECTS credits allocated: 3
8. Name of lecturer: Assoc. Prof. Georgi Draganov Kalaglarski, PhD
9. Learning outcomes of the course unit: as a result of the course postgraduates will acquire specific knowledge and skills for communication with the various structures of society and to apply different techniques to achieve rapid and lasting effects of the interaction.
10. Mode of delivery: face-to-face
11. Prerequisites and co-requisites: Postgraduates are required to have developed a general information culture of public administration. This course enriches their knowledge to interact with both the public and specific target groups.
12. Course contents: The course objective is to build a modern media culture, which is expressed predominantly in various techniques and technologies for interaction with the public through print media, radio and television. Postgraduates' preparation is important for the construction and management of active and positive public opinion and to maintain personal and public image of the organization.
13. Recommended or required reading:
  - 1) Аргайл М., Хандерсън М., Анатомия на човешките отношения, с, 1989.
  - 2) Ласуел Х., Структура и функции на комуникацията в обществото, кн. «Комуникацията», С, 1992.
  - 3) Павлов П., Калагларски Г., Държавният служител – делови вид и комуникация, С, 2000.
  - 4) Петев Т., Комуникация и социална промяна, С, 2000.
14. Planned learning activities and teaching methods: a course of lectures, a project assignment
15. Assessment methods and criteria: the course ends with a written examination
16. Language of instruction: Bulgarian
17. Work placement(s): none