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Abstract

The author offers a survey of the teaching of public relations in Bulgarian universities. For her, the democratic transformation of Bulgaria and the other countries of Central and Eastern Europe require the effective use of public relations by all social institutions. Even the institutions that teach public relations must make use of it to promote their programmes as well as their graduates. The new private higher education institutions in Bulgaria are more successful in terms of self-promotion via public relations than the older state institutions. The author proposes three common initiatives: (i) a network of chairs and professional organizations devoted to public relations; (ii) publication of a book on "Crisis Public Relations"; and (iii) the organization of common professional and academic activities in public relations in Europe. (HRK / Abstract übernommen)