

**OPPORTUNITIES FOR MILITARY MEDIA TO ESTABLISH
A PUBLIC IMAGE OF AN ORGANIZATION IN THE FIELD
OF SECURITY AND DEFENSE**

Stoyan Markov, PhD

Abstract: *The publication outlines the main advantages that the media have in the process of informing the public. The role of the new digital channels, which today are an integral part of the daily lives of consumers and the opportunity they provide for informing the public, is pointed out. The role of the military media for establishing the public image of an organization in the field of security and defense and the results that can be achieved through the proper management of communication is outlined.*

Key words: *new media, public image, communication management, military media.*