

PRINCIPLES OF PUBLIC RELATIONS IN ACCIDENTS AND CRISES AND THEIR IMPLEMENTATION IN SECURITY AND DEFENSE

Stoyan Markov

Abstract: *The publication aims to show theoretical principles in security and defense incidents and crises. Indicate the steps to be taken in the event of a crisis situation, describe various scenarios where a crisis situation may arise. The publication gives a typology of the crises in which an organization may fall. Describe the steps and milestones to address the crisis situation in security and defense.*

Key words: *crisis communications, incidents, image of the organization, crisis situation.*