

**ELEMENTE MANAGERIALE PENTRU ÎMBUNĂTĂȚIREA
FUNCȚIONĂRII COMUNICĂRII / MANAGERIAL
ELEMENTS FOR THE IMPROVEMENT OF
COMMUNICATION FUNCTIONING**

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Abstract

In a world that is rapidly and profoundly changing, the accommodation of organizations to the turbulence of change is achieved first and foremost through communication. The social communication is essentially an organizational communication. The strategies and the waves of communication within organizations and between organizations and external environment are vital for the existence and the performative force of any organization.

The classical approaches to communication are generally divided into two categories: the theories that place communication in relation to the technologies used as support (Shannon, Weaver) and those that deal with it on a psychological and sociological perspective (The Palo Alto School).

Keywords: communication, change, the strategies, manager's profession, strategic program of communication.