

**MANAGEMENTUL COMUNICĂRII SOCIALE ȘI
IMAGINEA PUBLICĂ A POLIȚIEI DE FRONTIERĂ
ROMÂNE / SOCIAL COMMUNICATION MANAGEMENT
AND PUBLIC IMAGE OF THE ROMANIAN BORDER
POLICE**

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Abstract

Defined in the simplest way, communication is a process of transmitting information, ideas and opinions from an individual to another and from one social group to another. Generally, human relationships represent communicational interactions. We live ones for the others and we interact with the others as far as there is communication between us: we send and receive signals, we put into codes and we decode messages. The messages amended the information the others receive, and possibly, their behavior. The receptor's behavioral reaction may influence the broadcaster in a perceptible or imperceptible way.

Keywords: social communication, public image, public opinion, public relations management.