

The dissertation points out the huge potential of social communication that is often undervalued. It tries to clear of scientist interpretation of communication. It is understood in a simplified way only as a flow, retrieval, providing, and handing atomized pieces of information on. This work attempts philosophical divulgence of the sense and of the core of communication. At the same time there is used multidisciplinary attitude to the issue as well. Philosophy interprets communication not only as universal condition of human being, as a mean of mutual understanding and sympathy, but also as searching and forming of one's own identity. Even if helpful, dialogical social communication has to master its own crisis (true partnership, co-existence, solidarity and unity wasted somewhere) which immediately contributed to the series of further crisis (including the crisis of upbringing) it remains the only possible way to master all manner of crisis. Solution is then considered in training to social communication, to dialogical conflict solving. We should learn to tolerate and to understand the other man. Education should take care of improving of social communication and finding ways of new possibilities.