

Communication is one of the most discussed themes of today and its significance is ever growing. Most often, communication is divided in verbal and nonverbal. It depends if the content of the communicated message is put across in words or not. Every person uses his or her communication style in the contact with others which is different in each situation.

The art of communication is the ground not only in everyday life but also in employment. Every organization is a place where communication happens intensively. It is directed outward, and of course it takes a place inside. Internal communication is the prerequisite of good outer communication. The most important aim of internal communication is to inform its members about internal processes and to get feedback about the functioning of an organization.

Communication in an organization proceeds in different directions (e.g. vertically,

horizontally, diagonally) and in different ways (e.g. formally and informally). The whole exchange of information takes place with the help of several communication media. They can be divided into personal and medial, according to the information exchange, either face to face or through the mass media.

Manager communication is essential to the whole organization. It influences the general atmosphere in the establishment. The employees' style of communication strongly depends on it.

Communication is a complicated process which has its specifics. If an organization wants to stay competitive it has to keep on working on it because only high quality communication inside is going to bring satisfied customers.