

The submitted thesis deals with the position and implementation of the internal firm communication at present organizations. It focuses on individual factors, which influence the formation of communication, and describes the communication-governing principles in the organizations. Herein, the internal firm communication is regarded in terms of the modern approach to the human resources management, which emphasizes the need of intensive two-way simultaneous communication both between the personnel and the management and also among the co-workers. This thesis underlines the significance of the communication for the processes proceeding at the organization and indicates continuity of the efficient communication functioning and the organization's success.