

SOME ASPECTS OF ORGANIZATIONAL COMMUNICATION IN HIGHER EDUCATION INSTITUTIONS

Stela Spînu

„Nicolae Testemițanu” State University of Medicine and Pharmacy, Chișinău

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Abstract. *Communication* is a complex process of transmitting and receiving information of an economic, social, cultural, etc. nature through a medium or media, standing at the base of personal and social relationships. *Organizational communication* is an essential subdivision of the communication field, through which managers develop a system for presenting and transmitting information to their employees, but also to other institutions and persons to achieve the proposed mission and objectives. Organizational communication is essential and unavoidable in any institution, and it occurs on two levels: managerial and marketing. *Organizational communication on a managerial level* implies managerial communication, which is a form of interpersonal communication, used by managers to inform, influence, train, motivate, promote, and create the institution's image; *organizational communication on the marketing level* is the process of transmitting and conveying information about products to the consumer. The only way to achieve successful goals and desired results is through well-managed organizational communication at the management and marketing levels. By neglecting it, the education system and young people, in particular, would be harmed. Or, communication in academic institutions is a rather complicated process, because it does not fit a familiar style, but neither is accepted a rigid and hardstyle, typical of complex organizations. Accordingly, it is important for educational institutions to revise their attitude toward the communication process to be able to build an effective and coherent dialogue with employees and beneficiaries.