

COMUNICAREA MANAGERIALĂ PERSUASIVĂ – O CONTINUĂ PROVOCARE

PERSUASIVE MANAGERIAL COMMUNICATION – A CONTINUOUS CHALLENGE

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Abstract: Field persuasion is changing and evolving. The desire to influence is a fundamental human reaction. The ability to persuade is one of the defining characteristics of humanity. This is the strongest possible reason for the study of persuasion. In the 50s of the century XX, experts in communication theory have shifted from the logical aspects of persuasion to influence the motivation for their interlocutors. Today, persuasion is a omnipresent phenomenon, penetrating in the organizational life. Persuasive managerial communication process is complex, lengthy, influencing the attitudes of people (subordinates) within a particular context of communication restrictions, behavioral changes in the production of certain specific goals or interests derived from the persuading agent (manager), strategy persuasion is more effective when is based on common grounds between the agent and the individual.

Keywords: communication, persuasion, manager, efficiency.