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THE NEW PARADIGM OF COMMUNICATION, A PRODUCT OF THE PANDEMIC CRISIS

1. PANDEMIC COMMUNICATION: FAKE NEWS AND MISINFORMATION VERSUS TRUTH AND TRUST

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Abstract
The rapid rise of social media in the flow of interpersonal communication, coupled with the outbreak of COVID-19 pandemic, has highlighted more acutely than a decade ago the fierce confrontation between fake news and disinformation promoters, on the one hand, and defenders. truth and trust, on the other hand. Both communication specialists and virologists and epidemiologists recognize the importance of stopping the flow of fake news and misinformation in the relationship between administrative and health authorities, on the one hand, and the population, on the other, as a condition for success in combating SARS-COV-2. Increasing public confidence in administrative and health authorities is another condition for success in eradicating the COVID-19 pandemic.
Keywords: *COVID-19 pandemic, SARS-COV-2, fake news .*

2. PANDEMIC COMMUNICATION - A „OPPORTUNE" CHALLENGE?

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Abstract
Before the isolation caused by the COVID-19 pandemic became a necessity, the practical part of the course „Radio Specialized Work Techniques" that we teach our journalism students, within Apollonia University of Iaşi, also took place with the help of new technologies. I used my cell phone and its various applications to replace the tape recorder, magnetic tape and editing studio to exemplify and create the skills a radio journalist need. „Another life!", would say the old users of the professional Nagra recorder, which, from the point of view of recording, had similar performances but also over 15 kg and could only record without interruption for half an hour. Looking at things this way, the isolation caused by the pandemic seems to have come at the right time. That is, at that very moment when human intelligence had the necessary substitutes ready. Information technology has already created the critical mass of electronic tools capable of sustaining society's life in conditions of ... social isolation. Experts point out that the restrictions did not obstruct communication. Numerous social networks and existing equipment (television and mobile telephony) have successfully ensured the „normality" of human life. The psychological and psychiatric consequences that specialists have not yet ruled on are not taken into account.
Keywords: *COVID-19, pandemic communication, social isolation.*

3. THE ACADEMIC PROCESS OF VOCATIONAL EDUCATION VS. THE SOCIAL TREND OF PERSONAL DEVELOPMENT

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Abstract
The COVID-19 pandemic affected the entire social life, for the most part in a negative way, but for some segments of the population or economic and social domains, in a positive way. The

much-desired digitization process has proven to be one that has evolved rapidly, ensuring remote activity.Given the time savings, but also through the concerns and insistence of companies for employees to improve their skills, but especially to maintain an emotional balance, it was found that the percentage of those who bought books and read, increased significantly .Studies show that the vast majority of literature purchased, by companies and individuals, comes from the field of personal development, ie from an area that seems to be less targeted by formal education.It is interesting that the Ministry of Education also launched the purchase of such materials, which it recommended as specialized literature.Starting here, it is necessary to see how this phenomenon affects the educational process in Romania.

Keywords: *academic process, vocational education, personal development.*

4. MEDIA COMMUNICATION IN REPUBLIC OF MOLDOVA UNDER THE COVID-19 PANDEMIC

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Abstract

The COVID-19 pandemic has divided the world into groups of people who believe and do not believe in the existence of the SARS-CoV-2 virus, which accept and are against COVID-19 vaccination. Both the former and the latter defend their views, and the latter fiercely protest against the decisions taken by governments, organize street demonstrations accompanied by violence. Fighting pandemics, however, requires discipline, strategies and tactics related to the army's medical arsenal. Under such conditions, pluralism of opinion, as a weapon of democracy, can be effective until decisions are made. In situations created by the pandemic: war with an unseen but powerful enemy, which acts quickly, decisively kidnapping thousands of lives, when the strategies and tactics of combat are clear, the offensives are not discussed, but executed. In the war with the unseen enemy, the media is becoming an arsenal of beliefs and the promotion of social cohesion of the factors that catalyze human reactions, of beneficial social energies. The SARS–CoV-2 virus manifests itself in the social-human environment. It is a living, microbiological organism reproduced by the human body and propagated in the social environment. Like any living organism, the coronavirus is constantly fighting for its existence in its living environment. Its power depends on the state of the social-human environment, culture, science, openness, communicability, in short, the level of civilization that society shows.

Keywords: *pandemic, social institutions, virus, social cohesion, flu.*

5. POWER, PROFITS AND THE PANDEMIC: FORTUNE 100 COMPANIES USE OF BLOGGING TO MAXIMIZE THEIR INCOMES

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Abstract

The world's ten richest people have doubled their wealth from $ 700 billion to $ 1.5 trillion, at a rate of $ 15,000 per second or $ 1.3 billion a day in the first two years of this pandemic that has reduced the incomes of 99% of the world's population, forcing millions of people into severe poverty. For the world's billionaires, however, the pandemic was terrific. Central banks pumped trillions of dollars into financial markets to save the economy, yet much of that has ended up lining the pockets of billionaires riding a stock market boom. Fortune 100 and Fortune 500 have adapted well to the new economic environment by using blogging as a tool to increase revenue. With nearly 4 billion people worldwide currently connected to the internet, there has never been a better time for companies to include blogging in their marketing strategy. Major corporations in the F500 top 5 like

Walmart, Amazon and Apple are some of the most notable corporations who have TikTok accounts, for instance. With algorithm technology based on big data and enhanced user loyalty, TikTok is a niche social media platform for corporations to reach a particular audience. These listed corporations above have large target markets that overlap with TikTok's demographic. Not only does blogging drive website traffic and promote products and services, but it also helps build trust with potential customers.

Keywords: *profits, pandemic, billionaires.*

6. THE ALGORITHMIC LEVIATHAN: A CONVERSATION ON ALGORITHMIC ACCOUNTABILITY, FAIRNESS, AND TRANSPARENCY

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Abstract
The reality of us living in an algorithmic age where our behaviour and the governance of our societies is now influenced, shaped, guided, and circumscribed by computer code falls into the long tradition of technology both reflecting and reorganising the social. The increasing centrality, power and authority of algorithms as arbiters and facilitators of social action is one of the hallmarks of our data-saturated era. In both public and private sectors, computational algorithms increasingly govern societal functions, impacting multiple stakeholders and social groups. Algorithmic systems are permeating so much of our lives that nearly every vital aspect of human culture and society is to some degree reliant on algorithms, most of them decidedly opaque to the casual observer. As these algorithmic governance structures proliferate and we come to face an actual decrease in socially intelligible and accessible information, it becomes vital that we ensure their effectiveness while embodying a legitimate goal and are procedurally fair, open and unbiased. Considering that industry standards for best practice are all but non-existent, the interpretation of existing laws is sometimes uncertain when applied to algorithmic outcomes, and judicial experience is in short supply, several measures to address adverse effects should be considered, from strict legal and regulatory viewpoints to a purely technical standpoint. Because, while they can enable efficient, data-driven decisions at massive scale, even offering increased opportunities for participation, social inclusiveness, diversity and democratic responsiveness, they also risk invisibly perpetuating socially undesirable or erroneous decisions. Recent real-world cases suggest that, managed poorly, algorithmic governance can lead to further unequal power distribution, growing heteronomy, compromises in social values, prejudice to civil liberties, infringement on human rights, and amplified disempowerment of marginalized groups, while reinforcing and perpetuating existing social biases and prejudices. We propose an overview of these competing narratives with the intention of mapping and assessing recurring controversies and concerns that are regularly raised in relation with algorithmic selection. Ultimately, we expand on a number of exemples of algorithmic decision-making applications that demonstrate the need for clear mechanisms of accountability, routinely coupled with a call for more transparency, irrespective of the sector or specific application, due to their potential to bring about consequences that are detrimental on a number of levels.

Keywords: *accountability, algorithmic governance, bias, human agency, transparency.*

7. EMOTION VERSUS TECHNOLOGY - ONLINE BROADCASTS OF TV PRODUCTIONS

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Abstract
Televisions use new technologies in order to attract an audience as large as possible for watching their audiovisual productions. The growing audience brings advertising which, in turn, brings the

necessary funding for the survival of media channels, especially private ones. In the classic small-screen broadcasts, at set times and announced in programs, whether they are recorded or live, audience measurements can be made through a nationally approved operator by the National Association of Measurements of Audience.When we talk about the Internet and the media, we usually focus on trying to answer a very common question: what is the impact of the Internet on the media, and especially on television? In fact, in recent years, all the content on the small screen can be found in the virtual environment, on websites, on online news agencies and on social networks, especially on Youtube, Instagram, Facebook and, more recently, TikTok. The pandemic has further forced TV producers to use online recordings or broadcasts on ZOOM, Skype, Messenger or Google Meet. In these situations, technology has brought us closer, but lost part of the emotion transmitted to the public.

Keywords: *televisions, audience, pandemic, emotion.*

8. STORYTELLING, A BASE OF PANDEMIC COMMUNICATION

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Abstract

Inevitably, the pandemic generated by the coronavirus has imposed some important trends in the PR world, trends that will be implemented in the future, but also caused changes in the level of consumer behavior and attitude towards a brand.At a time when more and more governments have imposed security measures against the spread of the virus, large companies have been forced to stop promotional campaigns and fill the gap created by the shift from commercial to contextual communication, as in a time of crisis, the main message is transmitted by actions. Thus, the companies were able to show that they are empathetic, authentic, managed to connect with consumers and attracted the attention of the media. The changes took place in a chain, and one of them was the explosion of content creators and the avalanche of media content. Empathy and storytelling were the basis of communication during the pandemic.

Keywords: *storytelling, pandemic communication, empathy.*

9. APPLICATIONS OF ILLUSTRATED BOOKS FOR CHILDREN IN THE UNIVERSITY TEACHING PROCESS IN THE WORLD AND IN ROMANIA

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Abstract

The illustration books are not only for children, but, as stated by Signatura Publishing House, they are also for adults. Some of them have been used successfully in pre-university teaching or in corporate training programs abroad, but more recently in Romania. They can also be used successfully in the university teaching process, such as the book „Be yourself " within the "Magic Hat Store "personal branding seminars, to those of developmental psychology seminars and so on. This presentation is based on the applications of Signature books in the university teaching process.

Keywords: *illustrated books, university teaching process, training programs .*

10. COMMUNICATION IN SPACE - BETWEEN IDEAL AND REAL

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Abstract

The important place of communication in human interaction is often mentioned. This fact is justified, if we consider that man is a social being and, practically, every act or gesture by which he expresses himself, has a message, leads to communication either with himself or with those around him. Close to the human society and as a result of the Romanian one, it meant the improvement of the communication in all the fields of the society, its application with efficiency, representing a fundamental, permanent necessity. In fact, the evolution of history has been intertwined with the development of communication in all areas and in all eras of human society, and therefore of Romanian society. The more accessible the communication in space, the more precise it was through its merits and the simpler it was for me to understand it, by those to whom it was addressed, the more effective it proved. Thus, the real communication used in space, we can say that it was getting closer and closer to the ideal one. It can also be mentioned that the theory through communication, was combined with social practice and they influenced, we believe, each other, as from theory to practice and vice versa. Throughout history, regarding the communication in space, a permanent preoccupation has been maintained for the removal of the obstacles that have arisen, on the communication channel, so that it tends towards the ideal, efficient communication.

Keywords: *communication, human society, social being.*

INSTITUTIONAL COMMUNICATION

1. THE LEGAL FRAMEWORK FOR CREATING ORGANIZATIONAL STRUCTURES SPECIALIZED IN ADMINISTRATION

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Abstract

The legal requirements for the establishment of specialized organizational structures in the central administration depend on the constitutional constraints. A general legal framework may or may not exist when public policy makers set up such structures, or delegate certain functions to them. This general legal framework can already be integrated into a set of rules, principles or regulations that function as a coherent and accessible body of written rules.

Keywords: *legal framework, organizational structures, administration .*

2. TRADITION, MODERNITY AND PERSPECTIVE IN INSTITUTIONAL PROMOTION

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Abstract

Communication, in general, and especially the external communication of an institution belongs to the managerial effort, considered further the basic binder in the relationship with the company, connected to the main areas and subareas of civic or professional interest, with multiple but structurally differentiated objectives, promoting production, services or trade.New media and technologies for promoting the image of an institution are becoming much more pressing in relation to the categories of interested persons or state institutions, interested or obliged to intervene in order to promote the main object of activity.The new trend imposes an accentuated increase of the quality and intensity of the internal communication by protecting the interests of its own staff but also to a dynamization of the institutional promotion activities in a perpetually complex mix of tradition

and modernity. Consequently, the paradigm shift is imposed dually, both by the perpetual reconfiguration of the external perception of the momentary value of the institution and by the potential it can develop at certain moments on the evolutionary graph.

Keywords: *tradition, modernity, institutional promotion, communication.*

3. HIGHLIGHTS IN THE EVOLUTION OF THE ROMANIAN EDUCATIONAL INSTITUTIONS FROM THE GREAT UNION UNTIL NOW

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Abstract

After the Great Union, a first step in order to modernize the Romanian education system was represented by its generalization on the entire national territory. The laws that were adopted at that time aimed to improve the management of schools by appointing competent people, to improve the system of selection and training of future teachers, priests and professors in the Preparatory Schools and in the Normal Seminars.In 1948, the education system was reformed and the Soviet model was adopted. As a result, the structure of the education was as follows: seven compulsory classes and three middle school classes and the evaluation system was based on grades from 1 to 5. In 1959, the system moved to the High School with eleven grades, to the Twelfth Grade in 1969 and to the generalization of ten-grade compulsory education in 1976. Between 1960 and 1980, the Romanian school benefited from many positive transformations. After the 1989 Revolution, there were many changes in Romanian education in order to improve and connect it to the guidelines in similar fields of developed European countries.

Keywords: *Romanian school, Great Union, education.*

4. USE OF NONVERBAL AND PARAVERBAL LANGUAGE IN PUBLIC SPEAKING

Lecturer PhD Irina Petruca[1]
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Abstract

During the speech, the attention of the audience is taken from the moment the speaker gets up to speak. It will depend in particular on the speaker how he will later retain and capitalize on the public's attention and will do so mainly with the help of nonverbal and paraverbal language. Communication, which is made up of 7% verbal communication, 55% nonverbal communication and 38% paraverbal communication, shows that what is communicated is important, but more important is how it is communicated. Thus, the speaker must keep in mind that if nonverbal and paraverbal language contradict the verbal message, the audience will be confused and, to get out of the state of uncertainty, will instinctively give credence to body and voice signals and not words. This paper presents the main nonverbal and paraverbal elements that the speaker should use to keep the attention and influence the audience according to its particularities.

Keywords: *speech, nonverbal communication, paraverbal communication.*

5. THE IMAGE CRISIS AND ITS IMPACT ON AN ORGANIZATION'S REPUTATION. A CASE STUDY

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Abstract

By definition, the image crisis is manifested by the partial or total deterioration of the public image of the organization. An image crisis is always a loss of trust and a bad reputation, but in

addition, it can jeopardize the effectiveness of the organization. An image crisis never comes out of nowhere, there are always a number of factors that precede it. In the Republic of Moldova, the most exposed areas of image crises are banking, food and politics. In this presentation we aim to investigate the image crises that periodically affect the food industry, as they are the most aggressive and have long-lasting effects. The investigative process focuses on the reactions and communication strategies during the crisis, the mistakes made by the organizations, as well as recommendations that could improve the research field.

Keywords: *image crisis, food industry, communication strategies.*

6. ORGANIZATIONAL CULTURE AND CORPORATE COMMUNICATION IN MEDIA INSTITUTIONS

Assoc. Prof. PhD Mariana Tacu[1]
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Abstract

Organizational culture can be interpreted as an expression of the social development of the enterprise. The concept of organizational culture is often analyzed in relation to innovation. The widespread view is that organizational culture has a strong effect on innovative processes. The highlighting of these phenomena can be done suggestively with the help of the promoters model. In a world where competition is often fierce, factors such as: real-time services, price and quality, become more uniform, the brand being the ultimate definition of the product. Thus, a new strategy, based on corporate social responsibility, is gaining ground, which can become a real tool of competitiveness and performance. The success of a media institution also depends on how the manager knows how to achieve the unity of the organization, based on employee loyalty. Also, a successful organizational culture requires the manager to know how to stimulate constructive competition and cooperation between employees, which subsequently has favorable effects.

Keywords: *organizational culture, corporate communication, media institutions.*

7. THE ROLE OF THE PRESS RELEASE FOR JOURNALISTS. THE WRITING DILEMMA

Assoc. Prof. PhD Victoria Bulicanu[1]
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Abstract

The distribution of a press release to media institutions by public and private institutions does not necessarily mean the publication of its content by the press. The press releases issued by the central institutions of the state (Government, Presidency, Legislature), but also those issued by the Prosecutor's Office, the courts are the most requested by journalists. The interest in these press communications is easy to understand, because in the same direction the attention of the reading and viewing public is usually channeled. Failing to follow the rules of writing the information in a press release in order to transform it into journalistic materials, journalists risk to discredit their own image as a professional and, directly, the image of the media institution of which they are part. This article aims to highlight the most important rules for transforming a press release into an objective and equidistant informative journalistic material.

Keywords: *press release, media institutions, journalistic material.*

8. THE ROLE AND IMPORTANCE OF OFFICIAL STATISTICS IN RELATION TO THE MEDIA

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Abstract

Dissemination and publication of statistical data play a key role in the process of media coverage of reality. From this perspective, a particularly important role is played by the media, which optimizes the mechanism of dissemination of statistical information, firstly by concomitant information of a large segment of the population and secondly by combining factual information with opinion. In this way, a two-way relationship is structured, the media playing the role of a complex mechanism for disseminating statistical information, and statistics, in turn, becoming an indispensable working tool in the professional activity of journalists. Statistical information used by the media is also intended to increase the credibility of the materials used by the press, especially in the case of analytical journalism, with statistical data being used as arguments to persuade opponents and to create certain attitudes and opinions about different phenomena and processes in nature and society.

Keywords: *statistical information, media, analytical journalism.*

9. BLOGGING AS A HIGH-IMPACT INSTITUTIONAL COMMUNICATION TOOL: A LONGITUDINAL STUDY OF THE EFFECTIVE USE OF BLOGGING BY FORTUNE 100 COMPANIES

Assoc. Prof. PhD Cristina - Emanuela Dascălu[1]
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Abstract

Using the framework of corporate blogging strategies, this study aims to investigate the new emerging phenomenon of corporate blogging and its goals, focusing on how Fortune 100 companies try to maintain control, including the market, customers, and their employees. , while supporting employee autonomy in corporate blogging. This study reports the top blogging companies among Fortune 100 companies, analyzing blogging as a tool for institutional communication, mainly, but also for advertising and communication with potential customers. The results of the study provide information about the new corporate blogging in terms of trends, issues and possible future direction considering possible practical implications. Thus, companies that adopt blogs need to realize that developing a sincere dialogue with customers is the best way to build a meaningful relationship with customers.

Keywords: *blogging, institutional communication, Fortune 100 companies.*

10. CONCEPTUALIZING THE PHENOMENON OF STRATEGIC MANAGEMENT OF MEDIA INSTITUTIONS

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Abstract

Media institutions go through various forms and processes of development and adaptation to social and economic realities. Thus, these trends reveal, in essence, the valences of the various transformations that also dictate new rules for the functioning of media institutions. Under these conditions, each entity comes to work on the basis of a strategic plan developing by establishing essential steps, such as: defining the mission of the organization or entity, analyzing internal and external factors that influence in one way or another the directives of development of the institution, formulation and assembly of the strategy and implementation, implicitly, of the strategic plan. However, for an impeccable image on the market, there must be the factor of applicability of all the defining elements that underlie the functioning of an institution both internally and externally. That is why the role of strategic management of a media entity is the engine that starts all the elements, in this case, we refer to departments so that it can exist as a basic pillar in the formation and

development of the media, thus contributing to the growth of its image on the national media market, but also the international one.

Keywords: *strategic management, media institutions, development.*

11. STATE POLICIES AND LOCAL PRACTICES USED IN THE COUNCIL OF EUROPE MEDIA STANDARDS APPLICATION

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Abstract

The Council of Europe was established with the aim of achieving even closer unification among its members in order to protect the ideals and principles that form the basis of genuine democracy. Since its inception in 1949, a number of legal texts have been adopted to interpret the notion of „genuine democracy". Although the existence of democratic institutions, as a precondition for membership of the Council of Europe, is not explicitly mentioned in Articles 3 and 4 of the Statute of the Council of Europe, a decision on the possibility for a state to join the organization is based on compliance for democratic elementary standards.

Keywords: *Council of Europe, media standards, state policies.*

12. THE PRINCIPLE OF LEGALITY IMPORTANCE IN ROAD TRAFFIC OFFENSES

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Abstract

The importance of the principle of legality in the field of road traffic offenses is a topical issue in the conditions of legislative and administrative reforms in the Republic of Moldova, the introduction of a European dimension being implicitly claimed in the field of road traffic offenses. Contemporary practice highlights the need for faithful observance of the principle of legality and Moldovan law, a context that requires the impetus of the legislature in enacting predictable rules focused on clearly and unequivocally indicating the material object of the contravention, which can be retained by the ascertaining agent, interprets and applies the rules contained in military ordinances or other normative acts.As long as the agent, when ascertaining the contravention and applying the sanction, passes through his own filter of the reasoning of the measures that can be ordered, the ambiguity of the norm leaves room for the discretionary element, especially in the absence of clear landmarks that could outline them, from the perspective of the real will of the legislator, the contravention deed and the nature of the violated social values.The Republic of Moldova, a state governed by the rule of law and with pronounced democratic valences, seeks through the organs of state power the active elimination of all situations that are limited to procedures affected by illegality, arbitrariness or unpredictability, direction of public policies that must mobilize specialists in the field of law in justifying proposals of laws, both regarding the limits of the contravention sanctions found in the national legislation, and regarding the proportionality of the sanction with the degree of social danger of the deed.

Keywords: *contravention law, road contraventions, road traffic.*

13. THE ROLE OF PROFESSIONAL ETHICS AND DEONTOLOGY IN THE TRAINING OF LAWYERS

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Abstract

The importance of the training of all legal professionals called upon for the administration of justice is closely linked to the concept of the rule of law and respect for human rights, theme found at the same time in most public agendas of the states of the European Union, but also of the Commonwealth of Independent States. The internationalization of the mechanisms for ensuring the functionality of the justice system has led to an efficient exchange of good practices, but also to the identification and highlighting of the deficiencies faced by justice professionals from the perspective of respecting the rigors of ethics and judicial ethics. Subjectivity, influence peddling, low professional capacity, arbitrariness and political interference in the administration of justice are the main elements that infringe the right to a fair trial, and thus violate the values included in both the Universal Declaration of Human Rights and the Convention European Convention on Human Rights, the repercussions generated being dual - on the individual and on society as a whole. The ethics of the legal professions involves firstly the elaboration of reference and training instruments, and secondly the control and sanction mechanisms, the psycho-social construct called morality being sometimes incompatible with personal morality and its subjective reflection within the judicial system.

Keywords: *deontology, ethics, legal system, valorization, rule of law.*

14. PLAGIARISM IN THE CONTEMPORARY WORLD

Thomas Csinta[1]

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Abstract

By definition, the unauthorized exploitation of a literary, scientific or artistic work, as well as a trademark, a patent or in general a spiritual or material creation, of whatever nature (for the purpose of making a profit!), which possesses one or more authors, without his or her consent, is called „counterfeiting" or „imitation". This is considered a fraudulent activity (of a contraventional or criminal nature), so it is sanctioned by the legislation in force. Both the Civil Code and the Criminal Code. Any author has the right to protect his creation and to sue before all those who, without his consent, exploit it, in order to obtain a moral or material benefit, that is, undue material and moral benefits. However, in all cases of counterfeiting, the perpetrator who considers himself a victim, in order to be able to become a civil party, has the obligation to gather material evidence, himself, directly or indirectly, through the police or customs, which allows the person (or those responsible) to be brought to justice. The two distinct actions, civil and criminal, can lead to the confiscation of counterfeit objects and their destruction, the confiscation and destruction of materials that were used for their realization, as well as the final or partial closure of the institution (enterprise) in which they were made. And last but not least, to the compensation of the author or authors, by those who are guilty before the law for counterfeiting or imitation. If the civil action specifically concerns the compensation of the injured party (by those who commit the act of counterfeiting), the criminal one, logically, concerns the repressive aspect of the „premeditation" of the infringer and the act itself can be „considered" contravention. It can be settled in civil courts. On the contrary, in the second case, the act committed by the infringer is considered a crime and the culprit can be sentenced to the payment of a criminal fine and even to imprisonment with suspension or execution.

Keywords: *plagiarism, counterfeiting, justice.*

15. SOCIAL MEDIA - A TOOL IN ORGANIZATIONAL COMMUNICATION

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Abstract

In Romania, there has been a distinct evolution of social media types. Sites have evolved from the function of representation and from a static form to interactivity, variety and plurality of administration. Online social networks have attracted the majority of users because they offer the advantage of participation with minimal effort, and efficient selection of information from the personal online network. Another type of communication media, in development and specialization in the current period, are crowdsourcing platforms, which, through their characteristics, often become informal organizations. For organizational communication, there are a number of opportunities and benefits in using social media, but also demands and risks, which must be carefully managed.

Keywords: *social media - a tool in organizational communication, crowdsourcing platforms.*