

STUDY ABOUT IMPORTANCE OF EFFECTIVE LISTENING IN COMMUNICATION OF EDUCATIONAL MANAGEMENT

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Abstract

The concept of communication can be defined as a process of transmission and reception of information, ideas and opinions from one individual to another and from a social group to another. In education, communication management is an essential process, which is exchanged messages and information are subject to a process of interpretation and processing from each member of the educational institution. It is therefore very important that messages and information sent to quality and to be correctly perceived by interlocutors. In this respect an important role in the efficient management of communication is occupied by active listening.

Studies presented in this paper was conducted in two educational institutions and relates to the checking listening skills and the ability listening and opportunities to improve their.

Key words: educational management, communication management, active listening, educational institutions.

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