

THE CALIBRATION OF THE POLITICAL COMMUNICATION BY THE PUBLIC AGENDA

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***Abstract:** The present work wants to demonstrate that the electoral studies, are extremely useful in the calibration of a candidate's or a party's political communication. I'll also present a procedure of calibrating the political communication based on the poll data considering the „agenda setting” hypothesis and the reference to values. In the end I'll recommend a model based on which we can valuate the electoral situation in a given time.*

***Key words:** Professional satisfaction, organizational climate.*

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