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BELARUSIAN STATE UNIVERSITY  
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES  
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**FORMATION OF CORPORATE CULTURE OF THE ORGANIZATION  
AS A FACTOR OF EFFECTIVE COMMUNICATION POLICY**

Diploma work  
ANNOTATION

Speciality: 1-23 01 15 Social Communications

Academic supervisor:  
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## ANNOTATION

The structure of the thesis consists of an introduction, three chapters and a conclusion. The first and second chapters are theoretical, it reveals various aspects of modern organizational communication and the process of formation of corporate culture of the organization. The third chapter is practical, which describes the ways of effective communication policy of the organization LLC “ART-MICS Group”. The volume of the thesis is 52 pages and includes 3 appendices, 40 used sources.

Keywords: communication, communication policy, corporate culture, external and internal environment, organization.

The object of research of the thesis - corporate culture of the organization.

The subject of the thesis research - the influence of corporate culture of the organization as a factor of effective communication policy.

The purpose of the thesis is to determine the level of effectiveness of the corporate culture of the organization as a factor of effective communication policy.

In the process of writing the thesis, a comprehensive analysis of the theoretical component of corporate culture and communication policy was conducted. Foreign and domestic sources were studied.

As part of the practical part of the thesis, a qualitative research was conducted and the structure of communication policy was developed. The research was conducted by in-depth interview method in order to assess the effectiveness of corporate culture of the organization as a factor of effective communication policy.

The obtained results are unique, similar studies are not conducted in the Republic of Belarus. The results of the study help to combat the lack of information regarding the corporate culture of the organization as a factor of effective communication policy.

The novelty of the obtained results is due to the lack of a comprehensive approach to the study of the formation of corporate culture of the organization as a factor of effective communication policy. The obtained results are characterized by wide possibilities of theoretical and practical application.

Materials and results of the thesis were obtained on the basis of reliable sources and independently conducted theoretical and practical research.

The materials of the thesis can be applied in the educational process, as well as in the establishment of corporate culture of organizations.