

FACTORS AFFECTING THE IMPLEMENTATION AND PERFORMANCE OF PUBLIC SERVICE COMMUNICATION

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ABSTRACT: *This synthesis essay, based on a review of multidisciplinary literature, considers the factors affecting the performance of public service communication, especially of external communication towards citizens, thus structuring and including these factors in a uniform conceptual framework. The examination primarily focuses on the significant differences between the public and private sectors, which also determine the mode of communication. The essay lists the environmental, intraorganizational and moderating factors influencing the implementation and the performance of communication. As a result, the proposed framework lays down several further research directions that, by testing the conceptual model, may contribute to a better understanding of this field of research.*

KEYWORDS: *public service communication; public sector; performance*
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