**TÍTULO DA TESE EM INGLÊS: Internal Communication and Motivation at Work.**

 **The Case of Caixa Econômica Federal**

**ABSTRACT**

The main objective of this study is to understand how the internal communication of CAIXA, a Brazilian public bank, affects the motivation of the employee to work, in its different areas of activity. It is intended to evaluate the internal communication process incorporated into the reality of the organization, as well as to identify the internal communication channels that are used by the institution and evaluate their effectiveness; also, identify the internal communication actions adopted by the institution. For this purpose, questionnaires were applied to employees of the strategic area of ​​the institution and interviews were conducted with the Bank's internal communication managers. We analyze the results and correlate with the literature on motivation, satisfaction, culture and organizational identity, understood as the underlying communication actions performed at CAIXA. The results of the research carried out show that most of the collaborators agree with the management of the internal communication currently applied in the institution, although there are some factors and actions with an index of discordance that should be improved.

**Keywords: Internal communication; motivation; satisfaction; organizational communication; feedback; organizational culture.**