Abstract
The theoretical study aims to analyze the senses of the term public communication and its usual concept in Brazil, nowadays, since there are, as Brandão (2007), five different areas in which the term public communication is used. It is possible, from this research, to consider that the public communication is predominantly performed in public institutions and with views to the dialogue between State and citizen, differentiating from the political communication, which has personal objectives of a political agent, being this a ruler or a party.

Keywords
Public communication, Government Communication, Political communication.