THE PHENOMENA OF CHALLENGING COMMUNICATION

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INTRODUCTION

Communication is the act of sending a message through a variety of media. It can be verbal or non-verbal, formal or informal as long as it conveys an idea that triggers an idea, gesture, action, etc. Good communication is considered an acquired skill. Most people are born with the ability to speak physically, but we must learn to speak well and communicate effectively. The ability to speak, listen, and understand verbal and nonverbal meaning is a skill that we develop in many ways. We learn basic communication skills by observing others and modeling behavior based on what we see. However, it is important to point out here that information is useless until it is delivered to someone who needs it or needs it. Thus, communication is the process of, distributing or transmitting information from one person to another or from one place to another. In other words, communication is the process of generating, communicating, and interpreting ideas, facts, opinions and feelings. It is essentially an exchange, a process that is a reciprocal exchange between two or more people. Communication is also the exchange of information between

managers. Communication is one of the most important factor in the corporate world, it is the act of sharing or exchanging information, ideas, without communication there would be a lack of relationship and sustainability in business. The Importance of Communication in the organizational world. Communication is one of the most important management functions, including the efficient and smooth functioning of the enterprise, the foundation for decision making, and the building of morale. It can strengthen or destroy an organization. This promotes management efficiency and encourages the human element of the organization to develop a cooperative spirit. This has become one of the most important factors in effective management operations. Effective Communication is significant for managers in the organizations so as to perform the basic functions of management, i.e., Planning, Organizing, Leading and Controlling. Communication helps managers to perform their jobs and responsibilities. Communication serves as a foundation for planning.

Parts of communication

The sender 'encodes' the message, usually with a combination of words and non-verbal communication. It is transmitted in a certain way (for example, verbally or in writing), and the recipient 'decides' it.

Yes, there may be more than one recipient, and the complexity of the communication means that each one can receive a slightly different message. Two people can learn very different things from choosing words and / or body language. It is also possible that none of them will have the exact same understanding as the sender. In face-to-face communication, the roles of the sender and receiver are inseparable. The two roles will go back and forth between the two talking people. Both sides communicate with each other, even in more subtle ways such as eye contact (or lack of) and normal body language. In written communication, however, the sender and receiver are very different.

There are a variety of ways we communicate and more than one can happen at any time.

Categories of communication

The different categories of communication include:

Verbal or Verbal Communication, including face-to-face, telephone, radio or television and other media.

Non-Verbal Communication, body language covering, body language, the way we dress or act, where we stand, and even our sense of smell. There are many subtle ways in which we communicate with others (perhaps unintentionally). For example, a tone of voice can give clues to the mood or emotion, while hand gestures or touch may be added to the spoken message.

Written Communication: which includes letters, emails, social media, books, magazines, the Internet and other social media. Until recently, a small number of writers and publishers were very active when it came to transmitting written words. Today, we can all write and publish our ideas online, which has led to an explosion of information and communication opportunities.

Visualization: graphs and charts, maps, logos and other visuals can affect messages.

The Communication Process
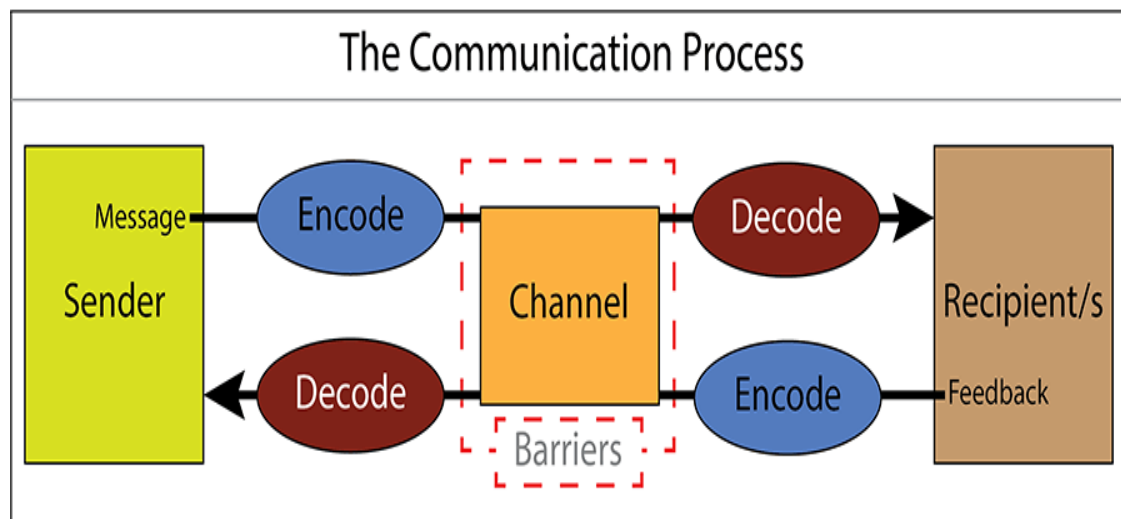
The message or communication is sent by the sender through the communication channel to the recipient, or to more recipients.

The sender must encrypt the message (information transmitted) in the appropriate form to the communication channel, and the recipient (s) will then issue the codes to understand the meaning and significance.

Misunderstandings can occur at any stage of the communication process.

Effective communication involves minimizing potential misunderstandings and overcoming any barriers to communication at each stage of the communication process.

NEED OF GOOD COMMUNICATION IN BUSINESS

Communication is an integral part of any company. Also, good communication skills are very important in the business world. In some studies, we can find multiple ways of coping with difficult communication. She has confirmed that the point of communication is conversations with other people, and these conversations must be two-way for successful communication. The key idea is to keep in mind what is being reported, especially during disputes. In fact, ―you are not being effective when your voice rises, your body tenses, or your temper flares.‖ Some scientists believe that in order for successful communication to occur, two things must be kept in mind; the first is that everyone has his/her own ideas and perceptions and these must be respected. The second is the idea of closure; that every conversation needs closure. Tucker states that you need to keep in mind that each person comes to the conversation table with his or her own perception of what happened, what exists, or how to do something. It doesn‘t help the situation to negate a person‘s viewpoint without facts and concrete examples of behavior or acts that were considered inappropriate, unprofessional or unacceptable. However, it is important to communicate until you get ―closure‖ on the conversation. Closure means you and the other person have discussed all of the issues and, while the person may not agree, he or she has listened to you in a nonthreatening, nondefense environment and clearly heard what you had to say This concept is incredibly important to remember in the corporate environment. Companies are made up of various types of employees and managers, each with their own personalities and viewpoints. Therefore, it is important to remember to respect everyone‘s opinions no matter how different they may be. Also, the notion of closure in a conversation is essential because leaving a conversation up in the air or even with hostility can often result in damaging or breaking business relationships. Good communication is necessary in order for businesses to run successfully and smoothly.

CHALLENGES FACED IN COMMUNICATION

A Lack of Feedback

If communication moves in one direction only, discourse will quickly become ineffective. Feedback is important on many levels. Not only does it help determine how well your employees have met their goals, but it also shows how well they collaborate with their teams, their co-workers, and their managers.

Feedback also shows how well employees handle stress and adversity. A lack of feedback can lead to demotivation and slack work attitudes. Conversely, positive feedback can make work more fun, engaging people and pushing positive development. But no matter whether feedback is good or bad, it is a necessity.

For management, it's important to not only to receive feedback but to act on it. Surveys are useless if their results are ignored. The aim of collecting feedback should be to use it as a difference-maker.

Email Overload

In addition to phone calls, text messages, group chats, social networks, and internal meetings, an average person can receive as many as 120 emails every day. This often results in important information being lost, deleted, forgotten, or ignored. Employees are easily frustrated by overloaded inboxes. Reading through emails on a Monday morning shouldn't feel like a climb up Mount Everest in December.

Combining your existing channels into one in order to cut down on email overload is an easy way to streamline work. An employee app like Staff base gives companies a way to avoid having to send mass emails and instigating confusing or irrelevant "cc" conversation threads.

The emails you *do* send should be clear of jargon and shouldn't invite too many people into a dialogue. Try to follow this one easy rule: Three messages and then we talk.

Overall Lack of Communication

Some of the biggest reasons why employees are dissatisfied with their jobs relate to internal communication challenges: Managers who don't provide enough information; constant changes that aren't sufficiently communicated to employees; or people in different roles who focus solely on their own objectives, ignoring overall priorities.

Language Barrier

While having a diverse and global workforce is something many companies actively seek and take pride in having, the resulting language barriers can be challenging, both within teams, as well as between different corporate locations.

Multi-language communication can be slow, ineffective, and sometimes nonexistent. That's why it's important to try and avoid misunderstandings by displaying news in multiple languages, offering easy translation options, and encouraging intercultural training.

This might sound like a lot of extra work and expense, but if you ask around, you're likely to find people within your company who are willing to help. You might even consider offering language classes to your workforce. Even if you have to pay for them, it's well worth the price. Don't try to save money when it comes to enriching your employee's ability to communicate.

Communication is one of the most important factor in the corporate world, it is the act of sharing or exchanging information, ideas, without communication there would be a lack of relationship and sustainability in business.

HOW TO OVERCOME WITH CHALLENGES OF COMMUNICATION

1. Make Your Ideas Clear Before Communicating-

Think about what you're going to say. You should have a clear idea of what to say. You can discover the motive behind the topic. Start with clear Communication goal and clear thinking. To minimize ambiguity and confusion in communication, communicate clearly based on precise terms and specific words. Clarify your ideas before speaking and keep your message simple and meaningful. The recipient will understand what you are trying   to   say. When you want to share a new idea, think from start to finish and analyze all possible options. When you need to explain this, make sure you fully understand all the steps and connections, and why they exist. Anticipate your listener's questions and be prepared to answer them.

2. Ensure the Time of Your Communication is Good -

When you are talking to someone, try to see their time and mood. Do not visit a colleague's office after work. Time is an important factor in communication. When a group of people start to communicate, you need to be careful and communicate at the right time.It is also important to say the right words at the right time. For example, don't try to make inappropriate jokes when your listener is in a sad situation. Or, don't say something that could make you sad or offended, especially if the person you're listening to is in a good mood.

3. Use a Language Your Listener Can Understand -

You have to ensure that you are speaking the language which your listener can understand. Make your grammar and vocabulary as easy as possible while talking and writing. You can always show your language skills in report or thesis writing. But when you are delivering a meaningful message or conversing formally or informally, avoid any complex language or using a different accent.

Verbal and written messages that are easy to understand and jargon-free engages your audience. It will increase their interest in the conversation. Also, they will easily communicate back and forth with you.

4. Make your Message to the Point and Short-

Message Keep your message to the point when speaking, writing an email, or chatting. First, avoid unnecessary information. Second, communicate only one idea, thought, or feeling at a time. Third, don't make your message too long. When people hear a long message, they usually forget the content, get bored, or lose interest in the topic. It will be difficult for the recipient of the message to understand the message and take action. As a result, the time to re-explain increases.

5. Check if the Other Person has Understood Your Message-

When you communicate with someone else, ensure that they understood the message properly. Giving and requesting feedback proves that you are serious about what the other person says and their views on the subject.

The motive of feedback is to determine whether the recipient has grasped the significance of the received information. The reaction on the recipient's face can be understood in face-to-face communication. However, the sender should adopt an appropriate feedback method in case of written communication or other kinds of communications.

6. Take Care of Your Body Language, Tone and Content of the Message-

Your expressions, gestures, posture and voice tones are powerful tools. Whenever you are speaking, make sure you are communicating with correct body language.

Aggressively saying something good might take your listener aback. Use a polite tone is equally important. For example, when you are congratulating someone, you have to see it with genuine excitement. Saying "Congratulation!" with a sad face will make you seem like you are not happy with their progress. When you use the wrong body language and tone, the subject matter of your message can be easily misinterpreted.

Also, when you are choosing your word, make sure it is not contradictory and does not have any kind of double meaning.

MANAGING COMMUNICATION IN ORGANIZATION

Communication is a key mechanism for integrating and coordinating the activities of professional departments at different levels of an organization. Managing communications in your organization requires more than understanding the communications process. Managers themselves must be effective communicators and must encourage their employees to communicate effectively. They can plan and control the work of the organization well. They are adept at communicating their policies, decisions, goals and job descriptions to those who work with them at all levels. So these skills are quite essential for businessmen to perform their managerial functions .Such communication organizations take the pattern of Interpersonal communication, group communication and internal communication (i.e. the exchange of messages among organizational members). Every organization has a formal communication system in which the flow of information is dictated by the official organizational structure. Formal channels follow the organization's arrangement of the various levels, divisions, departments and job responsibilities. In an organization chart, the line of authority that links the chain of command are the formal channels managers and employees use to transmit official information. Formal communications can take many forms including phone calls, memos, report, staff meeting, department meetings, seminars, company's newsletter and official notices. Effective vertical communication provides people on lower level with information about plans, schedules, politics and procedures to help them accomplish their work and it provides upper level management with feedback to

determine the responses to messages sent downward. Downward communication is the flow of information from highest to lowest level in the organizational hierarchy. Managers use it to accomplish a variety of key organizational functions and objectives as follows:

- To clarify and build support for the organization mission,

- To instruct, direct, query or reward employees,

- To explain policies, rules, regulations and codes of practices,

- To provide feedback from management, and

- To share information about the organization's health and about key elements in the external environments.

On the other hand upward communication is the flow of information from lower to higher levels in the organization. Managers encourge upward communication to perform the following important functions:

- To gather valuable information,

- To give employees the opportunity to air grievances,

- To find out when employees are ready for information from management,

- To get feedback from the employees in the forms of reports, complaint, suggestions, advice, etc.

HOW COMMUNICATAION IS IMPORTANT IN ORGANIZATION

Communication is one of the most important functions of management. It can strengthen or destroy an organization. This promotes management efficiency and encourages the human element of the organization to develop a cooperative spirit. This has become one of the most important factors in effective management operations.

1. Efficient and Smooth Running of an Enterprise: The smooth and efficient functioning of an enterprise entirely depends upon the effectiveness of the system of communication. It is the very heart of the process of organising. It provides the necessary basis of direction and leadership. It actuates people to action in accordance with the desires of the management. Without proper communication, performance and achievements of the goals may not be possible. It is essential to secure cooperation between any two persons.

2. Basis of Decision Making- Communication is the basis of decision making. It helps the management to take essential decision and conduct vital operations. The quality of decisions made in an organization entirely depends on the amount and quality of information available to the management. The quality of information depends on effective communication, and the quality of communication has a significant impact on the quality of decision-making.

Without effective communication, senior management may not be able to maintain close contact with each other. Effective communication also helps execute management decisions.

3. Proper Planning and Coordination-Communication is very helpful in planning and coordinating business activities. A good communication system will flow useful suggestions from subordinates to superiors. This will help you plan. Employee engagement is now considered necessary to get the job done, and this can only be effectively ensured using communication tools.

4. To increase productivity with minimum cost-

Effective communication between employer and employee is essential to achieve maximum productivity with minimum cost. Communication provides the necessary will to work. Effective communication can help employees feel safer and increase their interest in their work. This increases employee understanding and ensures voluntary acceptance of businessplans. Will increase worker productivity. "To do this, management needs to sell ideas, motivate employees to work passionately, and create high morale in the company. Communication as a process of influence plays an important role here. It thus becomes part of the education, advocacy, leadership and leadership functions of management.

5. Boosting Morale-Corporate communication is the foundation of morale. With an effective communication system, it is very convenient for employees to manage complaints and receive appropriate remedies. This creates mutual trust and trust, which ultimately ensures job satisfaction among employees, creates trust in managers' abilities, and increases loyalty to the company.

GOOD COMMUNICATOR

A successful communicator understands his or her audience, chooses the right communication channel, sharpens their message on the channel and writes a message to minimize the tension of the recipients.

They will also seek feedback from the recipient on how the message is understood and try to correct any misunderstandings or confusion as soon as possible.

Recipients can use techniques such as clarity and reflection as effective ways to ensure that the message sent is understood correctly.

Business communication is essential to delivering clear and persuasive messages about strategy, customer service, and branding. A brand-building business reflects a consistent message that fits your audience. Internal communication builds relationships between employees and managers and encourages teamwork and collaboration.

A good communicator is critical to a business's bottom line and reputation. Employees who communicate well and understand the company's vision contribute to the company's success. Using effective communication skills can benefit your business and its employees in a number of ways, including-

Building More Effective Teams

Avoiding Miscommunication and Conflict

Improving Customer Service

Achieving Goals and Achieving Success

The most effective managers are those who understand communication and its use in the organization setting. Communication is the vehicle that allows managers to fulfil each management function. To plan successfully, managers must be able of effectively communicate their vision to the rest of the organization. To organize successfully, managers must allow for and encourage free flowing communication both up and down the hierarchy, as well as between departments and colleagues. To lead successfully, managers must clearly communicate organizational goals to employees and through that communication, inspire employees to trust in their leadership and to perform at the highest levels possible. To control successfully, managers must effectively communicate with employees to monitor progress to reemphasize organizational goals, and to correct ongoing processes. Consequently, communication is more than simply talking, writing, reading and listening

. Effective communication is the key to successful management. Communication allows managers to share goals with shareholders both inside and outside the organization. It permits managers to stimulate behavior changes in employees and suppliers. It enable managers to inspire loyalty from employees and customers. It allows managers to convince employees and unions to abandon counter productive practices. It enables managers to persuade leaders to provide financing and it permits managers to calm angry customers and to impress new ones. Therefore, managers must be effective communicators to perform their functions. But what makes a manager a successful communicator? First, you need to understand what communication is.

Next, you need to understand how communication works at the interpersonal and organizational level, and finally, understand what barriers are preventing you from communicating so you can overcome these barriers and improve communication within your organization.

FacilitatingCreativity and Innovation

Facilitating Individual Career Prospects.

LITERATURE REVIEW

The following literature review provides information you can collect and use to discuss how communications are changing the business world.

Technology has changed the way employees and bosses interact with their bosses. A literature review examines key events that have influenced changes in communication skills and the communication styles of employees. It provides quick data and statistics on the amount of time and progress employeesspend communicating and following and following their supervisor's orders. It recognizes both positive and negative aspects of communication.

Benefits of Communication for Employees:

Effective communication in the workplace is an essential part of an effective and successful business. This helps everyone to understand their duties and responsibilities and to improve quality.Client and employee relationships and keeps employees engaged and productive. Business owners should prioritize effective communication in their organization if they want to ensure employee satisfaction and promote high performance.

1-Mitigated Conflict-Effective workplace communication can help reduce conflict or tension at work. Most conflicts arise due to ineffective communication tactics which lead to individuals misunderstanding what's being communicated. Misunderstandings can result in employees or other members of an organization feeling

not understood, disrespected, disregarded or simply not performing in an expected manner.

2-Increase Employee Engagement Effective communication goes beyond providing accurate information. It also works to connect others and maintain open lines of communication between employees and other members of the organization.

Ways that communication improves employee engagement include that it-
● Helps management better understand the goals and needs of employees and what motivates them
● Ensures employees' skills and talents are recognized and utilized when possible
● Improves the connection between employees for a more enjoyable work environment
● Creates better relationships between employees and management as well as between management and clever employees of the organization

3-**IMPROVED PRODUCTIVITY** - Employees who feel connected to their work and have a clear understanding of what's expected of them are more likely to be productive and perform efficiently. When employees don't understand their role or expectations in a position or have limited resources to perform their duties, they often feel confused or as if they aren't able to perform their job to the best of their ability. Ensuring information is readily available and communicated in an effective manner allows employees to accurately perform their duties and can increase productivity throughout the organization.

4. Improving Customer Relationships- Good communication in the workplace is not only important to the members of your organization. Effective communication also directly affects customer relationships. Organizations that communicate well with customers or clients are more likely to build strong relationships and retain customers than companies that do not prioritize customer communication. Customers are looking for companies that value their relationships, keep them informed about changes, and show more loyalty when they feel connected to them

5-A Healthy Workspace-Effective communication plays an important role in maintaining a healthy workplace culture. Many workplaces employ people of different cultures, races, and beliefs, and conflicts naturally arise when there are so many differences. A culture of open communication fosters a healthy   and inclusive environment in   which all.

6. Improved direction for employee - Open communication in the workplace ensures employees understand their part in the company and have a clear direction in terms of what's expected of them. This empowers employees to take the appropriate steps needed to complete their duties .

7. Boosted employee job satisfaction-Employees who are part of an organization that practices good communication in the workplace are more likely to experience increased job satisfaction. A transparent and trustworthy environment supports employee satisfaction by creating a harmonious workplace that is enjoyable to work in and keeps employees engaged in their positions.

RESERCH METHODOLOGY

OBJECTIVE OF THE RESEARCH

The study's goal was to learn about the communication importance in the business world and how it is effecting if the business is lacking in the communication. The research is carried in three stage –
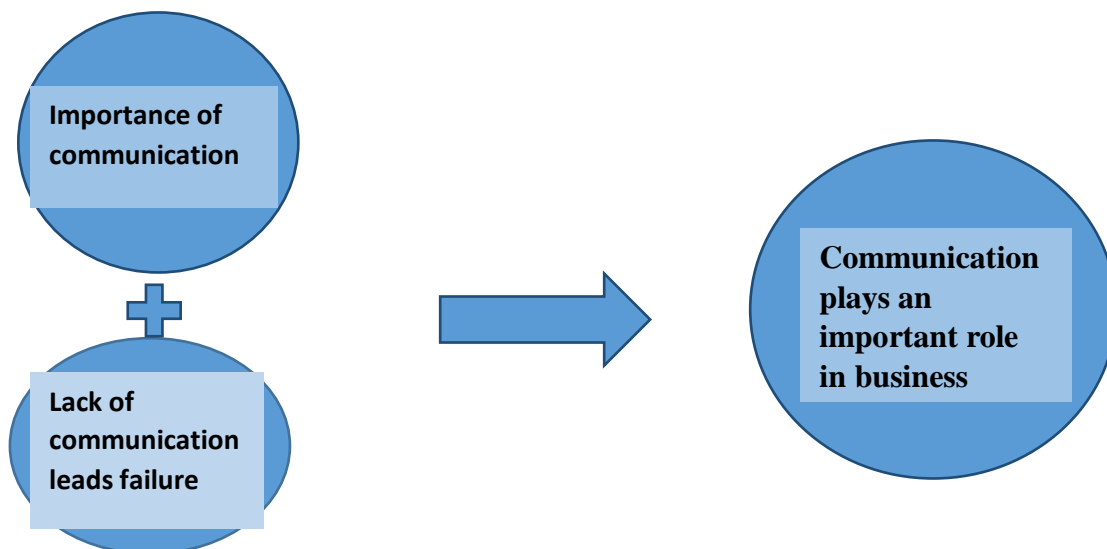
RESERCH DESIGN

Research design is important primarily because of the increased complexity in the market as well as marketing approaches available to the researchers. In fact, it is the key to the evolution of successful marketing strategies and programmers. It is an important tool to study buyer's behavior, consumption pattern, brand loyalty, and focus market changes. A research design specifies the methods and procedures for conducting a particular study. According to Kerlinger, "Research Design is a plan, conceptual structure, and strategy of investigation conceived as to obtain answers to research questions and to control variance.

Data can be obtained from primary or secondary sources. Primary data refer to information obtained by the researcher on the variables of interest for specific. Purpose of the study. Secondary data refer to information gathered from sources already existing, while discussing literature survey. Some of the examples of secondary data are company records or archives, government publications, industry analysis offered by the media, websites, the Internet, and so on. In some cases, the environment or particular settings and events may themselves be sources of data, as for example, studying the layout of a plant. Considering the research problem and research methods defined, only secondary data was collected in this research.

Secondary Data –

Secondary data are indispensable for most organizational research. Secondary data refer to information gathered by someone other than the researcher conducting

The current study. Such data can be internal or external to the organization and accessed through the internet or perusal of recorded or published information. Secondary data can be used, among other things, for forecasting sales by constructing models based on past sales figures, and through extrapolation. There are several sources of secondary data, including books and periodicals, Govt. publications of economic indicators, census data, statistical abstracts, and data bases the media, annual reports of companies, etc. Case studies and other archival records sources of

secondary data provide a lot of information for research and problem solving. Such data are, as we have seen, mostly qualitative in nature. Also included in secondary sources are schedules maintained for or by key personnel in organizations, the desk calendar or executive, and speeches delivered by them. Much of such internal data, though, could be proprietary and not accessible to all.

The advantage of seeking secondary data sources is savings in time and costs of acquiring information. However secondary data as the sole source of information as the drawback of becoming obsolete, and not meeting the specific needs of a particular situation or setting. Hence, it is important to refer to sources that offer current and up to date information.

Secondary data in this research was collected through economics times and various papers.

Data collection

A survey was conducted among various industry experts, educators. All the volunteers participated in an one-to-one interview. The review of available all the technology provider in the market was through three groups:

1) Tools that have been mentioned by the Ecnomic Times;

2) Tools recommended by the netflix professional interest groups and organizations.

3) Tools recommended in research papers and academic journal articles in communication of organization settings.

Linkedln.com

Various Blogs Book-The future is faster than you think Survey report of Google –netflix

Economic Times

PURPOSE

The primary purpose of Communication Research is to special search or investigate and help people understand communication phenomena and direct their communication towards accomplishing individual and organizational goals.

DATA ANALYSIS AND INTEPRETATION

Communication, as a management function is the process of creating, communicating and interpreting ideas, facts, opinions and feelings about work performance, organizational effectiveness and efficiency as well as goals attainment in organization. A manager must be an effective communicator and no organization can succeed or progress, build up reputation without effective communication skills. Poor communication system may result in mismanagement and bad business results. Our aim was in this paper to show that the success of any business lies in effective communication and that the effective communication is essential for the survival and progress of a business concern. We also pointed out that communication skills need to be developed on an ongoing basis and especially in a turbulent business environment.

Communication can make a lot of difference in the companies output and earnings and some time lead to a major loss in the company, communication barrier or lack of communication can lead to a disaster and the firm can suffer from heavy losses due to it, in this report we will see examples of companies that have faced losses and problems to lack of communication and at the same time a company which have an excellent communication and have succeeded in business due to it.

Yahoo!

In the wake of Covid-19 pandemic, many of us are now working from home. But in February 2013, the Yahoo! HR dept. sent a memo to all their employees announcing that, henceforth all the employees would be required to work in the company's offices. In the memo, the company explained the change by claiming, for example, "We want everyone to participate in our culture and contribute to the positive momentum" and "I think we all can feel the energy and buzz in our offices." But this memo created anxiety and tension among employees. They wanted to know the real reasons for the change. Was telecommuting hurting the company's productivity? Was it increasing the company's expenditure? Had the company even explored other solutions? The memo did not address any such topical issues. As a result, at Yahoo!, employee morale dropped.

Takeaway: In any business, communication with employees must be clear, honest, respectful and thorough. Any workplace document should take into account what its audience wants and needs to know.

In a nutshell, poor communication can be inefficient and expensive for businesses. Communication failure at your organization could be prevented by 2 ways;

1.   Contemplate new products and services you are introducing and how they will affect/ serve your customers. Plan, plan and plan.

2.   Unfortunately, if something goes wrong, take immediate action before things get out of control. Be transparent, clear and put yourself in customer shoes. Do not hesitate to perform whatever it takes to make things correct.

Executives need to maintain an open dialogue with their teams, sharing as much information as possible and encouraging employees to voice concerns or questions. Maintaining clear lines of communication is one of the best ways to build a trusted, engaged and dedicated workforce.

At the same time the company which have succeeded or have gained by communication are :

Netflix, in full Netflix, Inc., media-streaming and video-rental company founded in 1997 by American entrepreneurs Reed Hastings and Marc Randolph. It is also involved in the creation of original programming. Corporate headquarters are in Los Gatos, California.

In 1999 Netflix began offering an online subscription service through the Internet. Subscribers chose movie and television titles from Netflix's Web site; the shows were then mailed to customers in the form of DVDs, along with prepaid return envelopes, from one of more than 100 distribution centres. Although customers

typically rented for a flat monthly fee as many movies per month as they wished, the number of DVDs in their possession at any one time was limited according to their subscription plans. Netflix had tens of thousands of movie titles in its catalog.

In 2007 Netflix began offering subscribers the option to stream some of its movies and television shows directly to their homes through the Internet. For most subscription plans, the streaming service was unlimited. Netflix subsequently partnered with manufacturers of various consumer electronics products, including video game consoles and Blu-ray Disc players, in order to enable its videos to be streamed over an Internet connection to those devices. In 2010 Netflix introduced a streaming-only plan that offered unlimited streaming service but no DVDs. Netflix then expanded beyond the United States by offering the streaming-only plan in Canada in 2010, in Latin America and the Caribbean in 2011, and in the United Kingdom, Ireland, and Scandinavia in 2012. By 2016 its streaming service was available in more than 190 countries and territories. Netflix had announced in September 2011 that it would split its streaming and mail-based services, with the latter to be called Qwikster, but abandoned the planned split a month later, citing an outcry from its subscribers. While its streaming services became the biggest revenue generator—with more than 200 million subscribers in 2021—the rental division remained profitable.

Beginning in 2013 with the episodic drama series *House of Cards*, the company offered video content produced specifically for its streaming service. Such content became a major focus of Netflix, and by the end of 2021 it had offered more than 2,400 original titles. Its notable series included *Unbreakable Kimmy Schmidt*, *Stranger Things*, *Narcos*, *The Crown*, *Bridgerton*, and *Squid Game*. It also produced numerous movies—notably *Roma* (2018), which won three Academy Awards, including best foreign language film.
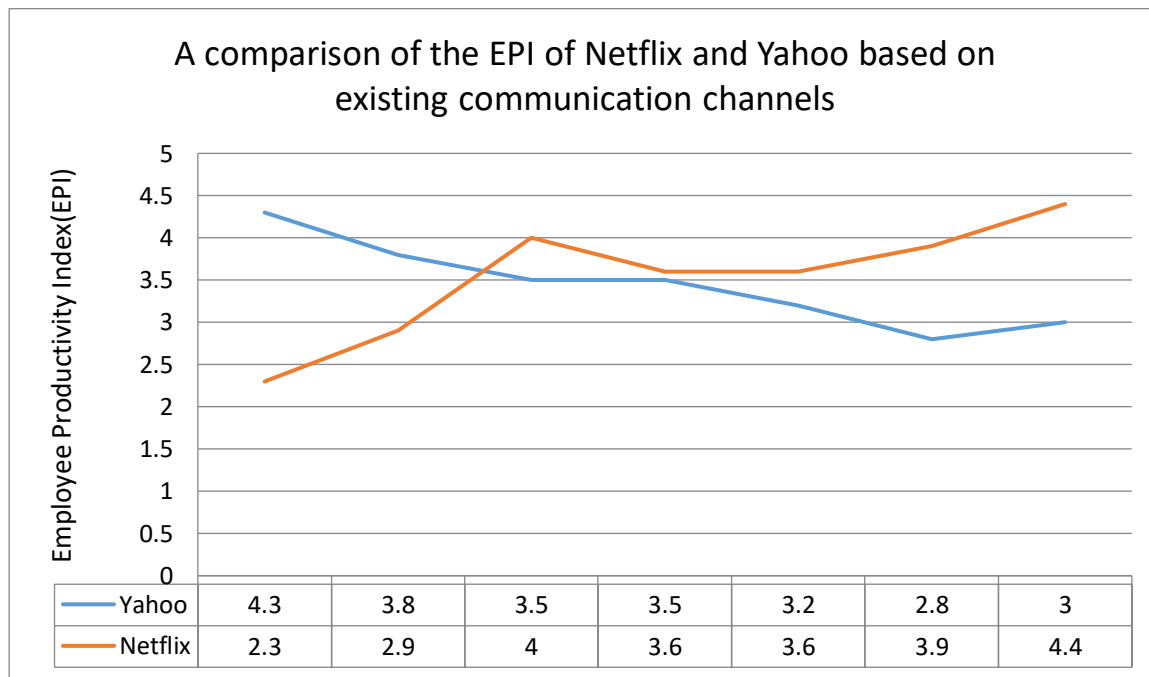

Netflix - Internal Memos (Positive ranks of communication)

In some organizations, having top-level management involved can make internal communication in much larger businesses quite difficult. Although Netflix is famous for their out-of-the-box thinking, they've kept it quite simple when it comes to communicating with management internally.

Firstly, board members periodically attend monthly and quarterly meetings, but they only observe. Along with this, communication with management only comes in the form of short, online memos where questions are

answered, essentially making it a living document. Netflix have also credited this as a meaningful contribution towards their performances in recent years.

So this is how communication plays an important role in developing or failing a business in the long run. So communication is important for any firm to succeed in life in the corporate sector.

A comparison of the EPI of Netflix and Yahoo based on existing communication channels

Employee Productivity Index(EPI)

Yahoo	4.3	3.8	3.5	3.5	3.2	2.8	3
Netflix	2.3	2.9	4	3.6	3.6	3.9	4.4

IMPACT OF COMMUNICATION IN COVID-19

In the COVID-19 pandemic, people are marked, stereotyped, discriminated against, viewed negatively, and suffered status loss due to a perceived contact with a disease.[6] In addition, high levels of stress and anxiety is experienced by adults due to significant changes in their day-to-day life and social structures and movements. Messages must be sensitive to and relevant for the audience. Viewing, reading or listening to COVID-19 news may cause nervousness. The sudden

and near-constant flood of news stories can cause one to feel worried. At the workplace, feeling under pressure is a probable experience. Seeking effective coping mechanisms is imperative. Unfortunately, some healthcare workers face rejection because of stigma or fear by their families or friends. Help kids find positive ways to express feelings such as fear and sadness. Participating in a creative activity like playing or drawing may often promote the process. Self-care for parents is central to helping the children. Older adults may become more anxious, angry, depressed, irritated and withdrawn during the pandemic.Pandemic demands strengthening the personal relevance of effective communications. It is mandatory to prepare for a dynamic risk event and uncertainty management during pandemic. To achieve this comprehensive framework for effective and integrated communications for COVID-19, which is technology friendly is critical at a national level. Success in containment of COVID-19 pandemic also mandates effective communication and interpersonal skills of a doctor and other health care workers that include the ability to collect information to facilitate accurate diagnosis, proper advice for isolation and quarantine, provide clinical advice and develop relationships with patients. People should seek knowledge of COVID-19 from reliable sources only and, in particular, to take practical action as per government advice to make plans and protect vulnerable populations.

CONCLUSION

In conclusion, effective communication can be a very useful tool in confrontation. There are conflicts at work of course! However, effective communication can solve many of these problems when used correctly. In stressful situations, an effective communicator can "relieve" the situation. This applies to both offensive as well as conflicts of interest. One team member may want to follow Option A and another may want to follow Option B. The effective communicator will lay out the positives and negatives of both options and gather everyone's opinions on the situation. This not only provides a majority decision but also a calm resolution to a problem. The idea of whether women are better communicators than men is circumstantial. Sure women tend to engage in more and lengthier conversations than men, but this is dependent on personality. There are far too many stereotypes that portray women as talkers and even more persuasive than their male counterparts. However, this is incredibly subjective. Environment and upbringing is the one factor of whether or not someone, despite gender, can become a good communicator. The argument based on the beliefs of society that deems women as more conversational is simply not enough to support the idea that women make better communicators than men. There is a certain need for control when it comes to successfully communicating. This control applies to managing of emotions, personal beliefs, and even facial expressions. Emotions aren't always logical and when it comes to business, sometimes emotions tend to get in the way. Emotions such as anger very often can impede the process of a new business plan. Also, clashing of plasing EEE 2018 27 beliefs can often lead to arguments and very often personal home life business should be kept out of the corporate world. Facial expressions tend to be misinterpreted; a slight rolling of the eyes could ruin a potential relationship between client and organizations. Nonverbal communication can be potentially beneficial for an organization; however, the meanings of the nonverbal messages need to be shared, otherwise they risk being misinterpreted and result in miscommunication For example, a friendly smile can be used as an encouragement or to tell someone you have done a great job. However, this is currently misinterpreted and can be viewed as a potential sign of tomcat. Nonverbal messages can often be misunderstood, but in companies that share beliefs and ideals and are unlikely to be misunderstood, this can be very

helpful. Technology has come a long way. It is easy to communicate with people, but difficult to understand. For example, email and written communications have become more common as face-to-face communications are not as common as they used to be. Internet services combined with existing and more widely used communication tools will maximize information and communication resources. It is easily accessible, but it excludes parts of non-verbal communication such as facial expressions, tone of voice, pitch, etc. Although these seem trivial, they are essential to communication because they convey authenticity, satire, and other communicative qualities. Without this non-verbal form of communication, people can make quick assumptions and not always make the right assumptions. Effective communication skills in this context are essential qualities of a business man. Thanks to successful correspondence, he drives the business to success. In other words, the success of any business lies in effective communication, so you can wrap up your considerations with a statement.