

# Good example of global communications essay

[Business](#), [Company](#)



Global communication is the ability to access and provide information across the globe or cultures through listening, speaking, writing, or reading. It usually occurs on the larger scale that is between countries and cultures or intercontinental. There are different means of global communication that contributes in transforming the global cultures. Global communication skills are mainly important in a business environment. However, to one end, it contributes positively, but on the other hand; it has certain negative points as well. This paper will discuss the changing trends in businesses and international relations due to advancements in global communications. Furthermore, it will also highlight the positive and negative effects of global communications on the individuals, business, and cultures.

Today, technology has greatly reduced distances. Internet has turned out as a revolution in transforming the meaning of global communication. Now, with advancements in technology, new practices, new forms of expression and cultural spaces have emerged. New trends and transformations take least time spreading over the globe. Media coverages have also greatly contributed in bringing the world closer. Social media, electronic media, and other technological mediums have greatly transformed different cultures into one big culture. People express their emotions or deal in entirely different ways than before. Twitter, Facebook, LinkedIn, and other social media sites are the biggest inventions of global communications that have greatly influenced the lives of people, technological trends, and businesses .

Advancements in global communication have now become so critical for businesses that it seems impossible for them to survive without participating in the race of global competition. Therefore, businesses necessarily needs to

expand their operations over the globe. Two main forms of global communication are internal and external communication. Internal communication depends on the messages delivered to the associated partners or clients from within the business like CEO's message to staff members. External communication is based on the messages delivered to the external bodies or outside the business environment. Today, many companies use instant messaging systems for internal communication. These instant messaging systems can be used by the company employees to communicate with other staff members in other department or even with ones at different locations around the world. For example, most companies in China use msn messenger to communicate with the customers and staff members to deal matters related to shipping orders. Similarly, companies use messengers and emails for informing the employees at different locations about the company's new policies and terms.

The meaning of global communication entirely changed in the start of 20th century. The need of technological advances, international relations, and communications rose after the Cold War. Countries recognized global communication as one of the greatest needs of the current era for existence. The biggest example proving the significance of global communication are the relations between U. S. and China. The cultural and trade relations have been dramatically improved with global communication. Similarly, global communications and technological advancements have opened large number opportunities for the businesses and individuals. People can now easily be in contact with their friends, family, and colleagues in any part of the world. It is now more feasible for the small and medium enterprises to

expand their business around the world. They can manage their operations at much lower cost than earlier times .

Global communication have also increased the means of getting education. Now, there are number of educational institutes that are offering online education degrees and courses. People in any country can learn and get higher degrees without expending high tuition fees, accommodation, and transportation expenses. Similarly, people can learn different languages by interacting others over the internet. Now, there are much more means of communication and information available to people than before the advent of internet. Satellite television and internet radio channels have allowed people to be more informed about the current global affairs.

However, besides the positive transformations that global communication have led to world, there are certain negative ones too; like global communications have reduced the amount of face to face contact of people. In earlier times, when there were no mobile phones or internet, people used to meet each other more regularly than today. The bonding between the people have noticeably weakened. The lack of physical contact is arousing separation among different cultures and leading false assumptions in communication and room for error. People have become more dependent on the technology to advance in their lives. Moreover, due to lack of physical interaction, people are experiencing more of the psychological problems and health issues.

One of the biggest negative impacts of global communication is lack of data security, increased illegal content, and unlawful distribution of information. It mainly includes identity theft, political repression, pornography,

cyberbullying, phone hacking, and piracy. Although, businesses and governments take regular actions and implement new technologies to prevent unauthorized users to access the confidential data or illegal information, but on the other side, hackers also continue their illegal acts to break the system. Therefore, organizations are under risk at any time.

## **References**

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