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**COMMUNICATION IN A CRISIS WITH REFERENCE TO  
BUSINESS ORGANIZATIONS**



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**ABSTRACT**

Crisis communication has been relegated to a defensive role, where the premise of the crisis communication is the need to upset potential negative consequences of not communicating. This paper suggests that crisis communication should be a part of the larger issues of communication policy and strategy that may lead to more effective and efficient influence of opinion development among the members of the public important to organizations. Crisis management also plays a crucial role in deteriorating the antagonistic effects among the public which may be detrimental at times. It plays a significant role by transforming the unexpected into the anticipated and responding accordingly. Media aids crisis communication by passing the concerned unbiased message to the target community. Crisis management should be given credible importance and should be adopted by every organization which serves a big way in the times of crisis.

**KEY WORDS**

Communication, crisis Management, Technology