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Effective Team Working and Communication (BMSW4002)(Term 1)

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1.- Introduction.

This report belongs to first term of “Effective Team Working and Communication” at University of Wales Trinity Saint David. Last ten weeks lessons introduced and developed the initial part of this module, focusing on the term of Communication and the different aspects relating to it.

This document will seek to explain the concept of Communication, factors to carry it out effectively, the main theories to transmit information and its importance in human workplaces.

Apart from that it will analyse the communication in my workplace. It will explain how chefs are communicating between them and how is communication between kitchen and restaurant.

2.- Definition of Communication.

To understand properly this concept, I am going to include three definitions of Communication from 3 different sources:

- According to Cambridge Dictionary is define as *“the act of share information with others by speaking, writing, moving your body, or using other signals”*.
- According to Real Academia Española De La Lengua, Communication is a process of interrelationship between two (or more) people where information is transmitted from a sender (that is capable of encoding it in a defined code) to a receiver (which decodes the information received).
- In “*Key Concepts in Communication*” (O’Sullivan, 1983) it is defined by two ways, *“the first sees it as a process by which A sends a message to B upon whom it has an effect. The second sees it as a negotiation and exchange of meaning, in which messages, people-in-cultures and ‘reality’ interact so as to enable meaning to be produced or understanding to occur”*.

Using previous definitions and combining them, the simplest communication process is based on the following scheme:

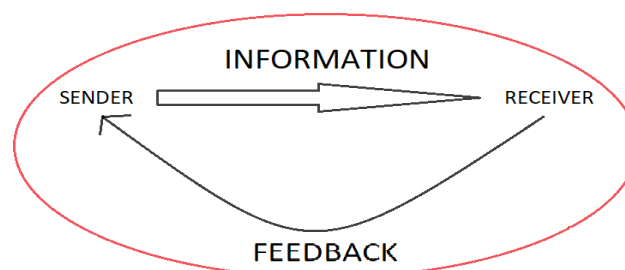


Figure 1.-

In this first approach to communication we can understand that it is basically composed of four elements: a person (sender) who transmits a message (information) to another one (receiver) waiting for any response about the information transmitted (feedback).

3.- Importance of Communication.

Humans are always interacting between them, they live in a global society and Communication is the main link element to express their concerns, feelings, emotions and needs. It contributes exponentially to the evolution of human being.

Evolution is possible because transmission of information allows people to understand the reasons for the behavior of others, expanding human knowledge and perceptions of reality (there is no single truth or a single point of view). By that way societies can establish common goals and reach them.

From the point of view of business, thanks to this tool, companies can transmit ideas to their employees and customers, helping to improve their performance.

3.1.- Channels to communicate information

As eNotes (eNotes, 2015) points out, they classify these channels in two big groups: verbal and non-verbal communication.

Verbal communication uses auditory or written language to share messages with receivers. In this kind of communication, information is sent through sounds, voice and words. The sender can use different tones and volumes to help in this process.

This channel can include face to face communication, telephone, using an intermediary, internet conferencing, letters...

Non-verbal communication is that one in which the main requirement to transmit information is not to use auditory or written language. The codes to communicate are kinesics (body movements, gestures and posture), facial/eye behaviour, vocalics (paralanguage), space/territory, touch, environment and physical appearance (Quintanilla & Wahl, 2017).

It is important to remind that these two channels can support each other in the same communication process to share information in a successfully way. For example: if a person who is working in a street market wants to attracting customers to his/her place, he/she can use verbal communication shouting: "Come here!" and, at the same time he/she can use non-verbal communication moving his/her arms and hands inviting them to come to the shop.

Communication between humans is more complex than it might first appear.

3.2.- Styles of communication

There are four styles of communication. A good communicator needs to differentiate which one is the best one for each environment.

Analytical communication: that kind of communication based on hard data and avoiding any emotional language. For example, it happen when an employee has to communicate any percentage in sales or number of new subscriptions to any company.

Personal communication: emotional language is used to build strong relationships. Communicators is this style need to be good listeners and the have to pay attention in any reaction in the audience.

Intuitive communication: it transmits information through details or different steps. An example of this style are traffic signals.

Functional communication: in this style communicators are not missing any detail in their plans. For them it is so difficult maintain the audience's interest.

4.- Effective Communication

To quote from Tomescu-Dumitrescu, C. (2016) *“Effective communication is the one that sends a message contoured in well-chosen words, accompanied a set of non-verbal behaviours synchronized verbal message, strengthening him. Effective communication is one that is based on attentive listening, empathy, uncritical issued by their own judgments and opinions that captures each other's needs, his expectations from you as a dialogue partner”*.

Attending to that definition, the sender needs to be concern about the way to encode the information and deliver it. This sender always has to keep in mind that his purpose is making understand the receiver the meaning/knowledge he really wants to transmit. The Communication will be effective if receiver is able to decode and understand the information giving a feedback to the sender.

We can understand how important is effective communication through an example: if a manager gives a direct order to any company's worker and he/she does not understand the language in which the order have been given, would be impossible accomplish the task.

There are a lot of factors involved in each agent related to effective communication, some of them could be:

SENDER	ENCODING INFORMATION	RECEIVER AND DECODING	FEEDBACK
- Credibility - Attractiveness - Expertise - Similarity	-Audience's capabilities -Culture and language -Ineffective argument -Underestimation of audience resources	-Age -Listen critically/actively -Motivation -Esteem level	-Verbal -Non-verbal -Positive -Negative

Figure 2.-

Processing information in an effective way requires communication skills such as active listening and assertiveness (Griffiths & Dunham, 2015).

By listening actively receivers can accurate the meaning of the information. To develop this skill is needed to suspend any judgment in order to understand the point of view of the sender. Some signals can contribute to let speakers know that receivers are paying attention actively:

- Staying squarely faced to the speaker

- Do not cross legs or arms
- Being relax and comfortable
- Keeping eye contact
- Showing interest

Assertiveness is about feeling free to express anything you want to communicate respecting the feelings and rights of others. It is the ability to pursue your own aim without violating the needs of others.

Most common barriers people can find in effective communication are:

- Physical barriers: inadequate equipment.
- Attitude: emotions have influence in effective communication.
- Language.
- Physiological barriers: ill health, poor eyesight, pain, hearing difficulties...
- Problems with structure design: is related to companies.
- Cultural noise: cultural backgrounds and associated stereotypes.
- Lack of common experience.
- Ambiguity and overuse of abstractions.
- Information overload.
- Jumping to conclusions.

4.1.- Effective communication in companies

This section will focus how effective communication is essential in any type of organized business activity, being one of the most important factors to make it work and develop properly.

First at all, it should be noted that there are two well differentiated areas of communication in business organizations (Mills, 2018): internal and external communication.

Internal communication is the one that shares the information among all levels of the company in an exclusive way. It is based on building close ties that allows information to be processed effectively by all its members. This kind of information is passed through mails, memos, conference calls, face to face, letters or internal meetings.

External communication transmits information about the company or its needs to any entity that does not belong to it. It is focused on communicating messages or ideas about itself to society, customers and external partners.

Both types of communication in the contemporary society are influenced by technology and it is important to point out that technology allows fasters communications (Ingelmo, et al., 2018).

If the concept of effective communication is being successful in organizations, some positives effects derivate could be:

- Improve competitiveness of the organization
- Effective adaptation to a new environment
- Achieve goals initially proposed

- Increase employee motivation
- Increase number of new customers
- Increase satisfactions levels in customers
- Create an inclusive work environment

If it is not effective, the company's aim would not be achieved because the employees could not follow properly the different instructions.

5.- Theories of Communication

This section is going to study and explain three models of communication:

- Shannon and Weaver Model
- Berlo's Model
- Schramm's Model

There are others models such as Laswell's model but this report is going to describe just the main three models enumerate previously.

5.1.- Shannon and Weaver Model

This model was written in 1948 and published by "Bell System Technical Journal", it was the first model created to describe communication process. The authors of this model were Shannon, Claude Elwood (mathematician) and Warren Weaver (scientist).

Their article "A Mathematical Theory of Communication" described the goal of their model: *"The fundamental problem of communication is that of reproducing a message sent from one point, either exactly or approximately, to another point"* (Shannon & Weaver, 1948)

They supported that communication could be explained through six concepts: sender, encoder, channel, decoder, receiver and noise.

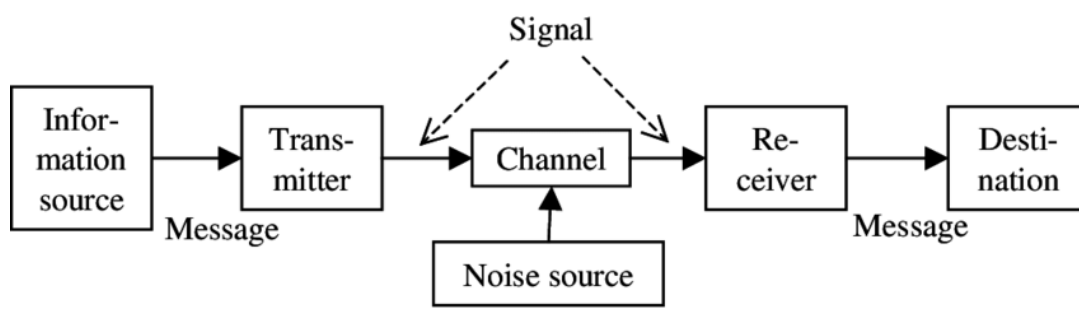


Figure 3.-

An example to explain the components of the process in a telephone conversation would be:

- Sender: person who has the information to transmit. In this case sender is the person who decides to call.

- Encoder: person or machine that convert the information. In a telephone conversation the encoder would be the phone.
- Channel: is the infrastructure that gets information from the sender and transmitter through to the decoder and receiver. The channel in this example is the telephone wire.
- Decoder: person or machine that re-convert the information. In the case of study would be the receiver's phone.
- Receiver: person who gets the information.
- Noise: factors that interrupts the transmission of the message. In this case noise could happen because the phone is not working properly or the speaker mumbles.

Once this model is clear, this report needs to enumerate some advantages and disadvantages of this model:

ADVANTAGES	DISADVANTAGES
- explain difficulties in communication	- there is no feedback
- separate communication process by concepts	- it does not account behaviours
- valid to multiple situations	- just focus on one-one communication

Figure 4.-

5.2.- Schramm's Model

In 1954 Wilbur Schramm created and published his models in the book "Process and effects of mass communication". He explained six linear communication sub-models and a model of mass communication. This report is focus on linear models.

Communication was defined as a dynamic process between, at least, two parts. Encoding and decoding information are the main concepts to build up his model. In his models, feedbacks appeared for first time and they are basics for the transmission of information.

Schramm's Model of Communication, 1954

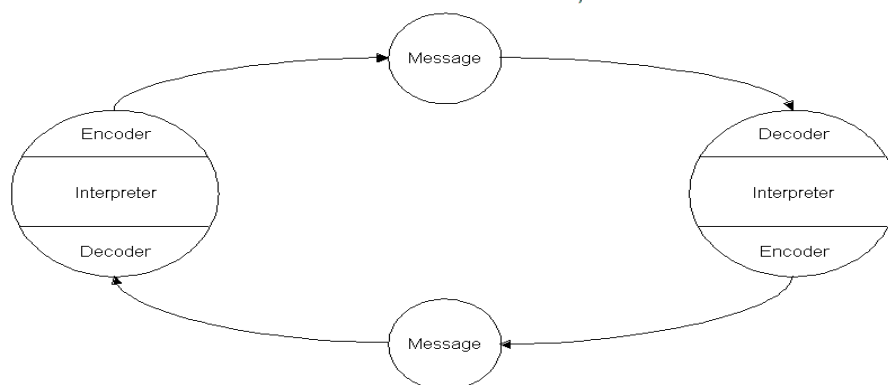


Figure 5.-

Unless the receiver decodes the information and sends a feedback to the sender the communication process is not useful. Also, he points out that the receiver needs to understand the real meaning that sender is remitting to him/her.

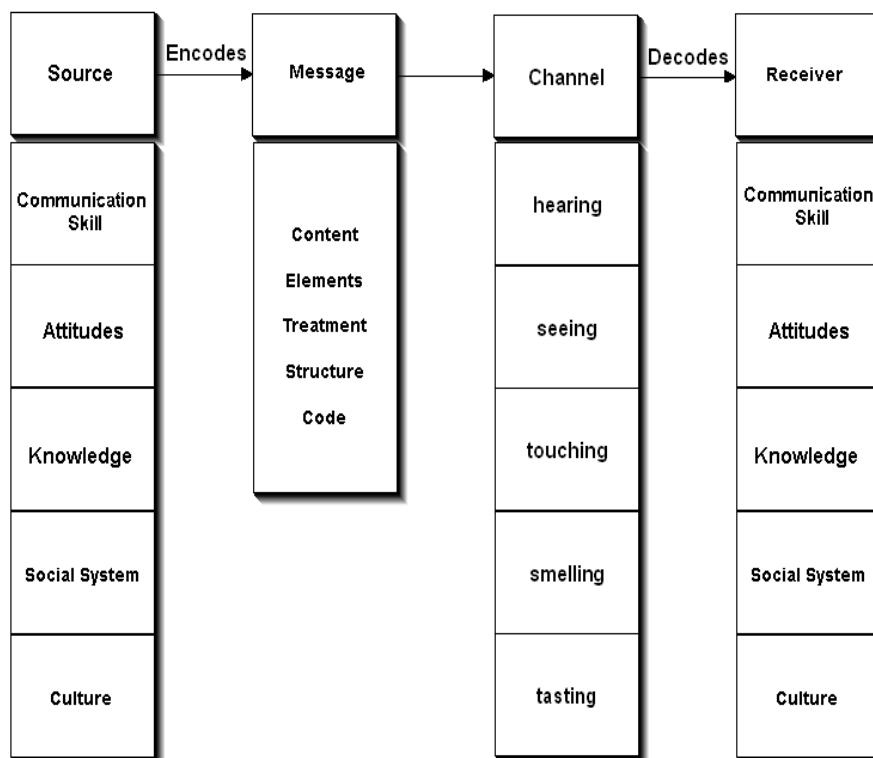
Schramm believed that an individual's knowledge, experience and cultural background are determining factors in a successfully communication process. If sender and receiver are in different levels, codification and decodification are going to be incomplete.

The main differences between Shanon and Schramm's models: Shanon model is not taking into account feedbacks and personal factors to transmit and decode the message while Schramm takes them as important factors to develop the process.

5.3.- Berlo's Model

Berlo continued Schramm's investigation line. His studies are published in "Process of Communication: An Introduction to Theory and Practice". This model is explained through four components: sender, message, channel and receiver.

Berlo's Model of Communication



A Source encodes a message for a channel to a receiver who decodes the message:
S-M-C-R Model.

Figure 6.-

Berlo goes one step further in his theory, he defines five elements that directly influence the communication process for the sender and receiver:

Communication Skills: focusing in an effective transmission of meaning, these skills are the main tool in terms of understanding. Good communication skills (speak, present, read, write, listening...) are going to be so helpful for sender and receiver to get real meanings.

Attitude: it affects the way in which sender and receiver pass the message.

Knowledge: if sender and receiver are in different levels of knowledge the transmission is less effective.

Social systems and Culture: people with different social status and culture background do not communicate in the same way. They have values, beliefs, religion, laws... that can produce a misunderstanding during the process.

He also says that content, elements, treatments, structure and code are the key factors that can influence the success in a message.

About channels, he described the five senses of a human being as the main factors that can mark the effectiveness of the channel.

In his linear model he does not mention anything about feedbacks or noises. These are the main differences that have been found regarding the other two models. He just focuses communication process in the factors explained previously.

6.- Communication at my workplace

Communication between kitchen and restaurant acquires importance because there are a lot of noisy factors in this environment. At my workplace this process is sorted out through a digital system. Restaurant is sending digital writes notes to the kitchen that includes all requirements that customers need. After that, restaurant makes a call to kitchen just to confirm that communication with kitchen have been successful.

Once the order is inside the kitchen, the head chef tells us what we need to do and we have to confirm telling him "yes chef".

As we see during the whole process, we are looking for feedbacks to make sure the communication is effective.

7.- Conclusion

This report has been focusing in explain what is communication and its importance in our society. To explain properly this concept, the report has tried to break down the factors affecting to communication process.

Starting on general channels to transmit information (verbal and non-verbal), it described effective communication to understand the final goal in this process.

After that, this report has explained three theories of communication: Shanon and Weaver, Schramm and Berlo's models.

Finishing with a description of communication at my workplace: kitchen.

8.- References and Bibliography

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9.- Appendix

In-class notes:

EFFECTIVE TEAM WORKING AND COMMUNICATION

EFFECTIVE TEAM WORKING AFZAL MUNNA (prof) (week 4)

② WRITTEN COMMUNICATION: communication using writing forms. This can be by different ways: letters, mails, texts, ...

depende con quide
las palabras debes hacerlo { ver el receiver
de una forma diferente { para adaptar.

- Letters (sigue standard ~~forma~~)
- Memos ⇒ son como notas (ej una receta) cosas que van directas a la información (no sigue forma determinada)
- Report ⇒ muy formal (son los que escriben esta gente al final de la semana) (debe seguir una estructura standard)

Effective Team Working

Chapter 23 → Education year book. (pg 484 → business plan)

Aim → no más de 2 líneas. (aim has to be ^{realistic} ~~specific~~ → time bound (en un tiempo) ^{measurable} → achievable)

Objectives → no más de 4 objetivos.

- making money.
- helping the community. (creating jobs)
- green concepts (being sustainable)
- eliminar los intermediarios.

⇒ google ⇒ start up loans. (business) → borrow 250000
↳ Have to write a business plan (support and advice)

ETW → divide en 2 TERN.

TERN 1 (assignment)	TERN 2 (team work)
Assignment 2000 word individual.	Presentation

¿Qué es comunicación? →

(A) INFORMATION (B) RECEIVER

SENDER

FEEDBACK

+ (el feedback puede ser positivo o negativo)

¿está todo? tenemos una comunicación efectiva.

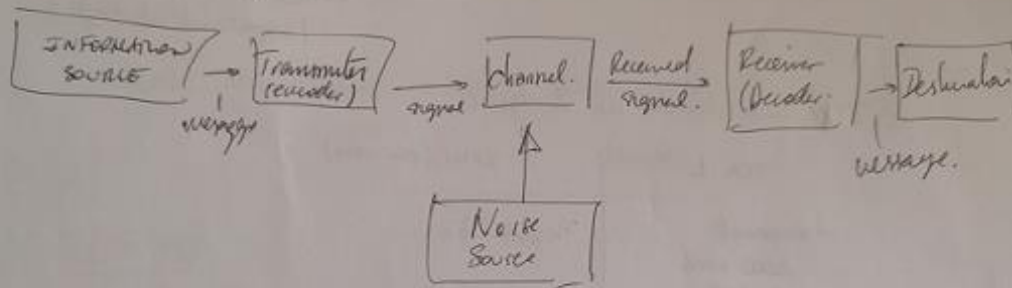
→ algunas veces es posible reducir los fallos externos y otros no.

-Formas de Comunicación. → existen muchas formas.

- verbales
- signos
- body language
- mails
- letters

{ a veces la comunicación no funciona por no porque la otra persona ignora ni por que no se usan las mismas la misma forma de comunicación y diferentes idiomas.

① Necesito escribir acerca de esto al asumiendo (Shannon-Weaver) 1949.
 war model.
 - Se usaron y dieron el modelo de información.



② Berlo's model of Communication → hablar tb en el (S.M.C.H.R)

el de Berlo's comparado con el otro la diferencia es que verdaderamente necesitan comprender el mensaje que mandas a través de una serie de parámetros.

el que envía y el que recibe deben tener los mismos niveles de conocimiento. (aptitudes y niveles de conocimiento). Si son diferentes habrá una falta de conocimiento.

MANAGING ENTERANCE

(Introducción 500 word)

-ver n° de restaurantes en qué centros.

EFFECTIVE TEAM WORKING

(Introducción x persona en tus 2000 palabras)

⑦ VA A DAR TEMPLATE PARA NEGOCIO

[Week 3 → Assignment] → Pueba en clase → week 4

- ⑦ Cover page.
- ① Introduction (what you are going to do in this assessment)
- ~~② Importance of communication~~
- ② Communication (definición) x 3 ④ ①
- ③ Importance of communication ②
- ③ Importance of effective communication ③
- ④ ⑤ Theories of communication ③ → methods of communication ← verbal non verbal
- ⑥ SW model { 5.1
- ⑦ Berlo model { 5.2
- ⑧ Schram model { 5.3
- ⑨ How you communicate at your workplace. ⑥
- ⑩ Conclusion (what you have done so far)
- ⑪ References and Bibliography
- ⑫ Appendix

• Introducción 100 palabras.
 • Conclusion

EFFECTIVE TEAM WORKING AND COMMUNICATION

