

BMSW4002_ETW_A1_JUNE19 (Group 3) - Part 1

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Effective Team Working and Communication

Executive Summary

In this report, the various types of communication like verbal and non – verbal communication has been discussed in context to a customer executive of McDonalds. The various relevant theories of communication – like Shannon Weavers mathematical model. Berlo's SMCR model and Schramm's models of communication have been discussed. These models have been explained in context to the communication process of the customer executive of McDonalds.

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1.0 Introduction

Working in a team is important because it makes the allocated job easier than doing it in an individual manner. It is seen that the business assessment process is conducted in a proficient manner but for that, the service providers need to know what team work is. In accordance with Salmon *et al.* (2017), the management of a task with collaboration to the other members of a joint approach is considered as a teamwork approach and in the end, the possibility of having such ventures is maximised with the help of prolific communication. Teamwork gives a complete approach process, which makes sure that the proficient members of the team to ensure quality do the task.

For better teamwork, it is important to have a better kind of communication process and in this regard, the best option to consider is the verbal communication. However, in most of the official tasks the service providers prefer the non-verbal written communication process. According to Habermas (2015), communication can be termed as a process that helps in expressing the thoughts of one person to another in order to have a better kind of service management and understanding, which is a necessary aspect. Communication helps in meeting the objectives of a task in a seamless manner, which is also one of the most significant processes to have a better kind of connection with other members of the team.

The working organisation is McDonalds which is one of the leading fast food names in the world. It is considered to be one of the largest food chain market and they have better kind of market reputation that gives the number of consumers they have. It was founded in 1940, in San Bernardino, California, United States (Mcdonalds.com, 2019). The process of working is not too complicated but it is seen that the process of management needs to have a better kind of communication process. The management has the opportunity of making some modification in the communication process and this is seen that the service providers have to make some development. The main aspect is giving customer support and making proper communication with the customers to meet the requirements they have. Understanding the customer demand can only be done with the help of communication and hence it is important in the work place.

2.0 Types of communication

The communication process can be considered as one of the basic elements of daily life. Considered that the communication process can be divided in many categories but in the following segment the communication process will be divided into two categories and they are verbal and non-verbal communication. The verbal communication is done with words, non-verbal communication can be anything, and that includes understanding the demand by the movement of different body parts and noises.

2.1 Verbal communication

The verbal communication is consisted of those measures of communication that can be done with the help of making noises and making people know that the demand is this and that needs to be fulfilled now (Lemonnier, 2016). On the other hand giving verbal interactions to the people to meet the requirement can be considered as another form of verbal communication. It is seen that making a proper kind of business assessment or situational assessment is one of those things that are related with the communication process. It is seen that the situational management process can be met with the help of verbal communication and in the customer support segment it is seen that the verbal communication process helps in meeting the requirement in a proficient manner.

Being a customer executive it is seen that the order taking process is highly related with the management of the customer demand and it is one of the most effective procedures to make sure that the assessment of the customer demand is being done in a productive manner (Frye *et al.*, 2018). Customer demands and meeting them is related with proper kind of assessment of the verbal directions given by the customers.

In the customer support, providing segment verbal communication helps in understanding the specific requirement of the customers and the communication process stays clear to the people who are there in the service providing line up. This helps in meeting the demand in a proficient manner. On the other hand, it is important to give direction to the fellow subordinate members to meet the requirement of the service seekers. The issues can be minimised in this process and this is going to be a beneficial aspect for the people organisation too. For an example, order taking and delivering the orders to the specific place can be considered.

2.2 Non-verbal communication

There are many forms of having a better kind of situation in the work place and having a better communication is the best options to consider. The non-verbal communication helps in making a significant contribution to the business management process in different segments. It can be defined as a communication process, which is related with the bodily movement, and noises made by a person and apart from that the body posture can be considered as the process of making proper communication with the people (Tracy *et al.*, 2015).

In the McDonalds, it is one of those aspects to consider as the major factor in order to meet the customer demands. The officials are trained to understand what the other person thinks regarding one order or the demand of the service seeker. On the other hand, some gestures are often used among the officials who are responsible for service delivery. For an example if two different customers repeat an order, then with hand movements the order receiver details it. This process of communication has been developed after working for a long time with the people. Among the executives, some hand signs are used in order to ensure the quality of service that is being looked for by the management (Adler *et al.*, 2016). Apart from that, the service providers use different voice tones to state how they feel about a particular aspect and thus they ensure a proficient working culture in the service segment.

3.0 Theories of communication

There are many theories of communication that are still followed generally today, and are considered as standards for all communication to be theorised. Three of the communication theories have been described below, which serve as the crux for all communication to be analysed.

3.1 Shannon Weaver Model of communication

The Shannon Weaver model of communication, also known as the mathematical theory of communication, is one of the simplest models of communication. The components of the communication chain are formed by the basic elements in the process of communication. The model consists of five communication concepts. The information source refers to the person who

would appear to be the speaker in the communication speaker. The message or information, which serves as the topic of discussion in communication, is provided by the information source. The transmitter is considered as the entry to the channel of communication. In this model, it has been perceived as referring to a telephone. The telephone encodes the message and sends them to the destination – the listener. The listener encodes the message using the transmitter; which in this context is the telephone of the listener. The listener or the destination then perceives the message and sends appropriate feedbacks to the information source. The channel of communication that is used in this context is the telephone signals, which are coded in binary data (McQuail and Windahl, 2015). The transmitter and receiver - the telephone, can only encode this signal in the form of binary data.

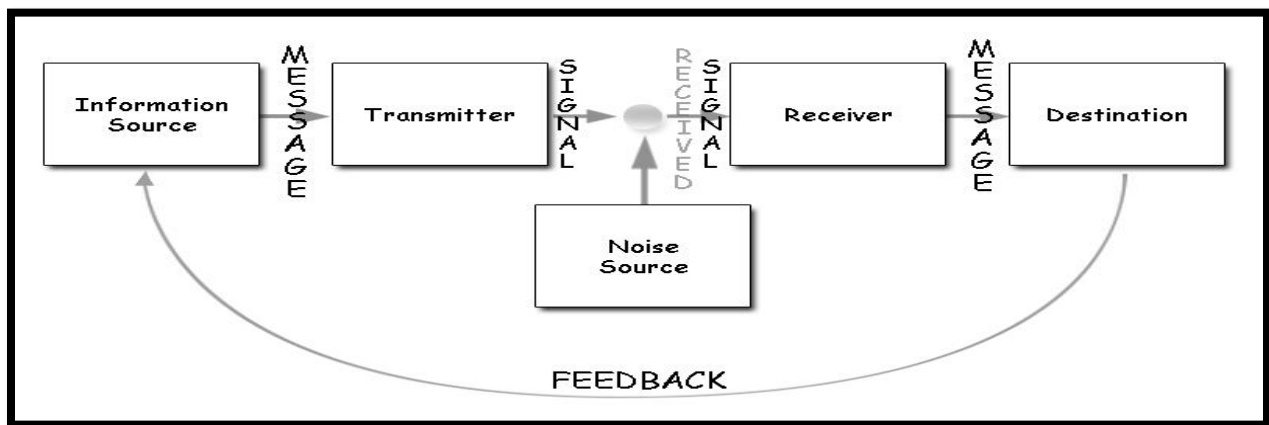


Figure 1: Shannon Weaver Model of Communication

(Source: McPhee and Poole, 2016)

Therefore, when technology is incorporated in the communication process, this serves as the go-to model to explain the elements and the process of the communication. This model is different from others because it also considers noise to be a concept. Noise might be present in the communication channel, hindering the flow of the signal depending on its magnitude. In the case of a customer executive of McDonalds, the customer is the information source. The customer sends the message – which mostly constitutes of the issues faced by them – is transmitted to the destination or customer executive through the telephone. The executive receives the call in his or her telephone and provides the feedback or solutions to the queries of the customer. There might

be noise present in the telephone network, having the potential to decrease the effectiveness of the flow of information. High noise can lead to failed communication.

3.2 Berlo's Model of communication

Berlo's SMCR Model of communication stands for Source, Message, Channel, and Receiver. This model aims to identify all the components that are present in the communication concepts. The communication concepts stand for SMCR, while each individual concept has many components that constitute the effectiveness of the component.

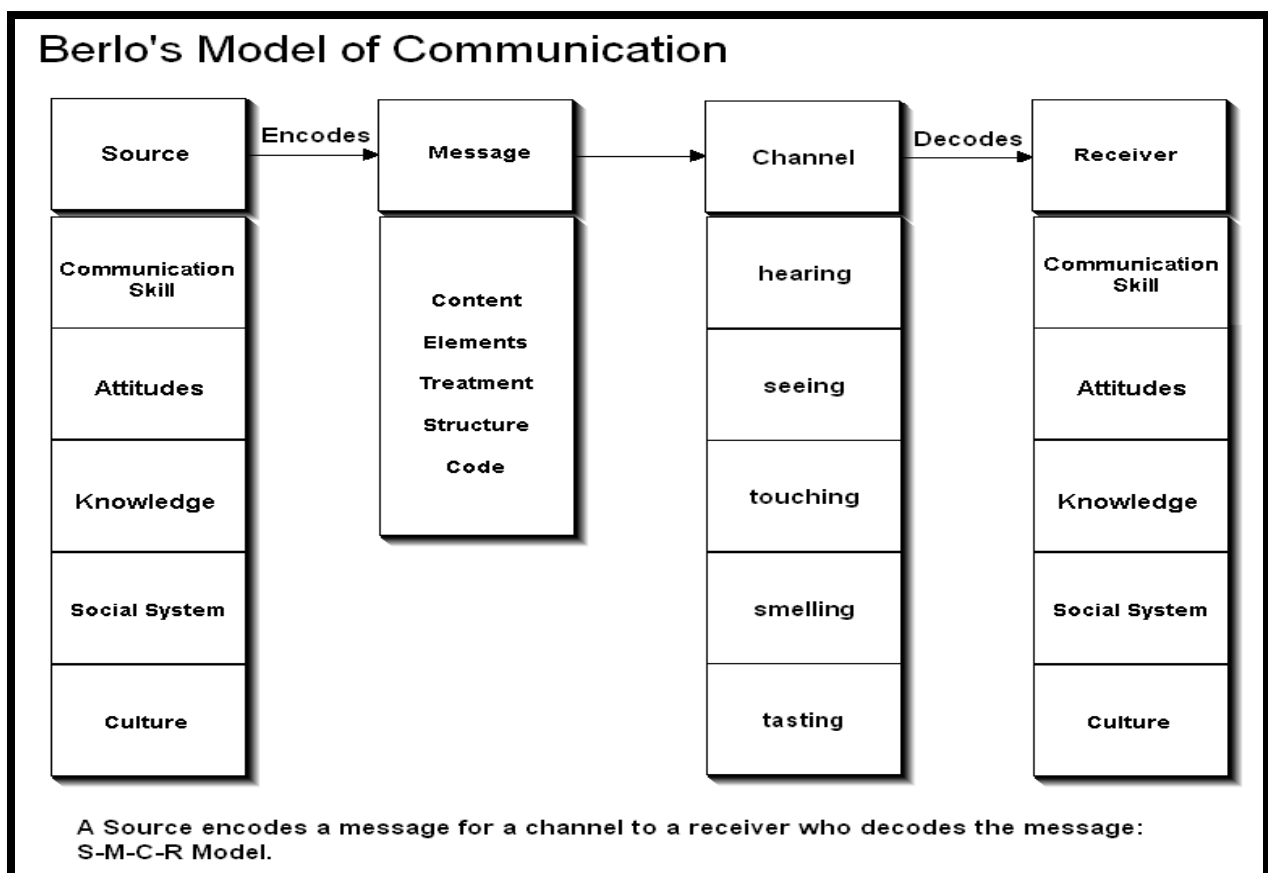


Figure 2: Berlo's Model of Communication

(Source: Turaga, 2016)

The source is the speaker in the process of communication. For the communication to be effective, several traits are required, which are the core skills of the speaker. The core skills

include the speaker's communication skill, the person's attitude, his or her available knowledge, and the culture they have experienced – all these help to create a coherent message. The message is encoded by the speaker (using the telephone) and constitutes of various factors like the content of the message, which serves as the topic of discussion. The elements include the additional physical gestures like hand signs, while the treatment is the perception of the message from the speaker's perspective. Structure serve as the way the message is told – its sentence make up. The code is the language of the message. The channel constitutes the use of the five senses to understand the message. In this context of a speaker, the ear id the channel through which the message passes from the speaker to the listener. The receiver also interprets or decodes the message using his or her own communication skills, cultural background, and knowledge. All these elements have the capability to change the meaning of the message (Petersons and Khalimzoda, 2016).

In the case of a sales executive in McDonalds, the customer experiences issues with the product they have purchased, which is judged based on the knowledge and cultural values of the customer. The ideas get converted by the influence of these elements and gets transmitted to the customer executive through verbal face to face communication or through telephones. Written methods like emails can also be used. The customer receives and encodes these messages using did not hide nor her senses (eyes and ear) and uses their own communication skills and knowledge to understand the message of the customer.

3.3 Schramm's Model of communication

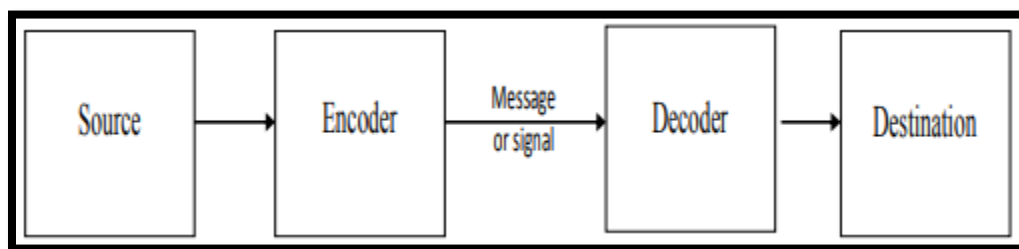


Figure 3: Wilbur Schramm's Model of Communication

(Source: Pooley, 2018)

Wilbur Schramm's model of communication is the simplest communication model. In case of McDonalds, The speaker is the source of the communication and transmits his or her messages to the destination or the listener. The encoder is the device that transmits the messages of the source into understandable signals. The encoder can be the human mouth that transmits the messages to the listener through the voice that sends the signal in the form of human language (Lin and Nerone, 2017). The decoder, the telephone, or the human brain receives the message and interprets it, allowing the destination or listener to understand the message, and making the communication successful.

3.0 Conclusion

The business management process is associated with proper kind of communication process. It is seen that the issues associated with the communication process can be managed significantly and in this segment, a better kind of association can be observed among the workers who are providing service to the people. On the other hand, the service providers can consider the mentioned models of communication to ensure a proficient management and quality service. It can be deduced that the service providers have the potency to initiate changes and hence the possibility of making changes in the system is maximum. This can be a beneficial aspect for the service providers for meeting the business objectives proficiently.

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In-class exercises



BMSW4002 In-class exercise 1

RAUL-MARIAN ORREJA : 1816173

Ex.2. Read the following brief and write a business email according to the instructions.

You are Director of Communications at your company and you would like an employee, Jack Daniels, to join your Communications Training team.

- Tell JD why you are writing
- Say what you have observed and like about his communication skills
- Tell him why you think he would be an asset to the team

From: director.raulmorian@intelcommunication.co.uk
To: jack.daniels@gmail.com
Subject: Invitation to join our Communication Training Team

Dear Jack Daniels,

Everyone at the IntelCommunication Ltd would like to invite you to join our "Communication Training Team".

I know that you would be a great addition to our team, especially with your knowledge about the "Communication Skills".

I like your qualities, your innovation and creativity, and I think you'll be a asset to our team.

I do hope you will consider joining us and if you have any questions or require additional information, please don't hesitate to contact me.

I look forward to hear from you

Yours sincerely

Director Raul-Marian Orreja

+44 708 102 10366

IntelCommunication Ltd

Lecturer's signature:

M. Orreja

Date:

31.07.19

TO: DR. DHASCDEAN@VWTSJ.AC.UK
CC:

SUBJECT: COMMUNICATION IMPROVEMENT
WITHIN THE UNIVERSITY OF
WALES TRINITY SAINT DAVID

Dear Dr. Dhascdean,

I write this e-mail to explain
how I think communication can
be improved within the University.
Communication means being clear about
what you mean and what you
want to achieve when you talk and
write. We can improve some communication
skills of confidence, clarity and
the verbal communication, because ~~the~~ in
our class all the students are from
different countries and cultures.
The Moodle work is perfect.

Sincerely,

Raul-Marin Obispo



Time allocated: 1 hour. Please return your paper to the lecturer upon completion. It will be returned to you at the next session. You will need to include a scanned copy of this exercise in the form of an appendix together with you Task 1 (part of the Assignment for this module).

Student Name: RAUL-MARIAN OBREGA Student ID: 1816173

Ex.1. Read the following passage and answer the questions.

The professor and the village people

A Professor of English at a well-known Welsh University lived in a large house not far from a little village. He never went into the village, but shopped in the town near the University because he had nothing in common with the village people, who were largely uneducated and did manual jobs. One night, the professor fell asleep while smoking his pipe and the pipe fell onto the carpet and started a fire.

When the professor awoke and saw the house on fire, he rushed into the village, screaming:

'The edifice is being consumed by a great conflagration!'

'The edifice is being consumed by a great conflagration!'

The village people looked at him and continued doing what they were doing.

'Don't you understand?' He said. "The edifice is being consumed by a great conflagration!"

They ignored him.

When the Professor returned home, he saw that his house had been completely destroyed. He sat down on the ground and wept. The next day, he went into the village crying. 'Why, oh why didn't you help me? My home has been destroyed by the fire. I came and begged you last night.' He wept.

'But Professor, why didn't you say that your house was on fire? We would have helped.'

Q1: Why didn't the village people help the Professor?

Q2: What should he have done to get them to help him?

Q3: Whose model of communication do you think can explain this situation?

Q4: Why?

Q1: The village people didn't help the Professor, because they didn't understand his academic language when he came for help. The village was largely uneducated and did not understand the message.

Q2: He should use some popular "terms" when he asked for help, explaining them that: "the house was on fire". The village did not understand the meaning of the words: "consumed by a great conflagration".

Q3: I think Berlin's SACK Model of Communication can explain this situation.

Lecturer's signature: _____

Alafwa

Date: _____

31.07.19

Berla's Model has four components to describe the communication process.

SOURCE $\xrightarrow{\text{encodes}}$ MESSAGE $\xrightarrow{\text{channel}}$ RECEIVER $\xleftarrow{\text{decodes}}$

The social aspect was not noted. The village didn't have school education. There is a big difference between the social culture of the village and that of the professor.



Student Name: RAUL MARIAN OBRERA

Student ID: 1816173

Time allocated: 1 hour.

Please return your paper to the lecturer upon completion. It will be returned to you at the next session. You will need to include a scanned copy of this exercise in the form of an appendix together with your Task 1 (part of the Assignment for this module).

Ex.1. Read the following passage and answer the questions on the next page.

Case Study: A Day With The Chief

Mark is a top-performing salesperson at a pharmaceutical supply company. As a reward for his performance, he is treated to a trip to the corporate office in California to meet the chief executive officer, Ms. Mills. Ms. Mills is known around the office as the “Wicked Witch of the West” because of her short and sometimes abrasive demeanour.

Mark’s co-workers share “horror stories” of their encounters with her, stating that she rarely makes eye contact, never smiles, and dislikes being approached unless she initiates the conversation. Although he is excited to travel, he is also nervous about what he and Ms. Mills might talk about. He prepares by thinking about how he can share his sales strategies and techniques. On the day of the meeting, he waits patiently for Ms. Mills’ assistant to call him into her office. When he is escorted in to meet her, he is shocked to see a petite woman behind the large desk smiling back at him with kind eyes. He approaches, shakes her hand, and waits for her permission to sit.

Ms. Mills is nothing like the horrible person they made her out to be. Ms. Mills asks Mark several thoughtful questions about why he is successful, ways the staff can be supported, and how the company fits in with his professional goals. Mark feels more and more comfortable as she leans forward to listen intently to what he is saying. Mark loosens his tie, crosses his legs, and begins sharing stories of how he feels his immediate supervisor has dropped the ball on more than one occasion and that the team would be better if more money were allocated to incentives and bonuses. Mark immediately sees Ms. Mills’ eyes begin to squint and her brow furrow. She stands up abruptly and says in a gruff voice that their time is up and that her assistant will show him out.

Lecturer’s signature: _____

Alafuza

Date: _____

16/08/2019.

1. Given the professional context, what would you have done the same and/or differently if you were in Mark's position?
2. Do you think Mark accurately evaluated the context? Why or why not?
3. What communication factors led to the change in the chief executive officer's disposition?
4. How could Mark improve his communication skills?

- 1) Given the professional context, if I were in Mark's position, I would have emotion like him, but at the right moment I would have shown a professional behavior, ~~to the~~ to the chief executive officer, ~~the~~ that I have no emotions and I am in control of the situation.
- 2) I think Mark accurately evaluated the context he got ready for the meeting, he chose a good strategy to present at the meeting and he made a research about the chief executive officer. **But towards the end Mark's non-verbal communication?**
- 3) The communication factors that changed the chief executive officer's disposition were: a) body language (Mark crossed his legs...); b) gesture and face expressions. This factors influenced their communication. I think he had a perfect behavior at the beginning of the meeting, after which he gained too much confidence and forgot to behave professionally.
- 4) Mark could improve his communication skills by learning the basics of nonverbal communication, adopting the proper posture, to be clearly and confidently, and maintaining eye contact. Knowing better who he'll talking to, what their personality and emotional temperament are. He must always stay focused throughout the communication and not to deviate from the subject.

Lecturer's comments:

Well done for participating in the in-class activity. You demonstrated an understanding of the fundamental principles of communication.

Lecturer's signature:

Maple

Date:

23/09/19