

**University of Wales**

**Trinity Saint David**

**Assessment**

**On**

**Communication Models**

**Moodle name: Effective Team Working and Communication (BMSW 4002-London)**

**Lecture's name: Lloyd Beharry**

**Student name: Luiza Hysneli**

**ID:2124225**

### **Introduction**

In my personal understanding, communication is the process of exchanging information and ideas between individuals or groups (Radovic & Salam Zadeh, 2018). It is a fundamental part of human interaction and is essential for building and maintaining relationships.

In the business world, effective communication is crucial for success. It allows organizations to share information, coordinate efforts, and work towards common goals. Poor communication can lead to misunderstandings, mistakes, and conflicts that can have dire consequences for a business.

There are many barriers that can affect the message in communication, such as language differences, cultural differences, physical barriers, and psychological barriers (Radovic & Salam Zadeh, 2018). These barriers can make it difficult for the sender to effectively convey their message and for the receiver to understand it.

Poor communication can lead to a range of negative consequences, such as reduced productivity, increased errors, lower morale, and damage to relationships and reputations. It can also lead to misunderstandings and conflicts that can have grave consequences for a business, such as lost opportunities, missed deadlines, and financial losses.

Overall, effective communication is essential for the success of any organization, and it is important to recognize and overcome the barriers that can affect the message to avoid the negative consequences of poor communication.

## **2.0 Models of Communication**

### **2.1 Shannon and Weaver 1948/49**

The Shannon and Weaver communication model is one developed by Claude Shannon and Warren Weaver in 1948 and 1949. The model describes the process of communication as a series of steps, starting with the sender encoding a message, transmitting it through some medium, and then the receiver decoding the message. The model also includes the concept of noise, which can disrupt the communication process by interfering with the transmission of the message.

3

One application of the Shannon and Weaver model is in the field of telecommunications, where it is used to understand the factors that can affect the transmission of information over long distances (Kimmel & Mutto, 2019). This knowledge can be used to improve the design of communication systems, such as telephone networks and satellite systems, to ensure that the transmitted messages are received accurately.

To effectively use the Shannon and Weaver model of communication, it is important to have a clear understanding of the message being sent, the intended audience, and the medium through which the message will be transmitted (Radovic & Salam Zadeh, 2018). This information can help the sender encode the message in a way that will be understood by the receiver and can also help the receiver decode the message accurately.

In my experience, I have used the Shannon and Weaver communication model in many situations. For example, when I was working on a group project with a colleague, we used the model to understand how we could effectively communicate our ideas to each other and to the rest of the group. We made sure to encode our messages in a way that would be easily understood by the other members of the group, and we also made sure to pay attention to any potential sources of noise that could interfere with the transmission of our messages. In the end, our effective communication helped us to complete the project successfully.

## 2.2 Schramm (1954)

The Schramm model of communication, also known as the linear model of communication, is a theoretical model that describes the process of communication as a one-way flow of information from a sender to a receiver. This model was developed by Wilbur Schramm in 1954, and it is still commonly used in the study of communication.

4

In the Schramm model, the sender encodes a message using a certain medium, such as speech or writing, and transmits it to the receiver. The receiver then decodes the message and provides a response (John et al., 2019). The model also considers noise, which can interfere with the transmission or understanding of the message, such as a noisy environment or misunderstandings between the sender and receiver.

One application of the Schramm model is in the field of mass communication, where it can be used to understand how information is transmitted through the media to a large audience. For example, a television news program can be seen as the sender, encoding a message in the form of a news story, and transmitting it to the audience, who are the receivers (John et al., 2019).

In my personal experience, I have been affected by the Schramm model of communication in many ways. For example, when I watch a television news program, I am the receiver, decoding the message that the program is transmitting. Additionally, when I have a conversation with someone, I am the sender and the receiver, encoding and decoding messages back and forth.

Overall, the Schramm model of communication is a useful tool for understanding how information is transmitted and received in a variety of settings. It helps us understand the several factors that can affect the transmission of a message and how we can improve our communication's effectiveness.

## 2.3 Berlo (1964)

Berlo's model of communication, also known as the SMCR (Sender Message Channel Receiver) model of communication, is a framework for understanding the communication process. It was developed by David K. Berlo in 1960 and has since been widely used in the field of communication studies. The model identifies five key components of the communication process: source, message, channel, receiver, and feedback.

5

The source is the person or entity that initiates the communication. They are the sender of the message. The message is the information being communicated. The channel is the means through which the message is transmitted, such as speaking, writing, or using a phone or computer (Eadie, 2020). The receiver is the person or entity that receives the message and interprets its meaning. Finally, feedback is the response of the receiver to the message, which can be verbal or nonverbal.

One application of Berlo's model of communication is in the study of interpersonal communication. This model can be used to analyze communication between two people, examining how the source, message, channel, receiver, and feedback interact to facilitate or hinder effective communication (Eadie, 2020).

For example, imagine that a person named Alice wants to tell her friend Bob about an upcoming party. She could use Berlo's model of communication to analyze their conversation. Alice would be the source, and the message would be the information about the party. The channel could be face-to-face conversation, and Bob would be the receiver. After Bob hears the message, he might give verbal or nonverbal feedback, such as asking for more details or nodding in agreement.

## 3.0 Communication Skills

### 3.1 Verbal communication

Verbal communication is the use of words to share information and ideas with others. It is an important skill to have in any social or professional setting, as it allows us to effectively convey our thoughts and ideas to others and to understand what others are trying to communicate to us.

Some key skills that are important in verbal communication include:

Speaking clearly and concisely: It is important to be able to express yourself clearly and concisely, using language that is easy for others to understand (Mata et al., 2021). This means using words

that are simple and straightforward, and avoiding jargon or complex vocabulary that may be difficult for others to understand.

Listening actively: effective communication involves not only speaking, but also listening.

6

Active listening involves paying attention to what the other person is saying and providing verbal and nonverbal cues to show that you are engaged and interested in the conversation.

Asking open-ended questions: Asking open-ended questions, which cannot be answered with a simple yes or no, can help to encourage a more in-depth and meaningful conversation (Mata et al., 2021). These types of questions also allow others to share their thoughts and ideas more freely.

One personal experience I have had with verbal communication occurred during a job interview. I effectively communicated my skills and qualifications to the interviewer by speaking clearly and concisely and providing specific examples of my experience relevant to the position. I also actively listened to the interviewer's questions and provided thoughtful and thorough answers. Overall, I was able to effectively communicate and establish a good rapport with the interviewer, which helped to make a positive impression and led to my getting the job.

### 3.2 Non-verbal communication

Nonverbal communication involves body language, gestures, and facial expressions to convey meaning without words. It can include things like posture, eye contact, tone of voice, and even how close a person stands to someone else (Mata et al., 2021). Nonverbal communication can be powerful and can often convey more meaning than words alone.

One personal experience I can think of is a time when I was trying to make a point during a group discussion. I was speaking confidently and making eye contact with the other members of the group, but one of the members was crossing their arms and looking away. This nonverbal communication indicated to me that they were not receptive to what I was saying, so I changed my approach and tried to address their concerns in a unique way.

Overall, good nonverbal communication skills involve being aware of and attuned to the nonverbal cues of others and using them effectively to communicate your own messages. These skills can be especially useful in a wide range of settings, from business meetings to personal conversations

### 3.3 Active Listening

7

Effective communication is an important skill in any relationship or interaction. Active listening is a specific type of communication in which the listener focuses on understanding the speaker's message and perspective, rather than simply preparing a response, or thinking about something else (Mata et al., 2021). This involves giving the speaker your full attention, using verbal and nonverbal cues to show that you are listening, and asking questions to clarify the speaker's meaning.

One example of my personal experience with active listening occurred when a friend was going through a tough time and needed someone to talk to. I made sure to give my friend my full attention, maintaining eye contact and nodding and other nonverbal cues to show that I was listening. I also asked questions to clarify my friend's thoughts and feelings and paraphrased what they were saying to make sure I understood. By actively listening, I was able to provide support and understanding for my friends and help them work through their challenges.

Overall, active listening is an important skill because it allows us to understand and connect with others. By actively listening, we can build stronger relationships and improve communication in all aspects of our lives.

#### **4.0 Advantages and Disadvantages of Communication Technology**

##### **4.1 Advantages**

One of the main advantages of communication technology is the ability to connect people from unusual parts of the world. With the help of various communication tools, such as phone, email, and social media, people can easily communicate with each other, regardless of their location (Shatri, 2020). This has made it possible for businesses to operate on a global scale and for friends and family to stay in touch, even when they are physically far apart.

Another advantage of communication technology is the access to a vast amount of information. With the internet, people can easily access a wealth of knowledge and information on any topic they are interested in. This has made it easier for people to learn new things and stay informed about the latest developments in various fields.

##### **4.2 Disadvantages**

However, communication technology also has its disadvantages. One of the main disadvantages is the potential for abuse and misuse. With the widespread use of the internet, people can easily

share and access harmful content, such as illegal or explicit materials (Shatri, 2020). This can negatively impact individuals and society.

Another disadvantage of communication technology is the potential for addiction. Many people, especially younger generations, are addicted to their smartphones and other devices, which can lead to social isolation and decreased face-to-face communication skills.

## Conclusion

Given what has been said thus far, it should come as no surprise that we should always make it a priority to remove any obstacles that may stand in the way of successful communication to make the most of the advantages that can be gained through its utilization. It is imperative that extreme caution be exercised whenever conveying information to a particular individual. The sender of a message must consequently strategize on how to deliver his or her knowledge in the quickest and most effective manner feasible, considering the various dispositions of the receiver as well as any physical obstacles to communication, language challenges, and so on.

## References:

- Eadie, W. F. (2020). Becoming an Academic Discipline of Communication, 1964-1982. [https://d1wqtxts1xzle7.cloudfront.net/62539952/Chapter\\_3\\_Becoming\\_an\\_Academic\\_Discipline\\_of\\_Communication\\_1964-1982\\_from\\_When\\_Communication\\_Became\\_a\\_Discipline20200329-121131-1txt8yc-with-cover-page-v2.pdf?Expires=1666309142&Signature=FcF9o7E~zOnjNzEPWwsTrJAlLoBe5rCooD-plx~GcCQmbIxVaympfRMkF2UpQQvrrKhZiFP7C46NywnMrjX3pPf7Ld3nmJIEUMFbhxROmc5faSW0RaqxaB1c8p-Tq~o43MXfk9Yrbte5AoanWBpOGzEi-FckvVQ3NeuFDpFazl0bDLFaHJCInNY2c4fe6eVf82XJhMoJnv0D83bYUCM41H5EEhwR9xO-S-](https://d1wqtxts1xzle7.cloudfront.net/62539952/Chapter_3_Becoming_an_Academic_Discipline_of_Communication_1964-1982_from_When_Communication_Became_a_Discipline20200329-121131-1txt8yc-with-cover-page-v2.pdf?Expires=1666309142&Signature=FcF9o7E~zOnjNzEPWwsTrJAlLoBe5rCooD-plx~GcCQmbIxVaympfRMkF2UpQQvrrKhZiFP7C46NywnMrjX3pPf7Ld3nmJIEUMFbhxROmc5faSW0RaqxaB1c8p-Tq~o43MXfk9Yrbte5AoanWBpOGzEi-FckvVQ3NeuFDpFazl0bDLFaHJCInNY2c4fe6eVf82XJhMoJnv0D83bYUCM41H5EEhwR9xO-S-)
- John, P., Brooks, B., & Schriever, U. (2019). Speech acts in professional maritime discourse: A pragmatic risk analysis of bridge team communication directives and commissive in full-mission simulation. *Journal of Pragmatics*, 140, 12-21. <https://reader.elsevier.com/reader/sd/pii/S037821661830033X?token=276A313D9B13C9361DCFE8E3E65C59A382A9E4B563132E0B0BFB97AC67700B5FE7B4FB6C40629FA2036A9E0A9F74BB43&originRegion=eu-west-1&originCreation=20221020223800>

Shatri, Z. G. (2020). Advantages and disadvantages of using information technology in the learning process of students. *Journal of Turkish Science Education*, 17(3), 420-428. <http://www.tused.org/index.php/tused/article/view/1099/633>

Radovic Markovic, M., & Salamzadeh, A. (2018). The importance of communication in business management. In *Radovic Markovic, M., & Salamzadeh, A.(2018). The Importance of Communication in Business Management, The 7th International Scientific Conference on Employment, Education and Entrepreneurship, Belgrade,*

10

Serbia.

<https://deliverypdf.ssrn.com/delivery.php?ID=784088029100025004073125089088121125020086007086005029102126021108070006004073023018030032052041121125058095123090010030117109016009071049003064112073089000070124007020076036082120107074097024006097124089096080026120015090104064118090064097116003104113&EXT=pdf&INDEX=TRUE>