

Assignment Title: Assessment 1: Effective Team Work and Communication

Module: Effective Team Work and Communication

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Introduction:

Communication is a way to share thoughts, beliefs, knowledge, experience, and emotions with one person to another person. Without proper communication, a person suffers in the personal life as well as in the professional life. In the age of globalization, people across the countries are involved in trading, foods, services, beliefs, culture, and so on. And all of this is becoming possible with the help of proper communication channels. For effective communication, there are different models provided by different scientists from time to time (Cartwright, 2012). In this assignment, I focused on the communication model provided by Shannon- Weaver, Berlo, and Osgood- Schramm. In addition, a successful communication needs to possess different verbal and nonverbal communication skills from the sender and the receiver. This assignment focuses on basic communication skills. In the last section, there are two case studies related to communication skills at my workplace.

Models of Communication:

Shannon- Weaver Model:

A communication model originated in the year 1948, by two American scientists, known as Shannon and Weaver. This model is named the mathematical theory of communication. This model was originated for the development of technical communication but it is widely used as a model of communication (Al-Fedaghi, 2012). The main reason behind developing this model is to create an effective communication system between sender and receiver. According to this model due to noise, a sender and a decoder cannot transfer a message clearly (Huebsch, 2014). In this model, human communication goes through seven channels for successful communication:

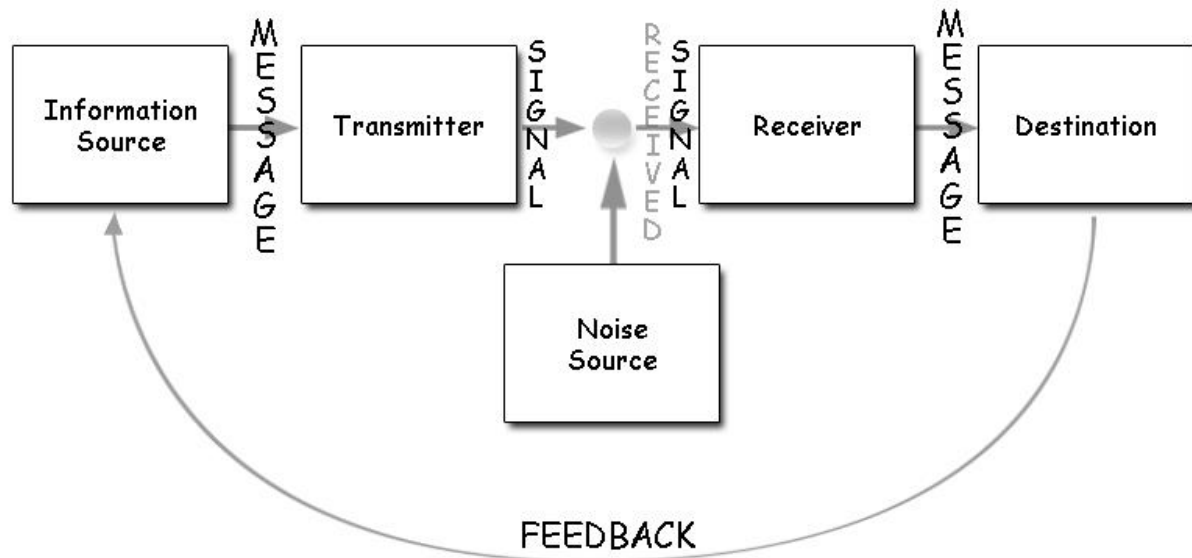


Figure 1: Shannon- Weaver Model (Al-Fedaghi, 2012)

Sender: The sender is called the information source. A person who wants to communicate information by sending a message or through other channels to send a message. A sender can send a message in a written statement, by oral communication, by body language, or by singing (Vajda, Shannon and Weaver, 2015). For example: When a newsreader reads news on television or radio, is wants to communicate a message to all the people.

Encoder: The encoder can be a machine or a person who converts the messages of the sender and send it to the receiver. In the case of communication via device encoder is the machine itself which converts sounds by using codes or waves. But, in the case of human-to-human communication, a language interpreter can be an encoder (Al-Fedaghi, 2012).

Channel: Channel is a platform using which a sender and receiver c ommunicate information with the help of an encoder and decoder (Huebsch, 2014). If the communication takes place via email, the World Wide Web is the channel.

Noise: Noise is the interference of information transmission, from sender to receiver. Noise can be of two types:

Internal Noise: When a sender or a receiver makes a mistake i.e. misspelling a word or misinterpreting a sentence during a transfer of a message is called internal noise (Al-Fedaghi, 2012).

External Noise: A noise created by the third party is called external noise. For example A noise at phone conversation due to busy traffic on road.

Decoder: The decoder is the device or the person who processes messages for the receiver. In the case of telephone communication, a decoder transfers a binary code into an understandable message (Huebsch, 2014).

Receiver: The receiver is the final user of the message, which is transmitted from the sender. When anyone sends an e-mail, a receiver is a person who reads that email (Al-Fedaghi, 2012).

Feedback: Feedback is the final step of this model. Feedback happens when the receiver of the message responded to the sender to reduce to communication gap. Not every communication requires feedback. A receiver can give feedback in written, oral, or by body language (Huebsch, 2014).

Berlo's SMCR Model of Communication:

According to this model there are four components in the communication process. The sender, the message, the channel, and the receiver (Muyanga and Phiri, 2021).

Berlos's SMCR Model of communication

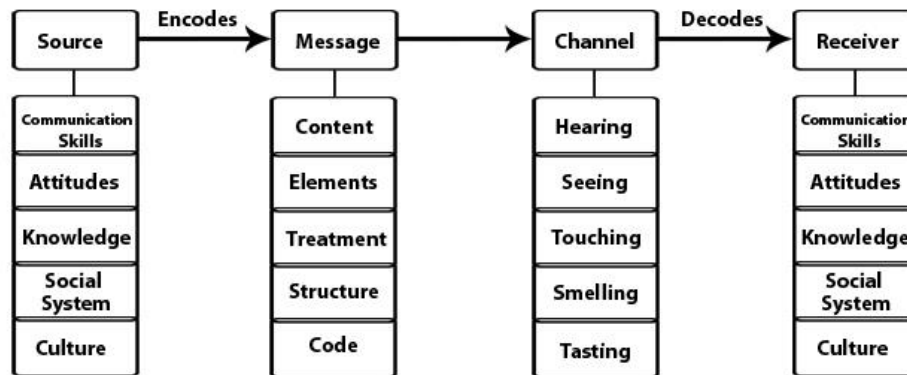


Figure 2: Berlo's SMCR Model of Communication (Muyanga and Phiri, 2021).

S- Sender: The sender is the creator of the message (Muyanga and Phiri, 2021). The following factors are related to the sender:

Communication Skill: The communication skill of the sender, as well as the receiver, is a key for effective and successful communication. The main communication skills are reading, writing, speaking, presenting, and listening skill (Stead, 2018).

Attitude: A person's attitude toward the environment of the communication and the parties of the communication is a key factor for effective communication (Muyanga and Phiri, 2021)..

Social system: The ethics, beliefs, attitudes of the sender and the receiver are significant factors for communication (Stead, 2018).

Culture: The culture of the sender should be known to the receiver. Otherwise, the communication may not be successful.

M- Message: A message can be sent in a different format. It can be in text, video, audio, or another format. Whatever, the format is, the following factors are important (Stead, 2018).

Content- The ingredients of the message.

Elements: The gesture, signs, or other non-verbal factors of the message.

Treatment: The language or etiquette of the message.

Structure: The format of the message.

Code: Code is the form of the message. It can be in video or text.

C- Channel: In a human to human communication there are five senses of a human being that acts as a channel (Muyanga and Phiri, 2021).

Hearing: By hearing we can understand the message.

Seeing: By seeing anyone can visualize a message.

Touching: If a person does not have vision or hearing capability, only by touching he can understand a message.

Smelling: People can get significant information from smelling.

Tasting: By tasting, anyone can get information.

R- Receiver: The factors related to the receiver are the same as the factors of the sender for effective communication (Muyanga and Phiri, 2021).

Osgood- schramm model of communication:

It is a circular model which believes that a message is communicated in a circular method (McQuail and Windahl, 2016):

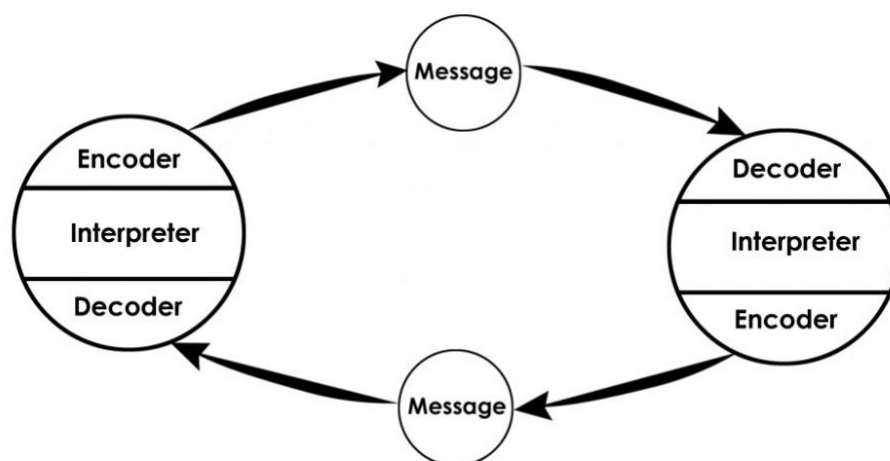


Figure 3: Osgood- schramm model of communication (McQuail and Windahl, 2016)

Encoder: The sender of the message.

Decoder: Receiver of the message

Interpreter: Person who is analyzing and interpreting the message.

The main features of this model are that:

- Messages are not linear from sender to receiver, it a circular flow
- The method of communication is reciprocal here
- Messages are interpreted individually by the individual person (Huang, 2013).

In this model, the message is circulated among the sender and receiver. Both the sender and the receiver simultaneously encode and decode the same message and interpret the message in their own way. In the total circular process, Due to the semantic noise, the sender and the receiver may interpret the same message differently. Due to some technical language, there are deviations from the actual message to the receiver of the message (Andrews and Shapiro, 2019). The main advantage of this model is that it accepts redundancy as a part of communication and it accepts that the situation can change at any time. Moreover, it sees communication as a practical method. The main disadvantage of this model is that it cannot focus on the actual time of encoding and decoding of the message.

Communication Skill:

Communication skills are the skills required for successful communication. There are basically three types of communication skills From personal life to professional life a person need to know about the appropriate mechanism to convey a message to other's and to receive a message (Noble, 2015):

Verbal Communication: Verbal communication may be a written or oral communication. In the case of written communication messages are written in the email or in the text. In

the case of oral communication, no documentation is required but there is a chance of interpretation based on tone and pitch of speaking. So, clarity is essential in the case of verbal communication (Masclé, 2013). If there are written messages in email or in any other format, the language should be appropriate to make a clear message to the receiver.

Non-verbal Communication: The majority of communication is done via nonverbal communication. Body language, facial expression, gesture, eye contact are major ways of nonverbal communication. A relaxed and friendly tone in communication gives comfort to the opposite party and as a result, the communication becomes easier. In the case of face-to-face communication, body language plays a vital role in effective communication (Hargie, 2013). If anyone communicates with a smile rather than an angry face, makes the communication easier. A single a two-word sentence i.e. Wish you a nice weekend, do icebreaking in the formal relation and communication becomes easier. In the case of nonverbal communication, the skill of sender and receiver is important for successful communication.

Active Listening: One of the important communication skills is active listening. By this skill, a listener listens to the speaker without looking at a phone or engaging in other activities (Koski and Launonen, 2012).

Empathetic listening: An empathetic listener, listen to the speaker with empathy (Koski and Launonen, 2012). In other words, this communication skill enables a person to understand the situation of the speaker from the speaker's perspective.

Confidence: If there is confidence in the tone of the sender by saying bold but friendly words, makes the communication easier.

Respect: In the case of communication, respecting each other is a key for the success of the communication (Koski and Launonen, 2012). By making eye contact with the opposite party and actively listening to them gives a strong sense of respect to the receiver and proper communication happens.

Case studies related to communication at my workplace:

I worked as a customer service officer of a local bank in the UK. The following two case studies related to my workplace:

Case Study 1:

As a customer service officer of a bank, I need to deal with different very common issues related to the banking transactions of customers. In the year 2019, a customer came to know about the credit card services provided by our bank. As a customer service officer, I informed all the necessary details mentioned in our brochure, about the different credit card services of our bank. According to our policy of the bank, I informed him that our bank takes 0% interest for the used balance if it is paid on or before the due date. In addition, I also informed that anyone can enjoy flawless credit card service by only paying the minimum payments instead of full payment before the due date. The customer was so happy and applied for the credit card. After two months of using the card, the customer came to me and seek for clarification about the interest, the bank charged for the outstanding balance. As I focused on the brochure and there was not written that the customer has to pay 15% interest monthly on the outstanding balance after paying the minimum balance. According to Berlo's SMCR Model of Communication, there is a problem in the message of the communication. The content of the message was not covering all the relevant information to make the decision.

Case Study 2:

At my workplace, a morning meeting happens every day before the regular banking transaction starts. The manager of our branch briefs about the regular business targets and the processes to achieve the targets. On that day, he assigned everyone to call some of our prime customers to communicate about the recent services. At a very important moment, one of my colleagues' phones started to ring and he started to talk in a very low voice. He was beside me, and his phone call distracted me and I did not listen that the manager asked us to make a report on the basis of a phone call. After, giving the instruction the manager leaves the room so fast there was no further discussion in the room after that. At the end of the day, scolded me for not preparing the report. According

to the Shannon- Weaver Model, here, a communication gap arises due to external noise caused by a third party. This external noise can be avoided if the manager asked to feedback about his instruction or if he points to put the major things again.

Conclusion:

Communication is an important element for the transaction of material and immaterial things. In a workplace, the role of communication is more vital for man-to-man instruction and implementation. Successful communication helps an organization to take appropriate decisions make plans accordingly. In addition, communication facilitates the coordination of work, management efficiency, and proper leadership at the organization (Wardrope, 2014). When a leader of the organization communicates properly with the lower-level worker, they feel motivated and work for the goal of the organization. Proper communication from the top level to the lower level of organizational hierarchy improves the satisfaction of the employee as a result; the organization goes on step ahead of its target. Employees of the organization also need to develop their verbal and nonverbal communication skills to create successful communication.

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