

Effective Team Working and Communication

BMSW4002 RESIT REPORT

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Introduction

Communication is necessary for human beings to engage with each other in order to lead each other in the appropriate way or to express one's feelings in an appropriate manner. The following papers will address several models of communication and the applications for those models. The research for this subject has been produced using appropriate examples and case studies.

Models of communication

1. Shannon and Weaver's

Brief information about the model

The Shannon and Weaver Model of communication. is also known as information theory. It is a widely popular model because of that, it is known as the 'mother of all communication models. It is a linear model of communication which essentially provides a structured system to understand how messages are received and sent. It mainly explains that while communicating, some messages can lose their original meaning, or they can be mixed up with other messages, or the receiver of the message can sometimes misinterpret it.

Claude Elwood Shannon is a mathematician and electrical engineer from the United States of America. He is an alumnus of the Massachusetts Institute of Technology. Shannon is famously known as the Father of information technology (Shannon, 1948). In the year of 1948, Shannon Published an article in two parts in the July and October edition of the Bell System Technical Journal. The article was named A Mathematical theory of communication. Where he first published his findings about the communication model. In 1949 he co-authored a book with Warren Weaver named The Mathematical Theory of Communication (Kimmel and Mutto, 2019). The form where the model got its name is The Shannon Weaver Model of Communication. This model is very technical, more than other models of linear communication (Gillespie and Schiffma 2018).

There are some key concepts in this model.

- Receiver- The destination where the message must reach. This could be a person or place. Feedback is expected from the receiver according to the message.
- Sender- Sender is sending the message. He is also choosing the channel.
- Channel - Channel is a medium between sender and receiver.
- Encoder and Decoder - is the machine used to convert messages from a physical form to binary data or signals and back to physical form.

- Noise - Noise is the physical disruption of people, the environment, etc. Which is the cause of misinterpretation of data.

Case study

In a hypothetical example, we will see how the Shannon Weaver Model works in real life.

In the evening, I was commuting from college to home. I was on a very crowded train when my mother called me and asked me to buy some groceries. When I reached home, we saw that there were a few items missing from the list my mother had asked me to buy. I understood that I didn't hear everything properly because I was on a very crowded train and it was very chaotic.

In this case, my mom was the sender, I was the receiver, the mobile phone was the encoder and decoder, and the chaotic environment on the train was the noise.

Example of poor communication in your workplace

My colleague was asked to make an evaluation of the 2021-22 financial year of the company. But my colleague misheard as the meeting took place in a cafeteria near our office, which can be very chaotic during peak hours, and made an evaluation of the 2020-21 financial year.

2. Berlo's

Brief information about the model

Whereas the Shannon and Weaver Model is based on technical aspects of communication. Berlo's model of communication also takes emotional aspects into account. It describes communication on the basis of the SMCR model (Kuznar and Yager, 2020), Where S stands for source, M stands for the message, C for the channel, and R for the receiver.

S-Source- The source is the person from where the contents of messages originate. He transfers information to the receiver after he thinks of the content and puts it in words. He does it with the help of his communication skills, social system, knowledge, culture and attitude.

- **Communication Skills-** How well a listener interprets the words of the speaker is very much dependent on the communication skills of the speaker. The speaker must be aware of the techniques of delivering a speech, like Where to take pauses or where the sentence must be repeated or how to pronounce a particular word etc. The speeches must not be very long and boring and should spark the interest of the listeners.
- **Attitude** - Right attitude is necessary for making a speech. A speech made with the right attitude can create a longer-lasting impression than maybe a speech which is well written and was not delivered in a proper manner. When someone is making a speech in front of a community which was exploited by certain people, he needs to deliver it

with a fiery attitude. And when someone is delivering a speech in a condition of tragedy, he must be calm.

- **Knowledge** - The speaker must have a good knowledge of the subject matter based on which he is going to deliver his speech. A good speaker must be ready to answer any question that can come from listeners at any time.
- **Culture and Social System**- A speaker must be aware of the culture of the society and its needs and problems before making any speeches. He must connect to the listeners on an emotional level.

M-Message- When the speaker is putting his thoughts into words, he is creating a message; this procedure also can be called encoding. A message has some key components.

- **Content**- is the primary element of a message. While converting his words into a message, he must be careful in choosing the right words so that they can have an impact on the listeners.
- **Elements**- Facial expression, hand movements, and gestures all fall under the element of a message.
- **Treatment**- The way someone is conveying his messages to someone is an important aspect of a speech. A head of the office has to treat his subordinates in an authoritative way. The way of presenting a message is called treatment here.
- **Structure and codes** - The structure of a speech must be in the correct manner. And anything that supports your speech comes under the code of the message. In fact, the dressing sense of a speaker will affect his listeners.

C-Channel- Channel is the Medium through which the speaker is conveying his thoughts to the receiver or listeners. All the five senses of humans act as a Channel here.

R-Receiver- Some aspects of speech solely depend on the listeners and how they are interpreting it. A well-mannered and well-informed group of listeners is a blessing for a speaker.

Case study

This model of communication can come in handy while preparing for a job interview. While interviewing for a job, one's attitude must be in check before the panel. He must be well dressed. And his answers should be crisp and well crafted. He should have good knowledge about the job he appears for the interview.

Example of poor communication in your workplace

In my workplace and in any corporate office, the importance of presentation is high. That's how we convey our ideas and inform our clients about our products. While making a presentation, we should try to make our presentation crisp, short and informative. People know how a long unnecessary presentation can be boring and takes up precious time (Maneerutt, 2021).

3. Schramm's

Brief information about the model

Wilbur Schramm mentioned this model of communication in his book 'The process and effects of mass communication' in the year of 1954. In This model, he theories that communication consists of three elements (HERNANDEZ, 2018). That is the source, the message, and the destination. The message is encoded and transmitted by the source through some channels to the destination. At the destination, the message is received and decoded. He also mentioned that communication is happening both ways as the sender who is sending the message is also receiving the message at some point and vice versa. There are some key components of the model of communication (Elleström, 2018).

- **The sender-** By sender means the person or people who is sending the message.
- **The encoder-** The encoder is thinking of the right words and sentences and also proper words. He is also thinking of proper ways so that it will be easier for the receiver/decoder to understand his messages.
- **The decoder-** The decoder receives messages from the encoder and decodes it to understand their meaning. He is using several means and skills to do so.
- **The interpreter-** The interpreter is reading this message and making sure that the content of the message is used for the right purpose.
- **Feedback** -When the recipient of the message acknowledges the fact that he has received it and doing accordingly. It is seen as feedback for the message.
- **Media** - A medium is being used to send messages.
- **Noise-** The noise is some form of disruption which will affect the interpretation of messages.

Schramm's Model describes communication in an efficient manner. According to it, communication is a cyclical process, and he puts the responsibility on the speaker. How a message will be interpreted is dependent on the receiver as well as the speaker.

Case study

An art professor was invited to give a speech at a school art exhibition. He gave a speech on classical art which was well packed with information and ideas. The parents, teachers and other adults who were interested in art were very much impacted by the speech. But the students didn't understand his words. Though the speech was good, he was unable to connect with the students as the speech was too complex for them. Schramm's model understands this. If a message is interpreted in a proper way, it is not the sole responsibility of the recipient (Dissanayake, 2018).

Example of poor communication in your workplace

In the workplace, it is a duty of an authoritative figure that his messages are encoded, decoded and interpreted in a proper way. Not every employee of his will be of the same merit capabilities. It is very frequent that someone is unable to excel, and his performance is lacking because he does not understand his assignments well.

Communication skills:

1. Verbal

When We are using language as a mode of communication, both written and spoken, this is referred to as verbal communication.

There are two types of verbal communication.

1. **Oral**- The spoken language
2. **Non-Oral** - Written language and sign language both fall under non-oral communication.

Verbal Language is also can be divided on the basis of the number of senders and receivers

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1. **Intrapersonal communication**- It is a very private form of communication that we have with ourselves. Making journals or writing in a diary is an example of this (Jiang, Zheng and Lu, 2021).
2. **Interpretational communication**- This can be described as one-to-one communication. A person is having conversations with another person where they switch their role as the sender and the receiver.
3. **Small group communication**- When there are more than two people, this type of communication takes place. This type of conversation should have a specific topic. Otherwise, it can be chaotic and difficult to interpret. An office meeting is a good example of this (Spencer and Petersen 2018).

4. **Public communication-** In this type of communication usually, an individual is addressing a large gathering of the public. The role of sender and receiver is not being switched in this case. An election campaign is a good example of this.

2. Non-verbal

Language is not being used in nonverbal communication. Our hand gestures, body language, posture and the way we dress all fall under nonverbal communication. Ancient humans started communicating with each other in non-verbal modes (Hall, Horgan and Murphy, 2019). Languages developed far later in history. The first study of non-verbal was published in 1872 by Charles Darwin in his book, 'The expression of the emotions in Man and animals (HLT, 2020).

Case study

Human beings communicate with each other in both modes of communication, verbal as well as non-verbal. Verbal communication is generally used in a more conscious manner. We are conscious of our choice of words and where to use them properly. Whereas we tend to use non-verbal language unconsciously. We generally express our emotions with non-verbal communication, like smiling when we are happy, crying when we are sad, we throw our hands in frustration. When we are in a foreign land or if someone doesn't know our language, we essentially depend on a non-verbal mode of communication. But using both in the correct manner makes our speech good.

3. Written

Written language is a representation of spoken language; it cannot exist on its own. When we are using it when communicating through the writing system, it is known as the written language.

4. Active listening

Active listening is the process of observation of verbal and non-verbal messages sent directed toward the listeners and listeners showing their attentiveness and providing proper feedback acts according to the instructions of the message. Active listening is a process of mutual understanding between the sender and receiver of the message (Hoppe, 2018).

For example, A teacher enters the classroom and greets his students with 'good morning'. All students stood up and greeted their teacher with good morning as well. This was only possible because all the students were actively listening to their teacher (Lin and Lin, 2020).

Conclusion

People use communication in every aspect of life. our course of life depends on it. According to the findings of this study, a proper method of communication is critical. A speaker must be aware of some key aspects which are mentioned in this study, like the audience group, what kind of information they can use or how complex his speech can be etc. when he is preparing his speech. How a message is interpreted is depended on the listeners as well as the speakers.

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