



Module name: Effective Team Work and Communication

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Executive summary

Communication is an essential part of human life. Humans being social creatures cannot live without communication. Thus, the knowledge of communication is very important to make the effective communication. Communication not just help to connect with people but it also helps in making relationships. It also helps in promoting trust and team culture among people which leads them towards success in life. The report aims to describe the effectiveness of communication and for that different models and methods of communication will be added in this report.

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1. Introduction

The Term effective communication is not just about exchanging information. It also considers the ability to understand the intention and the emotion behind that information. Effective communication helps people to communicate successfully by providing the ability to listen properly to what is being said. Other than this ability the information while distributing gets restructured easily which can create misunderstanding, conflicts and frustration in personal and professional relationships. People need to know the overall communication process from depth in order to make effective communication in personal, academic and professional life. Learning this skill will help to build healthy relationships. The report aims to deliver an effective communication process. The researcher in order to do that will discuss different models of communication in the first place. Different methods of communication will be described along with the researcher's experience while learning about the process. The research will describe a case study of poor communication in the workplace and provide suggestions to improve that situation.

2. Different communication models

Communication models are widely used in different contexts in order to describe the idea or a concept of communication more clearly. The following section will describe different models of communication. With the application of these models, people can easily understand a process and conclude it.

Aristotle's model of communication:

Aristotle was the first scholar who designed a model of communication. According to Maund *et al* (2017), this model of communication provides all the importance of the communication process to the speaker. Here the speaker takes the charge of the communication process and prepares the content intending to influence the listeners. In order to do that they speak out all the effort in the content preparation. As a result, the content prepares successfully convinced the listeners and they act according to the speaker's desire. The Aristotle model of communication is commonly used in different contexts such as public speaking, lectures, seminars.



Figure 1: Aristotle's model of communication

(Source: Bhasin, 2021)

In a political meeting, the leaders intended to influence people to cast maximum votes so that they can win the election. The speaker here chooses their word very carefully by keeping their targeted audience in mind. In simple words, the politicians understand the requirements of people under their constituency such as the requirement of a good transport system, and the requirement of a

safe and secure environment. Thus they add these elements in their speech and make promises to fulfil those. According to (Petersons et al, 2016, p.427), these promises help to influence the people listening to their speech. Finally, people cast their votes for that politician who has succeeded to convince them.

Berlo's model of communication:

Berlo's communication model considers the emotional aspect of the conversation. The model that Berlo suggested operates under the SMCR model. Here the word S is addressed to the source or the senders of the message who send messages by converting their thoughts into words and send them to the receiver. The sender to successfully create a communication process must possess excellent communication skills. According to Maund *et al* (2017), the speaker must know where to speak and how to speak. In addition, the sender must carry the right attitude to create a long-lasting impression on the listeners.



Figure 2: Berlo's model of communication

(Source: Kurtzo *et al*, 2019)

The word M stands for the message, messages created when people convert their thoughts into words. This process is also popularly known as an encoding (Muyanga and Phiri, 2019, p.453). The content of the message is the most vital part of a communication process. In simpler words, it is addressed as the backbone of a communication process. The word C refers to the channel which describes the medium through which the information will be passed to the receiver from the sender. It could be of different types such as through observing, hearing, touching or testing. Finally, the word R stands for the receiver who receives the message and tries to understand the sender's

concerns and respond accordingly (Muyanga and Phiri, 2019, p.453). This process is also popularly known as decoding.

Shannon-weber model of communication:

Established by Shannon and Weaver in 1948 this model of communication is considered the mother of all communication models. According to Morgan (2016), the model is firstly created to describe the electronic communication process. Later on, it has been observed that the model can describe effective communication processes. The Shannon and Weaver model of communication describes the six crucial elements of communication. Those are the source of information, the medium, transmitter, receiver, destination and the source of interruption. However, this model does not consider the importance of the feedback process thus later it has been criticized by many scholars. According to Drew (2020), Shannon and Weaver's model is the first model which introduces the interruption in the communication process. During the process of communication if an interruption occurs it could disfigure a message and that leads to misunderstanding and misconception. However, the concept on which this model is based was very popular in the earlier 20th century. According to Corey (2021), the limitations of these models are easy to find, likewise, it considers communication as a unilateral process.

Osgood-Schramm's Model of Communication:

Wilber Schramm proposed the theory of communication in 1954. According to this theory, information has no value until it is carefully constructed and distributed to others. The theory also conveys that until the receiver decodes the message and understands the meaning of the information till then the message is useless (Morgan, 2016). Thus Schramm in his theory considers

encoding and decoding as an important element of the communication process. Without the effective use of these two elements, the flow of message cannot take place between two peoples. Other than that, Schramm also described that communication is not complete until the sender receives feedback from the receiver of the message.

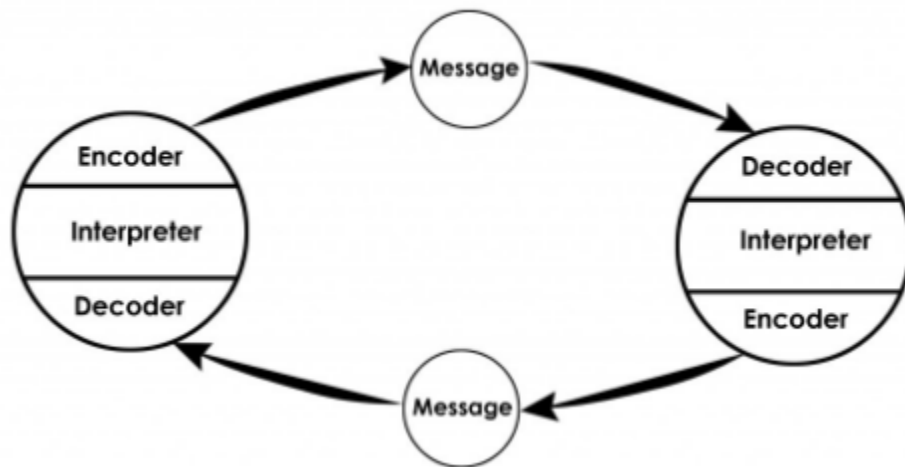


Figure 3: Osgood-Schramm's Model of Communication

(Source: McQuail and Windahl, 2018)

According to Kobiruzzaman (2021), this model of considering communication as a two-way form and describing effective communication is circular, not linear. However, scientist Schramm adopted and modified the theory described by Charles Egerton Osgood and thus it is known as Osgood-Schramm's Model of Communication.

3. Different methods of communication

Verbal communication:

According to Belbin (2010), this form of communication implies the use of words and language to successfully pass a message. In general verbal communication refers only to oral communication but in a broader aspect, this communication is considered the written form of communication. Thus verbal communication can be oral and written both ways. The written communication refers to sharing information in written form such as writing emails, business letters etc. the oral communication implies through spoken word either indirect or indirect form. Oral communication is considered the most effective form of communication as the chances of creating misunderstanding or conflict are minimal in this method (Educba, 2021). During my study module, I have learned to communicate through emails. I have observed that it enhances my quality of communication as now I can successfully write formal emails to my superiors. Recently I have applied for a senior position in my existing company and I have applied for that through email.

Non-verbal communication:

In this type of communication, messages are shared without the transmission of words. In simpler words, the message used here is wordless messages. This type of communication mainly symbolised verbal communication. Body language, gesture, expression, symbols are other forms of non-verbal communication. Physical non-verbal communication is one of the most vital types of communication under these aspects. According to Belbin (2010), it has been found that 55% of peoples communication throughout the day is dependent on this type of communication. Facial expression is another most common type of physical non-verbal communication which is being highly valued in different sectors. Other than that, body language is another type of non-verbal communication that reflects the personality of individuals. Previously I was not concerned about

this type of communication. My study module has helped me a lot to observe the use of non-verbal communication in daily life and that clarifies my understanding of the importance of non-verbal communication.

Visual communication:

Visual communication is another method of communication that comprises design, colour, typography, drawing and many more. Visual communication can be reinforced through charts, graphs. According to Magin (2004), in most situations, visual communication completely replaces the written communication methods. The involvement and improvement in technology make visual communication easier and effective. As different people have different perspectives, visual communication can be helpful for some people. Visual communication is also helpful in terms of communicating in some cases where unfamiliar data has been shared but before adding visual aids a suggestion needs to be considered from others as sometimes visual aids make things complicated (Toppr, 2021). Kids before joining in school who are admitted in preschools and the preschool learning are mostly dependent on visual communication techniques. I have observed and understood this factor through my study module. The best thing about this study module is it makes me able to observe the application of different communication methods in the practical world.

Other forms of communication:

Besides all these other forms of communication, there are a few communication that has been used by specially-abled people. According to Britannica (2021), people with special needs only have limitations in communications but also have environmental limitations as well. Thus special types of communication are needed for them. Braille is one type of communication that has been universally accepted to communicate with people who are visually challenged. This method

consists of 63 characters. Each of them is made up of dots arranged in a particular pattern. These characters are printed in lines on papers which are detected by passing fingers on them.

4. Examples of poor communication in my workplace

I was working as a floor manager in an automobile service centre a few years back. I remember an incident from that time. One fine morning I was assigned duties to the technicians and I got a customer who was worried about his vehicle as a few parts of the vehicle were out of stock at that time. The customer sent emails twice before but didn't get any reply from the customer support desk. Naturally, the customer was not satisfied with the service and visited directly to the workshop. The customer after visiting shared his concern with me as I was present there as a floor manager.

5. Suggestions to improve communication

The above situation has clearly described the importance of the feedback process in communication. The customer support team needs to understand that and train properly so that they do not make any communication gap in future. In addition, by understanding the importance of Osgood-Schramm's Model of Communication it could be conveyed that make effective communication feedback holds significant importance. Other than that, the team needs to properly understand the value of customer service to mitigate their mistakes.

6. Conclusion

The report is a description of the effectiveness of the communication process. The researcher has described different models of communication such as Aristotle models of communication, Barlow's model of communication, Shannon-weber model of communication and Osgood-Schramm's model of communication which helps the reader to understand the scholars perspective and importance of different aspects of communication. In addition, the researcher also adds different communication methods that have been learned in these recent study modules. Along with that, the researcher has described the situation that has been faced during the learning process. The researcher also described a situation of poor communication. This part will direct the reader about the importance of effective communication and the reader will also sense how feasible are the models of communication that have been described earlier. Finally, the researcher also recommended some suggestions that can make the situation better. This part will assist the reader to understand how to tackle a situation that occurred due to poor communication in the workplace.

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