



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Student Name:	Dzhan Gyuler
Student Number:	2022421
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Lecturer	Timothy Hopkins

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Introduction

According to what I have learned and my opinion, communication skills are a skill that should be used effectively in every field. It helps us to explain the information we want to convey to the other party completely and accurately.

I will tell you about a few communication models and give you examples about the models.

What is Communication

Being able to communicate effectively is one of the most important life skills to learn. Communication is defined as the transfer of information to produce greater understanding. It can be done verbally, in writing, visually or non-verbally. All of these communication tools are essential Skills that are vital to a successful Career.

Shannon and Weaver

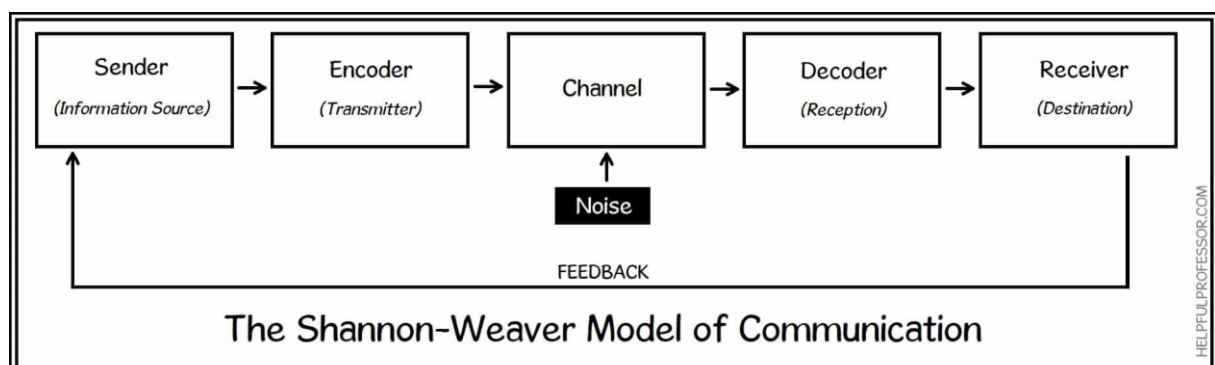
The model accepted among the most influential theories of the twentieth century is the Shannon - Weaver model.

The Shannon - Weaver model is evaluated as a mathematical theory and the communication process is defined as the transmission of the message sent from the source to the target audience, via the channel, according to this model.

This model is accepted as one of the leading models of electronic communication along with human communication. Especially in the age we live in, the effect of the model, which draws attention in the digital disciplines based on computer and electronic data, in terms of mass communication is so important that it cannot be denied. The Shannon-Weaver model is also called "Information Theory or Mathematical Communication Theory" by the scientific community. The Shannon - Weaver model was introduced in 1949 by Claude Elwood Shannon and Warren Weaver.

Another prominent element in the Shannon-Weaver model is "noise." Noise is considered a signal that disrupts communication. For example, if there is an interruption in the phone signal while driving, the crackling or intermittent sound that occurs at the target is considered noise. Since noise will cause the communication to be interrupted or prevent the establishment of healthy communication, it will cause the message to be transmitted not to be transmitted to the target or the message to be misunderstood.

According to the model, the message aims to be transmitted smoothly from the source to the destination. It is uninterrupted, seamless communication. Any technical disruption will affect the quality of the message negatively.



Berlo

In this model, the influence of some models such as Schramm is visible. Berlo states that meaning should be sought in people, not words. He also emphasizes the importance of culture for communication.

Berlo's SMCR Communication Model represents the communication process in its simplest form. The abbreviation SMCR stands for Sender, Message, Channel and Recipient. Berlo's SMCR Communication Model explains the different components that make up the basic communication process. This communication tool can also be used for more efficient communication as it emphasizes the encoding and decoding of the message.

Berlo's SMCR Communication Model includes four components that describe the communication process. Different components in the model are affected by various factors.

Sender: The source who sends the message, creates the message and sends it to the receiver. The source is the beginning of the communication process and is the person who encodes the message. Factors that may affect the sender also apply to the receiver. For example, consider how the message is interpreted. Berlo's SMCR Communication Model identifies the following factors influencing the resource

Message: A message is a packet of information or meaning sent from the sender to the receiver. The message can be sent in various formats such as audio, speech, text, video or other media. The sender of messages always wants the receiver to interpret the message in a certain way. The intent of the source is thus translated into an encoded message. The recipient must understand the message with reasonable accuracy

Channel: Channel is the medium used to send the message. The medium must be receptive to the sensory system of the receiver and thus may include sight, sound, smell, taste or touch. Humans have the following senses:

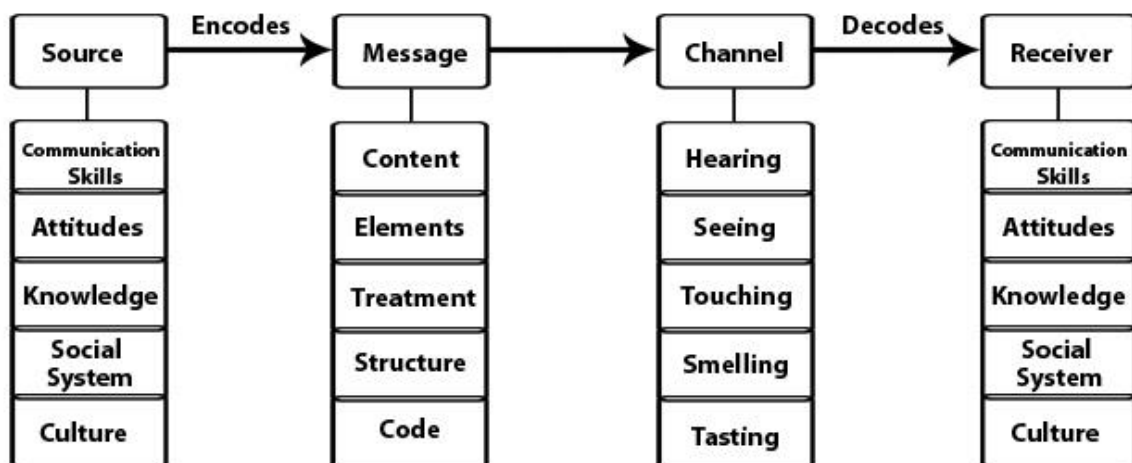
- Hearing
- To see
- Touching
- Fragrant
- Tasting

Mass communication always includes technical means such as telephones, the Internet, and television. In these cases, the transmitted information is assimilated through image and sound.

Receiver: The recipient is the person who receives the encoded message and then decodes it. In a linear communication process, the receiver is always at the end. To make communication as effective and seamless as possible, Berlo's SMCR Communication Model assumes that the receiver's thinking pattern must match that of the sender. Therefore, the same factors influence this component in Berlo's SMCR Communication Model. After all, the receiver decodes the message himself and gives it its meaning.

To summarize Berlo's SMCR Model, Berlo's SMCR Communication Model presents the communication process in its simplest form. The model consists of four components, each affected by different factors. To ensure that the message is delivered as effectively as possible, the sender and receiver must share a common ground. Communication skills play a very important role in this. Other factors such as culture, knowledge and attitude are also vital. What may be considered rude in some cultures may be perfectly fine in others. Communication does not always go as smoothly as hoped. Various issues such as interruptions, noise, and asynchronous processes can hinder correct communication.

Berlos's SMCR Model of communication



Schramm

In a way, this model is the detailed version of the Shannon-Weaver model. In addition, it is important for today to focus more on the masses in this model. Apart from this, Schramm developed a second model. Here, the view that the excess of common aspects between the source and the target increases communication is dominant. At this point, cultural differences come to the fore.

Schramm İletişim Modeli

It is also known as the circular communication model.

The model focuses on the behaviour of the actors involved in the communication process and is a circular model.

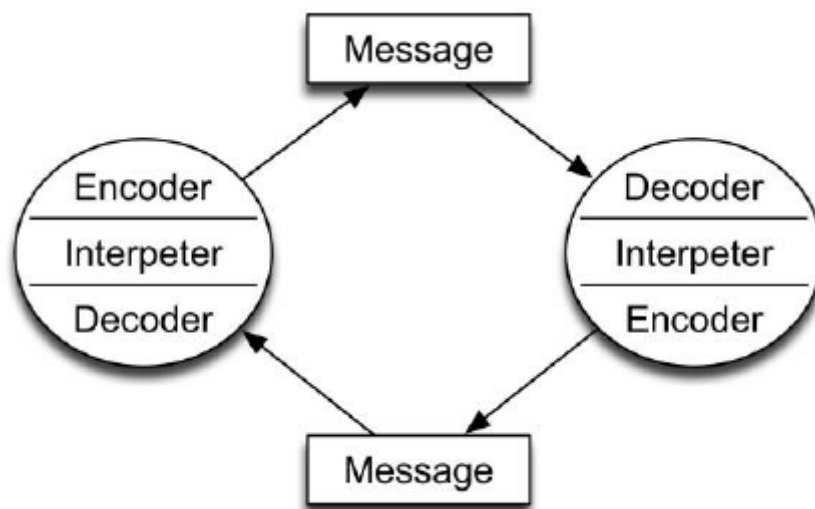
In this model, the responsibilities of the source and the buyer are the same.

Based on the model, after the message from the source reaches the receiver and the code is opened and interpreted by the receiver, it is re-coded and transmitted to the source.

The source and receiver are constantly shifting, and feedback is of particular importance in the communication process.

Both the source and the receiver sometimes play the role of an encoder and sometimes decoder. According to this model, communication is not a process that ends somewhere, it is endless. With this model, the linear definition of communication was broken.

The criticism of the model is that there is an equality between the source and the receiver in the communication process in the model. However, when it comes to the power, time and resources allocated to communication, it is seen that the communication process can be unbalanced.



What is workplace communication?

Workplace communication is a tool through which employees exchange information and ideas. Effective communication is a critical aspect of doing any business, whether it takes place face-to-face or virtually and is part of internal communication efforts within an organization.

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