

**MODULE TITLE: EFFECTIVE TEAM WORKING AND
COMMUNICATION BMSW4002**

Effective Team Working and Communication

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INTRODUCTION

Team working refers to all those activities which are achieved by contribution of group of people. It involves supporting as well as understanding each other at workplace so that work can be done effectively.

Communication can be described as systems which allow exchange of information via different mediums such as Email, Call etc. It has two main elements namely verbal and nonverbal which used by a person for transferring or receiving data. Report emphasizes on team working as well as communication role in professional life of an individual. It explains 3 models related to communication namely Shanon & weaver, Schramm and Berlo with example of miscommunication take place in hospital.

Models of communication

Communication model gives brief about the ways in which information changes between people. <https://speechnlp.com> It support in breaking ways of transferring information from complicated to to easily understandable form and hence less confusion can be created related to it (Andal, 2017). In day to day life human being use various types of communication channel in transferring data for example: Talking to family using cell phones and it is part of verbal form of transferring information. Models related to communicating are divided in three parts namely linear, transaction and interactional. First one emphasizes on one way of communication such as messenger to sender for example bosses giving instruction to employees in hierarchical structure. Transactional model can be defined as exchanging data between two parties for example official meeting between client and employees between two people. Interactive model comparatively same as of transactional but in this media play important role for example social media conversation between two users.

2.1 Shannon and Weaver (1948)

In the 1948, two scientists namely Shannon and Weaver describe mathematical theory related to communication in an article and the after few decades become mother of all types of communication models. It emphasizes on technological as a bat of communication rather than focusing on linear.

Concept of model:

It discusses five parts that involved in transferring of data from one person to another. In the beginning information is transferred by standard by choosing suitable channel. In next phase encoder play role of converting data into to binary form from received Signal (Sasidhar, 2019).

Channel is mediator in communication which allows exchanging information between two people. In the end decoder accept data and convert into understandable language. However, noise mind disturb communication.

Explanation of the mode:

In this model, sender centre is responsible for encoding information and share it to Receiver with the help of suitable channel such as voice note, mail etc. Before transferring of information via any channel, it is converted into binary or any machine language. After this decoder translate data for understanding. However, there are many cases in which channel place roll of decoder. Noise in between communication can affect transfer of information and it can be misunderstood by the receiver. For example: Sharing of information between two persons and in this mind plays role of sender while mouth can be taken as encoder, I will be suitable channel for transmitting information in this case. Receptor becomes ear of a person which is receiving data and his brand become decoder as well as receiver. Information can be affected by background noise. After receiving the information completely feedback is provided to sender by receiver.

2.2 Schramm (1954)

Wilbur Schramm emphasizes on ways of communication that happen between two people in his model which was design in the year 1954 by taking reference of Osgood theory. It focuses on circular form of communication that happens between receiver and sender. It can be used for intrapersonal as well as interpersonal types of communication.

Concept of model:

In the first phase of transferring of data sender analyse the ways which can be effective for transmitting information and that can easily be deciphered by the person who is receiving it. Words should be chosen wisely correctly because it plays significant role in transferring information (Al-Qaysi, Mohamad-Nordin and Al-Emran, 2020). Next step in this model emphasizes on decoding of receiver information that can be of any form such as text, speech, advertisement etc. Information correct analysis depends on communication skills of receiver. Interpretation of data is done in last stage of Schramm model.

Explanation of the mode with example:

In this there are two people who participate in communication, namely sender and receiver. Former one focuses on transferring data and later one emphasizes on encoding it. This information evaluates carefully before reaching to receiver so that message can easily understand. After

receiving data, feedback is provided to sender as per information gathered. Interpreter accorded an encoded message before transmitting it to receiver or sending by messenger in effective way. Sender and receiver both take part in communication gives it form of circular.

Examples of poor communication in friend's workplace

In friend's workplace, she was working in beauty industry so that I will go to interact or communicate with her and other workers. It has been established a communication or coordination with other people. When it may have been identified the conflict situation or condition whether it has shown to be accurate indicator of their relationship. this kind of situation has been occurred due to the poor communication. I have been identified that individual's do not communicate in proper manner. At that time, a poor communication in friend's workplace that are particularly damaging to their relationships.

Suggest how it could be improved by using your findings from published literature

On the basis of suggestion, it has been identified the appropriate communication theory such as adaptive concept of thoughts- Rational, which become consider as cognitive architecture. Cognition process will support for improving the own understanding of individual people through experiences, thoughts and senses. This kind of theory will help for performed different tasks by human being associated with several processes. It provide a model or framework of these process that happen in mind. Adaptive concept of thought theory will improve the finding from published literature, which provide the brief ideas about the significant role of communication in daily lives.

2.3 Berlo (1960)

David Berlo developed a model in the year 1960 which is called SCMR (Sender-Message-Channel-Receiver) and take reference for it from Shannon Weaver's Model (1949). It emphasizes on factor that influence communication and way in which impact positively. It also focuses on encoding and decoding of information between two parties. It has 4 elements namely sender, message, receiver and the channel.

Concept of model:

Transfer of information started with sender who participates in communication. It can be affected by various elements such as Communication skills, attitude, knowledge, social systems and culture. It effect communication of sender as well as receiver. Message has to be transferred to receivers but proper analyses of fish depends on nature of information and associate element

such as are content, elements, treatments, structure and code (Avena-Koenigsberger, Misic and Sporns, 2018). Channel is way in which data transmitted between both parties but it can be impacted from tasting, touching, hearing, smelling and seeing.

Explanation of the mode with example:

Berlo model emphasizes on different element that impact on communication between people such as in source message (content, elements, treatment, structure and code), (communication skills, attitudes, knowledge, social system and culture), channel (hearing, seeing, touching, smelling and tasting) and on the other hand receiver also have same factor which impact on sending feedback. Information data sending to 2 receiver can be affected by wrong attitude, improper structure etc. And hence message becomes ineffective because of it. Channel also create barrier in path of communication suggest not audible voice, wrong tasting etc. However, information can become effective if these elements properly channelize.

Communication Skills

Communication skills refer to attributes that are required for sending and analysing information that are received. There are 3 different categories in that namely verbal and non verbal and visual. Former one emphasizes on oral as well as written type of communication that is used by people in the firm such as mobile call, letters, social media chat, face to face talking etc. Non-verbal form of communication refer to all those way of transferring and receiving data that use language, gesture, tone and pitch etc (Fischhoff, 2019). Listening is other important types of communication skill that help in understand other's perspective in oral form.

3.1 Verbal communication

Verbal communication required language for communication and it can be oral or written that can be understand by people take part in it. It is one of the best ways to transfer data and very less chances which impact on information quality. Its effectiveness helps people in understanding information easily and according to that feedback can be provided. It is one the fastest source of transferring information with proper meaning. However, there are number of barrier which can impact on quality of communication such as background noise, poor listening skill of receiver, channel issue etc. and hence information can wrongly be deciphered. Human resource management in any firm focuses on developing effective verbal quality by providing proper training and development program.

Oral Communication:

It refers to transfer of information which originated from mouth. Oral communication can be done in multiple ways such as face to face conversation, calls, voice note etc. and information reached timely in it. It is one of the best to transfer information and chances of poor quality reduced which make effective communication for parties involved in it. However, oral form of transferring data suffer from number of challenges such as low speech, background noise, poor listening skill of information collector etc (Van Ruler, 2018). It is necessary to think before speak in loud and clear voice so that other person can easily convert meaning of message.

Written Communication:

In this form of communication, written word plays role in transferring data from sender to receiver. It use various channels for sending message as well as feedback namely typed, printed word documents, mails, Newspaper, letters, books and magazines etc. It is one of effective way of transferring information and very less chances of poor quality. Although it can suffer from various types of problem such as grammatical error, poor internet connection etc. and hence before sending info must revised it so that errors can be reduced.

3.2 Non-verbal Communication

It uses signs, gestures, colours, body language, symbols, facial expressions etc. for sending information and feedback. Nonverbal communication is one of best way to transfer data for example: bosses appreciate workers by expression. However, if the way of communication is poor then original message completely lost.

Physical Non-verbal Communication

In this medium of transferring data is body language, hand gestures, facial expression. Posture, tone of person's voice, touch, gaze, stance etc. and hence has multiple way of delivering and understanding easily (Altheide, 2020). According to scientific research most of communications in daily life are non-verbal in nature. Yoga as well as gym trainer use set of body instruction for exercise which can easily be understood by learners. It becomes important for people to use proper expressing and other non-verbal form to transfer and receive info.

Paralanguage:

In this data is send and received by using tone of voice, the style of speaking, voice quality, stress, emotions, or intonation etc. This required effective skills otherwise confusion can be created between people for example: low tone of speech cannot be understand by other.

3.3 Listening

Listening plays important role in understanding information sending feedback. Effective skills depends on attitude and mind set of a person for example: increases difference between management employees leads to effect on listening quality as both of them not willing to listen in communication.

Active listening:

It can only be possible when other person who is participating in communication paying attention and listening carefully and according to that provided feedback (Kang and Sung, 2017).

For example: Communication between two parties can be suffered from not proper hearing and focusing on something while listening.

Empathetic listening:

In this emotion connection, feelings, compassion etc. uses by receiver and sender for listening each other in communication and hence this factor can effect on listening quality. It is important that original meaning of information must be understand by receiver in communication.

Robinson and Robinson case

In this supervisor habit of fast speaking can affect communication and might be not understand by staff as they come from different country with different accent. It is necessary for her to understand other by taking feedback and according deliver information because improper data can affect hospital services which are always at high risk. Pedro and Maria case is another example where background noise effected communication which creates a wrong message for the receiver.

Conclusion

It can be evaluated from the report that communication and effectiveness of team play important role in information collection, sending and understanding. It describe case study where supervisor poor communication skill effected on foreign workers. It also explains case of Pedro and Maria where information effected from background noise and empathetic listening. Three model of communication discuss in report such as Schramm model which emphasizes on effective ways of circular communication. Report also emphasizes on communication skills role in life such as poor nonverbal form of communication are most of time use people while communicating.

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