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In this report I will be demonstrating my understanding of the different models of communications. The three models that I will be looking at are: Shannon and Weaver (1948), Schramm (1954) and Berlo (1960). Throughout the report I will be introducing some of the communication skills that were discussed and giving examples of the effects that arises in my workplace which is McDonalds.

When speaking about communication the definition is the exchange of information between individuals whether it's either written, spoken or gestured. In my workplace we use a lot of communications but since the workplace revolves around customers we mainly focus on the following types of communication:

- **Verbal**- this form of communication is described as the process of exchanging information with speech/spoken.

In McDonalds we rely heavily on this form of communication because we are on the front display for customer service. There are many effects of this form of communication firstly, the disadvantages that are most common are: languages and disabilities. Seeing as London is one of the most diverse cities in the world with over three hundred spoken languages: when customers come to my store this is a problem because it's very difficult to understand what they want, and we can't just go ahead and interpret what they want because there's not just a risk of wrong item but also allergen. The other problem is disabilities- the problem with this is that not everyone can communicate with speech.

To solve this issue effectively as a team McDonalds have sorted out a solution for this problem and in my workplace an advantage that we have for this is a kiosk coach. This is an advantage and helps benefit the team because this person assists the customers who are not able to speak, another advantage of this solution is that this coach helps foreigners who have a language barrier because the kiosk comes with different languages that almost every customer can understand if they can't understand.

- **Non verbal**- this is the ability to get the message across without the use of words or speech. To achieve this form of communication it's typically transmitted with gestures and facial expressions.

Seeing as I work in the customer service industry this method of communicating is so frequent I do it without realising that I'm doing it. Facial expressions are our natural instincts/reaction to whatever is happening around us. A common problem that we face is that we don't interact more with the customers when speaking, this is in terms of smiling or eye contact. To fix this problem in the store we ensure that new staff are placed with experienced staff and if anyone is not available to do training then the manager will have to train the new starters themselves. The positives from this are that the new staffs know how to communicate with customers using gestures as well as knowing how to use the system online. This helps the functioning of the restaurant because by knowing how to work their way around the system online, if any staff face any difficulties they will be able to correspond effectively to management.

- **Written**- this is the exchange of messages throughout text.

In McDonalds we use this form of communication to correspond with employees whether emails, text messages or letters. The weakness of this method is that it is less effective than verbal communication because not only is it time consuming, but staff doesn't always respond to these emails within a reasonable time frame.

Another issue that affects the team negatively is poor writing skills. This affects the team because it damages the organisation reputation. To fix this problem the management team devise a solution which we all must follow. The names of this tool that helps is called floor plan and shift checklist; these are created specifically for each shift to help with smooth running and control of the restaurant. For example, similarly to the kiosk coach, when a customer can't understand the language on the kiosk the represented uses their phone to find what language the customer speaks and help them to order. Without this floorplan being created there would not have been a kiosk coach and there would have been more congestion on the tills as crew members would be struggling to interpret what the customer is trying to say.

For the team to produce effective service towards customers we must use a range of different communication skills: the main skills that we use in my workplace are the following:

- **Organisational**- this is the skill that means that the interactions have a set place and time, and they can either be formal or informal. This is used in my workplace to help us coordinate our task and hit our goals. We also use this skill to set up meetings and plan outings; without this skill then the running's of the workplace would not be efficient, and it would show in the store.
- **Leadership**- a person who can make clear decisions, delegate tasks to others and motivate their crew. Seeing as my store is a franchise the person in charge is the owner, he sets his goals and delegates them to the business managers who then shares them with the shift managers who makes this their main priority. The advantage of having good leadership skills means that this person is able bring the team together and sort out any conflict that may arise in the store.
- **Communication**- normally when people think of communication, they think of only speaking or writing but there's so much more. To master this skill, you need to ensure that you have the correct attitude this includes having the correct tone when speaking, maintaining eye contact and finding a way to overcome barriers without frustration. In Mcdonalds there are eLearning available online which we use to help us better the way in which we speak without customers and how to diffuse conflict in the store.

Apart from different forms and skills of communication there are also different models and the three that I learnt about in class are the following:

1. **Shannon and Weaver 1948**

This model of communication is defined as a mathematical theory which is mainly used for simplifying communication between senders and receivers. This model was originally a concept named linear communication model- this means that the process of communication is one way simply meaning the message is transmitted by the sender and interpreted by the receiver.

This model comprises of six key points which are:

- **Sender**- otherwise known as the source, this is the first step and the primary role.
- **Encoding**- this is the transmitter which can either be a person or device, their main priority is to break down the message that must be passed on to the receiver.
- **Channel**- after the message has been sent by the source and decoded the message/data that needs to be delivered is transported.
- **Noise**- this is when the message that is sent by the sender to the receiver gets interrupted, this can lead to misunderstanding, or the message not being received at all.
- **Decoder**- this is the process where the message gets passed through electronic devices.
- **Recipient**- this is when the message is received.

An example of how this model is being used in my workplace is when it comes to handling complaints. Whenever customers file complaints in store more while they become aggressive this leads the environment to be hostile because the customer is already upset and it is a normal response for the manager on shift to try find common grounds by calming down the customer, which mostly they can never do. To fix this problem McDonalds company have created a headquarters specifically for complaints whether it's for staff or customers. This headquarters works in contrast with the Shannon and Weaver model because it's a direct interaction between the upset customer and representative the only difference is it's behind an electronic device. The benefit of this solution is we can always redirect customers to the headquarters when they are unsatisfied: the greatest strength from this is that the customer vents their frustration on a keypad rather than to a person and the message gets intercepted which gives the representative a time frame when they contact back the customer rather than creating a hostile environment in the workplace they can do so in their own surrounding.

2. Schramm 1954

This model was created by Wilbur Schramm it was introduced as a theory on the process of human communication under the concept of "field of experience" the general idea of this model says that communication and feedback happen simultaneously, in other words they are done at the same time. The model is also a cyclical communication model that contains all the basic principles of communication; this means that the process in which we communicate is reoccurring so it's easy to find out how we exchange messages between each other.

A problem in my workplace that is on-going is how we are treated in the workplace, meaning fairness in terms of policies and procedures being followed. This model supports a solution that McDonalds has created/keep improving. Every quarter McDonalds generates a questionnaire that surveys our opinions. Similarly, to the model these questionnaires were created by the experts of the company and their main objective is to bring satisfaction to staff and customers by using questionnaires and feedback forms.

3. Berlo 1960

Berlo's model follows the SMCR model this is abbreviated for:

- **Source**- the communication can be affected due to lack of communication skills
- **Message**- the barrier that can arise from this structure/code
- **Channel**- this can be an issue relating to the five senses

- **Receiver**- this goes back to the same negative viewpoints of the source.

In this model it shows that each component is affected by many factors. A problem that I can think of in my workplace is the introduction/training of new staff members. This is a problem because if the right person doesn't train the new starter, then this affects the way how we work as a team greatly because this individual won't know what to do in terms of busy periods or how to handle complaints. We can apply this model to the workplace easily by getting the crew trainers to do their jobs effectively, teaching the new starters all the jargons that we use in the workplace and the procedures so that as time goes by they can serve customers by themselves. This will help boost teamwork because if that individual later need helps, by knowing the procedures and following them everyone will be on the same page and work together holistically to get the job done.

To conclude my report, communication have changed a lot over the years and there are different formats in terms of communication which we all still need to perfect on. But, having these forms of communication and models that I have discussed contributes greatly to my workplace because they help to create different systems in which makes our jobs easier and creates guidelines which we can reflect on at any times without hassle. If it wasn't for those models, skills and forms of communication then we will all be stuck in a cycle where no-one understands each other.

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