

EFFECTIVE TEAM WORKING AND COMMUNICATION

INTRODUCTION	2
DEFINITION	2
COMMUNICATION THEORY AND MODELS	3
THE SHANNON AND WEAVER TRANSMISSION MODEL (1946)	3
WILLBUR SCHRAMM TRANSMISSION MODEL (1954)	4
DAVID BERLO TRANSMISSION MODEL (1960)	5
TYPE OF COMMUNICATION	6
VERBAL COMMUNICATION	6
PARALANGUAGE	7
NONVERBAL COMMUNICATION	7
EFFECTIVE COMMUNICATION IN THE WORKPLACE	8
CONCLUSION	8
APPENDIX	11

STUDENT NAME	ANAMARIA RICEA
STUDENT ID	1910022
LECTURER NAME	BENEDICT MAHER
UNIVERISTY NAME	UNIVERSITY OF WALES TRINITY SAINT DAVID
MODULE COD	BMSW4002

EFFECTIVE COMMUNICATION IN THE WORKPLACE

INTRODUCTION

The main topic of this assessment is to show the importance of effective communication in the workplace. We are a social animal which needs to live with other humans; nature of life depends upon living in society. Being capable of communicating is vital for any particular job which involves working with people; apart of this, it is essential to provide proper care and service. In the workplace, communication is more difficult if we came from a different social environment. However, to have communication skills, you have to accept and admit all the cultural difference we find in society (Pavord & Donnelly, 2015).

DEFINITION

Communication is a complex subject that is necessary for all the activities which we are doing every day. Having practical communication skills is not essential only in everyday life but in the workplace, in special. The purpose of this assessment is to highlight the influence and to analyse the definition, the communication models and effective strategies of communication.

Communication is the transfer of messages between at least two people, one of whom gives information and the other receives the information. However, according to Eyre (1987), communication "*is not just giving information; it is understandable information*"; thus, communication becomes more active. The sender needs to be able to send the message correctly considering all the meaning of the words, thereby the receiver being able to process the message entirely. According to Pathak (2014), communication's aim is to send the message without creating unnecessary confusion. For the author, the conversation has three goals, which makes the process to share the same idea easy. The first goal for a successful message is "*receiver understanding*", that means the information must be clear. The second goal is the importance of sharing feedback, and the last goal is about "*development and maintenance*" (Pathak,2014) of a good relationship in a conversation. To have a productive discussion, the author points out that we need to avoid communication errors not just in our personal life but as well in the workplace (Pathak,2014).

The capacity to communicate effectively helps to increase our performance and determine our strengths and weaknesses. In every business organisation, it is necessary to have a strong working relationship and productive interactions between workers. All the company owners are responsible for determining the best way to communicate with their employees and guide them for healthy teamwork (Cole, 2019).

COMMUNICATION THEORY AND MODELS

Understanding how the communication process works, we can develop strategies to ensure it is valid and transparent. Within the process, we face several frameworks, whereon communication theories and models are established. According to Pavord and Donnelly (2015), the leading four frameworks theories are: mechanistic, psychological, social constructionist and systematic. The mechanistic frameworks system consider communication as a complete transmission of the message from the sender to the receiver. The psychological framework is concentrates of how we feel during the communication. The social constructionist theory focus on our different environment or culture and how it can affect the conversation. The last one is the systemic theory and is concentrating on the way that communication is composed of a complete system and every individual part is frequently re-examined and revised (Pavord and Donnelly, 2015).

Identifying the main theories of the communication process, we can name the most significant conversation models. Model of communication refers to the conceptual model used to explain human communication course. The major conversational models belong to Claude Elwood Shannon and Warren Weaver, Willbur Schramm and David Berlo (Pathak, 2014).

The Shannon and Weaver transmission model (1946)

The Shannon and Weaver model are considered the "Mother of Communication Models", and it was developed for telephone and radio technologies. It was designed in 1946, becoming the first communication model providing a helpful starting point for everyone who aspires to analyse communication method (Pavord and Donnelly, 2015).

In Figure 1 is present the model which Shannon and Weaver describe the communication method. It is a linear process, and according to the authors, the course of the message from sender to receiver in the communication channel has just one direction. However, Shannon and Weaver attach in the model the component name "noise". They try to highlight that in any conversation, at any time, can appear interruptions. Thus, identifying how "noise" prevents our message not to be transmitted, we can eliminate or change the style we send the information.

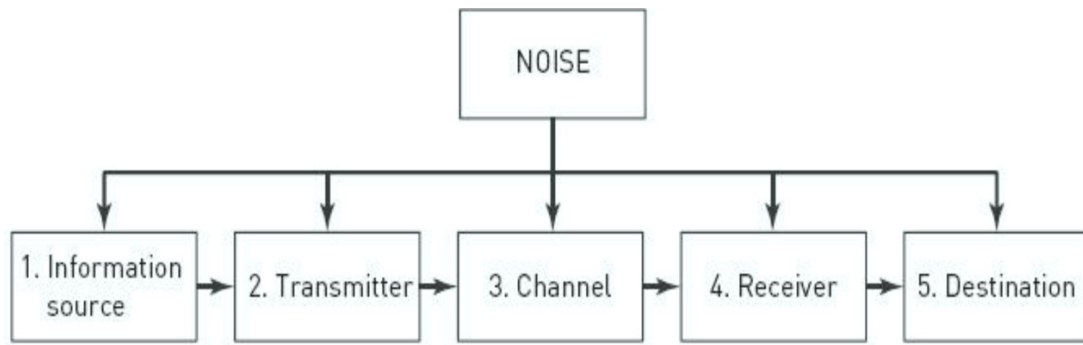


Figure 1, The Shannon and Weaver mode - 1949 (Pavord & Donnelly,2015).

Willbur Schramm transmission model (1954)

Willbur Schramm describes communication as "*the sharing of information, ideas and attitudes*" (Kumar, 2012). He develops the communication model following the model from Shannon and Weaver but considering that the most crucial part is the decoding and coding of the message. According to Kumar (2012), the Schramm model always requires three elements: source, message and destination. Schramm suggests that communication is circular, where the sender and receiver where involved in decoding and coding the information (Figure 2) (Kumar, 2012).

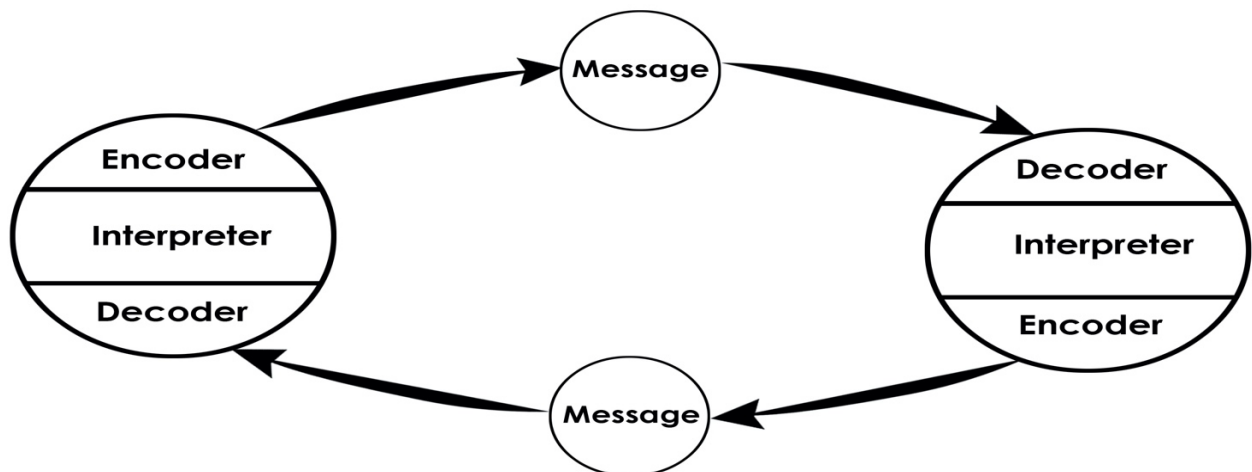


Figure 2, The Osgood and Schramm Circular Model (Kumar, 2012).

David Berlo transmission model (1960)

David Berlo saw communication as a continuing process, active and powerful. In 1960, Berlo theorized Sender-Message-Channel-Receiver (SMCR) model of communication from Shannon Weaver model of communication (1949). In Figure 3 are describes the factors which David Berlo consider can influence communication and how encoding and decoding result before the sender transmits the information, and before the receiver gets the message individually.

According to Berlo, the four essential elements which describe the model (Figure 3) are sender, receiver, channel and message, and individually they are affected by various circumstances. He suggests that in the communication process, we cannot consider the beginning or the end of the conversation (Narula, 2006).

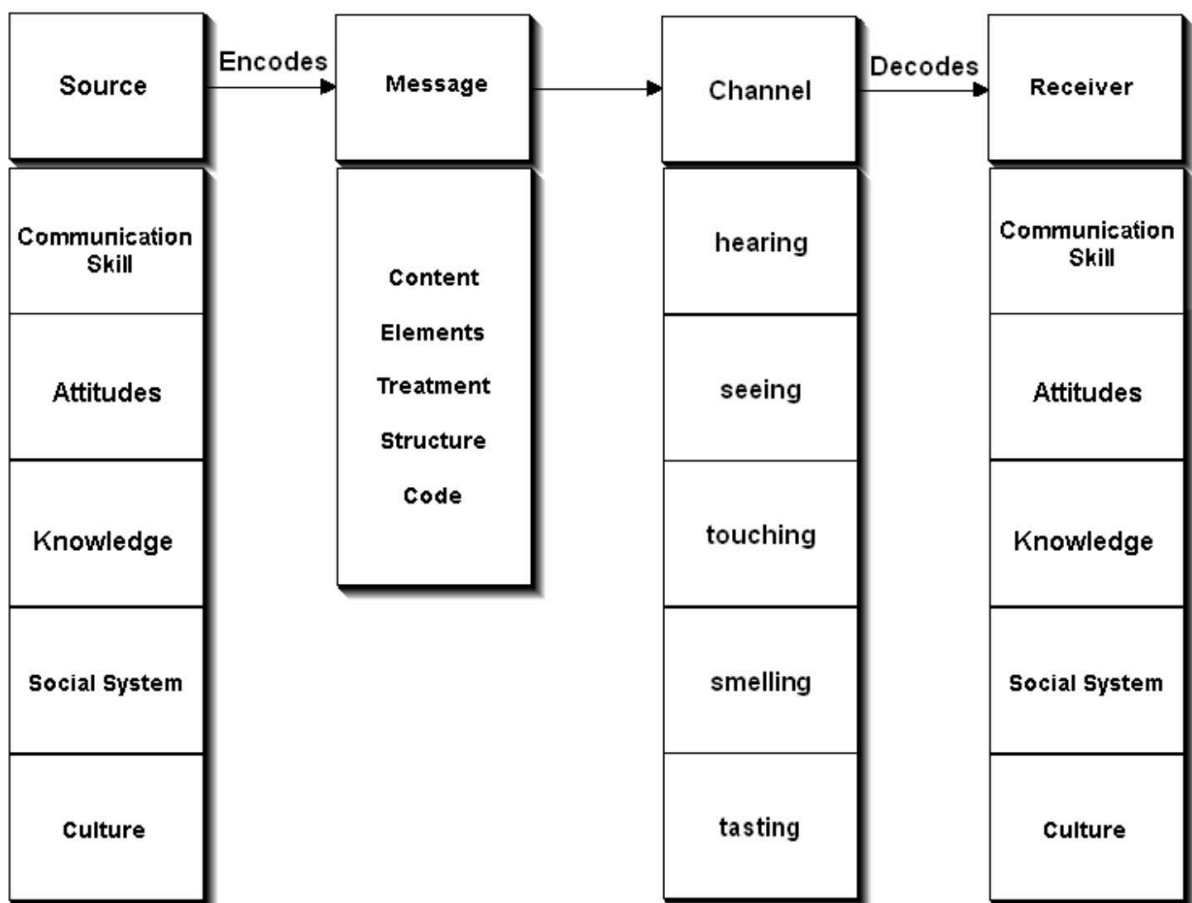


Figure 3, Berlo's SMCR Model of Communication (Businessstopia, 2019).

TYPE OF COMMUNICATION

In the communication process, we will find different methods for sharing the message; emphasising two main categories of styles of interpersonal skills, including verbal, paralanguage and nonverbal communication (Pavord & Donnelly, 2015). Nevertheless, choosing the proper channel to share the information helps to break the "communication barriers" between multicultural society (Pathak, 2014). Successful businesses are created in healthy working relationships and effective communication; however, developing excellent verbal and nonverbal communication skills aids every human relationship (Cole, 2019).

Verbal communication

The purpose of verbal communication is to send a message between individuals using words or symbols, whether in writing or speaking; according to Egolf and Chester (2013) verbal communication requiring a "*language*". The importance of writing and oral communication in the workplace is significant; thus, jobs interviews, internal or external meetings, training sessions, mails, fax and all other forms increase team-working moreover communication skills (Pavord & Donnelly, 2015). Egolf and Chester (2013) argue that the "*language*" is a system of symbols recognised by at least two people; can be forwarded through conversation, corresponding or signing as in American Sign Language and Morse Code. Therefore, language can be transmitted through listening, writing or visually, and every language has various structures and orders which influences everyone's judgments in conversation (Egolf and Chester, 2013).

In the work environment, we frequently require different communication forms; verbal communication draws a significant role in every industry, although nonverbal communication is needed, having a massive impact. Verbal communication is not just about sending or receiving messages, is more about understanding and decoding the ideas; thus, language has an important role here. For effective delivery of the messages, oral and written communication requires a clearly and accurately articulation of the words (Cole, 2019). Language is subjective, and people may attribute various purposes to the same information depending on their knowledge, age, gender, culture. For excellent verbal communication, we need to assure the dialogue is transparent, and we do not use any jargons or technological style. If we describe what we necessitate simple and make sure the verbal communication is at the same level as nonverbal communication, we will help to grow a healthy relationship (Pavord & Donnelly, 2015).

Paralanguage

Pavord and Donnelly (2015) argue that paralanguage describes the multiple ways we control our discourse through the pitch, resonance, loudness, rhythm and timing. If the information is delivered paralinguistic accurate, the receiver does not misunderstand the message furthermore is not affected personally; the multicultural environment we originate from can be a cause of how we transfer the message.

Understanding the importance of paralanguage style, we can develop our communication and interpersonal skills, in particular in the workplace. Without intention, we can find ourselves in unexpected circumstances when we work in a team; therefore, the tone we use or the rhythm are crucial. Identifying the right approach when we deliver information, combining verbal, paralanguage and nonverbal communication, we find new opportunities as a team.

Nonverbal Communication

Nonverbal communication describes all characteristics of body language, including eye contact, posture, gestures, even clothes, which influences the communication process. Nonverbal communication supports verbal and paralanguage communication, wherewith we can identify feelings and beliefs (Pavord & Donnelly, 2015).

According to Pavord and Donnelly (2015), nonverbal communication has a straightforward theory which belongs to professor Albert Mehrabian. Albert Mehrabian is renowned for being a "pioneer of communication research" (Pavord & Donnelly, 2015), who developed the theory 55-38-7. He proposes that 55 per cent of what we communicate is forward by body language, 38 per cent is through para-language communication, and just 7 per cent is relying on actual words. The authors point out that the theory is oversimplified, and in the communication process, we can encounter emotional involvement which can change the meaning of the speech. However, through our body language, we can send a contradictory message than we desire to respond. For instance, in the workplace, considering we are part of various societies, we can often encounter conflicts that began from faulty judgments.

Culture is our method of coding and decoding the message. Moreover, in every community, the movements, posture, more precisely, body expression is varied; thus, we are responsible for do not create errors in the delivery of the messages (Wolfgang, 1979). Nonverbal behaviour is dominant and inevitable in the communication process. The overall appearance (clothes, posture, eye contact or touch) can improve or decrease perceptions about our-selves in various situations. For example, in the workplace, the uniform is an essential tool, can create a good perception of the organisation and give as a professional identity (Pavord & Donnelly, 2015).

EFFECTIVE COMMUNICATION IN THE WORKPLACE

According to Cole (2019) in the workplace, we face two categories of communication: internal and external. Internal communication concentrated on the communication between employees and the organisation while external focuses on the communication with the customer. In both situations, communication is managed differently. Internal communication includes emails, meetings, phone requests, face to face meetings and more. Thus, internal communication is used to inform, motivate and feedback for employees. In external communication, we can use most of the internal communication standards. However, we still face some different types, for example, company website, social media, advertising (Cole, 2019).

Effective communication in the workplace can reduce conflicts, increase employee motivation and generate more trustworthy client relationships. Before to be capable of communicating, we need to forget about any barriers, including gender, age, stereotypes or cultural. If the environment is positive, the employees are more productive and less stressed (Cole, 2019).

In order to be a more effective communicator we can ensure that our body language is matching with what we want to transmit, we need to be aware of gender and age differences and understand how culture can influence our conversation (Cole, 2019).

CONCLUSION

Therefore, communication is the core of every relationship, and daily we interact in all different way. Communication is the skill necessary in every workplace and every personal experience. There are many ways to communicate and considering that the workplace is developing continuously is vital to have strong interaction skills. In the workplace, we need to face various people behaviours. We need to manage different cultures and mentalities and learn how to be patient. However, the essential part is to know how to send and receive the message without misunderstandings (Cole, 2019).

Communication scope is to create a common understanding between people. Excellent communication skills help individuals to get self-esteem, become more efficient in the workplace and progress in their profession (Pathak, 2014).

REFERENCE:

- Businesstopia (2019) *Berlo's SMCR Model of Communication* [Online]. Available at: <https://www.businesstopia.net/communication/berlo-model-communication> (Accessed: 2 January 2020).
- Cole, S. (2019) *Communication in the workplace: Everything you need to know about effective communication strategies at work to be a better leader* [Online]. Available at: <https://www.scribd.com/read/423431493/Communication-in-the-Workplace-Everything-You-Need-To-Know-About-Effective-Communication-Strategies-At-Work-To-Be-A-Better-Leader> (Accessed: 15 November 2019).
- Egolf, D.E. and Chester, S.L. (2013) *Forming, storming, performing, successful communication in groups and teams*. 3th Ed. Bloomington: iUniverse Inc. [Online]. Available at: <https://www.scribd.com/read/387420321/Forming-Storming-Norming-Performing-Successful-Communication-in-Groups-and-Teams-Third-Edition> (Accessed: 28 November 2019).
- Encyclopaedia Britannica (2019) *Communication – social behaviour* [Online]. Available at: <https://www.britannica.com/topic/communication> (Accessed: 26 November 2019).
- Eyre, E.C. (1987) *Business Communication: made simple*. 2nd Ed. London: Heinemann [Online]. Available at: <https://www.scribd.com/read/319371220/Business-Communication-Made-Simple> (Accessed: 07 November 2019).
- Kumar, K.J (2012) *Mass communication in India*. 4th Ed. India: Jaico publishing house [Online]. Available at: <https://www.scribd.com/read/317208145/Mass-Communication-in-India-4th-Edition#> (Accessed: 27 December 2019).
- Narula, U. (2006) *Communication models*. India: Atlantic Book [Online]. Available at: https://books.google.co.uk/books?hl=ro&lr=&id=nDRn9PAISBwC&oi=fnd&pg=PR5&dq=berlo+communication+model&ots=rZPvoroDI0&sig=1DNnvJLSi4fuo_zCzKTzoyYB7pw#v=onepage&q=berlo%20communication%20model&f=false (Accesses: 02 January 2020).
- Pathak, A. (2014) *The communication process*. Singapore: Communication Analytics [Online]. Available at: <https://www.scribd.com/read/213556860/The-Communication-Process> (Accessed: 07 November 2019).
- Pavord, E. and Donnelly, E. (2015) *Communication and interpersonal skills*. 2nd Ed. United Kingdom: Lantern publishing limited [Online]. Available at:

<https://www.scribd.com/read/268838563/Communication-and-Interpersonal-Skills> (Accessed: 08 November 2019).

- Wolfgang, A., (1979) *Nonverbal communication – application and cultural implications*. Ed. London: Academic Press [Online]. Available at: <https://www.scribd.com/read/282620328/Nonverbal-Behavior-Applications-and-Cultural-Implications> (Accessed: 27 December 2019).

APPENDIX

Regarding my in-class exercise, I not received back any from the ones I have done. I checked my student email as well and I do not have.

Amamaria Rieca (1910022)

Read the following brief and write a business email according to the instructions.

You are Director of Communications at your company and you would like an employee, Thomas Daniel, to join your Communications Training team.

- Tell JD why you are writing
- Say what you have observed and like about his communication skills
- Tell him why you think he would be an asset to the team

greeting
Dear Thomas Daniel,
As a valued member of our company, I
wanted to take the opportunity to invite
you to join our Communications Training team.
Throughout the years I had the opportunity to
work with many people. However, you show
me with your skills that you are perfect
in my team. I have admired your strong
work ethic and personal integrity. Your
contribution in our company has been
magnificent.

Again, I appreciate your hard work and I
will be to invite you for an interview
in following days.

good attempt
Sincerely,
Amamaria Rieca - Director of Communication.

Date: 08.11.2019