

Magdalena Kovacheva

Student Number- 2030039

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Lecturer- Toyin Adisa

Models of communication and communicational skills

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Introduction

Communication in the workplace is one of the major indicators of a high-performance culture. Swapping ideas as well as information in the company is considered as workplace communication (Austin and Pinkleton, 2015). Although, effective communication is prevalent at the time when a message is delivered and received precisely. In all contexts, whether it is personal or professional, effective communication is essential for happiness and success. In addition, effective communication is integral to all the objectives of the organisation. This report will shed the light on the famous models of communications that allow maintaining effective communication in the workplace. Additionally, some of the communication skills will also be discussed in consideration with the case under study to highlight the issues of poor communication. Lastly, recommending and concluding the solutions to fix the issues related to poor communication and to maintain effective communication in the workplace.

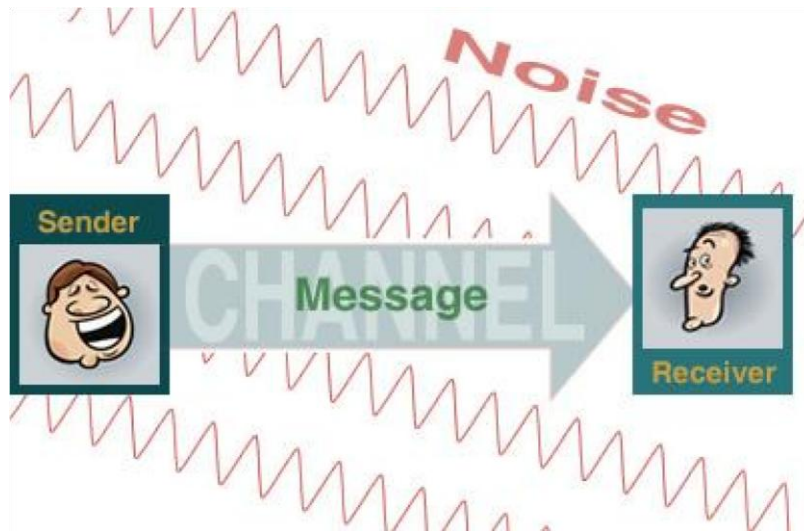
Models of Communication

Communication is important in the workplace as it helps in avoiding confusion, creating a sense of accountability, providing purpose, and developing an optimal culture of the company. To maintain effective communication in the organisation some of the models of communication are discussed. These models aim to provide a pictorial illustration of an idea with the intent of understanding and easing it. In common, there are three basic models of communication procedure: by Shannon and Weaver, Schramm and Berlo, each of these models provides a distinct perspective of the process of communication (Koptseva, Liia, and Kirko, 2015).

Shannon and Weaver Model of Communication 1948

Linear Communication Model

This model was first introduced by Shannon and Weaver in the year 1949 (Gavi, 2021). There is very little argument regarding the Linear model of communication and the way it recognises or may not recognise the ideas of feedback. In addition, the behaviour of the linear model is contradicted by its name, where a correspondent codes a message through a channel and the message is decrypted by the receiver. Moreover, it is regarded as straightline communication which is commonly seen in mass communication; radio, television, newspapers, and others. Following this model, there is no source for immediate feedback.



(Gavi, 2021)

Interactive Communication Model

This model of communication takes the Linear model and multiply it two times with a quick response of the return message. In addition, this model also enables gathering feedback or in other words, it has the component of feedback. This is for the reason, at the time when a message is encoded or coded and deliver to the decrypting receiver, the job then reverses, and the receiver codes and delivers a response to the correspondent or actual sender who has now been transformed into a receiver. However, it sounds or looks so confusing than in actuality it is. Furthermore, transfer or exchange of text messages whereby family or friends send a message and the receiver responds to it (Gavi, 2021). A similar thing happens when two people have a talk or conversation through a telephone call or maybe through exchanging emails. In both situations, the message is sent and received and during these roles of sender and receiver are reversed. Thus, as it is developing interaction and continuous interaction among two people it is regarded as the interactive model.



(Gavi, 2021)

Transaction Communication Model

This model is regarded as the most sophisticated and complex model of communication. In addition, this model demonstrates face-to-face interaction or in other words, trans-action as an active and variable procedure that is not restricted to simple description. In addition, the transaction model of communication, sender, and receiver may be busy playing similar roles simultaneously, as most of the time occurs, as messages may be delivered back and forth instantaneously. Moreover, this concept appears to be chaotic as well as ineffective, however, sometimes communication is just happening like that. Toss in some sound and it would be a miracle whether any message is sent successfully in this environment.



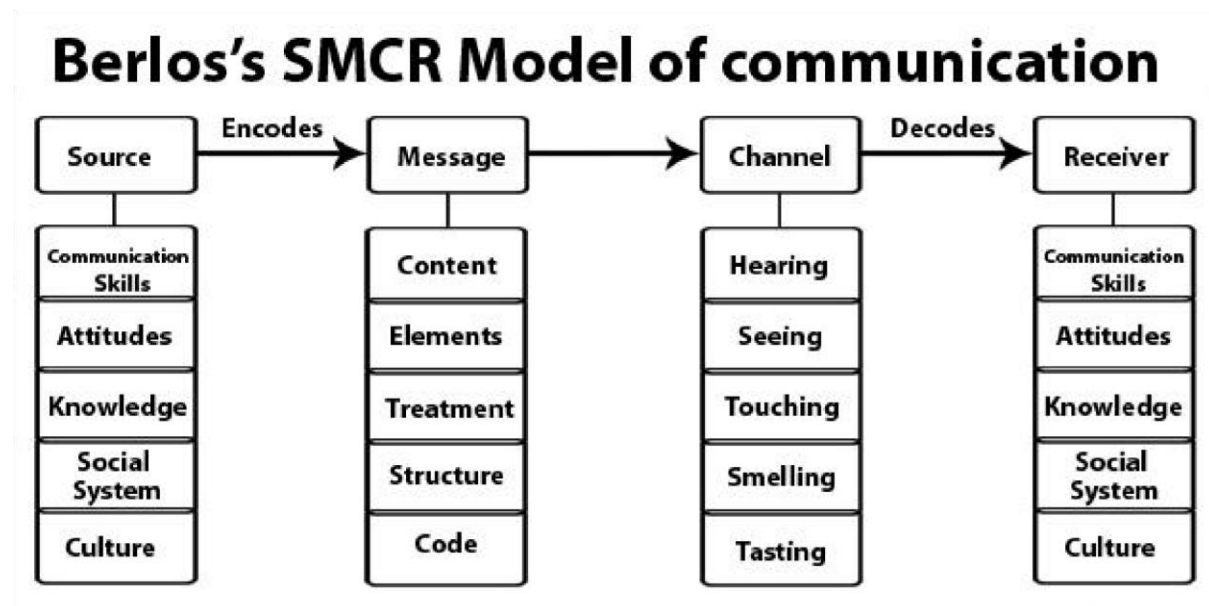
(Gavi, 2021)

Berlo's Model of Communication 1960

This model works following the SMCR model. This is not particular to any communication. This model is inclusive of several factors that fall under the components of *Source*, *message*, *channel*, and *receiver* (BERLO'S SMCR MODEL OF COMMUNICATION, 2021):

- 1- *Source*: it is the place where the message is initiated. This element is inclusive of attitudes, communication skills, knowledge, culture, and social system. Following this model, people can only communicate if all this inclusivity is present.
- 2- *Message*: it is the body of the message or the main information to be conveyed. It is composed of content, elements, treatment, structure, and code. Message and code also the structure must be clear and readily understandable.
- 3- *Channel*: it is regarded to the 5 sense organs, such as hearing, tasting, touching, seeing, and smelling. Communication takes place through one or two of these channels.
- 4- *Receiver*: it is the person or receiver who will decode the message. It is also composed of all the factors present in the initiation step.

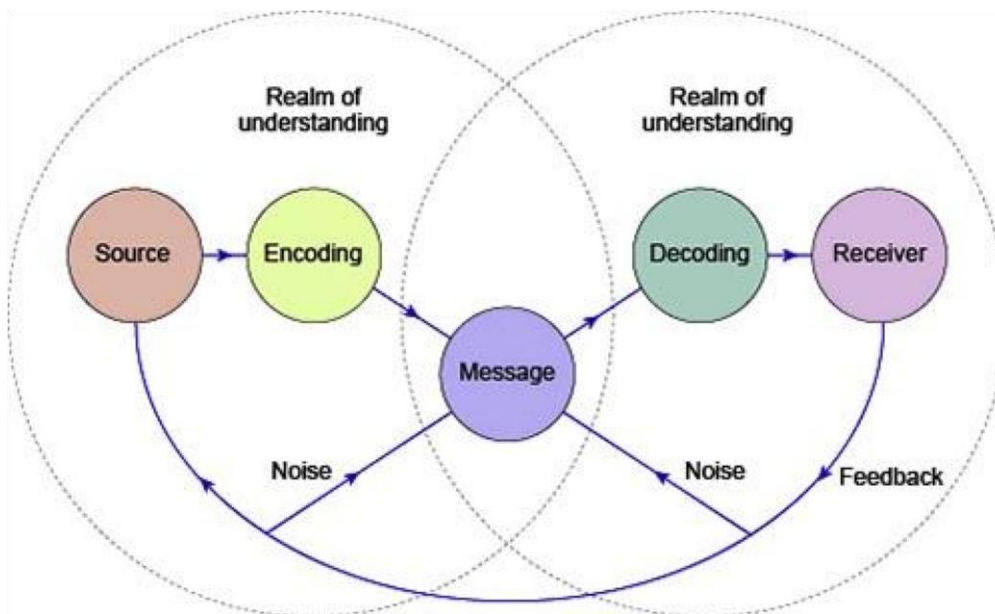
Therefore, this model also lacks feedback and does not highlight the hurdles to communication.



(BERLO'S SMCR MODEL OF COMMUNICATION, 2021)

Schramm's Model of Communication 1954

The model of Schramm's is designated as "*the process of effects of mass communications*". This model necessitates the availability of three elements such as source, message, and destination or receiver. In general, a source codes a message and sends it to the receiver through a channel where it is decrypted. This model is regarded to be a two-way process where both receiver and sender changes roles simultaneously. This model is composed of several parts: sender, encoder, decoder, interpreter, receiver, feedback, media or medium, and noise. This model is beneficial in the way that it depicts the change in the situation, it emphasises redundancy and provides feedback. Following this model, decoding and coding are regarded as the two vital processes that lead to effective communication. Furthermore, this model is a cyclical model of communication and is composed of all basic communication principles.



(Schramm's Model of communication - QS Study, 2021)

Understanding from the different case studies

For application or understanding of the Shannon weaver model of communication could be termed as an example such that a woman naming Elena had been talking with her client, who had been dictating an order for her. The window of the office is open on a busy street. As per the noise of the busy street and traffic, she was not able to hear well what the client was saying. Therefore the order was saved incorrectly, the execution for the product was based on the notes which have been interpreted incorrectly and the order for the client goes wrong. According to the examples mentioned above that the Shannon weaver model of communication could be understood as the message or the input, information is encoded and

on the output side, the message is decoded where it could be done vice versa. The factor of the noise is added to the data or signal of communication which had distorted the message that was to be interpreted by Elena at the other end. This has destroyed the quality of message or data communication and that the order of the client had gone wrong. This noise had been termed from the busy streets and traffic which had lost the credibility of the message sent from the client to Elena.

For application Schramm's model of communication, the example could be chosen as the following such that during the meeting of X Ltd company where leaders were gathered for discussing the organisational opportunities. John has been termed as offering the alternative for improving the results. In this example, he is the sender and the team is the receiver. As Carolyn approaches, she becomes the message sender, and John along with others becomes the recipient.

For the application of the Berlo model of communication, the example chosen for describing the model is as following such that a well-educated manager of a company named Peter, was called by an employee regarding instructions to complete the projects. Carl had been senior to Peter for which he was unwilling to intake information. Carl believed that Peter possesses no skills and experience for the job or leading position. As per Carl, this type of experience and learning or skills was only possessed by the elders and seniors. Due to this Carl, paid no heed toward the idea for innovation and followed his methods resulting in an ineffective approach for the company.

Communication skills

Verbal skills

Verbal communication could be termed as the knowledge exchange among people and different entities. This involves written and oral correspondence. Verbal communication has the following aspects such as selecting the appropriate words and understanding and perception regarding verbal communication. Effective speech could be termed as the following three segments such as usage of phrases, pronunciation, and strengthening of the non-verbal communication with others. Each of these has its effects on the delivery of the message and the receiving or understanding of the targets. This includes carefully evaluating the use of the vocabulary such as discussion of the topic at the conference (Bambaerero, 2017).

Non-verbal skills

The important role played by non-verbal skills could be termed as the enhancement or enhancing the capacity for communication of person, connections and positive relationships that one could have in the daily lives. There had been several forms of non-verbal communication such as interpreting the several ways among the different individuals and

people, specifically across the cross-cultural communication and different cultures. The actions and combinations of the body movement have their language and narrate every nonverbal communication that one does not want to communicate verbally. The body language conveys a different meaning and this type of communication play an instinctive role and is authentic (Vogel, 2018).

Writing skills

The writing skills for communication had been termed as important for narrating inner thoughts and feelings. The writing skills are for that individual who could communicate well and better through their writing skills along with their confidence. Written communication had where the writer had tried to communicate and narrate their opinions and ideas. The writing skills involve the correctness of vocabulary, grammar, the structure of sentences, etc. Different types of writing skills can demonstrate the following such as voice, tone and nature, and mood of the communicator. The writer must be clear and concise and towards the point of the topic of communication (Ariyanti, 2016).

Communication at own workplace

The practices of communication at my workplace could be termed as the following such that good communication. This had been an imperative tool for the achievement of the efficiency and retaining of sustainable working relations within own workplace. There had been no such barrier and limitation for communication among peers and friends. Poor organisational communication would lead to poor results in the organisation which could lead to conflicts and contradictions. Team development had been a common practice in the organisation such that for encouraging the communication among employees and the spirit of teamwork. Allowing the team to have their voice in everything they do along with the innovation and the growth in communication (Stich, 2017).

Improvement of communication at own workplace

The Improvement of communication at own workplace could be termed as the following such that the definition of priorities and role of the team for carrying out the particular tasks (Sebok-Syer, 2017). Coaching has to be given to removing the communication barriers and limitations among peers and employees. Furthermore creating an environment for understanding each other is important in the workplace to make sure that there had been no conflict or argument. Choosing the platform for communication and directing the orders should be clear and concise. All the employees would be encouraged for participating in communication with each other and decision-making. Listening and empathy had to be made effective for those working in the organisation.

Conclusion

It could be concluded that different models of communication and different skills of communication had been important in every organisation for effective results and achievement. Communication must be without limitations and barriers for enhancing the working relations among the employees and peers. Poor communication must be managed so that the organisation may not feel problems in the business environment. Communication had been a necessity for every individual for improving their daily life activity. It is important to practice active listening while communicating along with the element of empathy.

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