



Moodle
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Diletta Chiara Franzone

S2021160

Effective Teamwork and Communication – BMSW 4002 ETW1

Tutor: Lloyd Beharry

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Introduction

This report begins with a definition of communication, the importance of communication in the workplace and in management, barriers to message delivery, and the consequences of poor communication. I then list and explain the three main communication modules I learned in the second school term and the difference between this theory: Shannon and Weaver, Schramm, and Berlo. To further illustrate the differences and similarities of these three modules, I utilize case studies that we treated throughout the courses and offer examples from my workplace to demonstrate how communication may change depending different factors.

Communication

Communication is when the information is delivered from a location, person, or group to another one and it involves a sender, a message, and a beneficiary. In many cases communication may be complicated and influenced by an immense range of factors, including our emotions, the cultural setting, the communication medium employed, and our location and for this reason the message that is delivered from sender to destination is misunderstood. All the companies around the world appreciate a strong communication even if precise, effective, and clear communication are extremely difficult.

As this definition proves, communication necessitate more than just the transmit of information, but the word suggest success in transferring or reporting a message, that can be information, ideas, or emotions. In the communication the message is 'encoded' through the sender which deliver it by using a sequence of words and non-verbal signs in voice or writing form, and the recipient 'decodes' it. Due the complication of communication, the people can perceive various meanings toward the choice of words and/or body language, and when there may be more than one receiver, all of them may collect a lightly diverse message. Furthermore, it is also probable that none of them will have the same comprehension as the sender. However, the sender and the recipient can interact in a more specific way in a written communication because there is not body language that may cause misunderstandings like in a face-to-face communication.

Models of communication

A model is generally used to simplify any notion, thought or concept using diagrams, visual representations and so on. Models can help to make any topic easier to understand and clearer. A model makes it easier to understand a process and to draw conclusions from it.

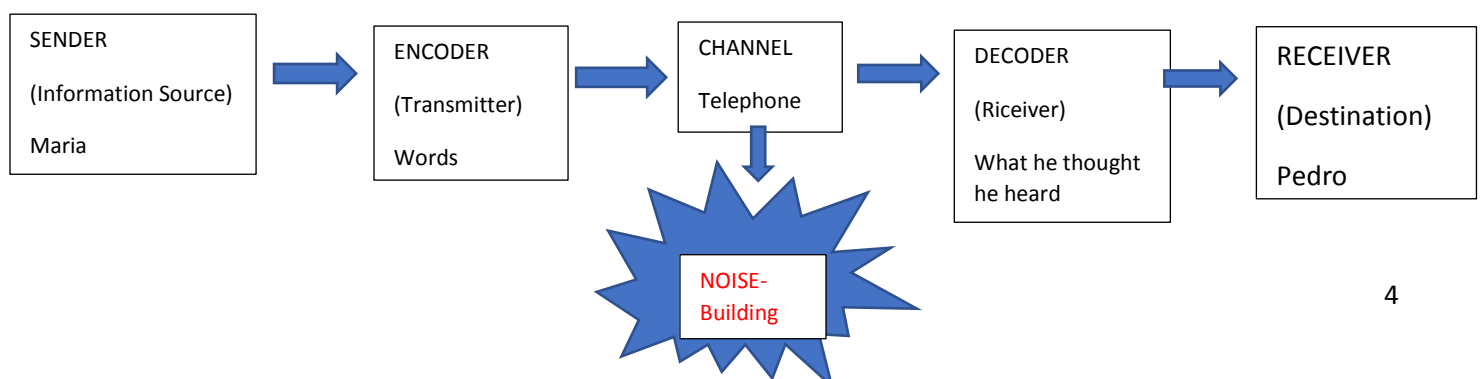
Shannon and Weaver

Is a mathematical model of communication that finds the most effective encoding of a telegraphic message using a strictly physical view of information; this model is exclusively channel-based. The theory behind the model, which depicts the many stages of communication, was developed in 1949 by two American mathematicians, Claude Elwood Shannon and Warren Weaver.

1. **Sender:** The communication's originator or information source chooses the desired message.
2. **Encoder:** The transmitter is responsible for converting the message into signals. The Shannon model was developed to represent communication using technology such as telephones and computers that encode human speech using codes such as binary digits or radio waves.
3. **Channel:** The communication channel carries data from the sender and transmitter to the decoder and receiver. This is commonly referred to as the 'medium.'
4. **Noise:** Noise disrupts a communication as it goes from the transmitter to the receiver. It is called like this because of the concept that 'noise' might obstruct with our interpretation of a message.
5. **Decoder:** Decoding is the opposite of encoding. Shannon and Weaver advanced the theory of decoder of communication via devices like telephones. This illustrates that a message must be decoded from binary digits or waves back into a format that the receiver can perceive.
6. **Receiver:** The original Shannon and Weaver model of the technical communication process ends with the receiver. This is the stage at which the individual hears the message, or what remains of it after noise is removed.
7. **Feedback:** Feedback happens when the message's recipient reacts to the sender in order to complete the communication loop. They may answer to let the sender know they received the letter or to demonstrate to the sender.

We can show this model at work using case studies. First, as discussed in class the situation of Maria and Pedro, where P misunderstood M because of external interference in the channel – a lot of noise at his place of work. This meant P did not understand the phone call from his wife asking him to bring a chicken home for dinner, this results in incorrect feedback, so communication has failed.

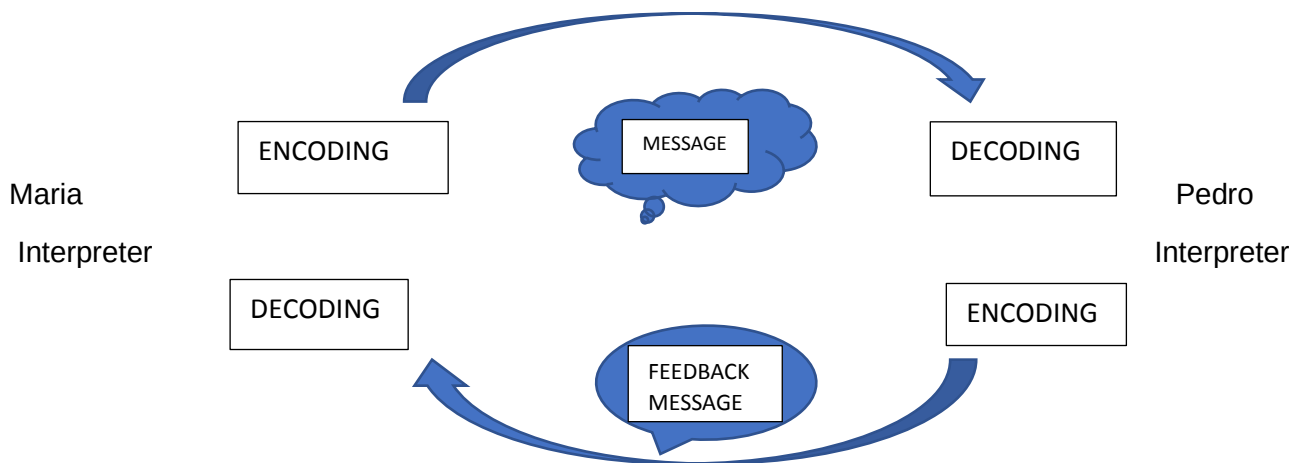
I was able to connect this case study to a very comparable circumstance in my employment where I experienced the same difficulties. While I was at work in the beauty shop, a client called and requested me to schedule an appointment for a body treatment. The phone line began to malfunction as soon as I told her I was available in the late afternoon. The customer confirms, and I schedule the therapy. I saw the client arrive at the salon a few hours later, certain that her appointment was in the morning, because the phone disruption had prevented her from understanding the time of the appointment.



Schramm

This brings us on to another model which can help us explain how M and P could have made their communication better.

Schramm adopts a classic technique to depict the flow of communication, implying that communication is a dual-track street, which implies that the message must be comprehended by both the sender and the receiver, with the message travelling back and forth between both. Schramm's communication paradigm includes the encoder or sender, decoder or receiver, interpreter, and message. Communication, according to this notion, is a two-way street, which means that information goes between the sender and the receiver, and when the recipient receives the information, he generally attempts to understand what the sender is trying to communicate. The entire communication process is rendered useless if the recipient is unable to read or decode the message supplied by the sender. According to the paradigm, communication is not complete until the recipient receives feedback from the receiver.



In this case if Maria and Pedro had continued to talk to each other until the message arrived correctly, we would then have had correct feedback.

Berlo

David Berlo created the SMCR communication model in 1960, which consists of four communication elements: Sender, Message, Channel, and Receiver. SMCR is a vital component of any communication. It is a linear communication model since it relates to a one-way communication system. The significant thing about this is that it focuses on cultural distinctions between the source and the receiver. When things do not match, complications might occur.

Berlo's SMCR communication paradigm comprises four key components:

To begin, the sender of the message initiates the communication process by delivering information to the recipient, also known as the source. Five source-related elements are defined by David Berlo: communication skills, attitude, knowledge, social systems, and culture. The message is the core content supplied to the receiver by the source or sender of the communication.

Berlo added five more message-related factors to the mix: Content, Elements, Treatment, Structure, and Code. The channel is the conduit that transmits communication from the source or sender to the destination. Berlo highlighted the five senses, which include hearing, seeing, feeling, smelling, and tasting, as a communication component linked with the channel. Telephones, televisions, radios, newspapers, and other forms of communication are examples of communication channels. These five components are all included in the human communication process.

I would like to use this communication form to discuss my own experience at work when I have been in London for less than three years; therefore, my English was not fluent yet, and my accent was not particularly excellent. I was working at a beauty shop where the most of my clients were English, so understanding what they were asking could be difficult. As a result of this communication module, I can understand how ineffective and tough communication may be when there is a cultural difference, such as language.



Communication skills	Content (Treatment descriptions)	Hearing (Words in Italian accent)	Communication skills
Attitude	Elements	Seeing (Facial expressions)	Attitude (High expectations)
Knowledge	Treatment	Touching	Knowledge
Social Systems	Structure	Smelling	Social Systems
Culture (Italian language)	Code (English as a second language)	Tasting	Culture (English language)

Communication Skills

Is essential to have a positive communication skill to have a successful conversation with people and work well in a group including managing good eye contact, demonstrating various terminologies and tailoring the language to the audience, listening productively, presenting the ideas accordingly, writing clearly and concisely.

Verbal Communication

Verbal communication consists of the words we use when we speak or write. This is the level we are most aware of, the one we pay most attention to.

Non-Verbal Communication

Non-verbal communication means everything that is conveyed through body language: one's posture, one's movements, one's position in space relative to the interlocutor, but also the way one dresses.

Listening

Listening is the ability to receive and understand messages during the communication process. Messages are commonly misinterpreted when people do not have the ability to listen properly. As a result, communication breaks down and the individual who delivered the message may be dissatisfied.

Conclusion

To conclude, my understanding of communication has been informed by discussing to different models of communication, and communication skills. These have helped me to understand my own workplace communications issues and suggest how I could improve them. I think that communication is important and most importantly the best way to undertake any activity, relationship, study etc. From good communication we can get the right results. Communication is essential in all aspects because it allows us to achieve effective results in all sectors.

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