

Effective Teamwork and Communication.

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Introduction

Communication is “the action of conveying or exchanging information and ideas.” (1)

In this report I will be demonstrating my understanding of the three models of communication, as well as analysing the similarities and differences between the Shannon & Weaver and Berlo model relating them to day-to-day communication within a team at work.

Throughout this report you will also find that I have covered a range of communication skills that I personally find are very important within a place of work.

Models of communication

A model is used to represent an idea into a more straightforward concept through the use of diagrams and other various illustrations.

There are in fact, six models of communication in the world but, I will be explaining in great detail the three most well-known and commonly used models which are the Shannon & weaver, Schramm and Berlo model also known as the “three standard models of the communication process” (2), these three models of communication are referred to as the “Linear, Interactive, and Transactional” (3) the reason for this is because all three theories are used to give three different viewpoints of effective communication.

Shannon and Weaver

The Shannon and weaver model is one of the most well-known theories of communication and is used in the world of day-to-day communication.

The Shannon and weaver model can be divided into six elements the sender, encoder, channel, decoder, noise and the receiver.

Sender – The sender is the individual who creates and chooses the message that will be sent to the listener(s).

Encoder – The Encoder, which is also known as the transmitter, is the individual who changes the message into signals that is sent to the sender and the receiver. The encoder can also be an object such as a telephone that changes the voice of the sender into binary which is a numeral system that uses only the numbers 0 and 1.

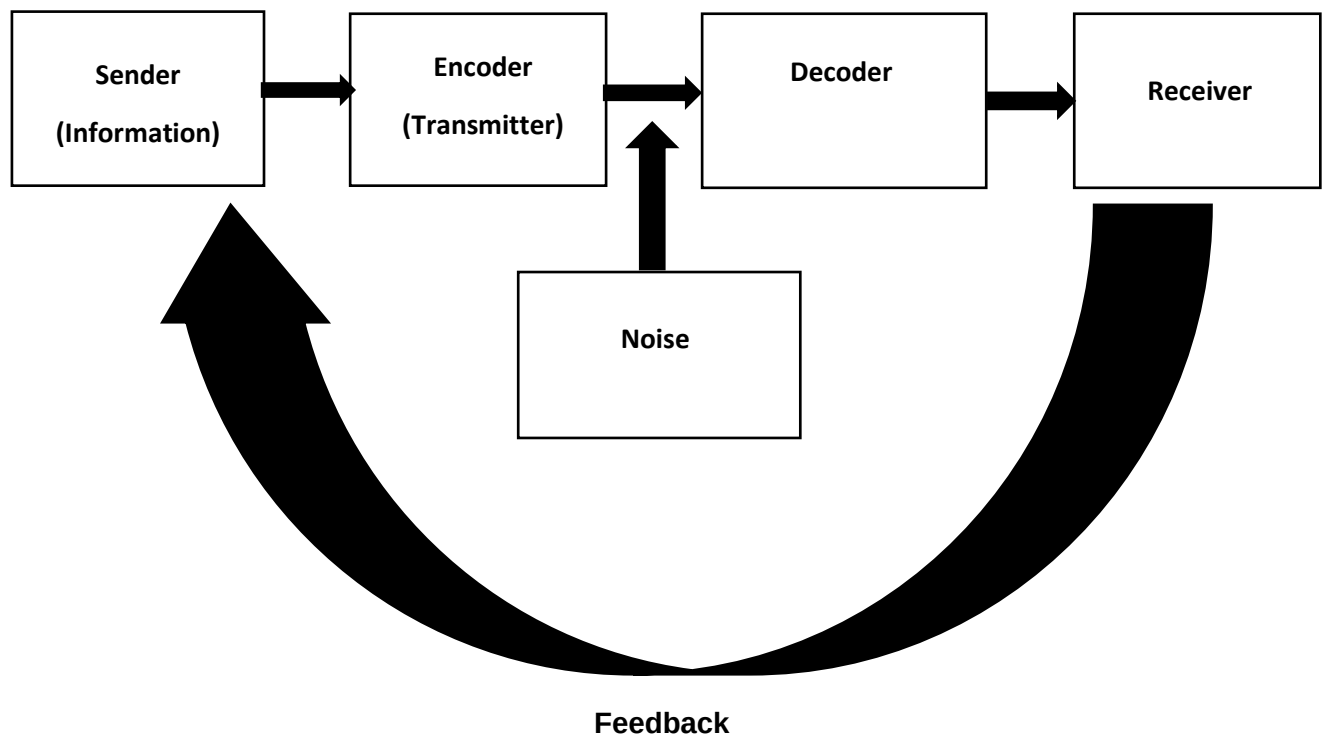
Channel – The Channel is the thing that conveys information from the source, which is also known as the sender, to move messages through the decoder and receiver.

Decoder – The Decoder is where a message is needed to be processed appropriately through your mind in order to make sense verbally.

Noise – Noise involves the environment around the conversation being held e.g., people. Noise is a major factor that can cause a huge disturbance within the conversation which then causes information to be misunderstood, thus making it difficult to get to the receiver which is the last destination of the message.

Receiver – The Receiver is **where** the information must get to. In other words, it is the final destination. The receiver is the individual who receives the information and now proceeds to respond back to the sender which is also known as the source.

The diagram that I have created down below helps explain how the Shannon and Weaver theory of communication works.

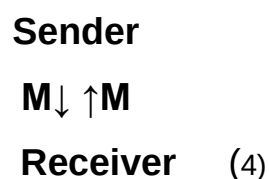


When a similar diagram to the one shown above was shown in one of my lessons, it helped me to have a better understanding on how communication can be affected after information is passed from the source (sender) to the receiver.

The diagram and the description in which the lecturer had given helped me to notice that a huge part of miscommunication is down to noise, which is in the environment that is around the message. This can alternate the whole understanding of the information given from the source, making it difficult for the individual to respond appropriately.

Schramm

The Schramm model of communication is a model that teaches the basic principles of communication between two individuals. Below is a diagram of the Schramm model.



As you can see from the illustration above; The Schramm theory is very different from both the Shannon and Weaver model and the Berlo model as this theory has a repetitive sequence which is shown through the illustration above. This illustration shows where it the sender, message, receiver and message again but in response to a feedback of the receiver.

The Schramm theory shows us that this type of conversation always requires an ongoing back-to-back feedback after the receiver which allows there to be a back-and-forth conversation between two people.

This specific model contains only three main elements the sender, message and receiver with an additional message which is the feedback from the receiver.

Sender- The sender, who is also known as the source is the one who composes the message. This is sent to the receiver which is demonstrated in the illustration above. The sender has to make sure that the message sent is clear and understandable for the receiver.

Message -The message is the communication given from the sender to the receiver. This message can be projected either verbal or non-verbally to both the sender and receiver.

Receiver – The receiver is the decoder of the message which is when the brain interprets the message that was sent by the sender and now proceeds to process the information to make understand of what has been said.

Feedback – The feedback holds major significance within the conversation. Feedback is given after the receiver has processed the message which was sent from the sender and is now given the opportunity to have an input on what has been said.

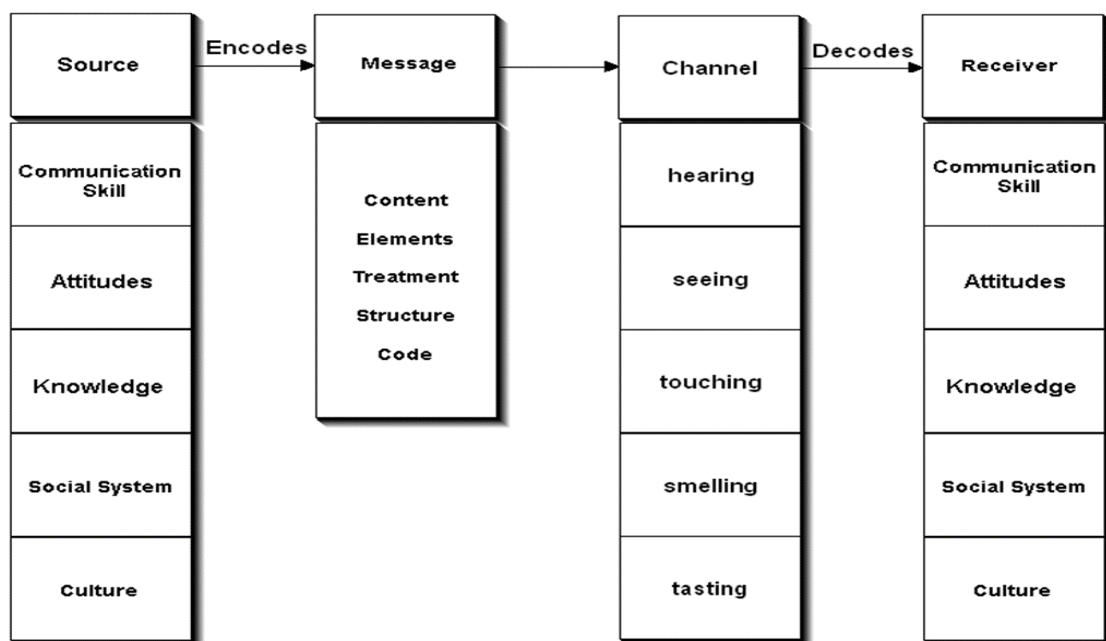
Berlo

The Berlo model of communication focuses on the various components that can affect communication. Another of the key use of the Berlo model is coding and decoding the message from the source to the receiver.

Berol's model is divided into four components of communication the source, message, channel and receiver.

Below you will find a very detailed diagram which shows the process of how information is coded, decoded and passed from the source to the receiver showing how the specific components is affected by various factors.

Berlo's Model of Communication



A Source encodes a message for a channel to a receiver who decodes the message:
S-M-C-R Model.

Source - The source is where the message comes from.

Communication skills – Communication skills shown in the diagram above is where an individual shows their ability to communicate to the individual, they are passing the message to this can be through verbal e.g., speaking or non-verbal communication e.g., body language.

Attitudes – The attitude of the source has a major impact on the message sent as it can interfere with how the message comes across to the receiver, this can cause the message to be either successful or unsuccessful for the receiver to understand.

Knowledge – Knowledge is a key factor in the Berlo theory as the source needs to have a substantial amount of knowledge on the subject, they are trying to pass through the message which needs to be communicated appropriately to the receiver.

Social system – Social system involves values, beliefs, culture and religion this creates a different perception in values based on different upbringings.

Culture: The culture of a particular society can have an effect on the message passed which aligns with social system as they are quite similar.

Encoder: The encoder is another term for the source who is the one who composes the message.

The different concepts of message below are the following:

Content – The content is the topic of discussion from the beginning to the end of the message.

Elements – Elements when referring to the message involve non-verbal communication such as gestures, body language etc.

Treatment – The treatment involves the delivery in which the message is passed.

Structure - The structure is how the message which is being passed is arranged. The structure is very important as it can affect the message if not arranged appropriately for the receiver to understand.

Code– The code of a message is through how a message can be sent such as through speech, body language, gestures just to name a few.

Channel– This is in reference to the five senses which are touch, sound, sight, smell and taste.

In short, all five sense can be used as a channel to communicate to the receiver, these can either cause barriers to effective communication or on the contrary allow there to be even more effective communication to pass through to the receiver.

Decoder – The decoder is the individual who digests the information given by breaking it down into a format that is clear in order for the receiver to process.

Receiver – The receiver needs to analyse and process each and every element which was sent from the source in order to communicate to the source effectively

Comparing models

When learning about the models of communication I found both the Shannon and weaver model and the Berlo model to be quite interesting, seeing that they had some similarities and differences that I would like to compare.

When analysing both models I found one major difference between the models was the Shannon and weaver model did not give me much detailed information on the source or the

receiver. However, the Berol model gives me a very detailed illustration on both the source and the receiver Identifying the different elements that can affect communication between the source and the destination which gave me a better interpretation which I am able to use in a place of work.

One visible similarity that stood out to me when analysing both models was both illustrations show the elements around the message which helps encode and decode the message and the understanding from the source to the receiver.

Channels of communication

Communication comes under three different categories: Verbal communication, Written communication and Non-verbal communication. We often use one or more of these channels of communication in our day-to-day conversations.

Verbal communication

Verbal communication is a very important skill to master as it is used to effectively communicate with other individuals in our day to day lives.

Verbal communication requires a lot of speaking and listening between the individuals interacting. This communication skill falls under the category of **spoken** communication which has a lot to do with **tone**. **Tone** of voice can change the way the message of a conversation is delivered.

Non-verbal communication

Non-verbal communication is communication that does not require the use of speech. Examples of non-verbal communication that are important in a workplace are **written communication** and **body language**.

Written communication is what we use in our day to day lives either being in a professional environment or in our leisure time e.g., through the use of social media. Examples of Written communication are things such as letters, texting and emails these elements of written communication make it easier for the message which is sent from the source more effective for the receiver to understand because it's a visual message which lessens miscommunication.

Body language is a very important communication skill to have especially in a place of work as the use of your body gestures notifies both the source and the receiver that the information being passed is being understood or even adds to the message.

Conclusion

In conclusion to my personal research, as well as the helpful teaching of my lecturer within the class, I have understood that communication both verbal and non-verbally is very important within a place of work.

With this understanding it has helped me personally within daily life, for example when talking to a customer I use an inviting, open gesture while using a kinder tone of voice to put the person at ease.

Reference

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- (4) (Patel.N) (Moodle, 2021) week 1a communication module introduction
- (5) (Patel.N) (Moodle, 2021) week 1a communication module introduction