

CERTIFICATE OF HIGHER EDUCATION ASSIGNMENT SPECIFICATION

Effective Team Work and Communication

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Module Title MODULE CODE BMSW4002

Assignment Title:

Report (2000 words) Write a report of 2000 words demonstrating your understanding of the models of communication and the communication skills discussed in class, and refer to any case studies done to show how these helped your understanding. Give examples of poor communication in your own or your friend's workplace and suggest how it could be improved by using your findings from published literature (i.e. refer to theory). Including scans/screenshots of any in-class activities, own research notes and the feedback you received from the lecturer (in the form of an appendix at the end of your document) will contribute to the mark.

Modul Lecturers Name Mr.Timothy Hopkins

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Effective Team Work and Communication

Introduction

The oldest forms that used for communication are:

- Cave paintings. (to mark a territory or to record many events).
- Symbols (carvings in the rock surface).
- Smoke Signals
- Carrier Pigeons
- Newspaper
- Radio
- Telegraph.

Telegraph communication started after Samuel Morse invented the Morse code, which encoded the ISO basic Latin alphabet. The Morse code transmitted messages through a series of clicks, tones, and lights. In 1830, Morse integrated the Morse code in telegraphy technology that revolutionized the long-distance communication. In 1844, Morse sent his first telegraph message.

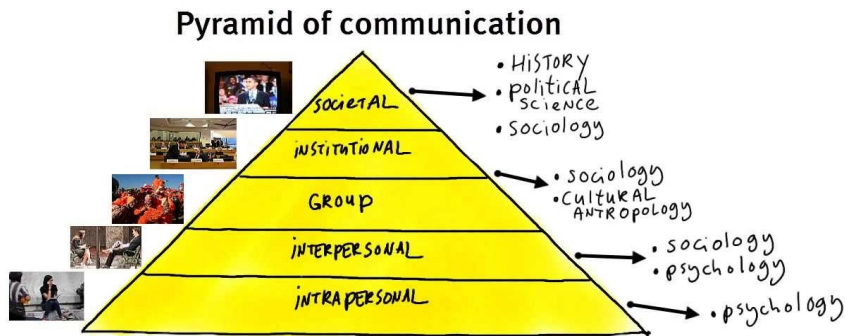


Telegraph key and sounder. The key was used for transmitting the message, the sounder audibly operated, and enabled the operator to hear the incoming message.

- Postal System (using of mailboxes and delivery of paid envelopes).

-Telephone.

Communications technology, also known as information technology, refers to all equipment and programs that are used to process and communicate information. Communication technology field specializes in the development, installation, and service of these hardware and software systems.



1-Communication:

Communication is each act of transmitting Information

information including (thought-ideas-motion) verbal words and

non-verbal such as gestures, signs, and symbols, we use media to communicate a message, so a message by media is a channel of communication.

Another way to understand communication by Model A and B:

A-Schramm's Model of Communication

Schramm's Model of Communication

Sender

M↓↑M

Receiver

M - Stands for message

Schramm's model also revolves around the above principle.

According to the Schramm's model, coding and decoding are the two essential processes of an effective communication.

B-Shannon and Weaver Model Of Communication

Concepts in Shannon Weaver Model

Sender (Information source) – Sender is the person who make the message, chooses the channel, and sends the message.

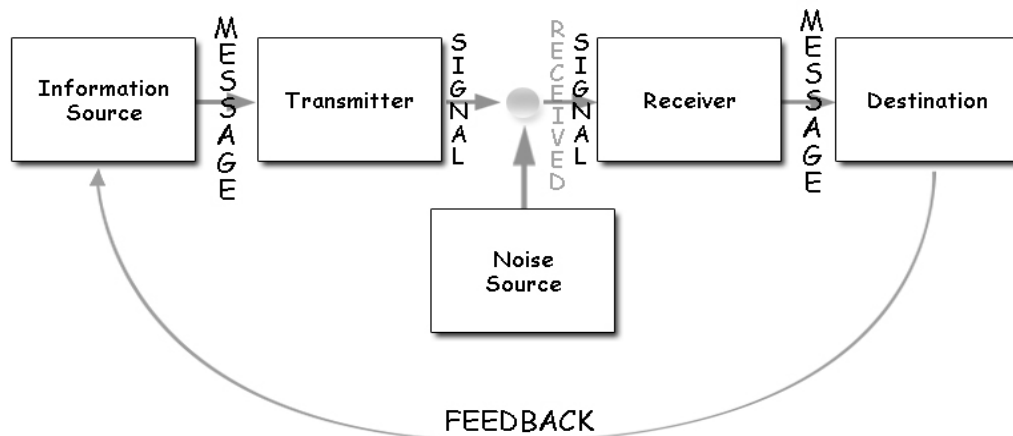
Encoder (Transmitter) –Encoder is the sender who uses the machine, which converts the message into signals or binary data. It might also directly refer to the machine.

Channel –Channel is the medium used to send the message.

Decoder (Receiver) – Decoder is the machine used to convert signals or binary data into the message or the receiver who translates the message from signals.

Receiver (Destination) –Receiver is the person who gets the message or the place where the message must reach. The receiver provides feedback according to the message.

Noise –Noise is the physical disturbances like environment, people, etc. which does not let the message get to the receiver as what is sent.



Explanation of Shannon Weaver Model

The brain might be the sender, mouth might be the encoder which encodes to a particular language, air might be the channel, another person's ear might be the receptor, and his brain might be the decoder and receiver.

Similarly, air is the channel here, the noise present in his environment that disturbs them is the noise whereas his response is the feedback.

There were only 5 components when the model was made.

Noise was added later.

As Shannon was an engineer, this model was first made to improve technical communication, mainly for telephonic communication. It was made to maximize telephone capacity with minimum noise.

So we can understand that the meaning of communication is each act of transmitting information, ideas, or emotion that can be sent by verbal communication has the previous category and explanation.

Levels of Communication Problems

There are three levels of problems of communication according to Shannon Weaver they are:

- Technical problem –How a channel causes a problem**
- Semantic problem –Is the meaning of a message sent and received very different**
- Effectiveness problem –How effectively does the message cause reaction**

Advantages of Shannon Weaver Model

- Concept of noise helps in making the communication effective by removing the noise or problem causing noise.**
- This model takes communication as a two-way process. It makes the model applicable in general communication.**
- Communication is taken as quantifiable in Shannon Weaver model.**

2- The Evolution of Communication through the Centuries:

Television/Internet/E-mail/Text Message/Social Media.

The latest mode of communication in the digital era is the use of social media platforms. It has become more available because of the proliferation of smartphones where social media apps can easily be installed.

3-Communication cycle

The first six steps are:

- sender**
- encoding**
- message**
- receiver**
- decoding**
- feedback**

**the following models can help us to clarify the communication process
(appendix at the end of Assignment).**

4-Non-Verbal Communication



There are four 4 categories of nonverbal communications:

-Aesthetic

-Physical

-Signs

-Symbols

-Aesthetic communication involves creative expressions such as art, music, dance, theaters...etc.

-Physical communication involves bodily movements used during social interaction such as smile, frown, wink..etc.

-Signs include any signals that are used or displayed to communicate a message or that have a special meaning.

-Symbols are any material objects that promote social status such as jewelry, cars, clothing...etc.

nonverbal communications is used to transmit one's feelings, attitude, and overall message.

Nonverbal communication has a tendency to either support or replace verbal communication (Phutela 2015).

(appendix at the end of the Assignment)

5-Importance of Nonverbal Communication

Non-verbal are messages of every-day behavior,

non-verbal do not lie and therefore they tend to believe the non-verbal message when a verbal message contradicts, it was proven in tests

in which subjects were asked to react to sentences that appeared friendly and inviting when reading them but were spoken angrily.

People try to make sense of the non-verbal behavior of others by attaching meaning to what they are doing.

symbolic messages help the hearer to interpret the speaker's intention and this indicates the importance of non-verbal communication in the field of interpretation, In daily conversations it often happens that we do not understand what the

other person wants to say like "What do you mean by this" so that the speaker clarifies his message this is the moment when non-verbal communication comes in, giving him subtle hints on how the message is to be understood.

Human beings use non-verbal means to persuade, or to control others, to clarify or embellish things, to stress, complement,

regulate and repeat verbal expressions. They can also be used to substitute a verbal expression, as this is the case with several body gestures, non-verbal communication is emotionally expressive and so any discourse appealing to the receiver's emotions has a persuasive impact.

Examples

1.Intonation

2. Tone of voice

3. Vocally produced noises

4. Body posture

5. Body gestures

6. Facial expressions and eye movement

7. Pause

8. Feedback

There are scores of definitions that researchers and scholars use to define non-verbal communication. Among the definitions we

have studied:

-Schramm's Model of Communication

-Berlo's SMCR Model of Communication

Non-verbal communication consists of all the messages other than words that are used in communication. In oral communication.

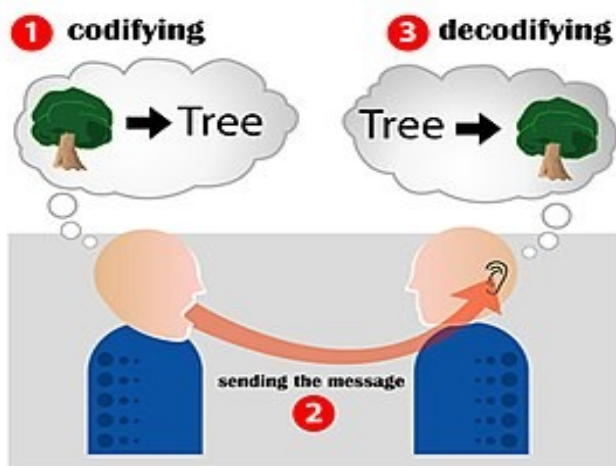
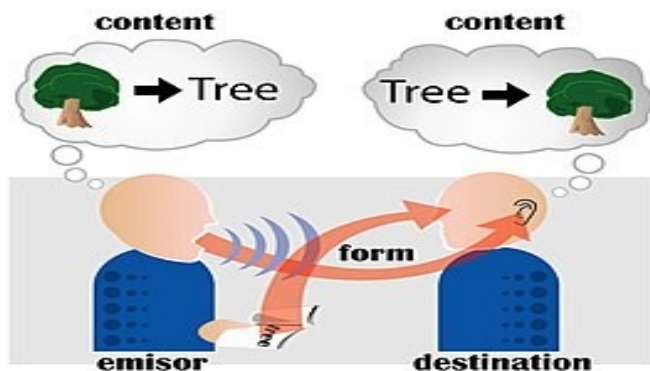
These symbolic messages are transferred by means of intonation, tone of voice, vocally produced noises, body posture, body gestures, facial expressions, or pauses.

In other words-spoken message always sent on two levels simultaneously, Non-verbal behavior predates verbal communication because individuals, since birth, rely first on non-verbal means to express themselves. This innate character of non-verbal behavior is important in communication.

the body gestures and facial expressions of the speaker, make sense of these symbolic messages but the emotionally expressive appealing to the receiver's emotions that have a persuasive impact.

6-What is effective communication

An act of delivering information for the purpose of creating an understanding.



(From Wikipedia free encyclopedia)

What is required for effective communication?

- **Listening Skills** – how we listen (with ears and eyes)

Listening differs from obeying listening person who receives and understands information or an instructions.hearing is a physiological phenomenon listening is a psychological act.

- **Nonverbal skills** – body language

Body language is a type of a non verbal communication, in which physical behaviors body posture, gestures, eye movement, touch it is an important part of communication to understand more of this topic we can become skilled at

understanding other people's posture.

- **Para Verbal skills – how we say the words we use**

Paraverbal communication is the messages that we transmit through the voice's tone it is how we say something not what we say.

- **Verbal skills – what words we use**

words that we share information with other people. It can therefore include both spoken and written communication.

- **Written skills – how we write**

Writing is a form of communication that allows us to put our feelings and ideas on paper and to write meaning through well-constructed text.

7. Written Communication

How to Write Clear and Professional Emails/ Formal or informal?

-Know Your Purpose / Clear emails always have a clear purpose.

-Use the "One Thing" Rule

Make each email you send about one thing only. If you need to communicate about another project, write another email.

-Practice Empathy

Empathy is the ability to see the world through the eyes of other people. When you do this, you understand their thoughts and feelings.

When you write emails, think about your words from the reader's point of view. With everything you write, ask yourself:

-How would I interpret this sentence, as someone reading it?

-How would this make me feel if I received it?

-Keep Introductions Brief

One way of keeping introductions brief is to write them like you're meeting face-to-face. You can leave your credentials in your email signature. This is ideal because:

It keeps the main email body as short as possible. It avoids misunderstandings. Re-introducing yourself to someone who already knows you come across as rude. If she's not sure whether she knows you, then you can just let her check out your signature.

Talking of signatures, make sure you've set one up. It's a shorthand way of sharing information that you should include in every email. But putting this information in your signature, you keep the body of your emails short.

Your signature should include:

Your name.

Your job title.

A link to your website.

-Limit Yourself to Five Sentences

In every email you write, you should use enough sentences to say what you need and no more. A helpful practice here is limiting yourself to five sentences.

8.ACTIVE LISTENING

There are three stages for the active listening

1-Receive information

2-Interpret

3-Responding

we must not confuse hearing with active listening

information being given to us by a person and the Impact on how much this information we actively receive in the first place

Example from our studies about ACTIVE LISTENING

Gathering Information

Gather accurate and complete information

Interpreting Information – and Checking that Interpretation

S.O.L.E.R non-verbal behavior's importance when trying to gather information. With the exception of the seating positions, there is one characteristic that the attending posture nonverbal skill

S.O.L.E.R

S = squarely face person

O= open posture

L= lean toward to the person

E= eye contact

R= relax

Helping to calm someone who is emotional

They will be listening to their emotion rather than anything we say.

There is a very simple technique for assisting someone to get rid of their emotion, and it goes that technique is simply to ask questions and reflective questions:

To ask questions

-What did you do next?

- What happened then?
- Did anyone explain anything to you about these things?

And reflective questions:

- So you felt pretty irritated about that?
- You felt that he was ignoring you, right?
- The next thing he did was to meet with other group members without telling you?)

9-Example

Example of poor communication in your own or your friend's workplace.

In our studies we had an example of MARIA and PEDRO but in our life we have a lot of of poor communication in other words we sometimes call it a lack in dialog which lead us to the poor communications,

Poor communication in the workplace includes lack of communication, incorrect messaging, incomplete directions, and a host of other problems related to speaking, writing, and listening.

Miscommunication failure to communicate adequately and non-communication can contribute to conflict.

When colleagues work with different sets of information and have conflicting personalities and work approaches, it can create tension and lead to misunderstanding and anger.

For example in a factory where there is a lot of work and noise and everybody is trying to make their plan to target one worker Louay asked his colleague to give him a carton box to put in it one item from the production line for dispatching,

what he understands that he should bring a car which can load one ton of carbon products.

Suggestions to improve communication in the workplace:

Teams in the workplace, they must receive frequent feedback from their leaders and each other, this feedback to completed work but also include sharing any questions, insight, praise, or problems that the team may confront that leads to a high communication.

- Create a communication-friendly space**
- Keep communication constant**
- Offer a platform for anonymous Feedback**
- Hold weekly meetings**
- Ask for your Employee's Feedback**
- Communicate Face To Face F2F.**
- Master your body language**
- Don't over-communicate**

-Take time to listen.

10. Analysis

There is a relation between all kinds of nonverbal communication and verbal communication all our communication channels for different kinds of human reaction and expression which can also be appeared and used by our new modern technology.

Relating to the interaction of verbal communication and nonverbal communication in academic educational field there are programs and studies researches which focuses on the formation of communication

but what is the most important aspect in the new communication generation that we use these application of all modern technology for transmitting Information actions.

appendix

appendix 1

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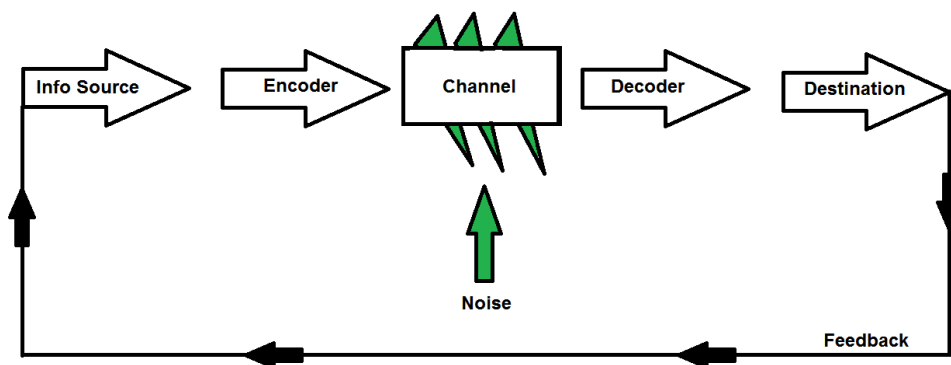
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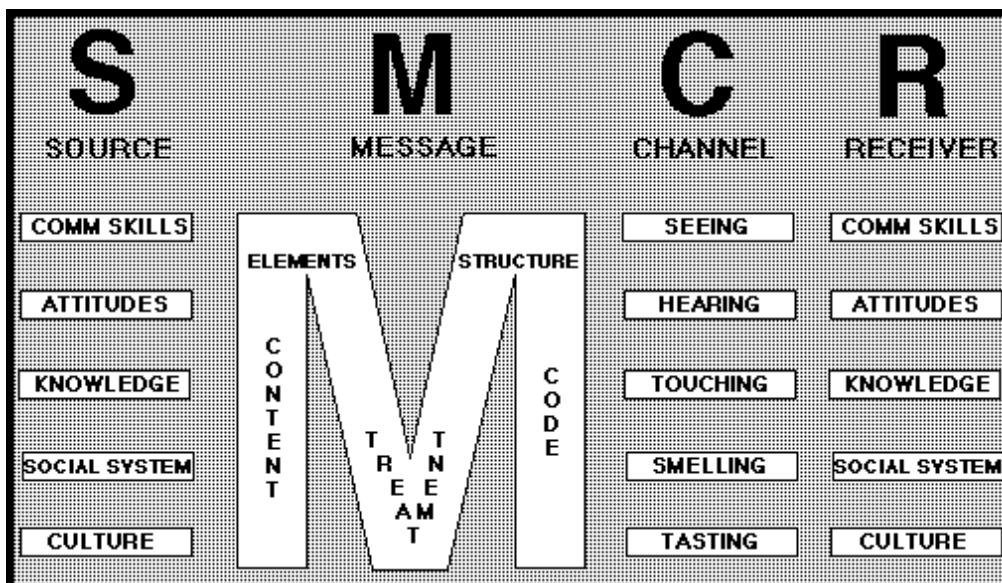
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appendix 2

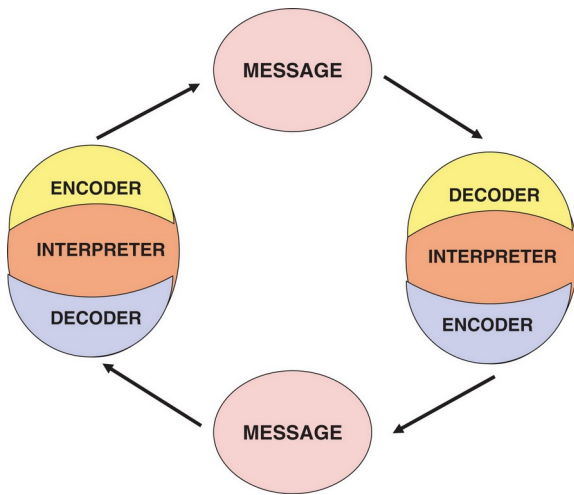
Berlo's SMCR Model of Communication

Berlo's Model has mainly, four components to describe the communication process. They are sender, message, channel and receiver. Each of the component is affected by many factors.



-Schramm's Model of Communication

The Schramm model of communication seeks to explain how meaning is transferred between individuals, corporations, and others. The most commonly taught and widely used theory of communication is that proposed by Wilbur Schramm in the late 1940s.



appendix 3

ACADEMIC JOURNAL ARTICLE

https://www.questia.com/library/journal/1P3-3929416571/the-importance-of-non-verbal-communication_

IUP Journal of Soft Skills

The Importance of Non-Verbal Communication

By Phutela, Deepika

Article excerpt

Introduction

Communication is a process in which people verbally or non-verbally share information and ideas. Non-verbal communication can be best defined as a silent form of communicating with a person or party without using any form of speech to grab the attention of audience or to exploit a message. Non-verbal communication is often used to express a thought or thoughts and make your message more appealing and interesting to the person you are speaking. Non-verbal communication has a great influence over our social environment and the whole communication process. There are four important functions of non-verbal communication. These functions can complement, regulate, substitute for, or accent a verbal message. In addition to these functions, there are many types of

non-verbal communication: paralanguage, body movement, facial expressions, eye messages, attractiveness, clothing, body adornment, space and distance, touch, time, smell and manners.

Categories of Non-Verbal Communication

Non-verbal communication can be divided into four categories: aesthetic, physical, signs, and symbols.

1. Aesthetic communication occurs through creative expression. This would include all the art forms: music, dance, theater, crafts, art, painting, and sculpture. Ballet is an example of this, as there is dance and music, but no spoken or sung words. Even in an opera, where there are words, there are still facial expressions, costumes, posture, and gestures.

2. Physical communication includes a smile or frown, wink, touch, smell, salute, gesture, and other bodily movements. Social conversation uses a lot of these physical signals along with the spoken words.

3. Signs are a more mechanical kind of non-verbal communication and include signal flags or lights, a 21-gun salute, a display of airplanes in formation, horns, and sirens.

4. Symbols of communication are used to build self-esteem. This includes jewelry, cars, clothing, and other things to communicate social status, financial means, influence, or religion.

Physical Communication

Physical communication is the most used form of non-verbal communication. A person who is aware of another person's non-verbal cues understands that person better. Even the way you are standing and your position in a group of people can communicate.

The amount of distance between you and another person will be interpreted in a certain way, and the meaning will change according to the culture. It can mean either an attraction, or can signal intensity. Standing side-to-side can show cooperation, where a face-to-face posture may show competition. Your posture can communicate in a non-verbal way, whether you are folding your arms, slouching, crossing your legs, or standing and sitting erect. Finally, any actual touching can convey attraction or a level of intimacy, e.g., shaking hands, patting the back, hugging, pushing, or other kinds of touch.

Other forms of non-verbal communication are facial expressions, gestures, and eye contact. When someone is talking, they notice changes in facial expressions and respond accordingly. These include raising your eyebrows, yawning, sneering, rolling your eyes, gaping, and nodding. The meaning of these movements is pretty much the same in all cultures. Gestures, however, are many times an individual's way of communicating as most people gesture when talking. Eye contact is very important in communicating non-verbally. You can read a person's emotion through his/her eyes, and many times it is not the same emotion that their words are trying to convey.

Effects of Non-Verbal Communication

Non-verbal communication, especially body language, can send a strong message in spite of what your words say. Even the tone of your voice, its pitch, volume, quality, and speed affect what you say. Your body language can:

- * Repeat the message your words are saying;
- * Contradict what your words are saying;

* Be a substitution for your verbal message; and

* Add to the meaning of your message. ...

11.Reference list

- UWTSD Moodle 2019/20
- Wikipedia free online encyclopedia
- https://www.questia.com/library/journal/1P3-3929416571/the-importance-of-non-verbal-communication_

appendix 3 ACADEMIC JOURNAL ARTICLE

- Images for free pictures of communication wikipedia

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