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Communication

1. Introduction

This report shows my understanding of the communication models explained by Shannon and Weaver, Schramm and Berlo. I have written about types of communication skills, including things that affect our communication process, Verbal and nonverbal, and explained the disadvantages of internet communication technology.

Communication is a process in which we interact and share information from person to person or in a group through Verbal Language by speaking or Non-verbal with body language, writing, or using some other form.

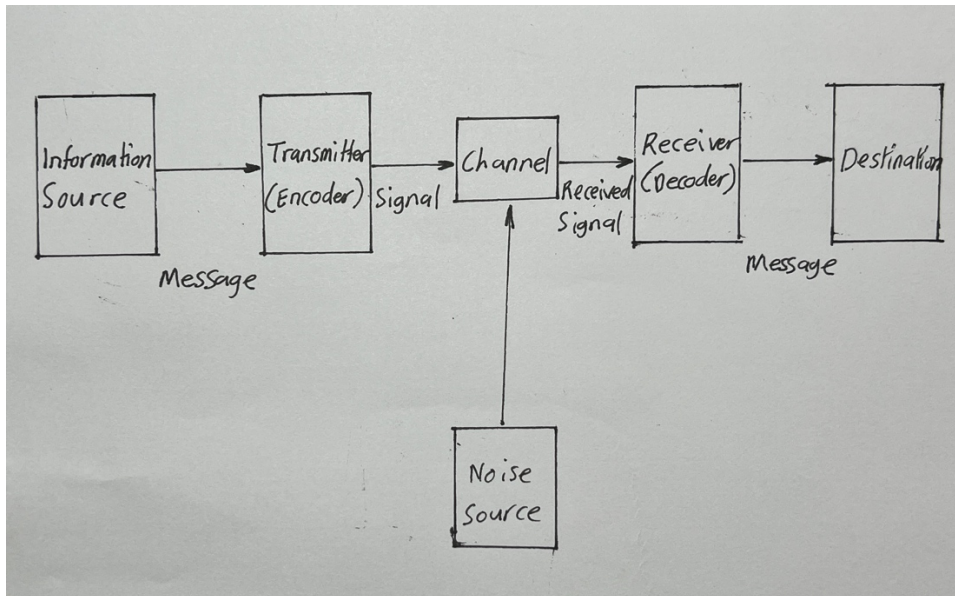
Communication has evolved through the years from person-to-person interaction with each other, then came cave painting. When humans discovered fire, they started using smoke for signalling; then, even pageant was used to carry messages. The telephone was then found then came the internet, which has made communication much quicker for us as we no longer must wait for years, months and days to receive messages. We can now send emails and text messages in just seconds with technology.

2. The Three Communication Model Types.

2.1 Shannon and Weaver's Type

They argue that human communications can be separated into six parts or concepts. Shannon develops this to better the understanding of communication through the telephone we use in

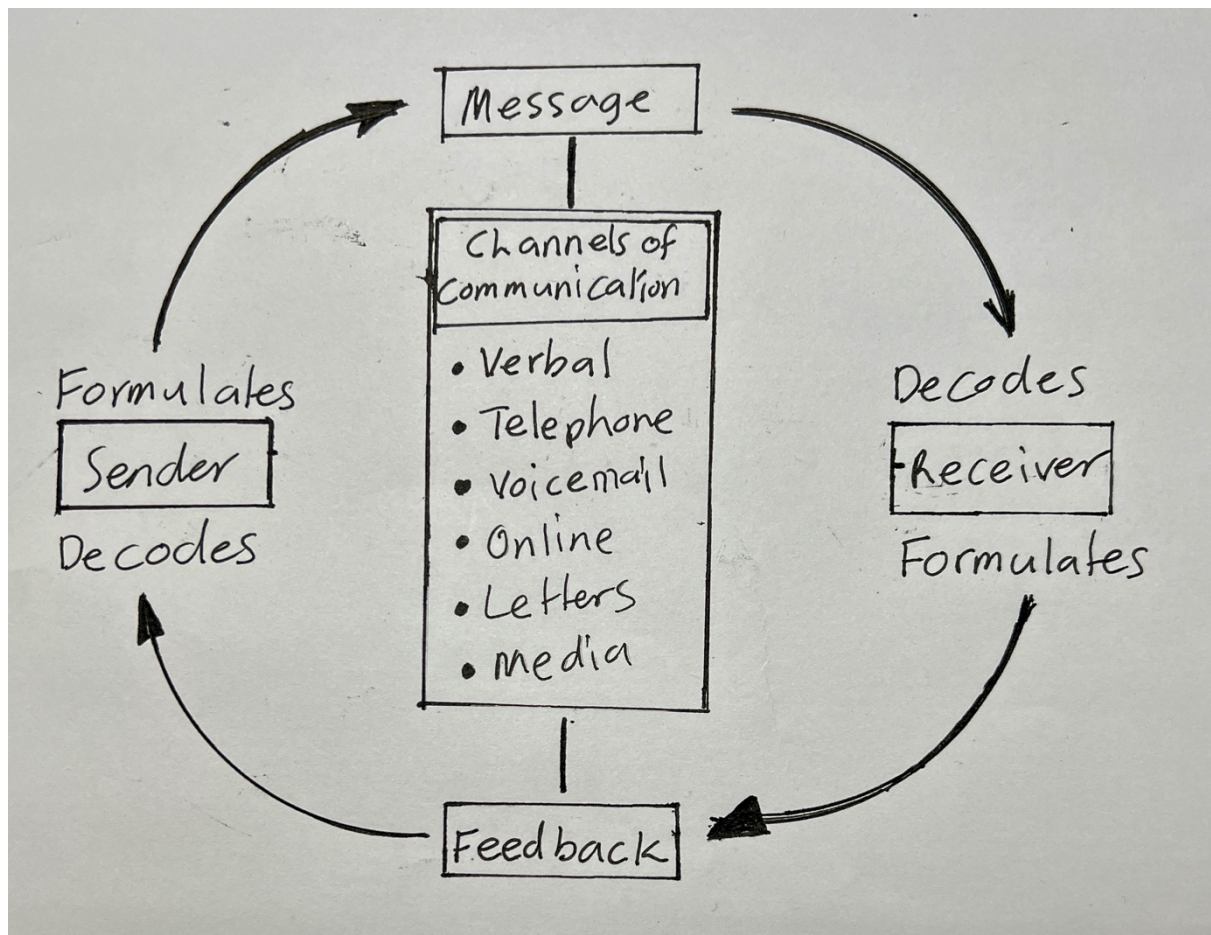
making calls. In this way of communication, communication occurs when a message has been sent and received.



The sender and information source has the information at the beginning. The sender could call someone or text, send a message, or email. The Transmitter/Encoder is what converts a message into the signal sent from the sender to the receiver. An encoder example could be a telephone with our voice through the telephone line or radio through radio waves. Channel is the internet platform, sending email as an example. Noise is the noise that can interrupt messages. The idea is that noise can interrupt the way we understand the message from the sender. The noise can be when the sender makes a mistake in spelling when someone misinterprets a message. The exterior noise may be making a call in a noisy environment, making it hard for the receiver to understand. An example of the loud environment factor could be the case study of Maria and Pedro when Maria called Pedro to tell him to see if he could get chicken on his way home, and Pedro thought she said, “when I come home, I will see you in the kitchen”. I believe confusion occurred because chicken and kitchen sound so much alike, plus noise could have been why he could not hear. The decoder is the device that decodes the message, for example, mobile phones, computers, and telephones. The receiver is when the person receives the final note, transmission, or email.

2.2 Schramm's Model

This type is like sending a message to someone person to person. This communication model is circular rather than linear. Communication with this model is between two people sending each other messages. The four main parts of this model are Encoder, Interpreter, Decoder and Message.

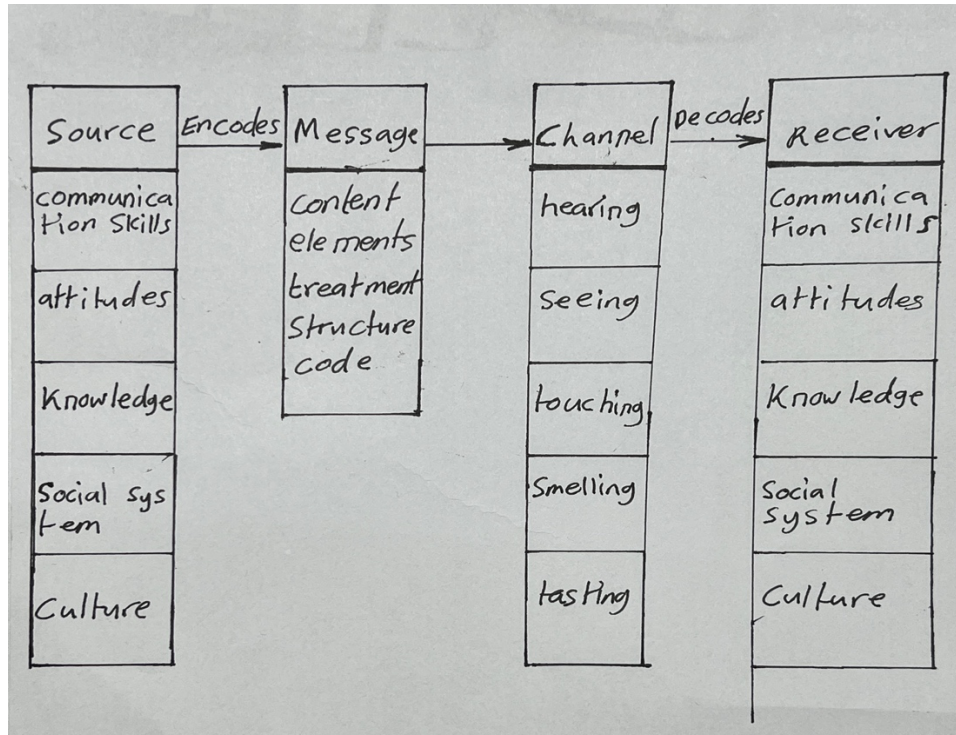


In this model, the interpreter oversees both sending and receiving the message as they Encode and decode it. The sender is the Encoder, and the Receiver is the Decoder.

An Example will be I am the Encoder, and I send a text message to my mother, reads the statement, and interpret and decode what it says. She then replies to me, and the circle continue. This Model does not talk about the Noise factor or the misinterpreting of the content.

2.3 Berlo's Model of Communication

This communication type includes both verbal and nonverbal forms of communication; it also considers the person's feelings, which is the emotional aspect of the sent message. The four factors of this model include Source, Message, Channel and Receiver.



In this model, the Source is the first one that transfers thought onto words, Encodes the message, and sends it through a channel which is the medium used when sending the message. Then, the one that receives the message decodes the message. This model is used in newspapers, magazines, social media, television, and other forms of communication. The source transfers words using communication skills, attitudes, Knowledge, Social skills, and culture. These are the same skills the receiver also uses to decode the message. The sender needs to have good communication skills to articulate their message clearly, and the receiver will need to be able to read and understand the message. Exam when speaking to an audience, you must have the right attitude, be sincere, passionate, and thoughtful of your listeners. You will need to be knowledgeable on the subject and be clear to be understood. Social System is Our beliefs, values, religion, social factors, and many other aspects affecting how we communicate and receive the message. Our cultural difference can affect the way the message is received example; the receiver may not understand a speaker with a powerful accent. The Message is the information sent to the receiver, such as text, video, audio, or other. Content is the whole text or video from beginning to end. The element is the non-verbal forms of language used. Examples are body movement signs and gestures. Treatment is the way we transfer our message to be direct. The structure is how the news is structured to influence how it can be understood and accepted by the receiver. The code is how the message is presented, for example, saying you disagree on something, but you are nodding your head which sends the wrong message. Channel is the medium we use to send the news

like the internet and telephone, and when communicating with each other, we use our five senses: the channel, hearing, seeing, touching, smelling, and tasting. The receiver also needs to have good communication skills, the right attitude, and knowledge about the topic the speaker is saying or writing. It is a one-way form of communication as there is no feedback from the receiver.

3. Types of Communication Skills

3.1 Verbal

When we use words to pass on a message or information, this is known as Verbal communication. Words that we speak as a language or written to communicate with others. According to Sutiyo March 2018, it is one of the most important ways people communicate. Verbal communication can be done orally or written. Oral communication is by speaking face to face with another or by telephone or mobile phone. Written communication is done through letters, written documents sending emails and social media, where you interact with people sending messages, etc.

3.2 Nonverbal

Non-Verbal Communication is the body language we give off while communicating it is without the use of words; it is done mainly with the help of body language, facial expressions, and the tone of our voice, whether soft or loud. Body movements like the way you positioned your body, whether standing or sitting, arm crossed or not, nodding the head, etc. Facial expression can tell whether you are happy, sad, smiling, angry or confused, maintaining eye contact or not. Facial expression can say a lot about you to another person more than we even notice ourselves as we cannot see our face, but they can. Facial expressions are the same worldwide, which can help read people's emotions, unlike somebody's language, which can mean a different thing in another language.

3.3 Listening skills

Active listening is by being prepared to listen to a speaker to observe the verbal and non-verbal forms of communication the speaker uses to pass on a message to the listener. The listener will need to pay attention and concentrate on understanding what the speaker is saying. Therefore, it is essential not to be distracted to pay attention fully. You can get the correct information, learn, and understand by paying attention and listening carefully. Using non-verbal Language like nodding your head helps show that you are paying attention and engaging with the speaker. When you are not listening, you tend to assume what the person is saying, preventing you from engaging with the person.

4. The importance of effective communication in a workplace.

It is essential to send the correct information so that the person receiving the message does not get the wrong information. For example, in my workplace, the manager who is a leader needs to be clear when given instructions and to make sure that as a team, we understand and know what we are doing so we can do our job well and effectively. It is essential to build a good relationship with us by listening and acknowledging what we are saying with a good understanding. In my workplace, when given instructions on what to do for the day, my manager likes complaining about what other team members are not doing well on, at the same time rambling and leaving as confused about the task for the day. It is essential not to ramble too much, get the most important point across, and deal with other team members' problems individual on what they're not performing well on to build a good relationship. It leaves as Not paying attention, being distracted and not motivated.

5. The disadvantages of communication technology

The Advantages and Disadvantages of Communication Technology the devices and tools used to send and receive information include telephone, radio, television, and the internet. All this communication technology is very convenient and helps us be more efficient with our day-to-day tasks, and convenience is the key to success whether at work or in your business. The use of the internet is now possible to virtually visit any part of the world. When it comes to the education sector, there is much improvement significantly as technology has made it possible to join online classes and virtually acquire a degree from any institution worldwide if you have a computer and internet connection. With all the positive aspects of internet communication technology, there are also problems such as

For example, technical difficulties like microphone problems sometimes make it hard to hear the other person.

To avoid identity theft, you must be cautious about how and to whom you give your personal information and avoid unsecured websites. You should also question the sources of your data. Bullying on social media platforms has also become a problem as people can easily hide their identity and send negative and heartfelt messages to others. People are so invested in social media that they no longer have time for face-to-face communication.

6. Barriers to communication

We need to communicate effectively to not put others at risk by not following the correct instructions, especially in a work environment. Many barriers can prevent us from communicating effectively. These could be attitude conflicts at work that can change your behaviour towards a person, which can cause you to lose interest in anything the other person has to say, creating a barrier to communication. Language can be a barrier when you don't understand or speak the same language; cultural differences and religion, lack of knowledge on a topic can also prevent you from fully understanding it, and lack of interest keeps you from paying attention. A noisy environment can also stop us from hearing and getting the correct understanding.

7. Conclusion

In this report, I have expressed my understanding of the three communication models to show the concepts. I have explained and given examples of communication skills, both verbal through words or written and nonverbal through body language and facial expressions to communicate. I have shared my thoughts on poor communication in my workplace that I experienced in the past and offered suggestions of how I think it could have been effective. I clarified the barriers that prevent us from communicating effectively and the advantages and disadvantages of communication technology. Completing this report has helped me gain much more knowledge Regarding communication.

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