

MODULES OF COMMUNICATION
2000 WORD REPORT

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Introduction

In this report I will be presenting my understanding of the modules of communication along with discussing case studies for a deeper interpretation of communication.

What is communication?

Communication is the act of giving, receiving and sharing information.

In what ways can you communicate with others?

When the word communication is discussed, people often think that speech is the only way you can communicate but you can communicate in many ways using: Facial expressions, gestures, pointing, writing, drawing, texting, calling, e-mails, touch and many more.

Berol's SMCR Model of communication

In 1970 David Berol created Berol's Sender-Message-Channel-Receiver (SMCR) model of communication from Shannon Weaver's model of communication in 1949. Berol's four main factors that describes the process of communication which Sender-Message-Channel-Receiver.

Sender

- The sender is the root of the message or the person who starts the message. The communication skills of the sender are extremely important. If the sender has good communication skills the message will be communicated better. If the receiver cannot grasp the message, then the communication will not be effective.
- The effect of the message is created by attitude of the sender and receiver. For example, if a sender was having a bad day and sent a message with their personal feelings attached it will come across as rude and blunt and the effect and meaning of the message changes.
- Having knowledge on the subject you are sending about makes the communicated message have a larger effect.
- Things such as values, beliefs, laws, rules, religion and more can affect the communicators message, so can culture. If a sender sends a message to a receiver and the message contains something that is the opposite to what they believe in, they can take offence to the communicated message.

Message

- A message is the body that is being sent by the sender to the receiver. This message can be sent in the form of voice, audio, text, video, e-mail, text and more.
- Content is the whole message, elements are the non-verbal things added to the message such as gestures, signs, language, and more. Treatment is how the message is conveyed to the receiver.

Channel

- Channel is the method used to send the message. The five senses of a human beings are the channel for communication flow, and it's affected and the effectiveness of the channel.
- Receiving a phone call, audio message or voicemail means the message has been received the message through hearing.
- Non-verbal communication such as: E-mails, texting, photos, hand gestures and facial expressions is communicated through seeing.
- Touch and smell are also a non-verbal type of communication. We collect information through smell.

Receiver

- The receiver is who gets the message once it's communicated from the sender. If the sender and receiver are not similar the message might not have the same effect as intended. The receiver must also have good listening skills.

The cons of Berol's SMCR model

- No feedback meaning the sender does not know if the receiver has received or understood the message.
- No room for noise. There are many things that can cause an issue when trying to communicate. For example, there being no service when trying to make a call or send a text message or e-mail.

Shannon and Weaver's model of communication

Shannon Weaver's model of communication was created in 1948. Shannon Weaver's model focuses on encoding.

Sender – (Information Source)

- The sender is the person who creates the message, decides on the channel and sends the message.

Encoder – (Transmitter)

- Encoder is the sender who creates the message, decides on the channel and sends the message.

Channel

- Channel is the medium used to send the message.

Decoder – (Receiver)

- Decoder is the machine used to convert signals or binary data into message or the receiver who translates the message from signals.

Receiver – (Destination)

- The receiver 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 disturbance like environment, people and more that does not allow the message to get to the sender.

Cons of the Shannon Weaver's model of communication

- The feedback from the receiver is less important in comparison to the messages sent by the sender.

Schramm's model of communication

Wilber Schramm created the model of communication in 1954. Schramm believed that the information was of no use until it was carefully put into words and conveyed to others. He emphasises that if there was no feedback the communication is incomplete and is ineffective unless the sender receives feedback.

Schramm believed that the sender and receiver's knowledge, experience and communication. Any communication where the sender does not get feedback, the communication is not complete.

Maria and Pedro case study

Referring to the Maria and Pedro case study I believe Pedro could have misunderstood his wife Maria during their phone call because of the bad connection, speaking too fast and Pedro not paying attention. Pedro working at a building site could mean bad connection making it hard for Maria and Pedro to understand each other over the phone.

Maria his wife could have been speaking too fast making it difficult to understand her and Pedro being at work he could have been too busy to concentrate properly making it another reason he could have misinterpreted what his wife Maria said to him over the phone.

Shannon Weaver's model of communication explains this confusion because of the 'noise' disturbing the flow of communication. The bad connection, fast speaking and lack of concentration are all disturbances in communication.

Schramm's model of communication explains how this situation could have been avoided. In Schramm's model it involves feedback, if Maria received sufficient feedback from Pedro, she would have been able to understand that Pedro did not understand her message and would have been able to correct him, so he understands.

The Professor and the village people case study

Referring to the Professor case study I believe that the village people did not help the Professor while his house was on fire since they did not understand what he was trying to communicate.

The Professor could have got help if he changed his communication skills also in the past, he mistreated the villagers, so they chose to ignore him.

Berol's model of communication explains the situation because his communication skills were poor and in order to have good flowing communication you need to have good people and communication skills.

A day with the Chief

Referring to the 'A Day with the Chief' case study, I would have to be afraid and nervous to meet Mrs. Brown seen as everybody has communicated their thoughts and feelings about Mrs. Brown and have painted a bad picture of her and ruined her reputation by also calling her "the wicked witch of the west". This would have made me unconsciously put up a wall due to being so nervous to meet her.

I do not think Mark correctly evaluated the context because he brought up other people when the trio was supposed to be about Mark meeting Mrs. Brown to discuss his work strategies on how he sells and persuades customers to buy the companies computers at a fast rate. Mark becoming more comfortable and loosening his tie and communicating lazy body language while degrading other staff and talking about his thoughts on their pay led to the C.E.O's change in attitude. Mark had been flown out to California with all expenses paid picked up in a company car and should have been grateful and left his thoughts on their pay for another conversation seen as it comes across as ungrateful bringing that up the first time they meet. Mark could have broken down his thoughts, thought it through well and had another conversation with Mrs. Brown and waited for her to ask his opinion on their pay or brought it up at a later time on his trip.

Max the multitasker

Max over booking and over occupying himself made it harder for messages and communication to be understood correctly seen as he didn't always hear or remember the communicated message.

This situation could have easily been prevented by Max kindly rejecting bookings if he knew he was already too over booked and would not be able to handle all the bookings at once. Declining a few bookings would have allowed Max to have time to plan at least 2 separate bookings at once without it becoming too over whelming to the point that he starts forgetting clients highly important requested changes to their bookings.

Tamara asking Mark why he doesn't have anybody helping him out with his bookings and suggesting that he hire people to help him out shows that she noticed he was very busy but Mark responding and saying that he does not have much money at the moment and going on to explain his mother's condition as to why he needs all the money he can get makes the situation understandable as to why he over books himself and tries to remain busy.

Once Tamara had called to push the date of the booking forward while on the phone if she had noticed Mark's attention was elsewhere she should have double checked before hanging up or once hanging up called back later to send a written communicated message such as a text message or an e-mail.

Tamara's reaction to the failed event was over exaggerated and selfish seen as she knew the reason Mark kept himself busy and over booked. Tamara could have suggested to help Mark plan her parent's event instead of cursing him out, that was wrong on her behalf.

This case study shows why Schramm's model of communication could be used seen as it states communication is not complete without proper feedback. If Tamara called Mark to reschedule and his feedback was showing lack of attention she should have double checked until she got the feedback, she needed which confirms the understood message and shows that Mark understands.

Nonverbal Communication

Nonverbal communication is communication through eye contact, gestures, touch, posture, body language, and signing. Nonverbal communication reflects ways that humans collect information about their emotions, needs, intentions attitude and thoughts without the use of verbal communication. Nonverbal communication plays a very important role in our lives aa it can better a person's ability to relate, engage and have meaningful interactions in everyday life.

Verbal Communication

Verbal communication is communication using words some forms of verbal communication are phone calls, face-to-face conversations, voice mails and more.

Written Communication

Written communication is sending messages, orders or instructions in writing. There are many forms of written communication such as: letters, manuals, reports, e-mails, postcards and notes. These methods of written communication can be formal or informal.

Formal and informal communication

Formal communication is used in a professional environment. Formal communication is the structured and official flow of information between leaders, employees, colleagues and others. This can be over the phone, by e-mail, letter or face to face.

Informal communication is communication between friends and family members. Informal communication is the spontaneous and unofficial flow of information between friends and family. This could also be using abbreviations and emojis which is suitable for informal communication.

Conclusion

This report sums up the different modules of communication and how each different module can be used in different ways to communicate a message. Each case study is broken down and shows which module of communication could have been used to avoid the issues caused by miscommunication.

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