

University of Wales Trinity Saint David

Effective Team Work and Communication

(BMSW4002)

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Introduction

Communication refers to the process of conveying information from one person or group to another across a transmission channel such as a phone line, telegraph, email thread, or any other comparable media(Wang , 2019). At least two persons must be involved in communication for it to be effective in transferring communication to the intended receiver. Whilst the other side is responsible for transmission, the first side serves as the message's recipient(Kuznar and Yager, 2020). This report includes the analysis of the models of communication-based on the case study. The case study is based on the lack of communication between the professor and the village people. The three models of communication discussed in this report are the Shannon and Weaver Model, Schramm's Model, and Berlo's SMCR Model of communication. This report also discusses the complications that occur in communication between the professor and the village people.

Case Scenario

This report includes a case based on a distinguished Welsh professor of English and his family who resided in a tranquil Welsh community on a spacious property. He avoided rural shopping since he had no desire to mingle with the majority of uneducated and manual labourers who resided there. Instead, he went shopping in a city close to the university. The professor never had any communication with the village people because of the fact that the village people are uneducated and they do not have any educational degrees or qualifications. Before retiring one night, the professor was smoking a pipe when he accidentally spilled it on the floor, igniting a fire. And the whole house was on fire and no village people have helped or listened to him and they continued to do their work which they were doing.

Models of Communication

Shannon Weaver Model

1948 saw the publication of “A Mathematical Theory of Communication,” often known as the “Shannon-Weaver model of communication.” The Bell System Technical Journal published this hypothesis. Shannon was a notable person in the American disciplines of mathematics, electrical engineering, and science (Al-Fedaghi, 2020). Using this paradigm should facilitate the transmission of information from the sender to the recipient. They also uncover something known as “Noise,” which refers to variables that interfere with communication. When the paradigm was first created, the development of technical communication was one of its key aims. Later on, numerous people started to utilise it for communications-related purposes (Muyanga, 2021). The model encompasses a vast array of topics, such as the origin of the information, its transmission, noise, the channel, the message, the receiver, the channel, the destination of the information, encoding, and decoding.

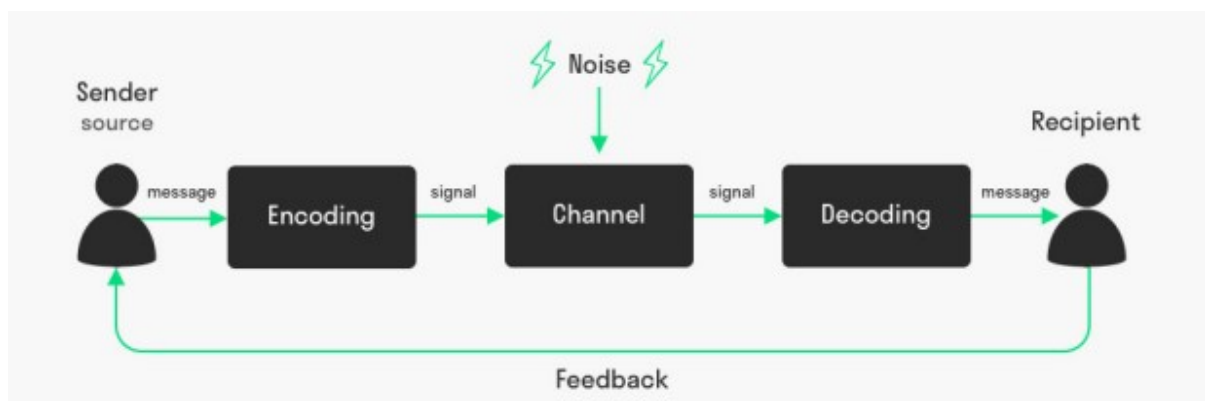


Figure 1: S&W Model of Communication

Source: communicationtheory.org

Because the message was sent from the sender, who is the professor, to the receiver, who is the people of the village, but the people of the village did not offer any answer to the professor for helping him extinguish the fire, this communication model cannot be executed in the case scenario (Wang et al.,

2019). Within the confines of this system, it is to be expected that communication will take place in both the forward and backward directions. Now, the model has the potential to act as the basis for a variety of different kinds of conversations. Communication is seen as a quantifiable quantity when viewed through the lens of the Shannon-Weaver paradigm. As mentioned in the discussed case study that the professor has used very improper way to promote the message to the village people as they were not literate and unable to understand the way the professor asked them about helping him to extinguish the fire on the house(Fan and Wu, 2019). The term which the professor used to ask for help from the village people is: "The edifice is being consumed by a great conflagration" which is not understandable for the village people due to the advanced vocabulary. That is the reason the village people did not answered to professor and hinders the two way communication between the sender and the receiver.

Schramm's Model

The Schramm model of communication, created by Erich Schramm, aims to clarify the process of meaning exchange between groups of people and organisations. Wilbur Schramm's communication theory, which was initially introduced in the late 1940s, is the most extensively used and taught a model of its kind today(Al-Fedaghi, 2020). Communication is a process that includes a sender (transmitter), a receiver, a message, and a medium, according to the Schramm model. All of these elements are required for effective communication. Based on the case study scenario, in this communication model, when a sender which is a professor communicates information to a receiver which is the village people, the village people are expected to interpret the message in the way intended by the Professor and provide an appropriate response or feedback. Regardless of the form of communication, if the Professor does not get a reply from the village people, the message is incomplete and, thus, useless(Kuznar and Yager, 2020). This is the main reason that this model of communication is not applicable to the case scenario as the

village people who are recipients have not implemented the professor's request for help to extinguish the House fire.

Berlo's SMCR Model

David Berlo has shortened the process of communication via the invention of the SMCR Model of Communication. The acronym SMCR consists of four distinct components: Sender, Message, Channel, and Receiver. Within the context of Berlo's SMCR Model of Communication, its basic parts are examined (Kuznar and Yager, 2020). The focus on message encoding and decoding in this communication tool enable information to be delivered in a way that is both clearer and more concise. The only way for two people to have a meaningful conversation, according to Berlo's technique, is if they are on the same intellectual level. As soon as this occurs, there is a chance that communication will be effective (Muyanga, 2021). Therefore, compatibility between the sender and the receiver is vital. According to this model, the professor and the village people needed to be on the same level as this means that they both should be having the same level of education and the sender and receiver should use that vocabulary that is understandable for both parties.

Communication Skills

One of the most crucial abilities a person may possess is the ability to communicate in a clear and efficient manner. In other words, it is crucial to both the process of communicating information to others and receiving information from others (Muyanga, 2021). The drive to communicate is so basic that it may be seen in new-borns as they examine their mother and strive to imitate her noises. In another sense, communication is the activity of exchanging information between individuals or organisations. It is possible to communicate in several ways, including orally (using one's voice), in writing (using books, magazines, websites, or emails), graphically (using logos, maps, charts, or graphs), and nonverbally (using

body language) (using body language, gestures and the tone and pitch of voice (Fedaghi, 2020). In reality, it's likely a mix of many of these factors. Mentioned below are the communication skills that need to be followed by both the Professor and the village people.

Friendliness

When talking with individuals in a friendly setting, honesty and compassion go a long way toward establishing trust and understanding. Effective communication may be enhanced by maintaining a pleasant attitude, an inquiring mind, and a willingness to ask questions to get a better knowledge of the viewpoint of the person with whom one is interacting. It is easy to start connections with bosses and co-workers with the smallest of actions, such as inquiring about their day, smiling whilst they talk, and recognising their achievements. Based on the case study there should be clear the language that the professor should have used to send the message to the village people because the village people were not educated. The professor should be of polite and friendly nature with the people so that they would have tried to listen to the professor.

Clarity and Volume

When attempting to interact with another person, it is crucial to be audible and articulate. Essential to efficient communication is the ability to alter one's tone of voice to the precise circumstances of one's operational environment. In certain situations, shouting may be deemed rude or just unpleasant(Fan and Wu, 2019). Learn how to “read the room” to realise how the people around one are communicating if one have any queries or worries. A number of vocal variations and tones are additional characteristics of spoken language. Several factors contribute to this, including the ebb and flow of the speech, the height of the voice, the way one emphasise sentences, and the pauses one use(Wang , 2019). These details may help set the desired tone and provide context for how the message should be interpreted (whether one realise it or not). Based on the scenario the professor should have analysed that

the people will not understand that advanced English because they were not educated. Despite speaking simple words the professor delivered the message in an unclear way which is the main reason that people found the message unclear and not important.

Advantage and Disadvantages of Technology in Communication

In today's modern culture, the advancement of communication technology has largely replaced the necessity for interpersonal contact. In the 1980s, the term "communication technology" was developed to describe the use of electronic methods of communication such as the Internet, mobile phones, and social networking sites such as Facebook and Twitter. It is now simpler and more enjoyable to communicate with individuals from other corners of the world than it was in the past due to the spread of these various means (Fan and Wu, 2019). The growth of communication technology, often known as information and communication technology (ICT), has facilitated not just interpersonal communication but also corporate transactions (ICT). Innovations such as video conferencing and electronic mail have enabled firms and entrepreneurs to communicate despite great distances. Through the use of messaging, chatting, and texting, individuals may now easily stay in touch with far-flung family members (Fedaghi, 2020). However, there are other aspects of modern forms of communication technology that are both good and detrimental. Based on the case study, the professor should have used the mobile phone technology and called the fire extinguishers instead of calling the people who lived far from the homes of professor and that took too long and the resulted in the complete burn of the house.

One of the most important benefits of modern communication technology is the rapidity with which messages can be delivered, received, and to which they may be almost instantaneously answered. As a direct consequence of this occurrence, communication has grown more dependable and beneficial in many sectors of life (Wang, 2019). Due to technologies such as video conferencing, Skype, and social networks, the Internet has also made it possible for a huge number of individuals to meet face-to-face

despite great geographic distances. Due to these advantages, the cost of long-distance communication channels such as telephone calls has been drastically reduced. Globalisation is another consequence of advances in communication technology, and it offers other advantages beyond those that are clearly obvious (Fan and Wu, 2019). As a direct result of the powers of information and communications technology to connect people together and facilitate commerce, the global economy has become more interdependent. When geographical and language obstacles are eliminated, people are better able to engage with one another and collaborate.

Conclusion

Effective communication serves a variety of purposes for both individuals and businesses; it aids in the formation and maintenance of relationships, facilitates the exchange of ideas and information, and encourages greater cooperation amongst team members, all of which contribute to increased output and more efficiency service delivery. Any issue between two persons may be resolved via the use of open and truthful communication.

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