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Introduction

This report will help to explore the importance of communication and how it can affect and impacts work forces, and model and theory regarding communication will be explore in this regard and some academic definition will be applied, in line with the objective of this report. The impacts of innovative technology will not be disregarded, barriers and benefits of positive communication and it elements will be carefully explored as well (Becker and Wortmann, 2021).

Literature analysis

Information is transferred through communication. Every communication has a sender, message, and recipient. Communication is complex despite appearances. Many factors can affect a message's passage from sender to destination. These include emotions, culture, communication, and geography. Businesses worldwide value clear, accurate, ambiguo-free communication. Given how difficult it is, this makes sense (Becker and Wortmann, 2021).

Communication has a sender, message, and recipient. Words and nonverbal clues "encode" the message. Hearing or reading it decodes it (Becker and Wortmann, 2021). Complex communication means several recipients may get different messages. Words and body

language might be interpreted differently. None may understand the sender. Sender and recipient aren't distinct face-to-face. Two speakers switch. Eye contact and body language are also used. Written communication separates sender and receiver (Becker and Wortmann, 2021).

Importance of communication in the world of work

Effective communication across an organisation enhances productivity and relationships. Open communication channels help employers earn employees' trust, enhancing production, productivity, and morale. Effective communicators are valuable to a company. Poor communication at work can make employees unmotivated and doubt their skills (leal, 2017).

Communication style and teamwork are vital to developing productive teams. Most managers or organisations recognise that well-established communication channels allow everyone to speak freely with peers, employers, and superiors, regardless of status. When employees don't fear humiliation or reprisal, they contribute more. Globally, a company that fosters effective communication is more likely to be innovative than one that doesn't. Internal and external communication both contribute to growth. Internal coordination and open communication ensure a consistent message to the outside world. Any growing venture needs effective internal and external communication within its teams and clientele (leal, 2017).

Positive communication helps managers manage teams. Managers may assign tasks, solve problems, inspire employees, and establish connections via effective communication. Fostering efficient communication channels means people may speak as needed, which influences team performance. Effective communication is crucial for every business (leal, 2017).

How can you increase workplace communication

Communication is a team's motor, as said. Managers must communicate clear, attainable goals to teams and people, defining what each project or team requires fulfilling organisational objectives (Becker and Wortmann, 2021).

All personnel must know project and corporate goals. To improve team communication, managers should promote and practise clear communication and communicate plainly without offering. This will boost team collaboration and production, two of any company's major goals (Becker and Wortmann, 2021).

Managers should communicate clearly. Face-to-face contact is preferred, but not always available. Open dialogue encourages participation. If a company or person doesn't listen and engage, they won't last. Listening shows respect and reveals unsolved employer problems that may need to be addressed, thus it's important for management to foster constructive conversation among their workforce. Most firms have ethics, a framework, and promote open, constructive communication between clients and workers, and their personnel is trained in this regard (leal, 2017).

Communication barriers and consequences

Poor communication is a lack of success and efficacy in the communication process. Poor communication is a common problem in many organisations, affecting project and operational success. Poor communication causes most team difficulties. Poor communication causes many shareholder disagreements (Donohue, 2018).

Also, Poor communication can damage a project's timeline, budget, and shareholder agreement. Due to inadequate communication, project reworks generate time and expense overruns. Poor communication can cause company failure (Donohue, 2018).

Some causes of inadequate staff communication

- Physical barriers include noise or distance between sender and receiver. This barrier is common on-site, where the surroundings might hinder communication. Jargon and language are linguistic hurdles. Jargons are phrases that the sender and some receivers may understand, but not all. Different languages might cause problems for both the sender and receiver (Donohue, 2018).

Message Ethics affect distortion. Unethical activity is used to communicate erroneous or incorrect information (Donohue, 2018).

Poor coordination is another organisational cause of chaos. Coordination helps shareholders fulfil their commitments on time and through the right channels. Coordination is a manager's ongoing duty to keep the team coordinated (Donohue, 2018).

The impacts of poor communication in organisation

The greatest detrimental effect of poor communication is organisational project failure. This is typically the result of numerous factors that were not resolved over an extended period of time, leading to a project being labelled as unsuccessful. This demonstrates that project managers did not pay attention to the already identified issues and that communication management was very poor (Donohue, 2018).

Argument is a frequent impact that is visible throughout the process. Conflicts may develop as a result of problems with incomplete information or inadequate inter-organizational communication. This could also happen as a result of unfavourable or dishonest feedback, which enrages the recipient and causes conflict. One of the greatest risks to any organisational goal is going over budget. This dangerous consequence can be attributed to inadequate project management abilities, poor coordination, and ineffective communication (Donohue, 2018).

2.

Models of Communication

2.1

Shannon and Weaver (1948): Numerous ideas and models have been developed to analyse the communication process. Here, we'll examine one of the most popular: the Shannon-Weaver model. Since it was first published in 1948, this model has undergone a great deal of adaptation, modification, and development. Warren Weaver was a scientist, while Claude Shannon was a mathematician. They were especially concerned in "machine translation" and the information transmission mechanisms of early computers, radios, and televisions. However, the idea also holds true for human communication, and it continues to have a significant impact on contemporary social sciences. It is known as "the mother of all models" since it serves as the basis for the majority of modern communication theories. The communication process goes through 5 major stages, according to the Shannon-Weaver model:

- The sender
- Encoding
- The television
- The decryptor
- The receptacle

The message is first thought up by the sender. Text is converted to signals by encoders. We express ourselves through it. It could be written, spoken, or signed. The method of transmission depends on the message's channel. This might be audio transmitted over the airways or binary data in a text or email. Depending on the channel, the sender and recipient may require phones or computers. The message must be decoded. At this moment, the communication is translated and understood by the receiver (Shannon and Weaver, 1963).

It may be a device that does this electronically with binary data, or it could be our brains as we take in all the language and communication data—words, images, intonation, etc.—that we are exposed to throughout the day. The message is subsequently decoded by the receiver's brain. The process isn't always straightforward, and communication may be challenging, as we all know (Shannon and Weaver, 1963).

"Noise" is introduced by Shannon-Weaver. The model's channel stage is hampered by noise. This can be a message that is difficult to hear due to background noise or other distractions. All of those emotions would be noise if you were speaking to a service user who was experiencing physical pain, stress, or mental anguish, which would impair their ability to concentrate and comprehend what you were saying. Shannon-Weaver does not concentrate on human qualities that might influence message decoding because it was developed for electrical communication. Differences in language or culture exist independently of communication "noise." (Shannon and Weaver, 1963).

Model criticism

Shannon-Weaver has a problem. It has drawn flak for oversimplifying the procedure and giving the impression that communication is linear and one-way. It might be challenging to communicate using many media today with large audiences who want information at different times. The fundamental ideas are still valid today, and they have served as the foundation for numerous contemporary models and theories of communication (Shannon and Weaver, 1963).

2.2

Schramm (1954) proposed the communication model. Information is useless until it's communicated. Encoding initiates communication by transforming thoughts into content. The recipient's main obligation is to understand the speaker's message. Until the recipient can decode the sender's message, it's useless. Without encoding and decoding, information cannot pass between people. Schramm's model follows this approach. Schramm's concept suggests good communication requires coding and decoding. Until the sender receives reply from the recipient, the communication is incomplete (Schramm, 2010).

According to Schramm, communication is two-way. According to Schramm's theory, it is the responsibility of the recipient to inform the sender whether he correctly understood the message. He must ask the speaker any questions he may have. The cycle is started by the speaker, who transmits a message to the listener, who decodes it and sends it back (Schramm, 2010).

According to Schramm, communication is influenced by knowledge, experience, and culture. Diverse backgrounds, faiths, and cultures give the message different interpretations. This communication model holds that when a sender delivers information to a receiver, the

recipient must interpret it in the intended form and give different interpretations of the message (Schramm, 2010).

2.3

Wilber (1960), David Berlo modelled 1960s communication. This model emphasises message emotion above speakers, unlike Aristotle's. Source, Message, Channel, and Receiver comprise SMCR. Sender creates messages. Message is decoded. Most communication models use sender. Composes message

Communication

Sender or recipient impacts communication. Communication abilities determine message quality. False messages are deceiving. The message won't be received without hearing and understanding. Communication is ineffective without listening, writing, reading, etc.

Personality

Attitudes impact communication. Attitudes determine communication tone. Message meaning varies on sender, recipient, and receiver. Positive messages have various effects.

Messaging

Tone, expressions, hints, and gestures are nonverbal. Gestures, facial expressions, etc. communicate. Code sends messages. Audio, text, and video are passwords. Incorrect password. Miscoding disrupts communications.

C-Span

Transmission channel. Internet, radio, TV, print, etc., message-dependent. Berlo senses messages. Channel messaging uses five senses.

- Auditory
- Sentence
- Visual
- Verbal/nonverbal messages
- Physical

Receiver is sender's counterpart. Message recipient decodes. Berlo's concept says the sender's elements and mental process should align. Improved communication Message fails if sender and recipient are different. Sender and recipient should share cultures, etc.

Advantages

It's simple. All communication aspects and implications are considered. This is person-to-person communication. This is a higher-level communication model.

Limitations

This model ignores noise and other message-failure causes. Consider noise. Two-way feedback, feedback and modern communications (Donohue, 2018).

Conclusion

Berlos' model of communication helps understand communication's varied dimensions and influences. It improves communication procedures.

3.

Communication Skills

Listening, speaking, observing, and empathising are communication's four Cs. These skills are essential for spoken, video, and written communication (Donohue, 2018).

3.1 Speech

Verbal communication is spoken communication. The sender expresses himself vocally through speeches, discussions, presentations, and dialogues (Greene, 2014).

3.2:

Non-Verbal

Tone, voice clarity, loudness, tempo, body language, and conversational words affect speech. Verbal messages are transmitted and received instantly. The speaker must speak clearly and choose a topic. Sender should confirm message receipt with recipient. Because words can't explain feelings, this type of communication often fails. Listening and speaking are needed for verbal communication. Verbal communication can be professional or casual, depending on how well a person listens (Greene, 2014).

Referring to Case Studies (e.g. Maria and Pedro), Maria told Pedro to buy chicken when he came home, but Pedro misinterpreted it as a request to meet her in the kitchen. This could be due to many factors, including David Berlo's 1960s theory that incorrectly constructed messages are misleading and Schramm's (1954) assertion that the receiver must interpret it in the desired form. Effective communication is crucial to every communication and model of communication which was absent in this case (Schramm's, 1954).

3.3

Listening

Active listening means paying attention and refraining from multitasking, such as checking your phone, cleaning your nails, or anticipating or finishing the sentences of others. Our daily tasks depend heavily on our ability to listen. Being able to listen and comprehend one another is essential while interacting with loved ones, meeting new people, or speaking with employees. Among the advantages of improving our hearing capacity is:

Getting Clearer on Issues

Ineffective communication can frequently result in misunderstandings and misinterpretations, which can cause problems in both our personal and professional life.

Develop empathy

Another essential life skill is empathy, and having greater listening abilities can help us comprehend others' emotions when we interact with them

Improve commercial partnerships

One of the most crucial components of any business engagement is listening. Because of this, mastering this ability can help you establish stronger relationships with both clients and colleagues

Increased output

Of course, honing our listening abilities benefits us in many ways than just communication. Gaining more knowledge will increase your productivity because it will help you comprehend what needs to be done.

Empathetic listening

Empathy listening is a method of attentive listening and probing questions that helps people better understand what is being communicated academically and emotionally. Therefore, it promotes methods of active listening (Greene, 2014).

4.

The Disadvantages of Modern Technology

Modern devices transfer information. The telegraph's creation in 1831 increased human interaction. Digital communication is appealing since it is fast. Industrial equipment uses data to function and control. Modern communication tools evolve. Modern communication allows for quick and easy communication (Donohue, 2018).

Website (WWW) exchanges data. Everyone uses the internet today to complete financial transactions, shop from home, send emails, share files, and have audio and video conferences. Ex: Mobile phones allow remote contact and less formal private messaging than social media and e-mail. It's a constantly-evolving communication technology. Cell phones aren't voice-only. Advanced cell phones may contain cameras, radios, and audio and call recording (Donohue, 2018).

These technologies have advantages and disadvantages. Modern communication reduces interpersonal encounters and phone conversations, undermining connection creation. Modern technology makes texting easier, but face-to-face encounters are better. Information centralization makes modern communication insecure. Corruption, pirates, and viruses threaten it. Modern communication methods are unhealthy since they use low-frequency signalling, which causes fatigue and sleep problems (Donohue, 2018).

Identity theft

This is when someone steals any individual identity or personal information or belongings without their notices while, Identity fraud occurs when someone uses an individual personal information for financial benefit, which is evidenced to be common as a results of the use and application of innovative technology in our daily operation, regardless this can be managed as well with the implementation of strong network security and data protections in organisational or individual operations.

Cyber bullying

Tablets, laptops, and phones are used in cyberbullying. Through SMS, text messages, apps, social media, forums, or gaming, cyberbullying takes place. Sending or disseminating damaging, deceptive, or cruel content constitutes cyberbullying. including disclosing private information to embarrass or humiliate. Illegal cyberbullying takes place (Donohue, 2018).

Social interaction

Social interaction is the process of mutual influence in social encounters. It refers to in-person encounters where participants are present for a set duration. Texting, skipping, and messaging can moderate social relationships in modern society. Social interaction is often researched at the micro-level, where it is possible to investigate the structures and social scripts that regulate the relationship between individuals. The sociological study of emotions shows that gender disparity and historical changes also affect daily events (Donohue, 2018).

5.

Conclusion

There's no denying the importance of communication to our daily operations and the role that advances in technology play in making our professional and personal lives easier to manage. Regard less of the draw backs that could have a drastic effects of the individuals if not carefully protected or applied and model and theory regarding communication that explore help in creating huge awareness of the process of communication to it end users, regardless of it barriers and benefits that positive communication could have if carefully applied.

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