

Effective Teamwork and Communication

Assessment 1

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INTRODUCTION

Workplace communication is defined as the process of transmitting information throughout a business firm. Effective workplace communication beneficial to the employer and employees of the company as it reduces conflict, improves employee engagement and team performance (Angouri, 2018). In addition to this, effective business communication plays an important role in building strong relationship with consumer. This report looks at different models of communication and their role in facilitating effective workplace communication. Communication skills which impact business communication are described in this report. Communication models and skills are utilized to identify ways of improving poor communication at the workplace.

MAIN BODY

Demonstration of understanding of models of communication

Aristotle's model of communication

This model of communication looks at one directional communication and focuses on improving communication skills by examining various aspects of specific situation. This communication model describes five elements of communication which need to be analysed in order to enhance communication capabilities. The five elements according to this model are speaker, speech, occasion, target audience and effect (Chan, 2019). As per this model credibility and expertise of the speaker referred to as ethos, ability to construct emotional connection termed as pathos and presence of logic described as logos. This model facilitates effective workplace communication by describing elements which help develop effective speaker who can influence target audience with communication.

Benefits: The primary advantage of Aristotle's model of communication is that it is speaker centric and describes ways to influence the target audience through communication. This model of communication is beneficial for employees at leadership position as it can be used to influence workforce and direct the firm towards success.

Limitations: This communication model does include gaining feedback in the communication process which restricts listeners from effective interaction with the

speaker (Chen, 2021). This limitation negatively impacts business communication as continuous interaction with different parties is required to maintain smooth flow information throughout the organization.

Berlo's S-M-C-R model of communication

This communication model includes four components of effective communication which are Source, Message, Channel and Receiver. The components given in this model are explained below:

- **Source:** The individual who sends message is referred as the source of the message. Communication skills, attitude and knowledge of the sender affect this component of communication (Compton and Dougherty, 2017). Values, beliefs, rules and regulations which are part of the social systems impact the way in which message is communicated by the sender. Cultural differences also impact this component as the meaning of the content is changed by cultural differences.
- **Message:** The content send by the sender to receiver is defined as the message in communication process. This can include audio, video, text or any other medium. The subject matter of the message and other elements associated with the message such as signs and body language. The way which message is conveyed to the listener, termed as treatment impacts this component. The structure of the message and the form in which the message is sent such as language, text audio etc. impacts the effectiveness of the message.
- **Channel:** The medium through which message is sent is termed as the channel of the communication process. Hearing, touching, seeing, smelling and tasting are five senses of human beings which affect this communication component.
- **Receiver:** This refers to the individual to whom the message is sent (Kenon and Palsole, 2019). This communication model states that similarity between sender and receiver is crucial for successful communication. Listening skills of the receiver impact the effectiveness of communication.

This detailed description of various elements of the communication process help improve effectiveness of business communication as communication process is conducted by considering various factors affecting different communication components.

Benefits: Businesses gain the benefit of improving direct communication with employees by utilization of this communication model (Li, 2019). The straightforward and detailed nature of this communication model helps employees easily utilize this model.

Limitations: The emphasis on similarity of sender and receiver limits the effectiveness of this model. In addition to this absence of any communication barrier or noise from this model reduces its real-life usage due to the presence of different communication barriers.

Osgood-Schramm model of communication

This communication model explains the process of communication and includes four key principles of effective communication. The first principle is that communication is not one directional; process and in most cases the individuals can send as well as receive message (Lising, 2021). The second principle states that communication is equal and reciprocal. Interpretation plays an important role in receiving messages. The fourth principles explain three steps of communication which are encoding, decoding and interpreting message. Encoding involves building clear structure for the message with suitable content. Decoding is completed by the receiver and includes usage of listening and reading skills to decode the message. Interpretation of the messages includes determining the meaning of the message. Every individual interprets the message differently. This communication model is helpful in context of workplace communication as the cyclic nature of the communication process enables employees to offer feedback. Giving and receiving feedback facilitates continuous communication between employees and maintains smooth flow of information at the workplace.

Benefits: This model views communication as cyclic process in which every individual is active participant. This view of the model leads to every employee actively engaging in communication which is advantageous for business firms.

Limitations: The circular communication process outlined in this model is not useful for mass communication which limits corporate usage of this model. In addition to this, many business situations involve unequal communication authority figures instructing subordinates. As this model does not describe unequal communication it is not suitable for every business circumstance.

Basic communication skills

Set of basic skills which is essential for effective workplace communication are explained below:

- **Clarity:** This refers to the ability to use simplistic easy to understand language to convey ideas and thoughts (Loncke, 2020). It is important element of business communication as simple and clear messages are understood by every employee of the company. In addition to this ability to send clear and concise messages saves time which is beneficial for corporates.
- **Empathy:** The skill of understanding conditions, point of view and feelings of others from their perspective and easily communicate this understanding. This communication skill facilitates effective workplace communication as employees are able to understand perspectives of employees from different cultures. Leaders utilize this skill to forge strong bonds with their subordinates.
- **Sincerity:** The skill focuses on genuineness of the communicator and creating straightforward message. Sincerity of the communicator is reflected in the manner of communication and enhances communication by building trust with the others.
- **Eye Contact:** Maintaining suitable direction and length of eye contact in synchronization with friendly speech is a critical communication skill. Eye contact and communication are similar as eye contact also includes back and forth between individuals participating in a conversation. Apart from this, eye contact is also essential for capturing interest of the listener and gaining quick response. Employees and leaders utilize skill of maintain appropriate eye contact to influence others during communication.
- **Appearance:** The ability to build confident self-image impacts the effectiveness of overall communication. It is important for individuals to have confident self-image in order to influence others and gain trust. This skill facilitates effective business communication by building trust between individuals.
- **Posture;** This skill of maintaining suitable posture and body language throughout conversations with others is important for effective communication (Sethi, 2019). Posture conveys confidence, personality, interpersonal relationship with others

and assertiveness of individuals. Maintaining right posture plays an important role in improving communication at the workplace.

- **Volume and Speed:** In case of direct verbal communication, the ability to increase or decrease volume and speed of voice is needed to communicate with others. High volume is needed to address large group while speaking consistent pace of improves the efficiency of communication. The volume and speed of the speaker also conveys the feelings of the speaker as anger is usually communicated through high volume of speaking. It is important for employees to understand when to increase or decrease volume and speed of voice during verbal communication in order to enhance workplace communication.
- **Pitch and tone:** Voice modulation refers to the ability to fine tune the pitch or tone of voice so that the audience is able to clearly hear and understand the speech of the speaker clearly (Smith, Patmos and Pitts, 2018). This skill plays an important role in communication as it reflects confidence of the speaker and helps influence the listeners. This is useful skill for mass communication and public speaking. In case of business communication, voice modulation is used by leaders to convey clear messages to their team during group meetings.

Example of poor workplace communication and ways to enhance business communication

Employees of the marketing team failing to understand the instructions of the leader regarding social media marketing campaign and absence of strong bonds between the members of the marketing team is an example of poor workplace communication. This resulted in failure of the social media marketing campaign and attainment of marketing objectives in timely manner. This situation can be improved by application of Aristotle's model of communication. The main issue which decreases the effectiveness of communication in this situation is inability of the leader to communicate constructions in clear manner and influence the team to move towards attainment of marketing objectives. The three elements, ethos, pathos and logos, as described in the Aristotle's model of communication need to be utilized by the leader to facilitate effective communication and build high performing team. Ethos or expertise of the leader, pathos or emotional intelligence of the leader and logos logical explanation of various

decisions provided by the leader will help build steam which trusts the leader. The team will follow instructions of the leader if the leader adopts the elements of Aristotle's model of communication.

Usage of wrong communication tool at the workplace like conducting meetings to communicate simple exegeses is another example of ineffective workplace communication. This type of communication leads to time wastage and negatively affects daily operations at the company (Walden, Jung and Westerman, 2017). In addition to this flow of information is affected as employees are not able to clearly understand messages Berlo's S-C-M-R model of communication can be utilised to improve communication in this business context. Berlo's S-C-M-R model model of communication clearly defines various components of communication with details about factors influencing each component. As per this communication model the form and channel in which the message is sent also affects communication. The adoption of this communication model allows business firms to consider various factors to improve communication such as form and channel of the message. This leads to selection of appropriate communication tools for different message and enhances organisational communication.

The inability of leaders to communicate with culturally diverse workforce effectively leads to low employee morale. Osgood-Schramm model of communication can be used by business firms to improve communication in a cultural diverse workplace. This communication model introduces cyclic communication process in which every individual is actively involves. The implementation of this communication model at the workplace leads to equal participation of employees form different cultures in workplace discourse. This communication model also mentions presence of feedback from the receiver which facilitates circular communication. Business firms can utilize the concept of feedback to aid employees from different cultural backgrounds raise their concerns to leaders and promote intercultural dialogue. This improves communication at diverse workplace.

CONCLUSION

From the above report it is concluded that workplace communication can be enhanced by usage of different communication models. Aristotle's model of communication, Berlo's SMCR model of communication and Osgood-Schramm model of communication can be used to improve communication at business firms but also have various limitations. It is important to develop basic communication skills in order to ensure effective communication at the workplace. Clarity, empathy, sincerity, eye contact, appearance, posture, volume, speed, pitch and tone are essential communication which vital role in enhancing business communication. Communication models can be applied by business firms to improve situations with poor business communication.

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