

Effective Team Work and Communication

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Introduction

Business communication is the communication process between different people outside or within the company (Guffey and Loewy, 2012). Appropriate business communication allows managers to manage employees and interact with each other as per the organisation's goal. Besides, it helps to improve the team working process and reduce errors. Babcock and Du-Babcock (2001) cited sharing ideas with others through the effective communication reduces the consequences and helps maintain activities most efficiently. However, lacking in the communication process impacts employees and overall sales margin and business growth. Also, lacking or ineffective communication makes mismanagement on the business performances. The employee faces difficulties performing regular activities if there are lacking inside communication with each other. Therefore, it is the responsibility of the managers to maintain a proper communication process in the workplace and secure the working process that makes a comfortable environment for everyone. This report covers different communication models with their evaluation process with real-life importance.

1.0 Models of Communication

1.1 Shannon and Weaver model

Importance point of Shannon and Weaver model

Claude Elwood Shannon and Warren Weaver developed the communication model or mother of all models in 1948 (Gimenez, 2006). This model mainly evaluates the technological form of communication rather than linear models. There are six concepts in the Shannon Weaver model where the sender is the person who sends the messages and chooses the appropriate channel for sending them. Encoder or transmitter sends the message using the machine that converts the message into signals that directly refer to the machine. Channel is the medium for sending messages, and decoder is the receiver to convert signals into the message. The receiver receives the message to the destination, and noise is the physical disturbance of the people or environment that impacts the message or communication process.

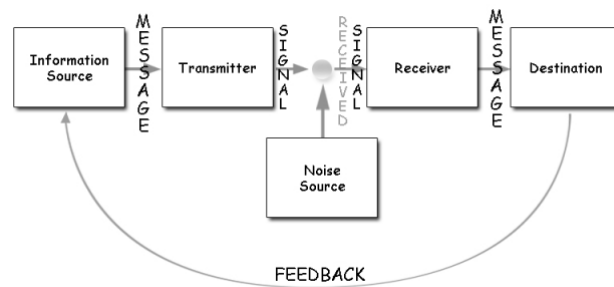


Figure: Shannon and Weaver model (Source: Gimenez, 2006)

Case study scenario

In the scenario of Maria and Pedro, there is a misunderstanding between their communication due to the noise in Shannon and Weaver model. Noise is the physical disturbance that comes from the environment, people, and other things during the communication, making it difficult for the receiver to receive the message. In this case, Pedro works on a building site, and Maria is his wife. During their phone conversation, Pedro was working on the building site, and there was a lot of noise. Maria asked Pedro while coming home he should get her a chicken and Pedro heard as when he comes, he will see him in the kitchen.

However, Shannon and Weaver advised their model that having proper communication signals with a lack of background noise are helpful to avoid disruptions or errors in the communication process.

Workplace scenario

In my workplace, I have faced similar issues due to heavy noise. A customer called me while I was working at Nandos as a sale representative. The customer was asking for the price of the product, and I heard he was asking for the return of the product; later, I called him again with an apology for the service due to noise.

1.2 Schramm Model

Schramm Model and Shannon and weaver model

Schramm model has roots in Shannon and Weaver model (Locker and Kienzler, 2013). Schramm developed the model in 1954, focusing on the sender sending a message to the receiver and the receiver again sending messages to the sender (Al-Fedaghi, 2012). The difference between Shannon and weaver and Schramm model is experience and cultural background plays an important role in communication. Also, the Schramm model believes the

receiver must interpret in the desired form the sender wants and give feedback or respond as per the message, which is not discussed on the Shannon and Weaver model.

Schramm Model

Schramm model mainly advises information are useless if there is not carefully put into words and converted for others (Ritchie, 1986). Hence, encoding is an important aspect of the communication process that helps maintain the content and information. Moreover, Katori (2016) argued that unless and until the second party receives proper information or is unable to understand the information of the sender, the message is actually of no use. As such, encoding and decoding are the most important factors of communication that helps to maintain the essential process of effective communication. Schramm model also suggests communication is not fully complete if there is no feedback from the recipient to share the thoughts and maintain a two-way process (Schramm, 1954).



Figure: Schramm model (Source: Ritchie, 1986)

Feedback

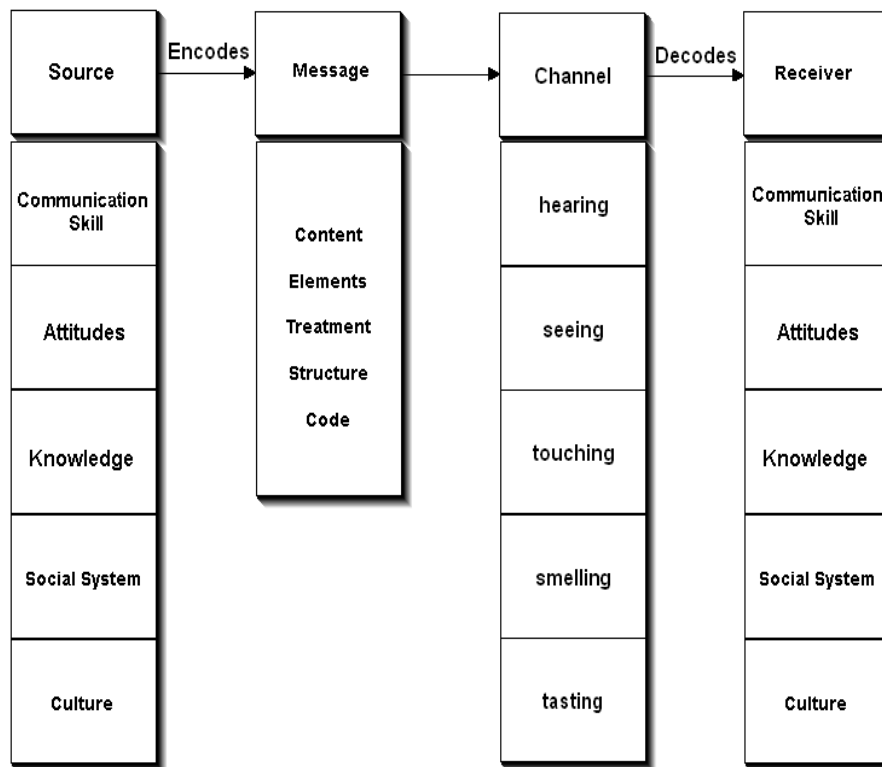
Schramm model suggests both sender and receivers should need to stay on the same page during the communication (Liang-sheng, 2004). This helps to maintain proper communication and reduce errors. Without proper understating of the message from the sender, it makes it difficult to provide proper feedback. As such, Pedro should have called Maria as he did not listen to the message from Maria, who is the sender. Asking what Maria meant by the kitchen or did she really meant kitchen would help to reduce the issues in the case study.

1.3 Berlo's Model

David Berlo developed Berlo's Sender, message, channel, and receiver (SMCR) model in 1960 (Rogers, 1994). This model is mainly deprived of the Shannon Weaver model of communication. However, Berlo's model has no feedback collection process as described in Shannon and Weaver model. The four components of Berlo's model are sender, message, channel, and receiver, which are affected by many factors (Berlo, 1977). Moreover, focusing

on encoding and decoding the message before the sender sends the message and the receiver receives the message are done, respectively. All the four points of SMCR are competent are affected by different factors.

Berlo's Model of Communication



A Source encodes a message for a channel to a receiver who decodes the message:
S-M-C-R Model.

Figure: Berlo's Model (Source: Rogers, 1994)

The difference between Berlo's model and Shannon Weaver model is there is missing noise. Noise mainly causes after the message is sent, and it disrupts the receiver only partially or not at all. External noise also might cause to the receiver due to background noise during a phone call.

Case study scenario

In the case of English professors, who never went to the village, nothing had common as they were largely uneducated and did not have manual jobs. However, one day the professor's house was on fire, and he had screamed by going to the village people who did not understand his language what the professor was saying. The village people did not come to help the professor and did not get any help. Here the professor did not get any help because there was missing of

senders and receivers communication. Understanding the professor's language by the village people following Berlo's model might help them help and rescue from the fire.

Having proper ideas of what the sender is sending is highly important for the receiver through the encoding or decoding process to maintain better communication (Bowman and Targowski, 1987). As such, proper communication skills of reading, listening, speaking, and language differences are important. There is also a missing knowledge in the professor's case, as the village people did not have any idea or did not understand due to difficult words, they did not come to help the professor.

Ms ER is from Bulgaria and moved to the UK more than six years. As a tradition of Easter, there required to give eggs during the festival. However, due to lack of communication and ideas of the culture, she thought there required to give chicken eggs to the employees where she has been required to give the chocolate eggs to the employees as a part of the tradition, which is very precious.

2.0 Communication skills

Verbal communication: This communication is an important factor in maintaining daily communication; it can be spoken and written, choice of words, tone, and pinch (Turaga, 2016). At my workplace, I have to maintain different verbal communication on a regular basis that helps to share different activities and complete them at the right time. Written communication is mostly used for the formal activities or norms and regulations in the workplace that helps to maintain different activities accordingly (Pearce and Sharp, 1973). We maintain verbal communication for the daily activities that are both formal and informal. Collecting feedback is important in communication as our supervisors provide feedback verbally or written way that helps working speed. In the case of Maria and Pedro, there also required feedback analysis from Maria on what she meant by the kitchen.

Non-verbal: Expressing body language, facial expression, gestures are mainly non-verbal communication processes that are helpful to increase the internal communication process (Tongue et al., 2005). For example, in my workplace, if something is good or perfect, my boss provides hand gestures that it is perfect or gives a smile that I am working good. It helps to maintain a proper understanding of each other.

Active listening: Putting attention to the speaker instead of reading the phone or doing other things are helpful for the speaker to complete a sentence (Craig, 2006). For example, whenever

my supervisor provided any instructions or guidelines on the working procedures, we used to pay proper attention to him. This helps to maintain active listening activities, respect the speaker for completing the sentence, and get effective guidelines on what the speaker is saying. In the case of Ms ER, she should have listened to her head office and gotten proper ideas on the Bulgarian culture that would help her to maintain the undressing of the chocolate eggs, not chicken eggs. Moreover, active listening reduces the gaps by getting proper instruction from others on any points.

Empathic listening: This is the structured listing and questioning technique that helps to increase and maintain the proper relationship or undertaking of what is mainly conveyed both intellectually and emotionally (Maguire and Pitceathly, 2002). Hence, it increases the active listening process at an advanced level and makes a better communication process. For example, one day, one of my junior employees suddenly said to my manager that he wanted to quit. I became curious that suddenly why he wanted to quit and ask her what happened. Then he started to share the issue that he has been facing from the workplace and management issues. Without giving any advice or interrupting his sharing, I listened carefully to all the points that are empathic listening.

3.0 The Advantages and Disadvantages of using Technology in Communication

Using technology in communication comes with various advantages. The use of technology in communication has made communication so simple and easier. The use of technology in communication also lowers the costs of communication as the use of traditional means of communication is costly. With the use of technology in communication, communication has not only become instantaneous but also efficient. Technology has also made it easy to acquire to retrieve any information lost during the process of communication (Mark, 2019).

However, the use of technology in the process of communication also comes with a bunch of disadvantages. One of the disadvantages of using technology in communication is the issue of privacy as technology comes with various privacy issues such as hacking and other issues.

Technological channels of communication may also act as a means of distraction to the normal life of the people such as too much use of mobile phones. The technology is also impersonal as it limits personal communication (Guffey and Loewy, 2012).

4.0 Conclusion

Communication is an integrated part of the team working process that helps to make sure all the activities are on the same page. Internal communication process in the business organisation is the heart of the company that employees are known for the happiness and customer relationship process. On the other hand, they are lacking in the communication process impacts on the understanding process of employees to maintain different activities. Besides, team working among employees is reduced due to the lack of communication and conflicts in the workplace. There are various models of communication that have been discussed in this report and evaluated accordingly. Proper understanding of all the models reduces the difference and evaluates appropriate use of them in the workplace. In my workplace, I have to maintain different communication processes with others that help increase proper understanding. Moreover, understanding the appropriate communication in different aspects automatically makes sure everyone in the workplace follows the appropriate working guidelines. Active listening, verbal, non-verbal communication, and empathic listening ensure proper use of the communication process. Evaluating the example through case studies also maintained in this report though differences with three communication models.

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