

UNIVERSITY OF WALES: TIRINITY SAINT DAVID

BMSW4002 Effective Team Working and Communication

Student name: Maria Troshnova

Student ID: 1907365

Lecturer name: Timothy Hopkins

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In the first week of study, we were still learning what the types of communication. I learned the difference between verbal and non-verbal communication and both.

So, the verbal communication is the things we say. Verbal communication is the use of sounds and words to express yourself, especially in contrast to using gestures or mannerisms. An example of verbal communication is saying "No" when someone asks you to do something you don't want to do.

The four types of Verbal communication are:

1. Intrapersonal Communication

This form of communication is extremely private and restricted to ourselves. It includes the silent conversations we have with ourselves, wherein we juggle roles between the sender and receiver who are processing our thoughts and actions. This process of communication when analysed can either be conveyed verbally to someone or stay confined as thoughts.

2. Interpersonal Communication

This form of communication takes place between two individuals and is thus a one-on-one conversation. Here, the two individuals involved will swap their roles of sender and receiver in order to communicate in a clearer manner.

3. Small Group Communication

This type of communication can take place only when there are more than two people involved. Here the number of people will be small enough to allow each participant to interact and converse with the rest. Press conferences, board meetings, and team meetings are examples of group communication. Unless a specific issue is being discussed, small group discussions can become chaotic and difficult to interpret by everybody. This lag in understanding information completely can result in miscommunication.

4. Public Communication

This type of communication takes place when one individual addresses a large gathering of people. Election campaigns and public speeches are example of this type of communication. In such cases, there is usually a single sender

of information and several receivers who are being addressed.

There are some types of Non-verbal communication:

1. Good eye contact.

Eye contact is your primary tool for establishing nonverbal connections with others, Price says. "It communicates your level of involvement, interest and warmth. When speaking to others, ideally look directly into their eyes at least two to three seconds before looking away or moving to the next person.

2. A confident handshake.

Communicating through touch is another important nonverbal behaviour, "Always put your hand out to shake hands," Wood says. "A classic good handshake is one with full palm to palm contact."

3. Effective gestures.

A gesture is any physical movement that helps express an idea, opinion or emotion. "Strive to punctuate your words with movement that is natural, lively, purposeful and spontaneous," Price says. "Be genuinely yourself and let your motions match your message. Avoid common distracting mannerisms such as finger-pointing, fidgeting, scratching, tapping, playing with hair, wringing hands, and twisting a ring.

4. Dressing the part.

Shakespeare asserts in Hamlet, "For the apparel oft proclaims the man." For men and women, clothing speaks volumes in the workplace, Price says. "Make sure 'business casual' is not 'business careless.' Choose high quality, well-tailored garments that convey professionalism. Depending on your corporate culture, wear a business suit or at least a jacket for important meetings and presentations, especially with senior leaders and customers. Avoid showy accessories, busy patterns, tight garments and revealing necklines." Dress for the job you want, not the job you have. If career advancement is your goal, convey a polished professional presence in the workplace.

5. Appropriate voice tone.

If your significant other has ever said to you, "It's not what you said, it's how you said it," they were referring to your paralanguage, Price explains. "Separate from the actual words used, these nonverbal elements of your voice include voice tone, pacing, pausing, volume, inflection, pitch and articulation. Like facial expressions, choosing the appropriate paralanguage is critically important because it conveys emotional meaning, attitude and impact." Consider recording your side of several conversations throughout the day. Listen to the recordings and identify what your voice tone communicates.

6. Giving your full attention.

When speaking with a person, point your toes and square your shoulders toward them, Price says. "This conveys attentiveness and creates open body language." Avoid angling your body away from them. Lean into the conversation; focus your eyes, ears and energy on them. "These nonverbal cues clearly convey you respect, honour and appreciate the opportunity to meet with them. Make sure your arms and legs are uncrossed. Also, avoid multi-tasking during the interaction. Don't check e-mail, look at your phone, send a text, check the scores, or disengage in any way. It shows disinterest and disrespect."

7. Posture

Posture is critical in making a strong impression. How you stand or sit is one of the important elements in how you are perceived by others. Someone who stands with their back straight and head held high exudes confidence, assurance, and strength, while, conversely, someone who is slouched or facing the floor demonstrates uncertainty, indifference, or even weakness. To express friendliness and positivity, maintain an open posture. Stand with your legs hip-distance apart and keep your torso exposed as opposed to covered with your crossed arms. Keep your head raised and relax your facial expression. A closed posture, especially crossed arms across the chest, gives the impression of boredom or hostility.

Non-verbal communication is the thing we say but communicate through our body language. For example: Your non-verbal communication cues the way you listen, look, move, and react tell the person you're communicating with whether or not you care, if you're being truthful, and how well you're listening. When your non-verbal signals match up with the words you're saying, they increase trust, clarity, and rapport. When they don't, they can generate tension, mistrust, and confusion.

The both verbal and non-verbal communication are important and say different.

We also learn about modules of communication which are: Shannon and Weaver- mother of all models.

Explanation of Shannon Weaver Model: The sender encodes the message and sends it to the receiver through a technological channel like telephone and telegraph. The sender converts the message into codes understandable to the machine. The receptor machine can also act as a decoder in some cases.

Second one is Schram model of communication is a circular, rather than linear, experience that involves a sender, who encodes a message, and a recipient, who decodes it. The sender and the receiver hold both roles in the model. This

equal communication model is very different to many others, which see communication as a one-way street where people take the role of either 'sender' or 'receiver'. By contrast, Schramm's model sees the participants as both sender and receiver of messages.

And the third one is Berlo model of Communication which represents the process of communication in its simplest form. The acronym SMCR stands for Sender, Message, Channel, and Receiver. Berlo's SMCR Model of Communication describes the different components that form the basic process of communication.

Sender is the source of the message or the person who originates the message. The person or source sends the message to the receiver. The following are the factor related to sender and is also the same in the case of receiver.

A message is the substance that is being sent by the sender to the receiver. It might be in the form of voice, audio, text, video or other media.

Channel is the medium used to send the message. In mass communication and other forms of communication, technical machines might be used as a channel like telephone, internet, etc. But in general communication, the five senses of a human being are the channel for the communication flow and it affects the effectiveness of the channel.

Receiver is the person who gets the message sent in the process. This model believes that the thinking pattern and all other factors mentioned above must be in sync to that of the sender for the communication to be effective. The message might not have the same effect as intended if the receiver and sender are not similar. The receiver must also have a

very good listening skill. Other factors are similar to that of the sender.

I found a bad story that shows well bad communication results. <https://www.bbc.com/news/health-20254108>

I think this bad story explain Schram's model of communication because In the Schramm model, messages travel back and forth between the sender and the receiver. In this way, the sender can deliver one message and then become the receiver, getting a message.

The answer for the question 'How could this have been prevented?' is that NHS needed to make a "concerted effort" to improve how it dealt with complaints.

Here is my bad story based on bad communication.

I am still working for a cleaning agency. I always tell my clients to buy eco products cleaning staff. This is because I have skin allergy. One day in the morning time when I start work, I didn't check the cleaning products, and after 20 minutes my hands were redness and I get itching. So, my client was confused and bought non bio equipment's. This was really bad for me because my skin is sensitive and long time I didn't work. This small mistake affected me also financially because the medicines was expensive.

I think my story explain the Shannon and Weaver model of communication. This is because the Shannon and Weaver Model of Communication argues that communication can be broken down into 6 key concepts: sender, encoder, channel, noise, decoder, and receiver. A later version of the theory by Warren Weaver added a 7th concept which changed the model from a linear to cyclical model. In the situation I am the sender, my request is the encoder, the channel is her mistake and the receiver it's that I'm effected financially and physically.

In the middle of March, we were study written communication. So, written communication has great significance in today's business world. It is an innovative activity of the mind. Effective written communication is essential for preparing worthy promotional materials for business development. Speech came before writing. But writing is more unique and formal than speech. Effective writing involves careful choice of words, their organization in correct order in sentences formation as well as cohesive composition of sentences. Also, writing is more valid and reliable than speech. But while speech is spontaneous, writing causes delay and takes time as feedback is not immediate.

There are advantages and disadvantages:

Advantages of written communication:

Written communication helps in laying down apparent principles, policies and rules for running of an organization.

It is a permanent means of communication. Thus, it is useful where record maintenance is required.

It assists in proper delegation of responsibilities. While in case of oral communication, it is impossible to fix and delegate responsibilities on the grounds of speech as it can be taken back by the speaker or he may refuse to acknowledge.

Effective written communication develops and enhances an organization's image.

It provides ready records and references

Legal defences can depend upon written communication as it provides valid records.

Disadvantages of Written Communication:

Written communication does not save upon the costs. It costs huge in terms of stationery and the manpower employed in writing/typing and delivering letters.

Also, if the receivers of the written message are separated by distance and if they need to clear their doubts, the response is not spontaneous.

Written communication is time-consuming as the feedback is not immediate. The encoding and sending of message take time.

Effective written communication requires great skills and competencies in language and vocabulary use. Poor writing skills and quality have a negative impact on organization's reputation.

Too much paper work and e-mails burden is involved.

The above can be informal/formal or for Internal/External audiences.

Formal and informal language serve different purposes. The tone, the choice of words and the way the words are put

together vary between the two styles. Formal language is less personal than informal language. It is used when writing for professional or academic purposes like university assignments. Formal language does not use colloquialisms, contractions or first-person pronouns such as 'I' or 'We'.

Informal language is more casual and spontaneous. It is used when communicating with friends or family either in writing or in conversation. It is used when writing personal emails, text messages and in some business correspondence. The tone of informal language is more personal than formal language.