



UNIVERSITY OF WALES

**Trinity Saint David
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Effective team working and communication

BMSW4002

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Introduction

This report will focus on the importance of communication within the healthcare industry and will further explain the barriers that could affect the message from poor communication. Communication is vital in our everyday lives and even more crucial in the healthcare sector. Therefore, Communicating effectively is more about the exchange of information. It is about the intention and emotions behind the information given. Furthermore, to clearly convey the message, you need to be able to listen to the other person in a way that gains the full meaning of what the other person feel that they are being understood and heard correctly. (Nt, Contributor 2017) stated “Good care requires good communication”. Communication is a challenge especially in a busy working place where there are physical barriers like noise but also body language, lack of attention can all cause poor communication.

This report will discuss case studies we have learned in class as well as issues that workplaces have encountered as a result of lack/or no communication and will further explain how these issues can be avoided. I will also discuss the advantages and disadvantages of technology in communication. This report will also show my understanding of the three models of communication and will focus on the importance of effective communication skills and why it is vital in our everyday lives. I will show some examples of the three models of communication Shannon and Weaver/ Schramm and Berlo in the case studies showing the similarities and differences in the theories.

2. Modules of communication

2.1 Berlo

Berlo is a linear model, it is done with the help of communication skills, attitude, knowledge, social system, and culture. Berlo model of communication considers the emotional aspect of the messages.

S = Source

M = Message

C= channel

R= Receiver

There are several loopholes According to (Juneja, P 2015) Berlo model of communication, the speaker and the listener must be on a common ground for smooth conversation which is sometimes not practical for the real scenario.

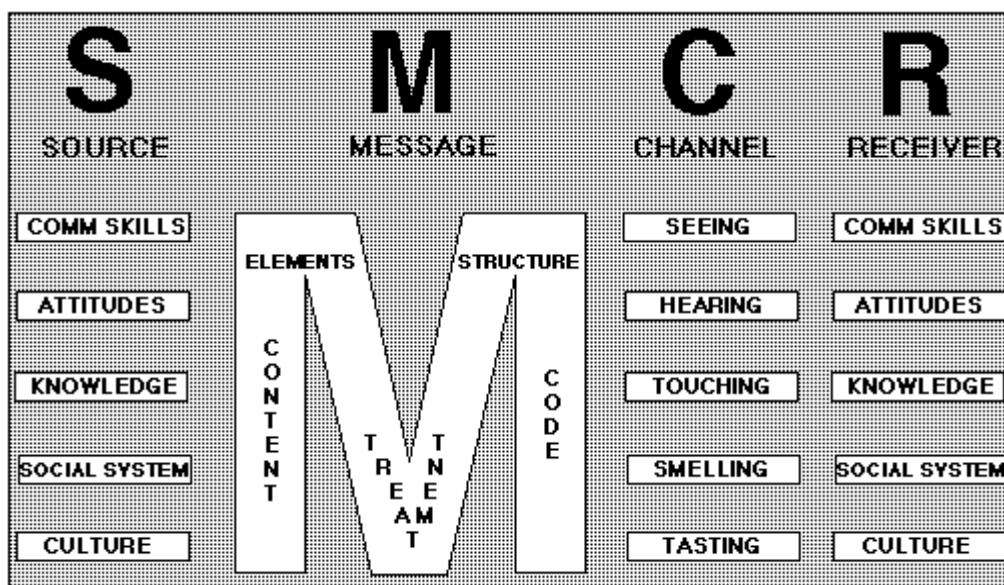


Figure 2

2.2 Schramm

In Schramm's model information is of no use unless it is carefully put into words and conveyed to others. According to (Juneja, P 2015). Schramm believed that communication is actually a two-way process between the first party and the second party. According to Schramm's model, coding and decoding are the two essential process of an effective communication. Also, according to (Juneja, P 2015) Schramm believed that an individual's knowledge, experience, and cultural background also play an important role in communication. Individuals from diverse cultures, religion or background tend to interpret the message in diverse ways.

2.3 Shannon and Weaver

The Shannon and Weaver model is a popular model of communication. There are five key stages to the communication process which are:

- The sender
- The encoder
- The channel
- The decoder
- The receiver

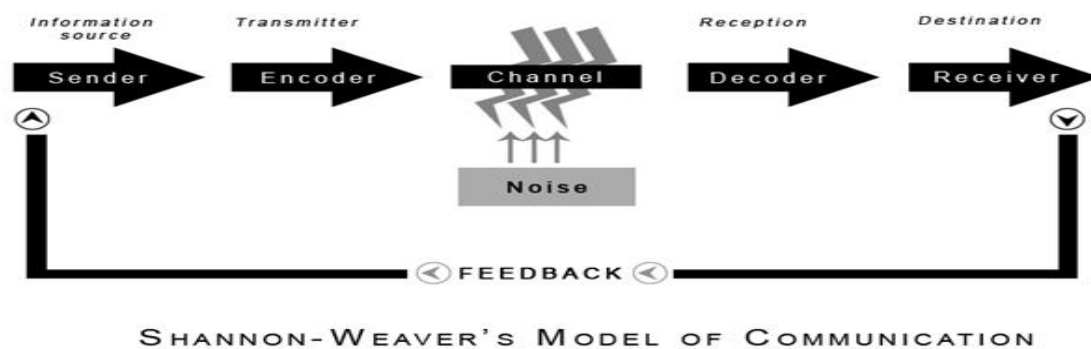


Figure 1

The diagram in figure 1 illustrates how communication takes place. Where the sender encodes a message and transmits it to the receiver by a technological channel such as the telephone or telegraph. The sender turns the message into machine readable codes. The communication is conveyed as a series of codes over a media. The receiver must decode the message before understanding it and interpreting it. The channel can have noise and the receiver might not have the capacity to decode which might cause problems in communication. Here, for instance, brain might be the sender, mouth might be the encoder which encodes to a particular language, air might be the channel, another person's ear might be the receptor and his brain might be the decoder and receiver. (businessstopia, 2018). The Shannon and Weaver model of communication is applied in the case study Maria and Pedro where noise was an issue, therefore, could have caused miscommunication between the sender and the receiver,

3. Case study

3.1 Maria and Pedro

We previously learned about a case study Maria and Pedro, where Pedro works on a construction site, his wife Maria calls him asking him if he can bring her a chicken on his way home to which Pedro replies ok. However, he misheard and thought she said he will see her in the kitchen.

I believe there could have been a lot of noise on the construction site as to why Pedro misinterpreted her moreover, there could have been a signal that interfered with the connection. Other reason could involve the sender, the noise, or the receiver and the words chicken and kitchen sound both familiar which can easily be misheard. According to (Trammell, A. 2010) Shannon and Weaver explain that less noise results in better transmissions.

This could have been avoided if Pedro had asked Maria again if he was unsure on the message received. Maria on the other hand could have checked with her husband to see if he heard clearly to avoid any misunderstandings. According to (Dick, L. Nd) effective communication depends on the person receiving the message (the receiver).

4. Miscommunication in the workplace

(Yank, K. 2019) states "Mistakes often occur when there's lack of communication and a breakdown in information sharing among the medical staff, involved in a patient's treatment. Proper documentation is of course important as good communication. Still, the data also needs to be distributed to the entire team on time, so errors can be identified and corrected before adverse medical events happen." For example, I was eight months pregnant and in full labour. I was told by the midwives that if I show any signs of labour to go straight to the hospital, as with my second child he came quickly, and I had lost a lot of blood. Therefore, was at substantial risk with this pregnancy. I called the labour ward, and I was told to come straight in. However, when I arrived there had been a change of shift furthermore there was no record or notes to be told I had to come in. However, I was taken in to be checked, to be told I was not in labour and to go home and take a paracetamol, despite my repeated attempts to explain what I had been told and that I was at substantial risk. I went home 20 minutes later I gave birth on my bathroom floor.

Perhaps if there was a note saying I had to go in before the shift changeover also. If they had read my medical notes beforehand maybe I would have received the medical care I was expecting. In the case study of Maria and Pedro, confusion could have been avoided if there was feedback. Similarly, the midwife team could have communicated with other staff to discuss the best treatment furthermore, to have read the medical notes. This could have avoided miscommunication/confusion and accidents.

5. Communication skills

In the case study of A day with the chief there are several methods of communication. For instance, Mark assumed Alana was a top CEO by listening to his co-workers, he thought that she would think he is below her so was quick to judge. This is a one-sided verbal communication. He often applies other kind of communication, such as smiling at her, crossing his legs, and loosening his tie. Alana has been kind by making Mark feel comfortable, she must be aware that he is feeling nervous and has a dry mouth, therefore, offers him a drink. She asks him about his goals and how the company fits into them all the while she is actively listening, smiling, and nodding in a way that she was interested. Mark wanted to only talk about missed opportunities and believes that he should have a raise, which indicated he did not want to engage with her, whereas she feels that the conversation is one sided therefore, heard enough. She shows this by using facial expressions and verbal by using her tone of voice and by asking her secretary to show him out.

Communication skills is vital in our everyday lives most often in workplace such as hospitals, and schools. It is vital to communicate to demonstrate an interest in what you are discussing if you want the receiver to listen and pay attention. There are ways to this this effectively.

- Message must be clear
- Sender to deliver the message clearly and concisely
- Receiver to be able to hear and receive the message
- Receiver must be able to understand the message
- Interruption or distractions should be avoided

Effective communication is more than just transferring information. It all comes down to analysing the emotions and reasons underneath the statistics. Therefore, you must be able to clearly deliver a message, as well as listen in such a manner that we comprehend the complete meaning of what is being said and to make the other person feel heard and understood. Effective communication appears to be a natural inclination. However, all too often something goes awry when we try to interact with others. We say one thing, but the

other person hears something different. Resulting in misunderstandings, dissatisfactions, and conflict therefore, these might lead to problems at home, schools, and workplaces. (Segal. Et. 2019). In order to communicate successfully we must practice on these skills. and rehearse what you will say like Mark did the case study of A day with the chief. We need to be active listeners by paying close attention to the person you are engaging with, by asking questions and rephrasing to make sure you heard and understood them correctly. Feedback is also an essential skill in the workplace it can answer questions and provide solutions.

6. Communication technology advantages and disadvantages

Communication Technology is the term used to describe electronic systems used for communication between individuals or groups. The first examples of communication technology were devices that enhanced a person's capacity to deliver messages over a long distances. Drums and smoke signals to communicate beyond the range of the human voice is one of the oldest examples of technology. Electric technology such as the telegraph, telephone and wireless radios enabled individuals to communicate on a global scale. (Career Trend, n.d.) In today's world we are swamped with technology, and It will only advance. We can send emails, text messages, video calls which is a much faster way of communication. However, if the message is not conveyed clearly, it could cause misconceptions even conflict.

Advantages and disadvantages are shown below.

Advantages of Communication Technology:

- more efficient
- faster method of communication during emergencies
- able to communicate from anywhere in the world
- long distance communication is easier
- communication made easier

Disadvantages of Communication Technology:

- harder to use for people of older generations
- not always reliable

- makes communication less personal
- not always sure who you are communicating with

Conclusion

7.

Effective communication is an important aspect of our life's. Which is essential in our workplace such as the health care industry, schools even in our social life.

Good communicators seek clarity in messaging, so ideas are not misinterpreted or convoluted. Communication has both advantages and disadvantages even when the message is delivered in an effective and clear manner. Furthermore, it considers the emotional impact of the message along with the actual information and factual content. (Leonard, K. 2019.) when individuals communicate clearly its easier to get the message across to ensure we understand the instructions and expectations.

To finish this report, I have discussed the three models of communication and how communication takes place also the barriers within. Furthermore, I have discussed the advantages and disadvantages in communication technology and how advance technology have come. I have also shared my own personal workplace experience and discussed how this could have been rectified if communication were clearer. Furthermore, I have explained several case studies of how the issues could have been avoided and how they could be improved prevented in the future to avoid misunderstandings in the future.

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