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1.INTRODUCTION

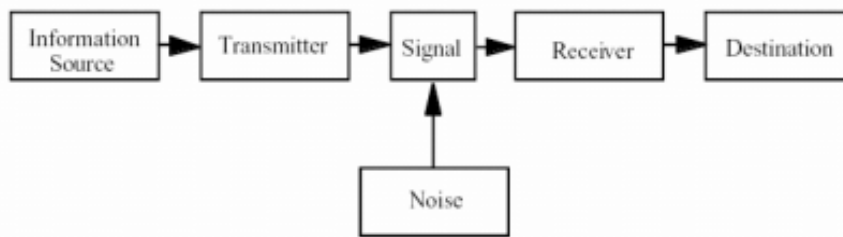


In this report I am going to expose different information about communication, based on case studies and models of communication, that we have addressed during the lectures in my last university course. I will explain how sometimes, due to different motives, the communication can be misinterpreted and received in a wrong way, or in the best case, how a conversation can be perfectly understood between two or a more people. I will explain besides, what should have been done to make sure that the communication was delivered correctly and understood without the risk to failure. Connection is the key to success in term of strike deals, succour someone in emergency case and last but not least, establish friendships.

2.SHANNON AND WEAVER'S MODEL OF COMMUNICATION

Shannon and Weaver's model is generally accepted as one of the main seeds out of which Communication Studies has grown. Claude Shannon and Warren Weaver were engineers working for Bell Telephone Labs in the United States and their goal was to make telephone cables and radio waves as efficient as possible. They created a communication model to aid in the development of a mathematical theory of communication.

It has been part of the informatics. It resulted in very helpful work on language redundancy. And it gave rise to the mathematical study of 'information theory' when it became "measurable, we do not care about these directions. Some commentators have claimed that the model of Shannon and Weaver has a far broader application than a purely technical one to human communication.



This model of communication consists in 5 main points:

1. A source.
2. A Transmitter that conveys the message to a signal.
3. A channel for which transmission signals are adapted.
4. A recipient that decodes the message from the signal.
5. A destination to reach the message.

The sixth element is a dysfunctional aspect. Any form of noise between the sender and the receiver may get the message wrong, creating a misunderstanding between the communication.

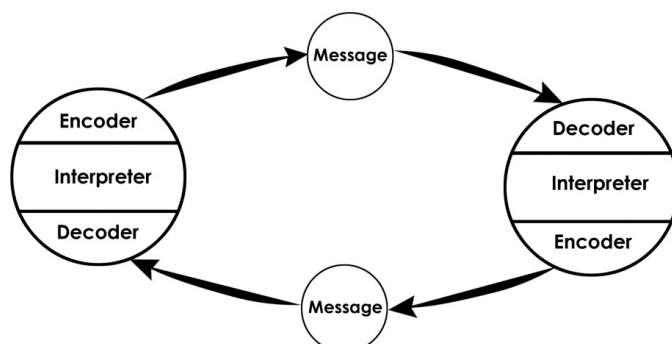
The transmission model of Shannon and Weaver is the most known example of an informative communications approach.

In addition, Shannon and Weaver have considered three levels of communication problems.

- Technical Problems: How exact can the message be conveyed?
- The Semantic Problem: How is the meaning 'forwarded' precisely?
- The *effectiveness* problem: How efficiently the meaning affects behaviour?

3. SCHRAMM'S MODEL OF COMMUNICATION

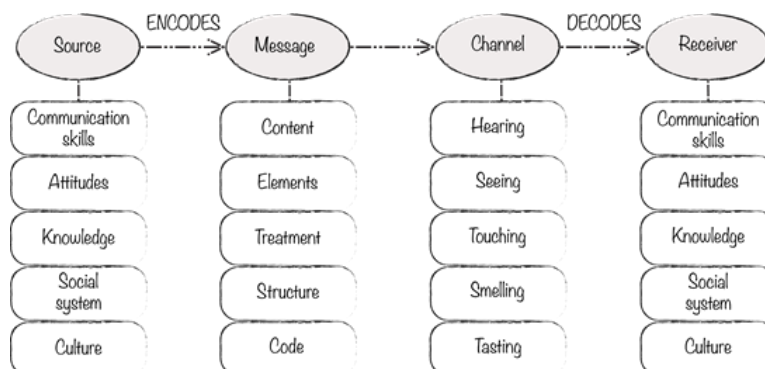
Differently from Shannon and Weaver Model, Schramm is much simpler to understand. It is a circular model of communication and is more practical. It can be applied to one or more people and always includes a sender and a receiver. It is composed of three main elements:



1. Encoder
2. Interpreter
3. Decoder

In this case the semantic code has nothing to do with a noise, or something that is interfering with the communication but simply when the sender and the receiver apply different meaning to the same message, and certain words cause a deviation from the correct significance of the latter.

4. BERLO'S MODEL OF COMMUNICATION



The six phases of Berlo's communication model are: the communications source, the message encoding, the message, the message delivery mechanism, the message decoding, and the message recipient.

So how would the sender or source of information get it to the recipient? Let's go thru the steps of each phase of Berlo's model of communication.

SOURCE

- **SKILLS:** For a person's communication to be effective and have an influence on the listeners, they must have great communication skills. The speaker must understand when to pause, when to repeat words, how to say a certain sentence and how to pronounce a word. He should also double-check with the receivers and listen to their feedback.
- **ATTITUDE:** Attitude is relevant in a communication phase. A guy might be a great speaker, but if he doesn't have the appropriate mindset, he will never get the right meaning of the communication. The sender must have the proper mindset to leave a lasting impact on the listeners.
- **KNOWLEDGE:** Knowledge in this context is unrelated to the speaker's educational background or the number of degrees he possesses. The clarity of the information that the speaker wishes to transmit to the second person is referred to as knowledge. The communicator must be comprehensive in what he is saying and have complete understanding of the subject. Remember that questions might arise at any time and that you must be prepared to answer them.

- **SOCIAL SYSTEM:** Social system means different interests on topics, projects, or issues. If I'm talking about something that is going against someone's thoughts, the listener will not pay much attention on what I'm saying. Let's say for instance I want to explain to a vegan person how to cook a beef steak, the receiver will not consider completely my speech because I'm going against his life principles.
- **CULTURE:** The cultural background of the group or listeners with whom the speaker is talking or delivering his speech is referred to as culture.

MESSAGE

- **CONTENT:** A notion must be expressed in words, and substance must be produced. The subject or script of the talk is referred to as content. In other words, it is the foundation of every communication. The information must be reasonable, accurate, concise, and relevant to the concept in order to strike the listeners right on the head and make an immediate impression.
- **ELEMENT:** Elements of the communication include hand motions, gestures, postures, facial expressions, body movements, and gestures.
- **TREATMENT:** Treatment refers to how one treats his message and delivers it to the listeners. One must grasp the significance of the message and how to manage it. This is referred to as the message's treatment.
- **STRUCTURE:** A message cannot be communicated in a single breath. It must be well-structured in order to communicate the message in the most effective manner.
- **CODE:** The communication code must be accurate. Your body movements, words, emotions, and gestures are the communication's codes, and they must be precise, or the message will be twisted and the recipient would never be able to decipher the right information.

CHANNEL

Channel is the mean that allows the information to flow.

How can one tell what the other person is saying? By **listening**.

How can one tell if the sandwich that you're eating is with chicken or ham? By means of **tasting**.

How does one know if you need to wear the mask in certain places? By **Observing**.

How do we determine hints in a drink or in a glass of wine? Using **Smell**

How we know if a saucepan is hot or not? By **Touching**.

To conclude, we can consider all our five sense channels to establish and determinate information and data from a communication.

RECEIVER

For a seamless flow of information and a better grasp of the message, the receiver should be on the same platform as the speaker. He should be able to grasp what the speaker is saying if he has strong communication abilities. He must have a positive mindset in order to comprehend the message. His expertise should be on par with that of the audience, and he should be knowledgeable about the subject.

The speaker and listener must be on the same page for a seamless conversion, which is not always possible in practise.

In a simple word, this is called **Decoding**.

5.CASE STUDIES

Case Study n. 1:

Based on the first case study that we have discussed in the class I'm going to explain what the challenges and the barriers are, the changes to address them, which model of communication would be the best to make sure that the rules are respected, and solutions are applied.

The challenges that Barry is facing in his workplace, are different. As I explained in the previous sections, is important that the sender and the receiver are understanding what they are saying and what they are talking about.

One of the challenges that Mr Barry is facing is to communicate with his team. Kitchen's staff comes from different countries, with a different cultural and ethic backgrounds and is not easy to convey messages to assign tasks to each team member.

Another challenge for Barry is to make sure that the staff has been trained to keep the place clean and sanitized, to make sure that timing and temperature are respected in term of food preserving and avoid an eventual closure of the restaurant decided by an inspector that have found poor standards.

Despite Barry putted large signs on the wall to make sure that everyone will have an understanding on how to comply to the rules, he's still having issues and he's still finding wrong things which should not happen.

In this case I would apply Berlo's model, considered that there are many issues between the staff, and Berlo's model is considering different aspects about communication. Is more detailed and allows you not just to analyse your team members skills but even your personal skills. Doing so, Barry, will see if he's communicating in the right way, if his messages are clear even for people that are not speaking English as a primary language.

Considered that another important challenge for him is training people but there is not always enough time to do it, I would consider as a solution, to organize online meetings, doing so, workers don't need to be in the workplace physically to been trained.

Maria and Pedro's Case Study:

Analysing this case study, we can affirm that the communication model that has been used is Shannon and Weaver. We can easily recognize it because a source is present, and in this case is Maria who is trying to communicate to Pedro, asking for some chicken on the way back home. The transmitter is the telephone handset, which is encoding the message to a signal.

The channel is the phone wires that is allowing the message to be sent to another channel which Pedro is managing.

Considered that Pedro will misunderstand the message, and he will get "Kitchen" instead of "Chicken", I would say that the problem has been making a phone call, considered that he works in a construction site and the failure of communication may have been disturbance around him, while workers were building.

The best solution for avoiding all of that, would have been send a text message, doing so, Pedro would have read the message and he would have got the meaning straight away.

6.CONCLUSION

To conclude this report, I would like to share some ideas regarding the communication. Communication is the most important way to interact between people, whether it's a job meeting, a date in friendship, a phone call, or a simple conversation at the bakery. Without communication most of the connections in this world would have been impossible. As I have explained above there are different ways and method of communication. The most of us, me included before this course, are unaware about all the different ways to make sure that your message will be clearer and more comprehensible, and how it is important to listen attentively to the message sender. It is relevant to convey the message clearest as possible, to make sure that every action that will be taken, is based on the right message received. Sometimes for a wrong interpretation we can get in trouble, finding ourselves in a discussion, or make our work wrong and disappoint our employer. That's why is important to pay attention on every single word in phase of communication with someone. Sometimes we don't pay attention at the station, when the person is talking from the speaker and is trying to communicate a train delay, and consequently end up arguing with our boss because we could have let him know before that we were going to arrive a bit late. How many times we just don't pay attention to someone just because we are distracted by something else around us, and then complain because something went wrong in our view, but we have been warned about it. It can happen at the restaurant, when a waiter is explaining about allergies in the menu, we don't pay enough attention and we end up feeling sick, blaming the waiter that didn't do his job properly. Connections move the world, and if we want to move together with it, we need to be focused on everything that is happening around us, to make sure that we are ready to deal with every single issue, or to solve every single problem or simply to conclude our day with most of the information that we need to face the following day, and every single day of our beautiful life.

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