

COMMUNICATION

INTRODUCTION

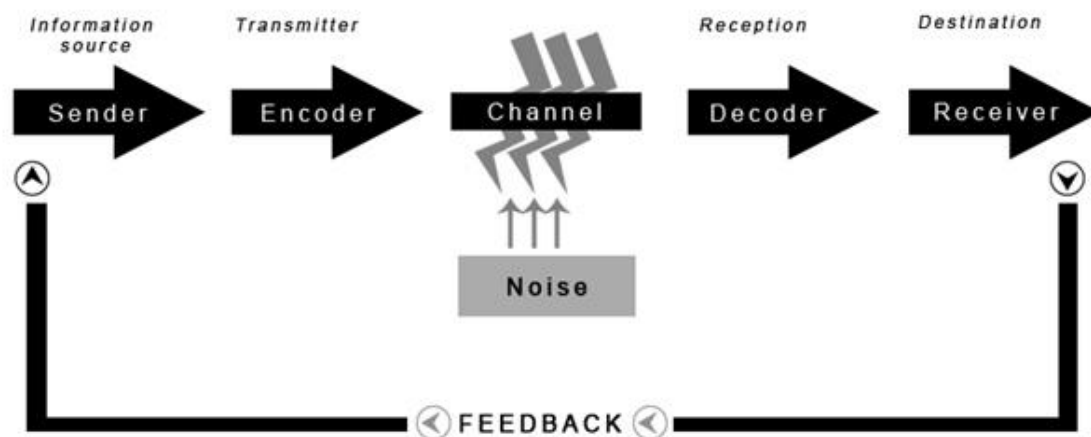
In this report I will present Definition of communication that may arise from poor communication. Also, will give example from 3 model of communication which we discussed on the class and give examples by using the case study that we used in the lesson. I will also be showing what is the reason and the consequence that can rise from poor communication. I will talk about communication skill method such as, verbal, non-verbal, listening, written, formal, in-formal. And finally, I will summarize my work with conclusions.

Three Models of Communication

1. Shannon and Weaver (1948)

This model of communication was created in [1948] by mathematician Claude Elwood Shannon and scientist Warren Weaver. This is known as the liner model of communication.

The "mother of all models" is the Shannon–Weaver communication model. Information source, message, transmitter, signal, channel, noise, receiver, information destination, probability of error, encoding, decoding, information rate, and channel capacity are all terms used by social scientists to describe an integrated model of the concepts of information source, message, transmitter, signal, channel, noise, receiver, information destination, probability of error, encoding, decoding, information rate, and channel capacity.



SHANNON-WEAVER'S MODEL OF COMMUNICATION

FOR EX, Maria, and Pedro a case study, were explained using this communication model. That Maria told Pedro to bring a chicken home, but the noise source caused an interruption, and he misinterpreted this as a request for kitchen because there was no feedback.

2. Schramm (1954)

Communication, according to the Schramm model, is a process that occurs between a sender (transmitter) and a receiver: there will be a message, as well as a medium via which the message can be sent. The Schramm Communication Model is a cycle communication model that includes all fundamental communication concepts. The Schramm Communication Model describes and deconstructs a typical communication style. It may be used to figure out how two individuals communicate when exchanging information, ideas, or views. The cycle communication model is founded on the idea and conviction that communication is a two-way street. There is a sender and a recipient in this case. The model includes at least one more component: the message itself. In most situations, communication is conducted in the conventional manner, with the recipient and sender both being squandered. It's also conceivable that the sender and receiver are the same individual. This form of communication is known as intra-personal communication. The former is referred to as interpersonal communication. Several other communication models and theories are linear, but the Schramm Communication Model is circular. This means that at least two persons must send and receive a communication. To

correctly interpret the communication, both the sender and the recipient must encode and decode it.

Three Elements

Communication is circular, according to the Schramm Communication Model, and the originator and recipient of a message can be the same individual. A message is encoded and forwarded to the same or a different recipient. Before delivering the message to a new receiver, the recipient must decode the message, interpret it, and then encode it again (circular). There is no fourth element, as in Berol's SMCR model of communication.

Source (Encoder)

The source of the communication is the sender, or the person who sent it. The source must be explicit in communicating the message and show why it is essential that the receiver read it. As a result, the sender of a message must make certain that the information he delivers is pertinent, helpful, and accurate. For the recipient to interpret the message properly, it must be encoded. This means that the sender must be known to the receiver. The ability to deliver information in a basic yet clear manner will decide the communication's efficacy. Cultural variables, perspectives, knowledge, attitudes, experiences, and talents all have an impact on the message's coding.

The Recipient (Decoder)

The recipient refers to the person or group to whom a communication is sent. A multitude of factors influence the recipient's capacity to decode the communication. For example, how much does the individual know about the substance of the communication, as well as how open they are to receiving messages and whether or not they trust the source? Cultural variables, viewpoints, information, attitudes, experiences, and talents all have an impact on how the recipient interprets the message. Decoding a message necessitates a psychological procedure. After the message is received, the input is instantly sent to the brain for interpretation. The message is provided here if it has any significance. This level of processing is also known as decoding. Communication is successful when the recipient accurately perceives the source's message. A message, which can be vocal or nonverbal, is the substance of the communication process, and it plays an important role in the Schramm Communication Model. Verbal content in a communication includes

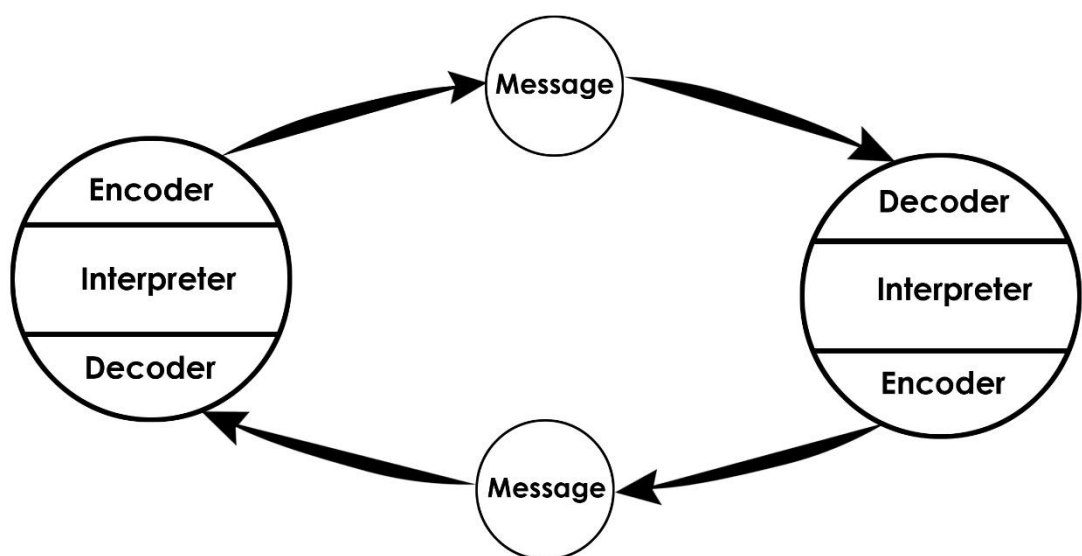
speech, sign language, emails, WhatsApp messaging, and phone calls. Nonverbal content might include things like behaviour, gestures, body language, eye contact, physical touch, and even artefacts.

Organizations and Feedback

The Schramm Communication Model does not indicate directly that recipients play an important role in communication. They are expected to not just absorb but also receive and respond to the message.

Feedback is the recipient's response to the sender's communication.

Both verbal and nonverbal communication can be used to provide feedback.



3. Berol (1960)

The SMCR Model of Communication by David Berol depicts communication in its most basic form. Sender, Message, Channel, and Receiver briefly - (SMCR)- is an abbreviation that stands for Sender, Message, Channel, and Receiver. The speaker, the subject, and the person who hears the message are the three basic aspects of all types of communication, according to him.

SENDER

The source who develops and sends the message to the receiver is known as the sender of the message. The source is the individual who encodes the message at the start of the communication process.

The recipient is affected by the same factors that affect the transmitter. Take, for example, how the message is perceived. The SMCR Model of Communication, developed by Berol, recognises the following elements that influence the source:

Reading, listening, speaking, and other communication abilities are examples of communication skills.

Attitude

The meaning and consequences of the communication are influenced by one's attitude toward the audience, recipient, and subject.

Knowledge

Communication is more successful when the subject of the message is familiar.

Social structures

Values, beliefs, religion, and rules, as well as the sender's location and circumstances, influence how the message is communicated.

Culture

Because of cultural variations, the message may be misinterpreted.

MESSAGE

The message is a packet of data or meaning that is sent from the sender to the recipient. The message can be delivered in a variety of formats, including audio, speech, text, video, and other types of media. The message sender always wants the recipient to interpret the message in a specific way. As a result, the source's intent is converted into a coded message. The following factors have an impact on the message:

Content.

From start to finish, the message's content.

Elements

Elements are nonverbal characteristics of communication that can influence the message, such as gestures and signals.

Treatment

The method the message is delivered, or its packaging, is referred to as treatment. The structure of the communication, as the name implies, refers to how it is organised.

Code

The message's code is the format in which it is delivered. Text, language, video, gestures, music, and other media may be used.

CHANEL

The medium through which the communication is sent is referred to as the channel. The medium must be detectable by the receiver's sense system, which could include vision, sound, smell, taste, or touch. The following senses are available to humans:

Hearing, Seeing, Touching, Smelling

Tasting

Technical tools such as phones, the Internet, and television are always used in mass communication. The sent information is processed in these circumstances by vision and hearing.

RECEIVER

The receiver is the individual who gets the coded communication and then decodes it. The recipient is always at the end of a linear communication process.

Berol's SMCR Model of Communication assumes that the receiver's thinking pattern must match the senders for communication to be as successful and fluid as feasible.

Disturbance or loss

The person sending the message must encode it in such a way that the message's complete intent is evident. He or she may choose to do it with words, but it is extremely rare for a communication to contain the complete intention. In some situations, a message may only contain a fraction of the information that the sender wishes to communicate. The message may become distorted even if an additional channel is added to the communication process. Consider the well-known team-building activity in which a message is continuously transmitted around a circle of people. Often, the last individual hears a message that is entirely twisted or unrecognisable. Part of the message's original intent is lost each time it is delivered by a different person.

Noise

Noise may arise after the message has been sent. This noise interferes with the source and message, causing the receiver to only receive a portion of the message or none at all. Internal noise describes a situation in which a component of the communication process, such as the receiver, is not feeling well or is not fully focused. As a result, certain sections of the communication may be missed by the receiver. External noise, on the other hand, can be created by background noise, such as that heard during a phone call. This can also lead to the receiver misinterpreting specific elements of the message. There may also be instances where noise is created on purpose. Non-intentional noise is generated accidentally, and can occur when the sender chooses complex

phrases, making it more difficult for the receiver to comprehend the message.

Source or Sender: The professor	Message:" The house in fire and help needed from the village people"	Channel:	Receiver: the village people
Communication skill: high Verbal	Content:" The edifice is being consumed by a great conflagration."	Listening	Communication skill: low verbal
Attitudes: Shouting and Crying	Elements: Talking	Seeing	Attitude: They didn't listen to the professor and kept doing what they were doing
Knowledge: Even if he knew that the village, we there he never went to visit it or socialize with the people there before	Treatment: Shouting		Knowledge: They didn't know him therefore they didn't know how to help
Social system: he used to live alone	Structure: Dialogue		Social system: Community/village
Culture: high level of Education	Code: high level English		Culture: Uneducated

FOR EX, Professor, and the village people a case study was explained this communication model. How the village people cannot understand the professor. Because the professor had a different background from the village people, and he used words that the village people do not understand. Because the social system, knowledge. Communication is an error. If he had used simple words, the village people would have understood him. This model of communication explains that the sender and receiver must be the same level to understand each other. Also, no feedback.

Method of communication

Everyone's existence revolves around communication. When we communicate and exchange our ideas and feelings, as well as how we are passing a message to another. There are various ways to communicate.

VERBAL COMMUNICATION

The use of words to deliver a message is known as verbal or oral communication. It is an important aspect of communication and a key strength in an individual. Listening is an important part of verbal

communication.

Two components of Effective communication are very important. Active listening and Assertiveness.

ACTIVE LISTENING a process

- 1- we send and receive an information
- 2- we interpret that information
- 3- we subsequently that this information
- 4- finally we respond

Active listening is- essential for fully comprehending what another person is saying. It necessitates work and self-discipline.

ASSERTIVENESS. Assertiveness -is the ability to speak oneself directly and honestly without demeaning or dishonouring another person is referred to as assertiveness. Without intimidating, condescending, or manipulating others, assertive people can stand up for themselves and explain their thoughts clearly.

Posture, Paraphrasing, Probing is a true aspect of Active listening.

NONVERBAL COMMUNICATION

Body language, posture, facial expression, eye contact, space, touch, and gestures are all examples of nonverbal communication.

WRITTEN COMMUNICATION

There are many different types:

Letters-emails.

Memos.

Reports.

Written communication is when you transmit information using writing or symbolism.

FORMAL communication must use formal language for professional or academic objectives. Like business email. Essay or assessment.

INFORMAL communication is the use of informal language when speaking with friends and family.

Written can be INTERNAL or EXTERNAL

We use this types for Report to find a factors that could affect a projects

INTERNAL [something you can control or manage]

EXTERNAL [something out side of your influence]

for ex :

Society , culture and politics-EXTERNAL

Value for money -EXRERNAL

Knowledge [of team member]-INTERNAL

People and skills-INTERNAL

Example of my own workplace situation

Something like this happened to me as well while I was working in a coffee shop. I went to take an order and the customer ordered a cup of tea however because of the noise I understood a cup of cappuccino. The problem was the noise and there was no feedback. Also, this communication style is the Shannon and Weaver model of communication

Also, another situation I was in was when my eldest son and I had to go to a one of his friends' birthday parties, so I called my mother to come and babysit my youngest son. A day before the event I called my mother while she was in traffic on the way to her house to let her know that she must be at my house at 6pm. She told me that she would be there however due to the background traffic noise she misheard the time as 7pm. Background noise can affect how the message is interpreted. A single word can change the meaning of the whole message. This situation shows the Schramm communication model.

CONCLUSIONS

Effective communication allows people to send and receive messages. It is critical to acquire this skill for both professional and personal reasons to avoid misinterpretation and misunderstandings. This report analysis three different model of communication. Shannon and Weaver, Schram, Berol's model. Theorizing about communication and how to avoid miscommunication, and misunderstanding. Also explain Method of communication. Verbal, Non-verbal, Listening, Writing -Formal and Informal: External and Internal.

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Appendices



Home work week2 Berlo's model of communication

27/06/2021 22:33

Good Work Sevzhihan! Your next step can be to add some diagrams but this is a strong start! TH

TH

Berlo's model follows the SMCR model. This model is not specific to any particular communication.

Berlo's model includes a number of factors under each of the elements:

Source: The source is situated where the message originates.

Communication skills – It is the skill of the individual to communicate. For example, the ability to read, write, speak, listen etc.



Homework week 3

01/07/2021 14:47

A good start - Check your spellings and grammar also TH
I've made a few small adjustments. Is your tone always as polite as it could be?

Email for customer

STEP A - Prepare by making notes on these questions:

• What is your company's business? What products/services do you offer? Sale mobile phone.

• What is the particular product/service that you normally offer, but is not available at the moment? iPhone X

• Why? Out of stock .

• When is it going to be available again? After four weeks.

• Who is the customer that you are writing to? Why do they need your product/service?
Because he needs a new phone his phone is broken.

• Are you going to promise any action, give additional information, offer help, or simply say that you will tell them when the product/service is available again? Yes I will offer help .Yes I will suggest similar product.

Step B

Dear John

Gregory

Thank you very much for your interest in our product.

We received your recent order for mobile phone iPhone X. I regret to inform you that this item is currently out of stock . We expect to receive a shipment by the end of this month and we would be more than happy to reserve a quantity for you. If that seems like a long time to wait, then I suggest that you try the iPhone X Plus. If that would be useful, please tell me what course of action suits you best.

Best Regard

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