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**Effective Team Working &
Communication (BMSW 4002)**

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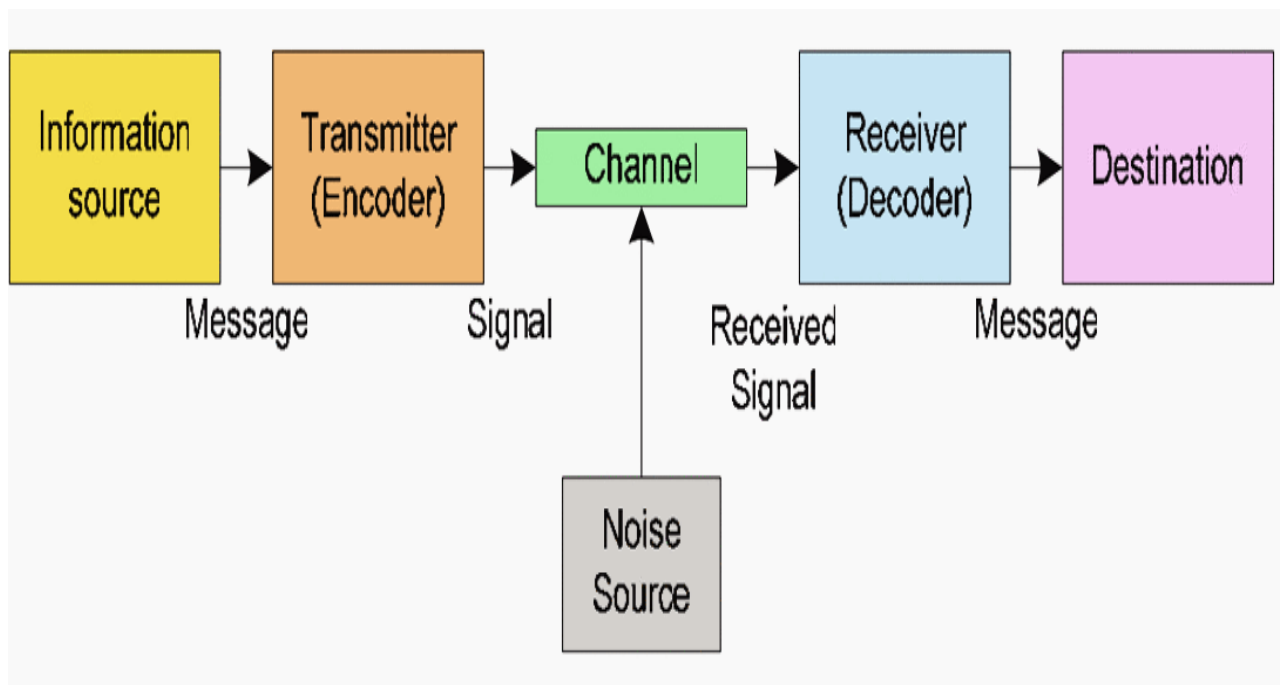
Introduction

Effective Team Working & Communication

A good communicator is not only the one who knows how to speak but the one that also knows how to hear, showing his colleagues a sign of respect thus building a basis of trust between them. Good communication is the most important part of teamwork, making sure that there is a constant update of each person so that everyone has the same information.

On this report I am going to talk about the different models of communication and communication skills and also show some examples of poor communication on my workplace and what we could do improve it.

SHANNON AND WEAVER MODEL OF COMMUNICATION



BING IMAGES

SHANNON AND WEAVER MODEL OF COMMUNICATION

An American mathematician and electronic engineer, by the name of Shannon and the American scientist Weaver, in 1948, together wrote an article in "Bell System Technical Journal" called "A Mathematical Theory of Communication" also called as "Shannon-Weaver model of communication". This model was created to develop effective communication between sender and receiver, finding factors that affected the communication process called "Noise". Initially was developed to improve technical communication, it was later widely applied in the field of communication, dealing with various concepts such as Information Source (the person that makes the message, choose the channel and sends), Transmitter(encoder is the person that sends, use machine that converts the message into signals or binary data), Noise(physical disturbances such as the environment, people, etc. that doesn't allow the message to be sent to the receiver in the same way as it is sent), Channel(it's the way used to send the message), Message, Receiver Information Destination (who gets the message or the place that the message must reach, providing feedback), Coding and Decoding(machine used to convert signals or binary data into message or the person who translates the message from signals). (businessstopia, 06/01/2018).

Example of Shannon Weaver Model

David called to his girlfriend saying, “come here I want to see you”. During the call, noise appeared (transmission error) and his girlfriend received “I want” only. Again, the girlfriend asked David (feedback) “what do you want David”.

Sender: David

Encoder: Telephone (David)

Channel: Cable

Noise: Distraction in voice

Reception: Telephone (Girlfriend)

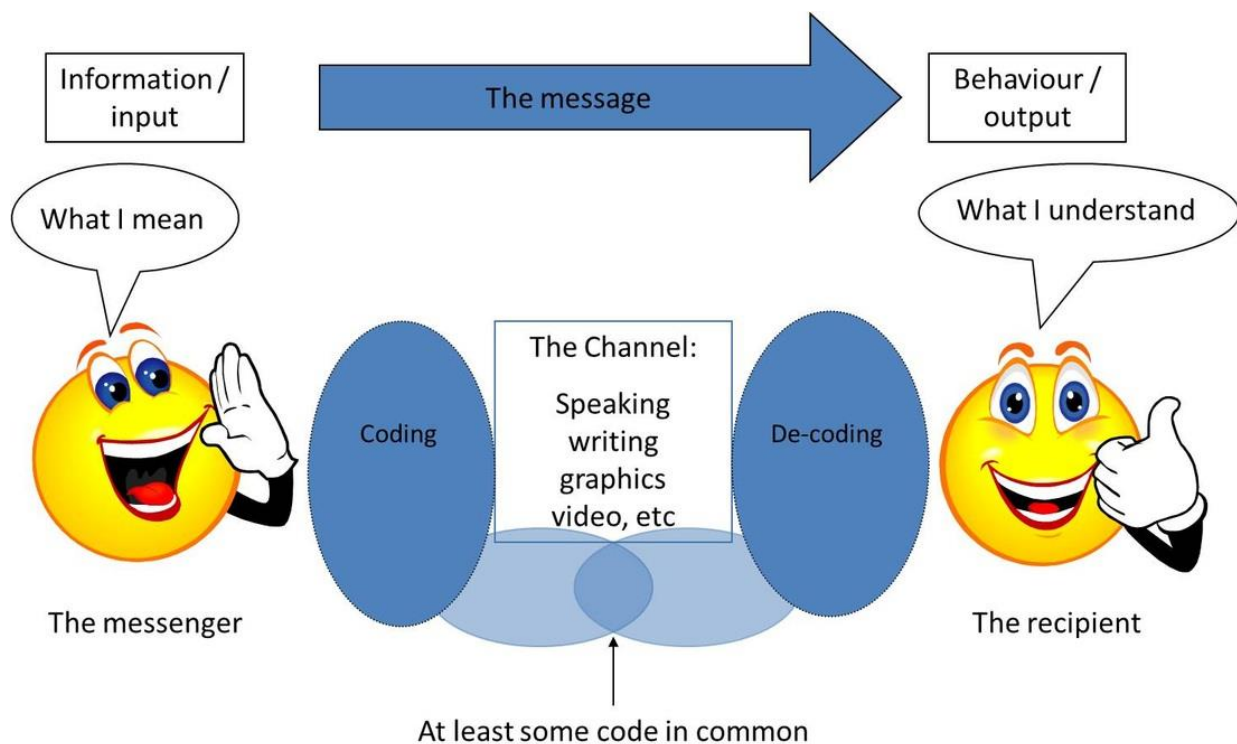
Receiver: Girlfriend.

Due to transmission error or noise, Girlfriend couldn't understand David messages.

*The noise which affect the communication flow between them.

3 Levels where communication can be interrupted

- Technical Problems (when the encoder or channel cause the problem)
- Semantic Problems (message sent different from the one received)
- Effectiveness Problems (message lost in the middle)



(bsit2block2)

Advantages and Disadvantages of Shannon and Weaver Model

Advantages

- Simplicity
- Generality
- quantiability

Disadvantage

- Linear
- One way model
- Ascribing a secondary role to the "receiver", who is seen as absorbing information.

(answers, 2012)

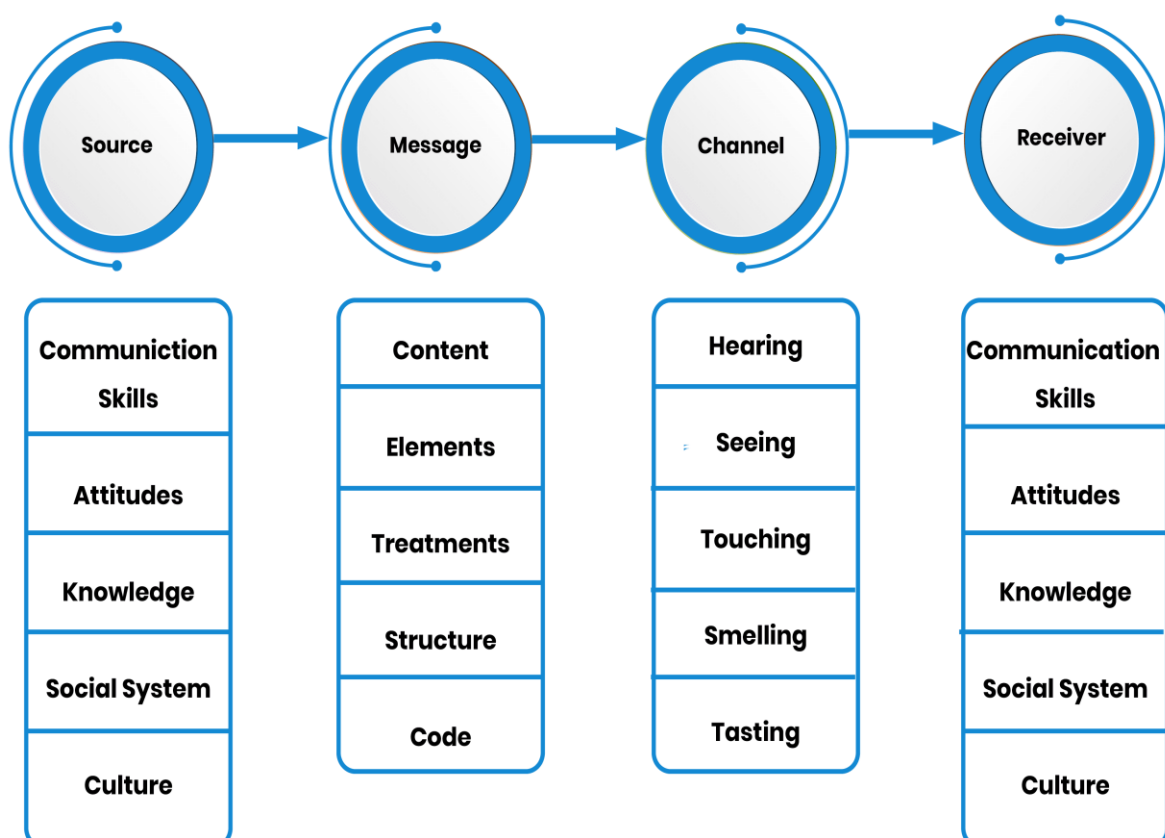
Criticisms of Shannon Weaver Model

Critics say that this model, in addition to being a misleading misrepresentation of the nature of human communication" since human communication is not mathematical in nature, this applies more to interpersonal communication than to group communication and mass communication, with the recipient playing the passive part in the communication process, while the sender plays the main role that sends messages. Feedback is taken as less important compared to messages sent by the sender

BERLO'S MODEL OF COMMUNICATION

David Berlo , after the Bell System Technical Journal published the Communication Cycle model developed by Shannon and Weaver in 1948 expanded in this linear model of communication and created the SMCR Communication Model in 1960.

SMCR stands for Sender, Message, Channel and Receiver, thus representing the communication process in a simpler way, describing the different components that make up the basic communication process. Since this communication tool also underlines message encoding and decoding, it can be used for more efficient communication.



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COMPONENTES AND FACTORES OF BERLO'S MODEL OF COMMUNICATION

S - SENDER

(Source of the message is where she originates)

FACTORES:

- **Communication skills**
includes the person's ability to communicate, such as reading, writing, speaking, listening, etc. The communication capacity of the message has to be good for it to be communicated better, because if the receiver cannot understand it the communication will not be effective.
- **Attitudes**
The attitude that an individual takes in relation to himself, the public and the subject influences the meaning and effect of the message.
- **Knowledge**
The person has to be knowledgeable about the subject or topic so that he can communicate properly so others understand him effectively
- **Social system**
Culture, religion, values, laws, rules, creeds and a general understanding of society affects the way the sender communicates the message
- **Culture**
Different cultures can sometimes lead to some conflict because what for some can be normal and harmless to others can be offensive, so to avoid these situations people should only communicate to where the social system allows.

M – MESSAGE

(Through audio, voice, text, video or other means of communication, a message is something that the sender sends to the receiver)

FACTORES:

- **Content**
Content is the information that is in the message, being the same from beginning to end the content
- **Elements**
Body language, gestures, language are the nonverbal elements of the content of a particular message
- **Treatment**
The way the message is transmitted or delivered to the receiver affects the feedback of the same
- **Structure**
If the message structure is not properly arranged the receiver may not understand it
- **Code**
Wrong use of the code may lead into misinterpretation. If the Code is clear the message will be also. Code refers to the means that the message is sent and in what way (language, corporal language, gestures, music, etc.).

C – CHANNEL

(The medium as the information flows from the sender to the receiver is the channel.

Telephone, internet, etc. (technical machines) can be used as a channel in mass communication, as well as in other types of communication, however the five senses of a human being is what affects the effectiveness of the channel.)

The five sense organs are:

- Seeing
Through the look, seeing, we receive nonverbal messages, such as watching a scene / movie on television the message is being transmitted
- Touching
Touch can be used as a channel to communicate, for example, we touch, buy food, hug our loved ones. Most nonverbal comments happen by touching or holding hands
- Hearing
Through hearing we receive the message (orally transmitted messages, interpersonal communication, etc.
- Smelling
The smell is a communication channel (smelling perfumes, food, fragrances, etc.), such as the charred smell warns that something is burning.
- Tasting
The tongue is a muscular organ used in the act of eating and tasting food, providing the information to be sent as a message.

R – RECIVER

Who gets the message sent in the process is the receiver.

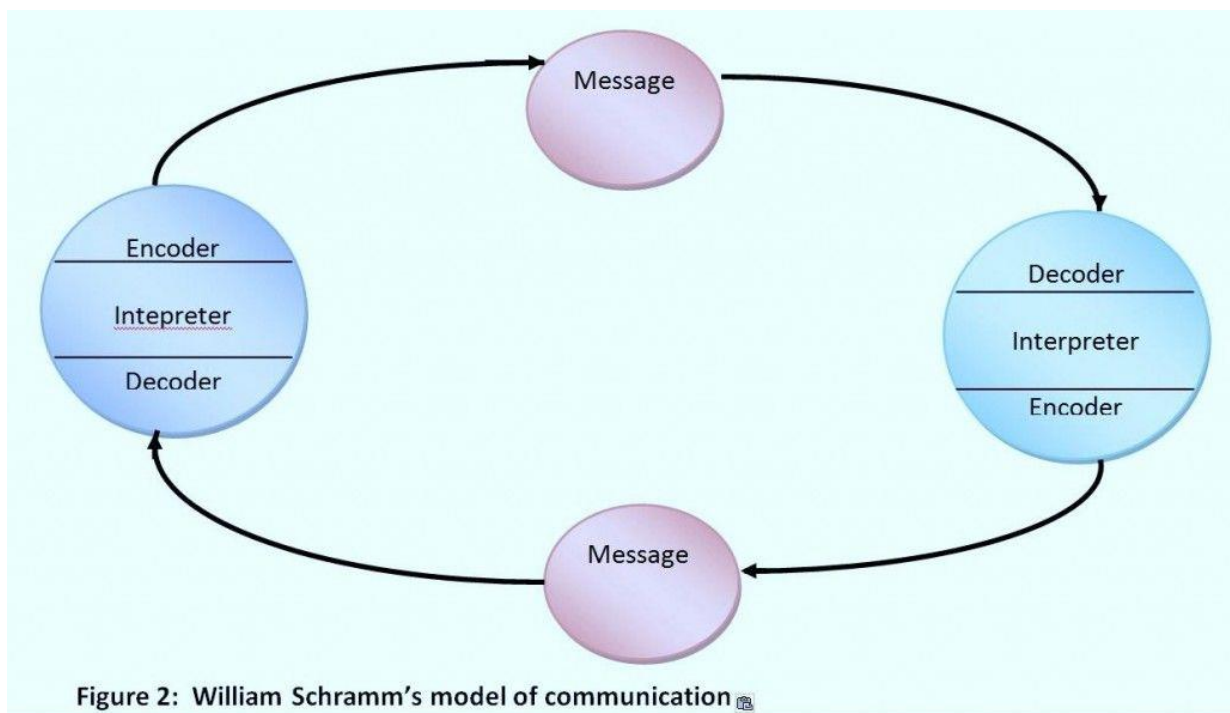
For effective communication, the sender and receiver need to be at the same level, and the latter must also have a very good hearing capacity. The receiver needs to think about all the content and elements of the source to communicate and respond to the sender effectively.

CRITICISM OF BERLO'S SMRC MODEL

- Beside the effects being unknown, there is no feedback.
- There was no place for the noise
- It is a very complex model
- The omission of the use of the sixth sense as a channel, that is actually a gift for humans (think, understand, analyse etc.) is the main disadvantage of this model
- Does not talk about barriers to communication.
- For effective communication requires that people be on the same level, where this rarely happens in everyday life.
- Linear model of communication

SCHRAMM'S MODEL OF COMMUNICATION

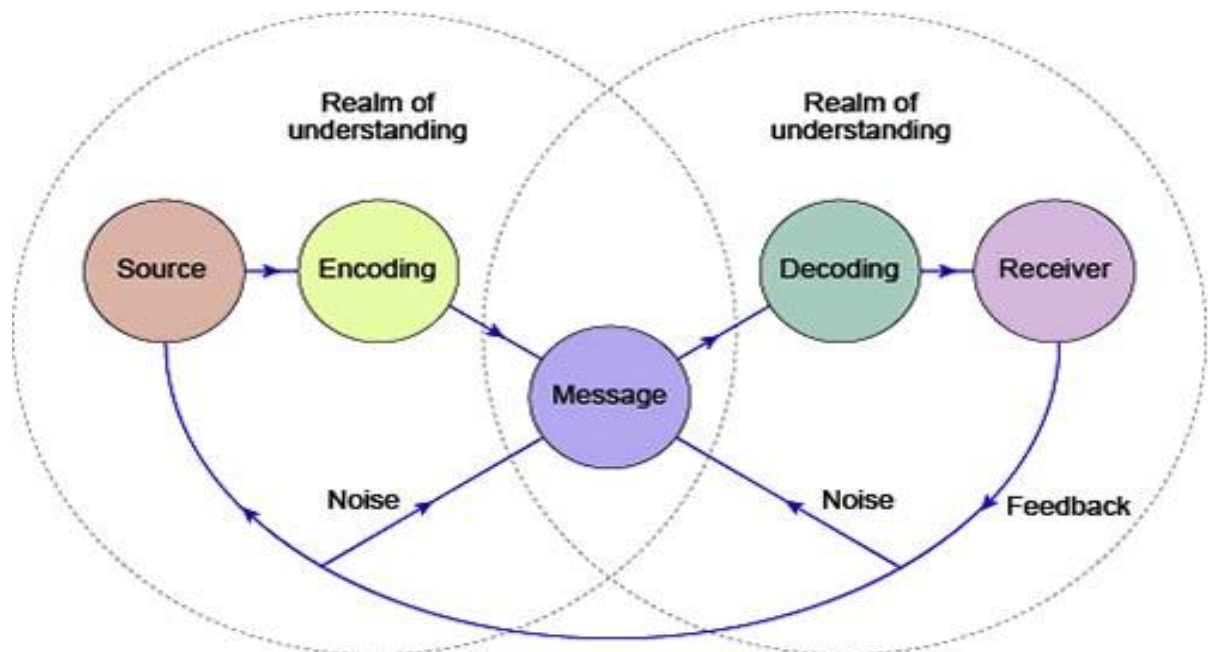
In 1954, on his book "The Process and Effects of Mass Communications", the well-known theorist Wilbur Schramm developed the Schramm's Model of Communication, showing how Aristotle did, that communication always requires three elements – the source, message and destination (the source encodes a message and transmits it to its destination through some channels, where the message is received and decoded) and suggested that communication is a two-way process where both sender and receiver take turns to send and receive a message.



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SCHRAMM'S MODEL OF COMMUNICATION

Not being a traditional model, but more practical, containing all the basic principles of communication, breaks the system of sender and receiver. When the information reaches the recipient, its responsibility is to understand what the speaker intends to convey. According to this model, coding and decoding are the two essential processes of effective communication.

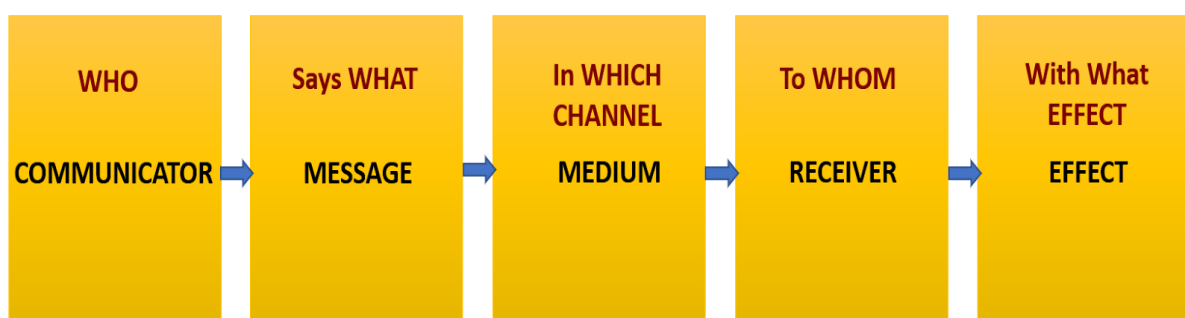


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LASSWELL'S MODEL OF COMMUNICATION

Lasswell's communication model was developed in 1948 by American sociologist and psychologist Harold Lasswell, and describes who is saying something, which channel is used to convey the messages, who is directed and what the result of it is. Since this is a classic model of sender receiver, communication science and public relations still use it.

LASSWELL MODEL OF COMMUNICATION



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Poor Communication on Workplace

One of the biggest problems on the workplace is still the poor communication, followed attitude, discrimination and ethnical.

All of the above problems are going to influence the services and outcome from the patients and organizations,

If a team doesn't have a good communication the work is going to be harder, conflicts will happen, claims will come and so one.

Example in workplace:

If a Home don't have a good management that settles rules, rights and duties equal to everyone, staff will feel discriminated and upset and that will show on the work they do with the patients and colleagues creating a bad atmosphere.

Another example is if the nurses and the carers don't have a good communication, they can put the resident in danger. Changing ideas and information's is very important to flow the work, write step by step what happens on a shift is the best thing to do save your self from problems, and pass to other the development of the patients.

There is an expression that says "two heads are stronger than one"

If people work as one they live and others will be safer and easy.

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