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ABSTRACT:

This report is based on different methods of communication used by human being, reviewing several models of communication, and how those models explain the different forms of communication, and the impact they can create in multiple scenarios of both professional and personal life. Offering real case examples of poor communication in the workplace.

Also, includes a comparison of the advantages and disadvantages of communication technology, in order to determinate how It has been used from the past till nowadays.

On the other hand, an example of previously treated cases is shown, in order to demonstrate and understand this matter.

INTRODUCTION:

Communication is the exchange of information, emotions and ideas through signs and words. (Berelson and Steiner,1964).

Communication between human beings has been evolving during thousands of years of its existence. From the use of smoke signals, or cave paintings, to communication through technology like emails on today's day.

It is undoubtedly one of the most used tools by humanity since the beginning of time; However, communication can be dominating (monologue) offering information, as in the case of the media which fulfil the function of informing, without receiving a response from the receiver.

Or instead, communication can be democratic (dialogue), which is participatory since a two-way process is created, the sender sends the message to the receiver and vice versa.

M, Kaplun (2020).

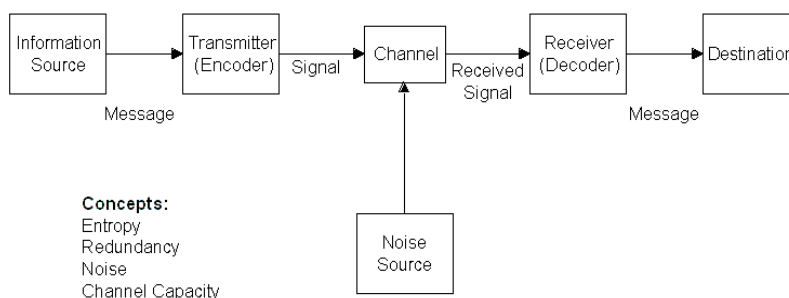
Within the different types of communication, there are three models which explain how communication is used, and the result that can be obtained based on the use of it.

MODEL OF COMMUNICATION SHANNON AND WEAVER:

This is one of the most influential communication models in recent decades, it expresses a compression of communication from a mathematical point of view. Which makes sense in explaining that:

- Information source produces the message.
- Transmitter encodes the message into signals.
- Channel is the way to send the message.
- Receiver decodes the message.
- Destination it is where the message arrives.
- Noise source would be considered the external factor, by which the message could be affected, and therefore misunderstood. (D, Chandler. 1994)

The Shannon-Weaver Mathematical Model, 1949



(Graphic from: UWTSD).

However, it is a model that may not work perfectly, since in real life everything cannot be based on a mathematical calculation, as many other unforeseeable factors influence it.

SCHRAMM'S MODEL OF COMMUNICATION:

Schramm's model is based on the principles of Shannon's model; However, adds important nuances to consider.

Schramm in his theory explains that in the communication process, when the information reaches the receiver, the most important thing is to understand what the sender transmits.

When the message arrives clearly without any type of interference, the receiver must be able to decode such information. Otherwise, the message is totally useless.

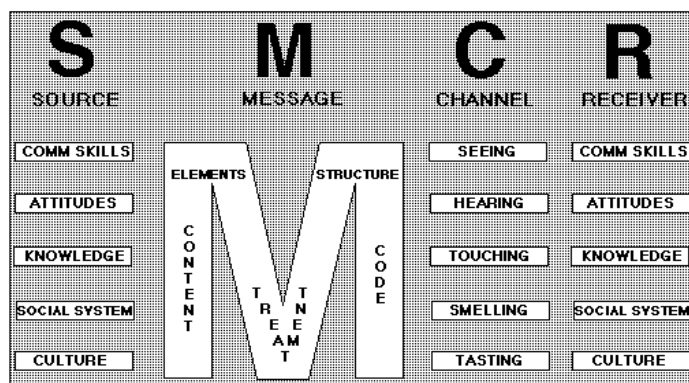
Therefore, for communication to flow between two people, the two most important factors are encoding and decoding, which are essential when it comes to ensuring, that the communication is complete.

In his theory, he explains that it is a bidirectional process between the parties, sender and receiver. (Pavenkov, O. & Rubtcova, M. 2021).

An example, in this case would be a professor, who goes out to ask for help because his house is on fire, and nobody in the town reacts to his request, since the type of language he uses, it is not understood by the residents of the place due to the fact they cannot decode the message.

BERLO'S MODEL OF COMMUNICATION:

In the case of SMRC, David Berlo developed a communication model that, in addition to focusing on encoding and decoding, he also uses four components to describe the communication process: Sender, message, channel and receiver.



(Picture from: managementstudyguide.com)

As shown in the picture above. Berlo refers to many other ways of sending a message, or how that message is understood.

Due to the different factors such as gestures, attitude, culture, the type of channel used, etc... The message can have various forms of interpretation, coming to have a sense totally contrary to how it was sent.

However, it is a linear model of communication, for that reason there is not feedback. Also, both the sender and the receiver must be in direct contact with each other, if this does not happen, they will not receive the information correctly. (Janse, B. 2018).

COMMUNICATION SKILLS:

- **Verbal Communication:**

It is carried out through language, good verbal communication is key to conveying a message, therefore several factors must be considered when speaking. Such as a correct tone of voice, an adequate speed and a good pronunciation.

Nevertheless, there are five basic principles with which to achieve trust, especially in the workplace:

- Make the people we are talking to feel important.
- Try to see the conversation from the point of view of the listener.
- Help the other person to do what you suggest in a kind way.
- Show your values.
- Have an open mind to listen to other ideas.

Also, understand that sometimes, what is right in some cultures is not right in others.

Historians have shown that the ability to communicate, and the practice used for it have been present in all periods of history, and in different breadth of cultures. (Cameron, D. 2000).

- **No verbal communication:**

Non-verbal is the type of communication in which there is no speaking or writing involved. There is non-verbal communication in many places in the form of signals, but it is known as “body language” the one used by the human being when communicating, expressing feelings, emotions, personalities and behaviours.

The way of walking, gesturing, body positions, facial expressions or even how to dress, the image style in general is part of body language.

Even when someone wants to hide their mood, or feelings like insecurity, their body language can reflect it in some way, pursed lips or fake smile are sign that the person shows discomfort. (Kuhnke, E. 2016).

The case discussed in class with the example of Mark, an executive who meets with the boss of the company where he works, it explains how the meeting was going well, until Mark relaxes and begins to loosen his tie, cross his legs using a non-verbal language totally the opposite to what he was expressing when speaking. In that case, Mark used his body language in a wrong way.

- **Written Communication:**

Written communication is a key skill nowadays, which is important to develop when it comes to obtaining educational achievements, and better job opportunities. “Writing today is not a frill for the privileged few, but an essential skill for the many” (The National Commission on Writing, 2003. Cited in Miller, McCardle & Connelly. 2018).

There are many forms of written communication such as letters, memos, reports, which can be written formally or informally.

Also, promotional materials, products information, handbooks or operational events are ways of using written communication, but in the case of these last four, they are usually done formally.

The writing must follow the grammatical rules, have a clear expression and use a positive tone. Avoiding long paragraphs, cliches and elaborate flowery old-fashioned writing.

An example of malpractice when writing is the following graph, in which the timetable of a school staff is found, some errors occur frequently when new staff comes to covering duties, since it does not clearly specify names or surnames of the workers, simply initials giving could cause confusion.

DUTY ROTA FOR ALL STAFF							
Duty Time	Supervision	Location	Mon	Tues	Wed	Thur	Fri
8:15-8:45	Arrival	Gate	LM + SM	BD + ED	LM + SM	BD + ED	LM + ES
8:15-8:35	Morning	MAIN PG	ED	RJ	AB	EP	RJ
10:10-10:30	Rec break	MAIN PG	PM + TH	PM + ES	PM + ED	PM + ES	PM + TH
10:30-10:50	KS1 break	MAIN PG	PM + RJ.	PM + ED	PM + EP	PM + VW	PM + VW
10:50-11:10	KS2 break	MAIN PG	PM + VW. .	PM + VW	PM + VW. .	PM + VW.	PM + VW.
12:00-12:30	Rec + KS1 lunch	HALL	PM + ES	PM + ES	PM+ TH + ES	PM + ES	PM + TH + ES
12:30-1:00	KS1 break	ROOF	DB + ED	BD + AO	DB + TE	BD + LM	AB + EP
12:30-1:00	Rec break	MAIN PG	TD + AJ	ED+ EP	ED+ TD	TH+ RJ	ED+ CJ
12:45-1:15	KS2 lunch	HALL	PM + VW	PM + VW	LG+ VW.	AB+ VW.	SM + TH*.
1:15-1:45	KS2 break	MAIN PG	AD + VW	AB + VW	RE + VW	SM + VW	RJ* + ES

(Picture taken from personal email)

Another way to express duties on the graph above would be by using different types of colours or symbols representing each staff member.

TECHNOLOGY IN COMMUNICATION:

In the last century, the human being has been developing enormous advances in telecommunications. However, it was from the 80's when the real revolution in communication technology began.

Internet access and the evolution of mobile devices such as phones and computers, it has made life easier for human beings, both at a work and personal level.

Although, there are obviously advantages and disadvantages in this technological development.

- **Advantages of technology in communication:**

More than a billion text messages are sent every day in the world.

Technology is changing personal relationships, the accessibility of asking for help in case of an emergency. Or having immediate access to know where someone is are crucial details to save lives.

In personal relationships, technology helps to improve communication between family members, couples or friends, especially when they have difficulty meeting in person.

Regarding the workplace, there are many benefits of using technology when communicating, online meetings, information exchange or even improving privacy when communicating between colleagues.

- **Disadvantages of technology in communication:**

Although on the other hand, as in all developments there are also disadvantages.

The ease of being able to have a chat from the comfort of home, makes the human being lose something essential in personal relationships, such as face-to-face encounters.

As far as couple relationships are concerned, according to (Lumpkin 2012, cited in Hertlein, K. 2014) 33% of divorces in 2011 were caused by social media, due to the ability of users to be able to send messages or interact with other profiles privately, and the ability of the couple to discover the infidelity if they have access to the spouse's profile.

In workplaces, due to the high number of people working from home, many companies are well obliged to provide psychological assistance to workers, due to the lack of socialization on day-to-day basis.

CONCLUSION:

Communication is essential between living beings, especially between people. It is the communication capacity that human beings have what differentiates them from animals.

The different types of communication that have been created over time allow that today, there is greater access to information, and that more and more people can communicate regardless of their abilities.

Therefore, it is important to continue developing and creating access to communication, to get better education, to improve critical thinking, to develop knowledge and create an increasingly advanced society.

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