



**“ UNIVERSITY OF WALES-
TRINITY OF SAINT DAVID”**

**Module: EFFECTIVE TEAM WORKING
AND COMMUNICATION**

BMSW4002

LECTURE: Lloyd Behhary

**Models of Communication and
Communication Skills - Report**

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In this report, I will introduce you to Models of Communication and Communication Skills that I've learned during this module.

Firstly I will explain the meaning of communication and poor communication - giving examples.

Communication is the act of transferring information from one place, person, or group to another.

There are three different types of communication :

- **Spoken or Verbal Communication**-face to face communication, telephone, radio, television, social media.
- **Non-Verbal Communication**-this is a type of communication, which sends and receives information without using words and verbal. This communication includes body language, gestures, visual signs, the way you look, etc. (Class activity A Day with the Chief)
- **Written Communication**: which includes letters, e-mails, social media, books, magazines, the Internet, and other media.

Communication has three parts: sender, message, and recipient. The sender, the message, and the recipient make up communication. The sender codes the message with words and non-verbal communication. The recipient decodes it when it is transmitted in some way. The complexity of communication means that each one may receive a slightly different message. Two people may read different things into the same words and body language. Neither of them may have the same understanding as the sender. The sender and recipient are not different in face-to-face communication. Between two people talking, the two roles will pass back and forth. Both parties communicate with each other in subtle ways, such as through eye contact and general body language. The sender and recipient are different in written communication

Poor Communication

Poor communication happens when there are misunderstandings in a conversation. There are many reasons that communication may fail. The message may not be received the way the sender intended. Feedback is needed to make sure that the message is understood. Communication barriers can occur at any stage of the communication process. Barriers can lead to your message becoming distorted and you risk wasting both time and money by causing confusion and misunderstanding. Communication can be effective if barriers are overcome and a clear and concise message is conveyed.

Common Barriers to Effective Communication:

- **The use of jargon.** Over-complicated, unfamiliar, and/or technical terms.
- **Emotional barriers and taboos.** Some people may find it difficult to express their emotions and some topics may be completely 'off-limits' or taboo. Taboo or difficult topics may include but are not limited to, politics, religion, disabilities (mental and physical), sexuality and sex, racism, and any opinion that may be seen as unpopular.
- **Lack of attention, interest, distractions, or irrelevance to the receiver.**
- **Differences in perception and viewpoint.**
- **Physical disabilities such as hearing problems or speech difficulties.**
- **Physical barriers to non-verbal communication.** Not being able to see the non-verbal cues, gestures, posture, and general body language can make communication less effective. Phone calls, text messages, and other communication methods that rely on technology are often less effective than face-to-face communication.
- **Language differences and the difficulty in understanding unfamiliar accents.**
- **Expectations and prejudices may lead to false assumptions or stereotyping.** People often hear what they expect to hear rather than what is said and jump to incorrect conclusions.
- **Cultural differences.** The norms of social interaction vary greatly in different cultures, as do how emotions are expressed. For example, the concept of personal space varies between cultures and between different social settings.

A skilled communicator must be aware of these barriers and try to reduce their impact by continually checking to understand and by offering appropriate feedback.

Example for bad communication :

- Employees that didn't listen and hog the conversation with the manager.
 - Person who didn't understand the communication.
 - Arrogance tone of the manager with his workers.
 - Misunderstood communication between colleagues at the workplace.
- (All these examples are given during the class activities).

Class Activity: Case Study- Barry and the Communication Barriers: Effective Communication as a Motivator

This case is about 27 years old Barry who is a manager of a restaurant. And the employees which are from different countries, they didn't speak good English and their ages are from 16-50 years old. There is a misunderstanding in the sign in the kitchen about the way to prepare the food.

The questions about this case study are:

1. What are the communication challenges and barriers Barry faces? -
Language difference, difficulties in understanding English; Cultural differences, ethnic differences, untrained staff, and incomprehensible signs in the kitchen (about the hot food)
2. What solutions might Barry consider in addressing each of these challenges and barriers? -Staff to be trained, Kitchen sign to be correctly written or even with pictures.
3. What are some ways Barry might use effective communication as a motivator for employees to follow safe food handling practices? –
Avoid difficult words; Respectful acting with staff; Patience and friendly behavior.

The effects of poor communication in the workplace:

- Increased employee turnover. ...
- Poor customer service. ...
- Lower shareholder return. ...
- Lower employee productivity. ...
- Greater incidence of injury....
- Increased absenteeism.

How to avoid poor communication in the workplace?

It's very important the communication to be clear and understanding to both sides in the workplace. We can improve the communication process using these few steps :

- Be friendly
- Be patience
- Be a good listener
- demonstrating respect for others

- Never talk over people.
- don't finish other people's sentences.
- Avoid using jargon
- Avoid using difficult words when speaking with someone from a different country
- Receiving feedback

I will give my example of poor communication in my workplace:

I was working in the catering company. My manager was too confident, arrogant, and even rude. He was speaking too fast, thinking that all the staff knows what to do. He looks so exhausted; he didn't like his job.

He didn't care if the staff didn't understand. He demonstrates disrespect to the employees and that's why every time the staff didn't understand the correct job that need to do. No one of the staff likes him. The staff stopped listening to him because they didn't like him. In this company, it's full anarchy.

This is poor communication and a lack of inhumanity. In this situation, the poor communication between managers and staff comes from too fast speech or missing speech. Also, disinterest to listen from staff.

The prevention in this situation is a strong policy in the company for respecting each other and more manager and staff training.

Second, in the report, I will write about the three Models of communication that I've to learn during the classes. I will give explanations, examples, and class activities.

Models of communication

Shannon and Weaver Model

Shannon and Weaver's Linear Communication Department was developed in 1946. It presents the concept of one-way communication as the process of creating and transmitting a message from a sender to a specific recipient using several elements.

Claude Shannon (1916-2001) was an electrical engineer and mathematician. In 1946 he worked in one of the research laboratories of the telephone company Bell in the United States. He sought opportunities for more efficient radio and telephone communications and compiled a mathematical model of linear communication.

Warren Weaver (1894-1978) supplemented the model with practical and technical details. Weaver's linear communication model includes the following elements:

CONCEPTS :

Sender (Information source) – Sender is the person who sends the information(message)

Encoder (Transmitter) –The encoder is the sender who uses the machine, which converts the messages into signals or binary data. It might also directly refer to the machine.

Channel –Communication channels may be different. If a telephone is used, the channel is the telephone cables. If email is used, the channel is the Internet. In oral communication "eye to eye," the channel is the sound waves.

Decoder (Receiver) – Decoder is the machine used to convert signals or binary data into a message or the receiver who translates the message from signals.

Receiver (Destination) –The receiver is the person who gets the message or the place where the message must reach. The receiver provides feedback according to the message.

Noise –Noise interrupts the operation of the channel. The noise makes the quality of the message worst as it travels from the source to the receiver. If the noise is too loud, the information will not be understood correctly.

Linear Communication is One-way communication. The sender encodes the message and sends it to the receiver through a technological channel like telephone and telegraph. The receiver must decode the message before understanding it and interpreting it. There were only 5 components when the model was made. The noise was added later. Shannon and Weaver's linear communication model is a useful model for communication in a significant number of business situations.

Workplace Example of Shannon and Weaver Model/ class activity/

One day John who is a fashion designer send an email to his partner. The email was: There is gonna be a fashion show at 8 p.m at Covent Garden.

His partner didn't receive the full message, because of a bad connection.

He receive only information about the fashion show at 8 p.m and he didn't know the place, that's why he didn't go.

Sender-John

Receiver- partner

Encoder: broadband company

Decoder: computer

Channel: computer internet connection

Noise: missing email due to poor connection

NO RESPONSE COMING BACK IN THIS MODEL.

Pedro and Maria Case Study – class activity

Q1: Why do you think Pedro misunderstood Maria? - Because of the noise coming from the building.

Q2: Whose Model of communication explains this confusion and why? Shannon and Weaver's Model of communication, because there is no feedback in this conversation.

Q3: Whose model of communication explain how it could have been avoided? - Schramm's model of communication

Q4: How could this be prevented? – With feedback from Pedro.

Berlo's Model

Berlo's Model of Communication revolves around the Shannon-Weaver model of communication. In 1960, David Berlo explained individual communication components and the factors affecting those components through the Sender-Message-Channel-Receiver.

S – Source He is the one who transfers the information to the receiver after carefully putting his thoughts into words.

M – Message When an individual converts his thoughts into words, a message is created. The process is also called Encoding.

C – Channel Senses (hearing, smelling, tasting, seeing, touching) are the channels that help human beings to communicate with each other.

R – Receiver When the message reaches the receiver, he tries to understand what the listener wants to convey and then responds accordingly. This is also called decoding.

Example :

John, who is a manager sends a message via what's up to his workers.

The message was: We going to have a meeting at 11 in the canteen. See you there. In this example, there wasn't any response. The communication is only on one side- from the sender.

Case study The Professor and village people- class activity.

Questions :

1. Why didn't the village people help the Professor?- They didn't understand him.
2. What could he have done to get them to help him? – He needs to use simple words.
3. Whose model of communication do you think can explain this situation and why? - Berlo's model of communication, because include all the parts of Berlo's model - Sender-Message-Channel-Receiver. And there is no feedback.

Difference between Shannon and Weaver and Berlo's Model of Communication. In Shannon's classical model of general communication, the source is the sender of the message channel is the medium through which the message is transmitted receiver is the person who gets the message, and noise mentions interference or difference in language.

In the below model, sources encode the message is sent and channel transmits the message, and the receiver decodes the message.

Berlo's model is in-depth with source, message, channel & receiver.

and in Berol's model, there is no point mentioned as interference. Schramm's model is the one with feedback.

Schram's model of communication

Schramm's Model of communication is created by Wilbur Lang Schramm. It is not a traditional model of communication. It is two-way circular communication between sender and receiver, this made it an interactive model of communication. It emphasizes encoding and decoding the message. The message is only sent when encoded by the sender and decoded after its receiving by the receiver. Schramm's Feedback is the process of acknowledging the received message by the receiver. That is the difference between the other two models of communication.

Example :

Laura is a waitress. She asked her colleague Maria to help her polish the cutlery.

Maria tells her that she's going to help her later because she is busy now.

Maria(receiver) receives the message and answer Laura(sender). There is feedback in this example.

Shannon, Berol's, and Schramm's have sender and receiver - these are the similarities between them.

All of the three models of communication have their advantages and disadvantages.

In conclusion, I want to say that Communication is of the greatest importance. The more we communicate, the less we suffer and the better we feel. Communication models help understand the communication process. The model contains elements and steps that should be well known in order for communication to be effective.

The key to success in professional and personal plans is effective communication skills.

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