

Effective Team Working and Communication Report

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1. Introduction

The goal of this report to make aware of the wide variety of communication skills necessary for professional success and to teach them how to use them effectively in teams. It's the act of exchanging and receiving information, in other words, speaking or writing and listening or reading. People who are good communicators pay attention to what others have to say, express themselves clearly, and respect the views of others. It is possible for interpersonal communication to go awry for many, many reasons. Many times, the sender's intended message is not received exactly as intended. Because of this, the communicator should seek feedback to ensure that their message is being received correctly. For example, models for communication such as schramm, Bello, Shanon will be examined in this study. The importance of effective communication will also be addressed. The goals and learning outcomes of this report will be achieved by using appropriate theory.

2. Model of Communication

2.1 Shannon and Weaver (1948)

For their essay "A Mathematical Theory of Communication," which they also termed the "Shannon-Weaver model of communication," Shannon and Weaver, two American scientists, collaborated in 1948 in the Bell System Technical Journal. To improve the quality of communications between sender and receiver, this paradigm was specifically developed (Narula, 2016). Noise is also found to be a component in the communication process. In the beginning, the approach was created to help with technical writing. The field of Communication later adopted it substantially. Information source, broadcaster, Noise, channel and message are only a few of the concepts that are included in the model. .

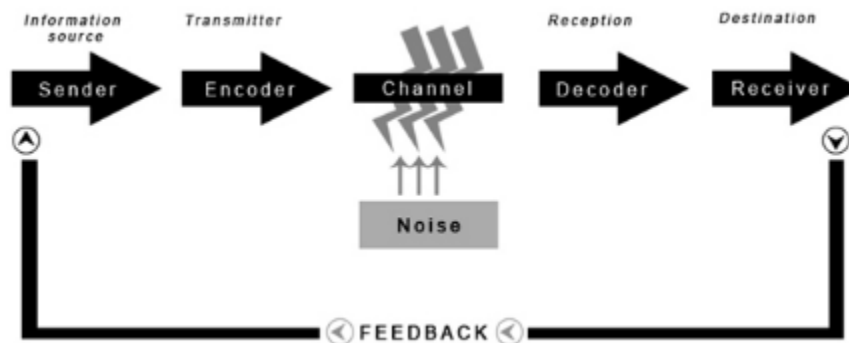


Figure1 Shanon-Weaver model of communication

Source: Bruneel and Kim, (2018)

Sender: The communication's originator or information source selects the message.

Encoder: The transmitter that encodes the message

The sender's messages compressed into waves or binary data for transmission through cables or satellites. As in: The telephone converts voice into wave signals that go across cables.

Decoder: Signal reception place that translates signals to messages. Encoding reversed

The receiver converts the binary data or vibrations into a message that can be understood by the receiver (Tongue and Forese, 2015). If this is not the case, the message will be misunderstood by the recipient, reducing the communication's effectiveness.

Receiver: The recipient of a message.

The receiver responds to the sender based on the decoded message. Noise can disrupt the flow of communication between sender and receiver.

The messages are channeled from encoder to decoder (Foulger, 2017). During this procedure, physical noises such as horns, thunder, and crowd noises might distract or alter the messages, affecting the communication flow, or the receiver may not receive the proper message. It's as important as it can be seen that for listening problem Pedro could not buy chicken. Moreover, he went to kitchen to find Maria instead of buying a chicken.

2.2 Schramm (1954)

It is a circular model; hence communication is circular.

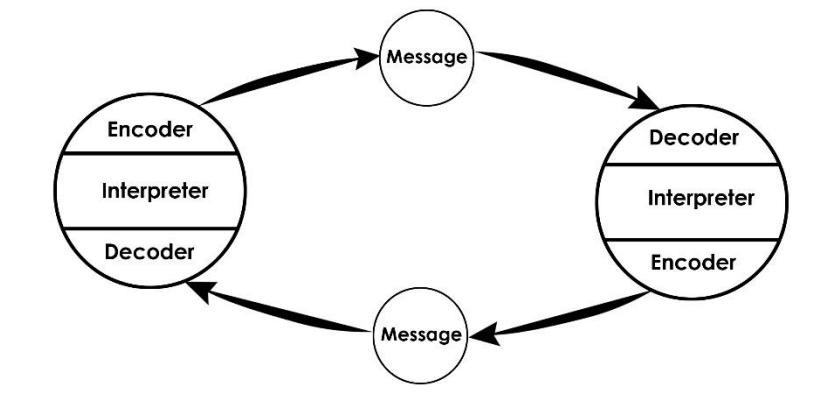


Figure 2 Schramm model of communication

Source: Foulger, (2017)

Coder - Encoder or sender of message (message originates)

Decoder: Who decodes the message

Interpreter - Person who tries to comprehend (perceive)

From beginning to end, the communication is interpreted. Some're the only one who can hear it now. In a practical sense, this paradigm breaks the sender-receiver idea (Bruneel and Kim, 2018). No, this isn't one of the greats. As both the sender and receiver, it can occur either internally or between two people. The processes of encoding, interpreting, and decoding take place in real time. Messages might be interpreted in various ways by the sender and receiver, resulting in "semantic noise" (Tongue and Forese, 2015). For example, if one employ technical language, one may find oneself losing track of the message's true intent. Decoding and interpreting a message become more difficult when there is semantic noise.

2.3 Berlo (1960)

In the 1960s, David Berlo developed Berlo's model of communication, which is still widely used today. The SMCR model of communication is another name for this model (Kurtz et al., 2017). In contrast to Aristotle's model of communication, which assigns speakers as vital parts of the model, this model asserts that the emotional aspect of the communication is an integral part of communication.

SMC stands for source, message, channel and receiver in this model. SMCR

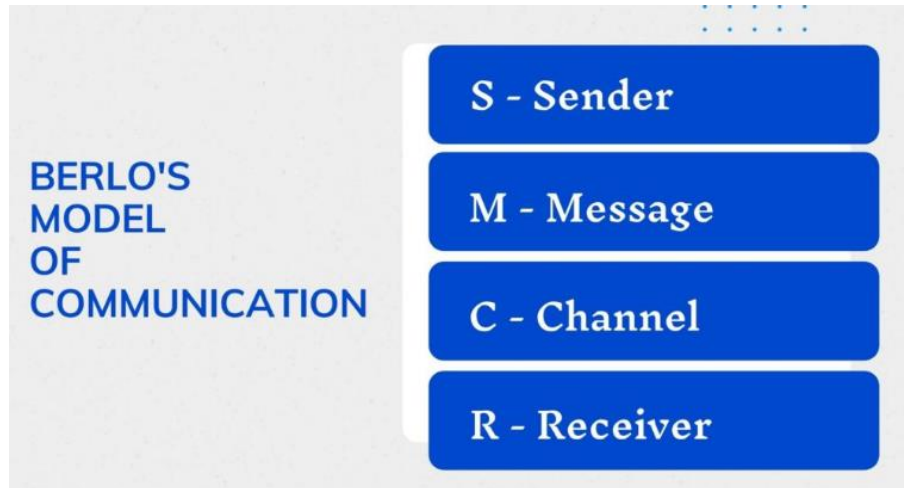


Figure 3 Berlo's model of communication

Source: Bruneel and Kim, (2018)

Sender

The sender of a message is the person or thing from which it originates. Messages are exchanged between the sender and receiver, who decode each other (Maguire and Pitceathly, 2019). In most communication models, the sender is an essential component. They draft their message and then send it out.

Message

A message refers to the content or context of a communication (Raja and Nagasubramani, 2018). Text, video, or any other type of media can be sent from one person to another via this method.

Channel

A channel is the medium via which the message is conveyed. In terms of communication, there are a variety of options available, including the internet, radio and television as well as printed media such as brochures and flyers (Ranjan and Chakrawarty, 2015). channels

refer to the five human senses that are capable of interpreting a message. When it comes to the message's effectiveness, the channel is influenced or at least somewhat dependent on these five senses.

Receiver

It is the sender's exact opposite that the recipient is located at the other end of the chain of communication (Maguire and Pitceathly, 2019). The sender's message is decoded and understood by the recipient. Berlo's model of communication requires that all of the above components, as well as the sender's thinking pattern, be in sync. This will greatly improve the efficiency of the communication process.

3. Communication Skills

3.1 Verbal Communication:

Two or more people can communicate verbally by using spoken words to exchange information. Consequently, it can be used in both written and spoken communication. As a general term, "verbal communication" is used by many people (Tongue and Forese, 2015). Verbal communication refers to any form of communication in which words are used to convey information. It is possible to use these words both orally and writing. Many distinct kinds of verbal communication skills exist. This includes the more outward manifestations, such as being able to communicate and listen effectively, to the more insidious (such as reflecting and clarifying). On this page, one'll find an overview of these talents, as well as links to additional resources (Ranjan and Chakrawarty, 2015). Consider the fact that verbal communication cannot be completely separated from nonverbal communication, such as facial expressions and body language. Verbal communication can be improved by maintaining a cool demeanor, being attentive, being polite, and adhering to a few simple etiquette standards. At my work place verbal communication is a day to day task as I have to make understand the student and communicate with the university admin.

3.2 Non-Verbal

Nonverbal cues make up a large part of how we communicate. Many nonverbal activities, such as postures, facial expressions and eye gazing are interpreted by our brains on a daily basis (Lai and Kritsonis, 2016). Using nonverbal signals, such as our haircuts and handshakes, can reveal a lot about our characters and the way we connect with others. Communication that is nonverbal includes a wide range of behaviors such as body language and facial expressions as well as nonverbal cues like eye contact and haptics (the sense of touch).

Expressions of the Face

Nonverbal communication is heavily influenced by the expressions people make with their faces. One can transmit a lot of information with a smile or frown (Raja and Nagasubramani, 2018). Even before hearing what someone has to say, we are often taken in by the expression on their face.

Gestures

Without the use of words, body language and other nonverbal cues play a critical role. Gestures such as pointing and waving are among the most common (Golosova and Romanovs, 2018). Many other hand movements are culturally specific or purely coincidental

Posture and body language

Information can be conveyed by body language and movement, such as posture and movement (Raja and Nagasubramani, 2018). Defensive postures, arm crossings, and leg crossings have been over-interpreted in the popular media since Adolph Fast's book *Body Movements* was published in the 1970s.

3.3 Listening

Having the ability to listen well is an important part of good communication. Listening is the most important part of any kind of successful communication. Messages might be readily misconstrued if the listener lacks the ability to concentrate (Lai and Kritsonis, 2016). As a result, the sender of the message is likely to become offended or annoyed. As far as communication skills go, listening is the most important one. Because of the importance of good listening skills, many of the world's most prestigious companies offer these courses to their staff. Consider the benefits of effective listening skills: better customer satisfaction, enhanced productivity with fewer mistakes (and hence more creative and imaginative work), and the ability to share information that leads to a better understanding of the world around people (Raja and Nagasubramani, 2018). Effective listening abilities are often cited as a key factor in the success of many business executives and entrepreneurs. In his numerous interviews, Richard Branson constantly refers to listening as a key aspect in the success of his company, Virgin.

The Disadvantages of Modern Technology

3.4 Identity theft

Theft of one's identity is a serious drawback of modern technology. To commit identity theft, one must get the personal and financial details of another person so that they can commit fraud, such as making unlawful purchases or transactions (Lai and Kritsonis, 2016). An identity theft victim is often left with damages to their credit, health, and reputation after the crime is perpetrated. Computer technology is increasingly being used by identity thieves to steal other people's personal information (Raja and Nagasubramani, 2018). In order to obtain this information, one can examine the storage devices of stolen computers, hack into systems, access computer-based public documents, use malware to spread malware, browse social networks, or send bogus emails or texts.

3.5 Cyber Bullying

In addition, cyber bullying is a drawback of using current technologies. "Cyber bullying" refers to bullying that takes place over electronic devices like smartphones, laptops, and tablets (Lai and Kritsonis, 2016). Text messages, apps, and the internet may all be used to perpetrate cyber bullying, as can social media, forums, and video games, all of which allow users to see, interact with, and share content. Cyber bullying includes sending, uploading, or otherwise disseminating defamatory, inaccurate, or harmful information about another individual (Lai and Kritsonis, 2016). By revealing a person's private or personal information, one put them in an uncomfortable position. Cyber bullying can sometimes transcend the line into criminal activity.

At these locations, cyber bullying is more likely to occur:

- In the age of social media platforms like Facebook and Instagram, as well as messaging apps like Snapchat and Tik Tok,
- The use of mobile or tablet devices to communicate via text message
- Over the internet, instant messaging, direct messaging, and online chat
- Message boards, chat rooms, and other online communities, such as Reddit
- Get in touch with gaming communities via e-mail

3.6 Social Interaction

Many technology developments have had a negative impact on the quality of face-to-face communication in recent years, and this has been particularly true in the business world. If one remembers back just a few years, individuals used to meet in person rather than converse over the phone when they needed to interact with one another for whatever reason (Golosova and Romanovs, 2018). However, the use of modern technology has reduced the amount of face-to-face interaction that occurs in corporate settings as a result of their widespread use (Narula, 2016). The likelihood of miscommunications occurring more

frequently than they would otherwise is increased when there is no face-to-face interaction between people is increased. As a result, rather than being considered an advantage, it could be considered one of the drawbacks of current technological growth in that context. The majority of people spend an excessive amount of time on social media platforms in order to establish interpersonal engagement with others, despite the fact that this is done for a variety of different reasons (Lai and Kritsonis, 2016). To try and prevent this issue from occurring is consuming an unnecessary amount of time. Another possibility is that utilizing social media on a regular basis will lead to the development of psychological instability in the individual who uses it. My work is all about recruit student for University so Social interaction is kind of compulsory for me.

4. Conclusion

To that end, this study aimed to educate students on the vast range of communication skills required for professional success and to show them how to apply such abilities in a team environment. The act of exchanging and receiving information, often known as verbal or written communication and listening or reading, is what is meant by this term. These people pay attention to what other people are saying and express themselves simply and respectfully. Interpersonal communication can go wrong for a slew of different reasons. Many times, the intended message of the sender is not received in the way that the sender had envisioned. Because of this, the communicator should seek feedback to help that their message is being understood. This study looked at communication models like schramm, bello, and shanon. Effortless communication is also mentioned. Modern technology's communication-related drawbacks are also addressed in this article. This report's objectives and learning outcomes have been met by completing this task.

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