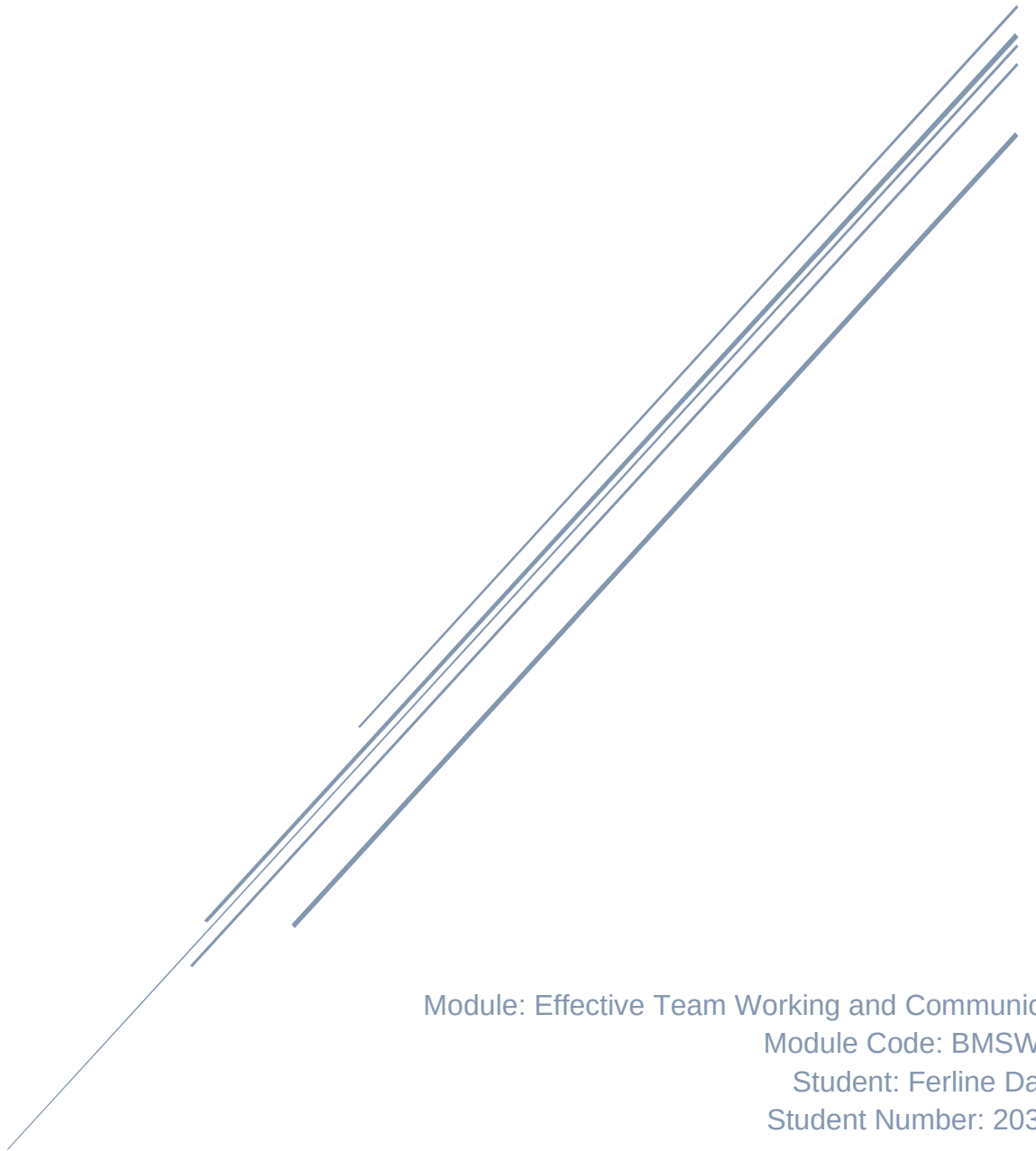


MODELS OF COMMUNICATION AND COMMUNICATION SKILLS



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Student: Ferline Danqua

Student Number: 2030736

Lecturer: Lloyd Beharry

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Introduction

In this report, it will be discussed 2 topics that are essential in a communication and these are Models of Communication and Communication Skills.

The history of communication is quite remote. The first ways of communication were through cave paintings, smoke signals, symbols, carrier pigeons, and telegraph. With the passage of time, communication has been improved and developed, bringing us the television, cell phones, Internet, E-mails, social media, and text messaging.

Communication is the process of exchanging words, signs, or information with others. It can be done either verbally or non-verbally and, being able to communicate well is important for every human being.

It ensures the operation of the workplace and it is the quality of communication that can significantly affect the results of work. Improving communication can be done by choosing the use of signs or symbols common to the participants of the communication process. Gestures or pictures can be used to better explain the message to the employee (Efectio, 2020) therefore, effective communication brings people closer together and helps us understand each other (KalamTime, 2021).

Poor communications in the workplace can result in friction, frustration and confusion. People are not motivated to be productive and are not inspired to collaborate. This lack of motivation can then spill over to how staff members relate to clients and potential customers. In order to counter the effects of poor communication, it is important to look into its causes and they can be poor leadership, cultural diversity and/or personal issues and challenges of employees.

There are three communication models that have had an impact on its history and development. These models are Shannon and Weaver, Schramm and Berlo.

Models of Communication

1. Shannon and Weaver

In 1948, Claude Shannon was an American mathematician, electronic engineer and Warren Weaver was an American scientist both of them join together to write an article in “Bell System Technical Journal” called “A Mathematical Theory of Communication” and also called as “Shannon-Weaver model of communication” (Drew, 2019).

Shannon developed the theory to improve understanding of communication via telephone and eventually improve the quality of phones.

S-----M-----C-----Noise-----R

Their linear model consisted of four elements: sender or information source, message, channel, and receiver. The channel carries any noise or interference that might lead to the signal receiving different information from the source.

This linear theory occurs between a sender sending a message through an encoder which is decoded at the other end to make sense to the receiver but the noise could distort the message (Shannon, 1948). The message can be sent in multiple different ways: it may be orally (through spoken word), in writing, through body language and/or music.

In class, was studied the case of Maria and Pedro where the noise of the building site could have distorted Maria’s message and Pedro heard “kitchen” instead of “chicken”.

This misunderstanding could be avoided if there was a feedback from Pedro to Maria. Pedro (the receiver) might spoke in response, to let Maria (the sender) know what he heard or understood.

In my friend workplace, She is a receptionist at a dental clinic and whenever she receives or makes calls for patients, there is always noise in the background because of the trains as the clinic is located close to a train station. And most of the time she has to call patients back to confirm what was said.

2. Schramm

In 1954, Wilber Schramm proposed the model of communication, The Schramm model which has its roots from the Shannon and Weaver model itself. It is not a linear model but it is a circular one.

According to his model, coding and decoding are the two most important processes of an effective communication without which information can never flow between two individuals. In the case of human communication, the two most important factors of effective co-ordination are encoding and decoding (Juneja, 2015).

Information is of no use unless and until it is carefully put into words and conveyed to others. He also emphasizes that the communication is incomplete unless and until the sender receives a feedback from the recipient and believed that communication is actually a two way process between the first party and the second party.

In this model there is feedback. Pedro could have called Maria to ask whether she really did mean “kitchen”, for example, case studied in class.

3. Berlo

David Kenneth Berlo was a theoretician and founder of the Department of Communication at Michigan State University and set out his theory of communication in 1960. It is also known as the SMCR model because of its four components: source, message, channel and receiver (Berlo 1960).

The message comes from the sender. He is the source. The sender sends forth information with the use of communication skills, attitude, knowledge, social system and culture. The process of crafting a message is also known as encoding. All messages are made up of: content, elements, treatment, structure and code. Channel is the medium through which a message is delivered. The five human senses are communication channels. It impacts a channel's effectiveness. A receiver is someone to whom the message is delivered. He has to figure out what the sender means. He has to respond based on this. This is known as decoding (Juneja, 2015).

Not to different from Shannon and Weaver's model, Berlo's SMCR model of communication is linear and does not include feedback. Therefore, its impact is not taken into account. There is no idea of sound or any other interference in the communication process.

Effective communication, according to Berlo's model, is possible if the sender and receiver are on the same page. The message may not impact the same way as desired if the receiver and sender are not at the same level.

"The professor and the village" is a case studied in class that identify with this model because, the professor should use a simple language with the villages whom don't have the same knowledge as he does.

At my friend workplace, they have phones, fax machines, and smartphones that have been using rapidly in the last few years. Almost every doctor and nurse owns a smartphone and uses it for professional purposes and every day they send to the patients their test results.

Communication Skills

Communication skills enable a person to comprehend and be comprehended by others. These can include, but are not limited to, clearly communicating ideas to others, a friendly and confident demeanour, respecting other people's points of view, and speaking in public. Improving communication skills can help in advance in the future career (Indeed Career Guide, 2020).

These are some types of communication skills:

- Verbal
- Non-verbal
- Active listening
- Empathic listening

When giving and receiving various types of information, the communication skills are used. This can be written, spoken, typed, or even shown through body language. People may be required to communicate ideas, feelings, or information about what is going on around them. Listening, speaking, observing, and empathising are all communication skills. The abilities are necessary whether someone is speaking in person, on a video call, or through letters and emails.

According to Fujishin (2016), there are two forms of communication process: verbal and nonverbal. Both operate together in the majority of messages sent and received. Nonverbal communication is all communication that is not spoken or written. It is body type, voice, facial expressions, gestures, movement, clothing, and more.

Verbal communication and nonverbal communication enable two and/or people to communicate. They provide all that is necessary for the process of connecting, and it is our privilege to use them creatively, effectively, and meaningfully.

Listening is an important component of effective communication. Eye contact, objective processing, and feedback to the speaker are all required for effective listening. Asking clarifying questions or restating what was heard as part of active listening can ensure that the message's intent was appropriately received. When the communication contains emotional substance, active listening becomes even more vital (Velentzas and Broni, n.d.).

Empathy means being able to understand and share the emotions of others. For example, if someone expresses anger or frustration, empathy can assist you in acknowledging and

diffusing their feelings. Simultaneously, understanding when someone is feeling upbeat and enthusiastic can help you gain support for your ideas and projects.

Formal communication is described as communication that takes place through official organisational channels or that is conducted by an employee in order to do their job. For example, official meetings, letters, and a management requesting that an employee do a specific duty.

Informal communication, on the other hand, occurs outside of recognised communication networks, such as conversations between employees in the lunchroom or halls. Informal conversation can be beneficial or detrimental because employees are in a relaxed environment, it has the opportunity to develop teams, improve working relationships, and produce ideas.

Body language, often known as nonverbal communication, involves posture, hand and arm position, eye contact, and facial emotion. Children learn to read body language in order to better understand the speaker's intent. Body language that is in sync with the spoken information promotes comprehension. Inconsistent body language with content raises the listener's suspicions about the true meaning.

Being able to listen well is crucial to workplace communication skills. Great listening skills from both managers and employees will lead to a better working relationship.

For example

According to Barker (2013), it is important to use the acronym TRAC that stands for: true, relevant, adequate and clear, in our conversations.

At my workplace, for example, the manager arrange meetings with all the staff to talk about new products. She is Romanian and has strong accent. Durant the meetings she introduces us the new products and when she finish, she leaves the room and all the staff get confused and don't understand what was said. We do not have the right to seek for clarification, which could be dangerous because one of our responsibilities is to service customers, and we require precise instructions so accidents such as allergic attack won't happen. In case of Max the Multi-Tasker, Tamara could ask Max, since he was busy at the moment, if she could call him back later.

Conclusion

Through the 3 communication models we can understand that can be linear and circular. Now days, the two linear models of Shannon and Weaver and Berlo are used through television, radio, newspapers, telephone conversation or an email and text exchanges. However, the Schramm model is used for daily, face-to-face conversations and also for video calls.

Communication is the process of people exchanging information, thoughts, and feelings via speaking, writing, or using body language. The definition of effective communication is expanded to include the need that sent content be received and interpreted in the intended manner. Creating a common perception, altering behaviours, and obtaining knowledge are all aims of good communication.

To have a good effectiveness communication skills at work, we will need to be clear and concise, practice empathy, be assert of ourself, use and read body language and, be calm and consistent.

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