



EFFECTIVE TEAM WORKING AND COMMUNICATION

ASSIGNMENT 1

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Introduction:

In this report I will be discussing about the definition of communication and explain my understanding of the models of communications according to the authors Shannon-Weaver, Shramm and Berlo, I will explain what is essential to have effective communication skills.

I will show case studies that I learned in the classes to clarify my understanding about the models of communication and give examples of poor communication from my friend's workplace.

Communication is a process of sharing contents, message, ideas from one person, community, or place to another. (skillsYouneed,2021)

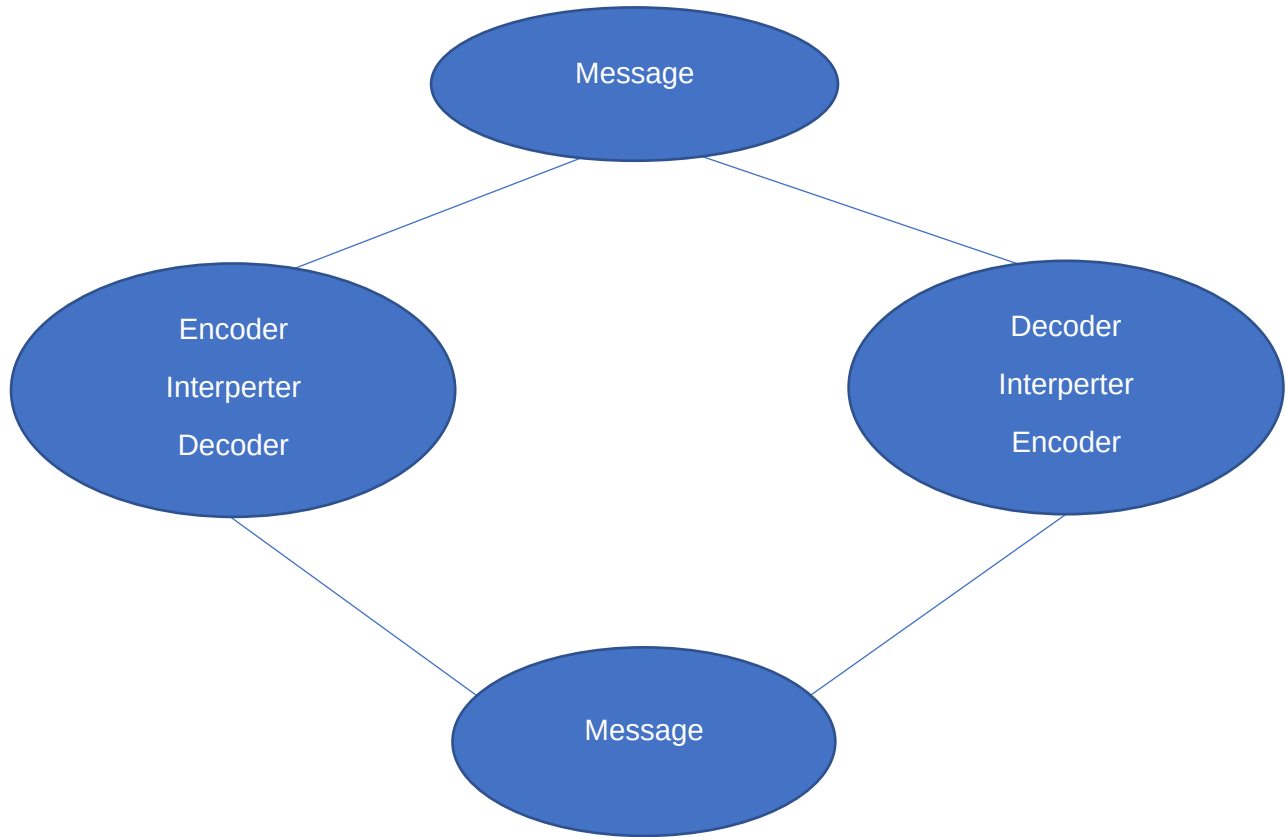
An effective communication has advantages and disadvantages the good benefits are that improve understanding, build, and keep a good relationship. In terms of disadvantages effective communication has a negative acceptance, most of the time the message cannot being heard from part of the audience. (bizfluent,2021)

Three Models of Communication:

- 1.1 **Shannon and Weaver (1948/49)** are an Electronic engineer and a scientist that made a simple mathematical theory of communication, also called Shannon and Weaver model of Communication, it is a one-way communication. This model consists in a sender, a person that are sending the information, encodes a message to the other person through a channel (phone), the message while encoding can be affected of noise then the message will be decode to the receiver. For example, in the case study from class-activity “Pedro and Maria” Pedro because of the building noise didn’t understand what Maria said and went to the kitchen instead of buy a chicken. (HelpfulProfessor,2021)

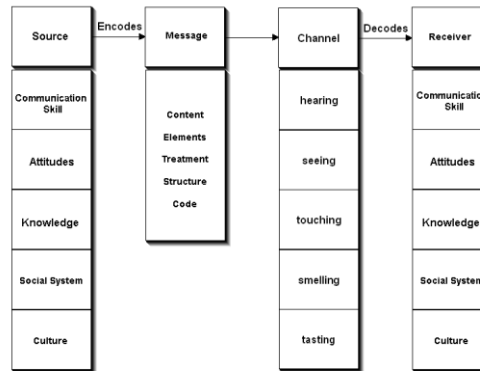
- 1.2 **SHRAMM (1954)** is the opposite of Shannon-weaver model of communication the difference is that this model has two ways of communication where the sender and the receiver encode and decodes the message, it must have a feedback from the receiver to complete the communication. This process has 6 elements encoder, sender, decoder and receiver, interpreter, message, the sender encodes a message then a receiver decodes and interpreted the message in a way more understandable after the receiver decode a message, the feedback is turn again to the sender, if the information cannot be understood by the receiver the communication doesn’t have utility. As an evidence of this process is shown above a diagram. (QS Study,2021)

Schramm Model of Communication



- 1.3 **Berlo's Model of Communication (1960)** SMRC means sender, message, channel, and receiver in this model the process is based on elements used to describe the communication, it also encodes and decodes the message from sender to receiver.

Berlo's Model of Communication



A Source encodes a message for a channel to a receiver who decodes the message:
S-M-C-R Model.

(Businesstopia,2019)

-The source is the person that is sending the information to the receiver, the 5 elements under the source are the components there is the same for the receiver

Communication skills- ability to communicate by reading, writing or speaking.

Attitudes is the attitude from sender to the receiver for example in the shop the customer has the attitude to choose which ingredient he/she wants, and the attitude of the seller is to help the customer and satisfy them.

Knowledge, to be able to communicate the person that wants to communicate with other has to have some knowledge so that the receiver can understand better.

Social System, In the social system includes all the things of the society such as culture, beliefs, religion the person must know well the society in general. Social System is where the communication happens.

Culture is also related to an individual society that comes under the social system.

The source is the person that is sending the message, it encodes the message with depends on the content, elements, treatment, structure, and code.

The message is changed by a channel of hearing, seeing, touching, smelling, or tasting.

At the end of the process the message is decoder by a receiver with the same Communication skills, attitudes, Knowledge, Social System and Culture

2-Communication skills

Types of Communication:

Verbal communication is a formal communication where we used spoken words, tone of voice or written words.

Non-verbal communication is an informal communication where we used without words with signs, facial language, or body language.

Both communications are important, for example when you have a conversation with someone can be job interview or class presentation either matter the content of the message and the attitude transmitted, it is through facial and body language that you can know if the person it is telling the truth or not.

Effective communication:

Active Listening to be a good listener you must be able to listen with attention the other person without interrupting and asking unnecessary questions, feel free to interact with the person who is talking, and show interested with the information given. It is important to stay in silence while the other person is

explaining and only talk when the person finished. for example, in the lesson the teacher is giving a topic to the students and the students need to listen the teacher with attention without interruption, if it has some doubts wait until the teacher finish explain then ask.

Informational listening is when you listen to learn and gain knowledge for example: watching news, watch documentary or education it is required to take notes of key ideas for the revision later.

Critical listening is related to active listening when you listen and analyse the information for solve a problem and decide.

Empathetic or Therapeutic Listening is when you put yourself in the same position with another person, understand the other's feeling without saying "I agree" or "I disagree" (**skillsyouneed.com,2021**)

Written Communication there are different types of written communication can be formal and informal some of them that are more usual include: Letters, Memos and Reports.

The essentials keys to have a good writing skill are writing paragraphs and short words, they must be accurate brief and clear. Try to use positive, definite, and sincere tone, in the sentences don't write too much be straight to the point.



EDU91(2020)

3. Case Studies

MARIA and PEDRO

Pedro works on a building site and Maria is his wife.

One day Maria phoned Pedro.

'Hello, Pedro, when you're coming home, see if you can get me a chicken.'

'Okay,' replied Pedro.

When he got home, Pedro took off his boots and coat and went into the kitchen.

'Maria, where are you?' He said.

'Here – in the sitting room,' she said.

When Pedro went into the sitting room, Maria said, 'Where is the chicken?'

'What Chicken?' Asked Pedro.

The one I asked you to get on your way home.'

Oh, no! I thought you said when I come home I will see you in the kitchen!

Q: Why do you think Pedro misunderstood Maria?

Q: Whose Model of Communication explains this confusion and why?

Q: How could this have been prevented?

Q: Whose Model of Communication explains how it could have been avoided?

In this case study we can see above that Pedro couldn't understand what Maria told him because of the building noise this explains the Shannon-weaver model of communication where the receiver (Pedro) distorts the message because of the noise, otherwise this situation could be prevented if Maria sent a text message asking Pedro if he understood that he needs to buy a chicken instead of calling him on his work. Schramm Model of Communication is the model that explains the feedback at the end of the process. (uwtsd,2021)

A Professor of English at a well-known Welsh University lived in a large house not far from a little village. He never went into the village, but shopped in the town near the University because he had nothing in common with the village people, who were largely uneducated and did manual jobs.

One night, the professor fell asleep while smoking his pipe and the pipe fell onto the carpet and started a fire.

When the professor awoke and saw the house on fire, he rushed into the village, screaming:

'The edifice is being consumed by a great conflagration!'

'The edifice is being consumed by a great conflagration!'

'The village people looked at him and continued doing what they were doing'

'Don't you understand?' He said. "'The edifice is being consumed by a great conflagration!'

They ignored him.

When the Professor returned home, he saw that his house had been completely destroyed. He sat down on the ground and wept.

The next day, he went into the village crying. 'Why, oh why didn't you help me? My home has been destroyed by the fire. I came and begged you last night.' He wept.

'But Professor, why didn't you say that your house was on fire? We would have helped.'

Q: Why didn't the village people help the Professor?

Q: What should he have done to get them to help him?

Q: Whose model of communication do you think can explain this situation?

Q: Why?

In this second case study the village people didn't help the Professor because of his professional and formal language, the village couldn't understand what Professor was trying to say because they weren't educated enough, they normally used an informal language.

What the Professor should have done is be brief and clear, saying to the village "help me my house is on fire!" instead of saying the edifice is being consumed by a great conflagration! Berlo's model of communication explains this situation because of the communication skills, where the sender (Professor) didn't have the same language and Knowledge as the receiver(village) this explain the misunderstood village. Berlo explain that the sender and the receiver need to have the same components to encode and decode the message (communication skills, attitudes, knowledge, social system, and culture).

4. Examples of poor communication in my friend's workplace

1. At my friend's workplace in hospital when the handover isn't done properly because the requirements are not followed regarding patient's wellbeing during the shifts, it leaves the healthcare assistant without knowing what procedure to follow. This situation can harm because of the essential treatments can be delayed or not done and can deteriorate the health of the patient.
2. My cousin's colleague was working, and a man asked the woman if she needed help and she stated no because she misunderstood him, the other reason is that she speaks a foreign language. If she had answered him yes, the man could have helped her the problem was that she doesn't speak English.

Suggestions for improvements by using theory

In the first example from my friend's workplace what I think that can be improved according to **Berlo's Model of Communication** is the source of knowledge and communication skills that the nurses needed to give the patients so that the patients can be more clarify on what type of treatments or medications to take forward.

The second situation of my cousin's colleague could be avoided if the women tried to ask again the man what he said although she doesn't understand the language she could do gestures or used dictionary to help her in talking, this situation of poor communication describes the **Schram's Model of Communication** where the receiver needs the feedback and understand the message before answering.

Conclusion:

To summarise on what I've learned in this assignment is that the effective communication is very important in the workplace and daily routine, there are three communication skills more usual include informational listening, critical listening, and empathetic listening all this communication skills are different, the informational listening acquire knowledge, critical listening solve problem and the empathetic listening is when you put yourself in the same position with another person, when you understand other's feelings. The three model of communication are similar and different from each other, on all three models have the sender, encoder, channel, receiver, decoder. At the end I gave some examples from my friend and cousin workplace of poor communication and I discuss on how can be solved by using one of the three models of communications.

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