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BMSW 4002 Effective Team Working and Communication
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Models of communication and communicational skills

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1- Introduction:

Communication is defined as the act of expressing, collecting, and communicating knowledge, or speaking, communicating, and hearing or reading. (Keiling, 2021). Effective communicators pay attention to what others are saying, write and speak effectively, and tolerate differing viewpoints. Effective communication skills may assist children in both face-to-face and online interactions. Knowing how phrases and visuals influence others is essential to texting, talking, and publishing appropriately (Ko, 2013). You may assist children in developing their communicating skills by providing children about using social media wisely, modelling good interactions, and viewing tv and Movie shows that stress the importance of better communication (Keiling, 2021).

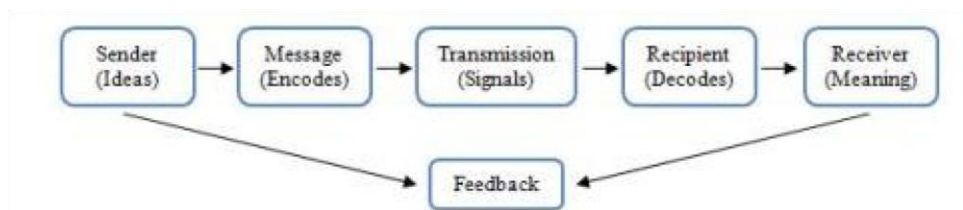
Good communication skills are Because it creates organisational goals, it is vital to attaining all corporate objectives and allows employees to interact more effectively. In a commercial setting,

unfortunately, not all communications are treated equally (Vangelisti, 2016). Poor communication in certain firms leads to tension, irritation, and misunderstanding. Miscommunication usually creates a tense environment where people are reluctant to cooperate and participate (Vangelisti, 2016). That demotivation, As a result, has a detrimental influence on how the firm interacts with clients and potential customers, allowing the firm to suffer.

2- Models of Communication

Communication Models have been used to simplify the depiction of an idea, notion, or idea using diagrams, visualisations, and other visual aids (Bhasin, 2021). Models may help make any idea easier to comprehend. Organizational communication occurs both within the organisation and with shareholders and investors (Bhasin, 2021).

The figure below depicts the basic flow of communication. The transmitter sends information to the reader in this flow, and the two then exchange feedback on the process of communication.

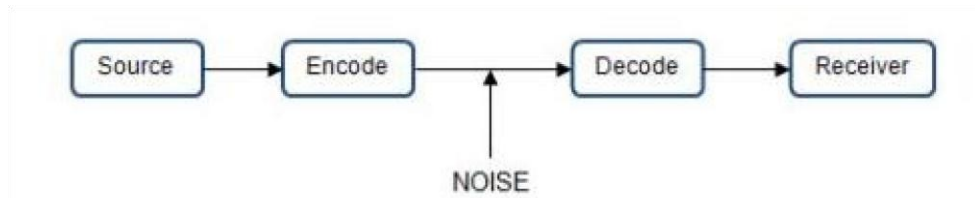


Source ((MODELS OF COMMUNICATION, 2021))

Before you choose whatever means of communication to utilise for your needs, you must carefully analyse the techniques of communication available. For certain transactions, not all communication mechanisms are appropriate. After understanding the communication techniques, the next stage would be to examine different communication strategies.

2.1 Shannon and Weaver (1948)

Claude Shannon's model was one of the very first communication models to be introduced. In 1948, this was first used. This set the groundwork for today's many models of communication and has considerably aided and study aims to discuss in a variety of disciplines. This paradigm can be regarded as the forefather of several subsequent models of communication.



Source ((MODELS OF COMMUNICATION, 2021))

The graphic above depicts how people communicate and also assists in determining what can go incorrect. The information source in Shannon's model is usually a human, who subsequently uses a transmitter to communicate a message. Today's transmitters might be anything from phones to laptops and other electronic gadgets. According to the manner of communication, the signals delivered and received might differ.

Real-world use of the Shannon-Weaver communication model:

Thomson dialled his assistant's number and said, "Come here, I want to see you." His assistant only received "I want" during his call due to noise (transmission problem). "What do you want Thomson?" Assistant inquired again (feedback) (Schloss, 2011).

- Thomson is the sender.
- Telephone as an encoder (Thomson)
- Cable television channel
- Distraction in voice due to noise
- The telephone number for reception (Assistant) • The assistant is the receiver (Schloss, 2011).
- The assistant is unable to understand Thomson's communications because of a transmission fault or noise.

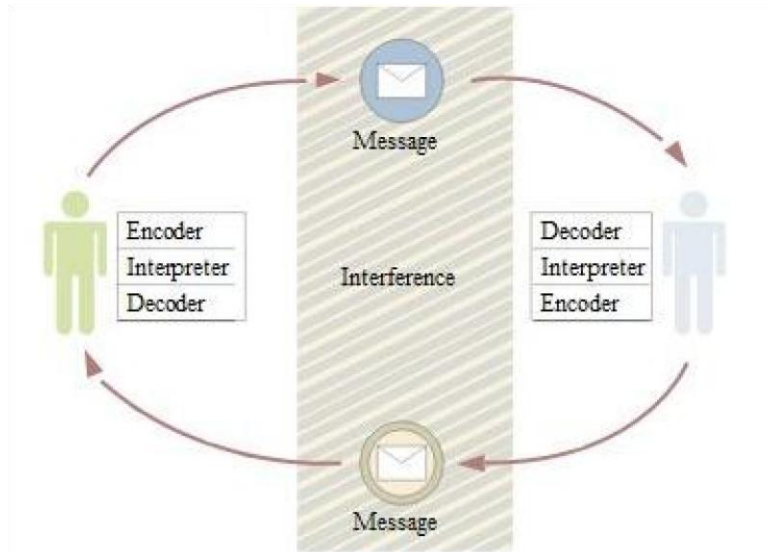
*The noise that interferes with communication between them (Schloss, 2011).

2.2 Schramm (1954)

In 1954, however, Schramm underlined that when it comes to communication, both the transmitter and the recipient take turns acting as encoder and decoder. The model presented by Schramm is depicted in the diagram below.

Various additional models, like the 'Helical' model, Aristotle's models, and others, have been based on these ideas (McQuail and Windahl, 2016).

Constantly bear in mind that every one of those models has its own set of benefits and drawbacks. Although some models attempt to streamline the process by breaking it down into smaller steps, they are not quite as straightforward as they appear. Communication models are complicated in a number of ways (McQuail and Windahl, 2016). This is an important point to keep in mind as you try to figure out how these models function.



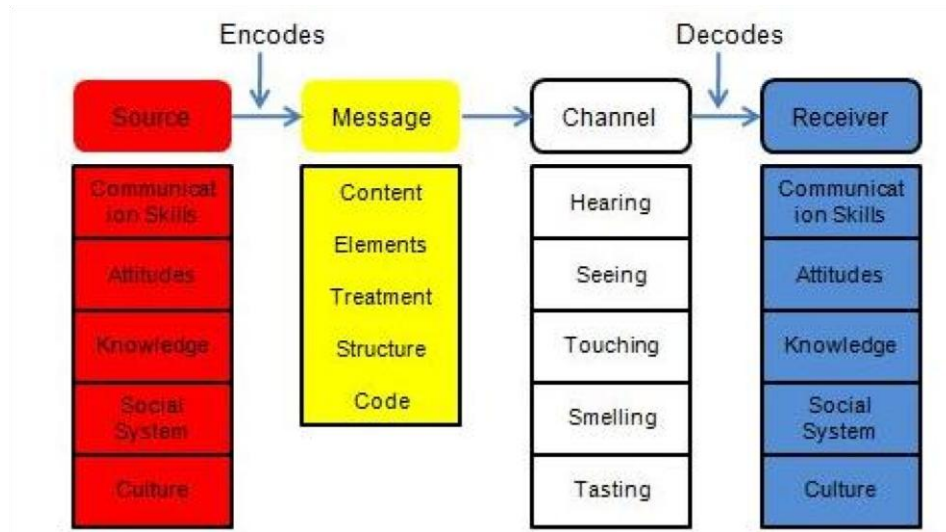
Source ((MODELS OF COMMUNICATION, 2021))

2.3 Berlo (1960)

Berlo's model is another well-known communication paradigm (Bhasin, 2021). He emphasises the interaction between the one who sends a clear message and the receiver receives it in this paradigm.

Per this paradigm, both the source and the receiver's communication abilities must be at their finest in order for the results to be effectively coded and decrypted. Only if both points are skilled can communication be at its most effective (McQuail and Windahl, 2016).

Berlo's model consists of the following main components, each with its own sub-component explaining the aiding elements for each.



Source ((MODELS OF COMMUNICATION, 2021))

3. Communication Skills

One can provide and receive information if one has good communication skills. Furthermore, communication skills are constantly listed as one of the most sought-after abilities in 2020 job ads. Using, refining, and showing good skills in communication may help you grow in your profession as well as be more competitive while looking for new opportunities.

3.1 Verbal Communication:

The use of words to convey information to others is known as verbal communication. As a result, it might incorporate both spoken and textual communication. Many individuals, nevertheless, just use phrases exclusively to refer to verbal communication. The choice of words you use, as well as how they were perceived and perceived, all are part of the linguistic component of communication. Verbal communication abilities come in a wide variety of forms. They range from the apparent (e.g., being willing to chat clearly or listen) to the more nuanced (e.g., being able to communicate effectively) (such as reflecting and clarifying).

It is necessary to keep in mind that good verbal communication could be completely separated from nonverbal communication, such as your nonverbal cues, manner of speech, and face emotions (Koski and Launonen, 2012). The simplicity of communication, staying relaxed and composed, being courteous, and adhering to some fundamental politeness norms will all help with verbal language (Koski and Launonen, 2012).

Workplace Verbal Communication Skills

What makes good verbal communication in the workplace is determined by the communication partners' relationships as well as the work environment:

- Work colleagues, supervisors and followers, employers, consumers, patrons, professors and students, and presenters and their audience are just a few of the individuals or groups who engage in verbal communication in the workplace (Keiling, 2021).
- Training sessions, lectures, group meetings, performance evaluations, one-on-one talks, interviewing, discipline sessions, sales pitches, and consultancy sessions are all examples of situations when verbal communication is used (Keiling, 2021).

Verbal Communication Skills Demonstrations

So here are a few examples of excellent workplace verbal communication abilities used in various working scenarios.

Supervisory Verbal Communications: The finest bosses don't only ask their employees what to do or how they expect them to do it. Alternatively, they utilise effective listening skills to understand better the needs of the employees and viewpoints, participate in verbal negotiations effectively resolve or diffuse conflicts, and take advantage of chances to recognise teams and individuals accomplishments.

- Giving advice to others on how to proceed in a certain situation
- Assertiveness
- Providing constructive feedback that focuses on particular, modifiable characteristics
- Using a direct and courteous method of disciplining staff
- Others should be credited
- Identifying and overcoming obstacles

3.2 Non-Verbal – communication:

Nonverbal communication accounts for a significant amount of human communication. Experts have discovered that humans respond to hundreds of nonverbal clues and actions every day, including postures, facial expressions, eye contact, gesture, and tone of voice (Bhasin, 2021). Nonverbal cues reflect what we are and influence how we interact with others, from shaking hands to appearances.

What is the significance of nonverbal communication?

Non – verbal communication is crucial since it provides us with critical data about certain circumstances, and how a person is feeling, how they obtain messages, as well as how to contact a set of individuals (Koski and Launonen, 2012). Actively listening to and improving the capacity to understand nonverbal signals is indeed a vital talent that you may use at any level of the profession.

Skills and examples of nonverbal communication

There still are various abilities that make someone an effective collaborator, manager, and coworker. Employers one may consult with are looking for these talents, which consists of 4 classifications:

- **Paying close attention:**

Though it may appear to be a basic talent, the ability to stay focused is an important one that may allow you to learn faster and improve communication (Vijayavalsalan, 2012).

- **Catching up on non - verbal cues:**

With practice, it gets simpler to implement both minor or noticeable nonverbal communication, both deliberate and inadvertent. As people's postures, motions, body posture, body language, and facial expression vary, pay much attention (Vijayavalsalan, 2012).

- **Interpreting nonverbal clues:**

Once you've mastered the art of seeing and interpreting nonverbal signs, you'll be able to communicate more effectively (Vijayavalsalan, 2012). If you notice someone speaking quietly with slouched shoulders or crossed arms, this might indicate that they are apprehensive or uncomfortable. Smile and maintain a warm and open postural stability when responding empathise.

- **Nonverbal signals:**

It's also crucial to improve your own nonverbal clues in the workplace to enhance your core competencies and prevent any inefficient or unethical communication (Vijayavalsalan, 2012).

3.3 *Listening*

Listening refers to the capability to appropriately hear and analyse information in the process of communication (Ko, 2013). The capacity to listen is required for effective communication. If someone doesn't understand how to listen effectively, you'll easily misinterpret messages. consequently, communication breaks down, as well as the message sender may grow angry or upset. Listening is one of the most important communication skills you can develop. Many top firms give listening skills training to their staff since it is so vital. It's not unexpected given that active listeners may lead to greater consumer happiness, greater efficiency with minimal mistakes, and increased revenue (Ko, 2013).

Listening is not only necessary in the job; it is essential. Almost every obligation of a managerial function is influenced by the capacity to hear (Vangelisti, 2016). It lays the groundwork for a manager to form and align a team, reconcile competing opinions, garner wider support, and set comprehensive goals and vision. Clear, effective dialogue is crucial for efficient management, and excellent communication can only be formed via good listening. The first step in establishing efficient two-way communication is to take a moment to comprehend the other side's point of view, which sets the foundation for peaceful coexistence as well as clear communication of data(Ko, 2013).

Conclusion

Because it defines organisational goals and helps employees to connect more effectively, good communication skills are crucial to attaining all corporate goals. Sadly, not all messages are regarded equally in a commercial situation. Tension, annoyance, and misunderstanding result from poor communication. This study includes descriptions of communication paradigms and communication skills.

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