

BMSW 4002: Effective Team Working and Communication

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Introduction

Speaking, writing, and pictorial representations like infographics, maps, and charts, and also signs, gestures, and actions, are all examples of communication. To put it another way, communication is the process of generating and exchanging data (Skillsyouneed.com. 2021). Every form of communication has a sender and a recipient, as well as a message and both sides' interpretation of the content. The receiver offers feedback to the sender both while and after the message is conveyed. Nonverbal feedback reactions include nodding in agreement, turning away and grumbling, and a range of other movements. Considering the message's conceptual framework, the venue where it is delivered and the possibility of disruption throughout transmission and reception. If indeed the receiver could see the sender, they might grasp not just the letter's contents, but also the sender's nonverbal expression, which can sometimes vary from trust to nervousness, competence to frivolity. If the receiver hears the sender, they may pick up on tension and mood indicators from the sender's intonation of voice (Berger, et al., 2010). This report will demonstrate my understanding of the communication models and skills that we discussed in class.

Models of communication

Shannon and Weaver Model of Communication

Shannon, an American mathematician and electronic engineer, and Weaver, an American physicist, published A Statistical In 1948, he published a statistical Theory of Communication, which has become known as the Shannon-Weaver type of communication. This is a linear communication model which can be used to analyze the transmission and reception of information. It is well known for explaining how messages can become jumbled and misinterpreted during the transmission and receiving processes (Businesstopia. 2021). This structure was designed to enhance sender-to-receiver interaction. They also uncover "Noise"-related components that affect interaction. The method was first devised to aid with technical communication. It was afterwards widely employed in the field of communication. Only a few of the

components contained in the model are the source of information, transmitters, noise, channels, messages, receivers, channel, communication destinations, encode and decode. The sender encodes the information before transmitting it to the recipient via a technological medium such as the phone or telegram. The transmitter converts the message into machine-readable characters. The message is conveyed across a media in code. Even before receiver could interpret and understand the communication, it must first be decrypted. The receptors generator could also function as a decoder in specific instances. The channel may be too loud for the receiver to interpret, causing communication challenges (Mishra, 2017). In the case study 'Maria and Pedro,' the construction noise may have confused Maria's message, causing Pedro to hear 'kitchen' rather than 'chicken.'. At my workplace, the boss' assistant called us to schedule a meeting at 9am but due to the noise from a nearby construction taking place, we could not get the full information.

Schramm Model of Communication

The communication model was first suggested by Wilber Schramm in 1954. Information is meaningless until it is put into words and transmitted to others. Encoding is important because it initiates the communication process by converting thoughts into substance. The recipient's principal responsibility after receiving the information is to understand what the speaker is attempting to express. Unless and until the recipient understands or decodes the information that the sender tries to transmit, the communication is pointless. Encoding and decoding are critical components of a successful communication process. without which no information can be transmitted between two persons. The above-described concept is likewise essential to Schramm's worldview. According to Schramm's idea, the most fundamental phases of effective communication are decoding and encoding. Communication is impacted by a person's knowledge, experience, and cultural background, according to Schramm. Individuals from various cultures, faiths, and backgrounds perceive the message differently. Whenever a sender transmits data to a recipient, the recipient must be able to understand it in the format given by the sender and reply as required. Any communication which does not obtain a

response from the sender is not complete and hence not very effective or reliable. From the beginning to the end of the message, there is an interpretation going on. Based on this view, just the message is received. By breaking the transmitter and receiver model, this notion seems to communicate in a realistic way. It's not your average model. Once the information has reached the recipient, it is up to them to figure out what the presenter is trying to say. The Schramm Communication Paradigm is a cyclical communication paradigm including fundamental communication fundamentals (Elleström, 2018).

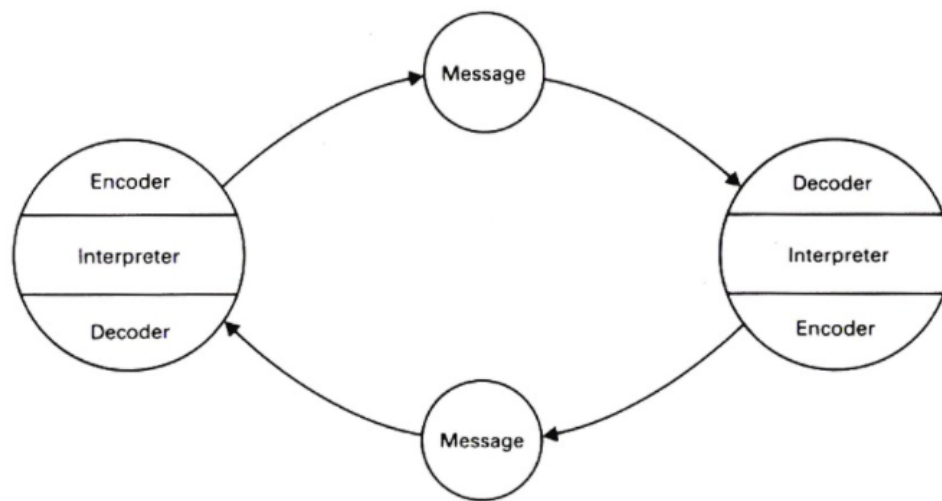


Figure 1: Schramm Model of Communication (Thinglink.com. 2021)

The sender is the one who transmits the message. The encoder is the person who changes the information into codes so that it may be transmitted. The decoder gets the encrypted messages from the encoder and converts it into a dialect that the receiver understands. The translator is in charge of decoding and translating the communication. The recipient is the one who gets the message. They decode and comprehends the message in its entirety. The sender's data and the information received by the recipient are referred to as the message. The process of the receiver recognizing the received communication is known as feedback. The channel via which the message is delivered is referred to as the medium or media. Interference and disruptions induced by the process are referred to as noise (Cobley, and Schulz, 2013). According to the case

study by Pedro and Maria, Pedro could have called to get the clear and complete information on what Maria meant to say. At work, we had to send an email or give a callback to the assistant to get the exact information that she meant to deliver.

Berlo's Model of Communication

From Shannon Weaver's Model of Communication, David Berlo created the Sender-Message-Channel-Receiver (SMCR) model of communications in 1960. He discussed the elements that influence the many elements of communication, leading to more effective interaction. Coding and decoding, that happen before the message is delivered even before it reaches the receiver, are also factored into the paradigm. Berlo's Model primarily addresses four components of the communication process. The senders, the message, the channel, and the receiver are the four main elements. Every element is affected by a variety of circumstances (Narula, 2006). The origin of the communication, or the individual who transmits it, is referred to as the sender. The message is sent to the recipient by the individual source. The factors affecting the transmitter are the same as those affecting the receiver. A message is the material that the transmitter transmits to the recipient. It could be voice, audio, text, video, or anything else. The medium is the medium via which the information is carried. Cell phones, the world wide web, as well as other kinds of communications could all be used to carry out mass communication and other sorts of communications. In general communication, nevertheless, a human's sensory receptors serve as a conduit for flow of communication, as well as their effectiveness is harmed. Throughout the procedure, the recipient is the one who receives the message. The sender's cognitive patterns, as well as all of the other aspects mentioned above, should be in synchronization for communication to be beneficial, according to this model. The message may not have the desired effect if the transmitter and receiver are mismatched. The recipient should also be able to listen very well. Other factors are equivalent to the senders (Narula, 2006).

Communication Skills

Communication abilities are the abilities you use to deliver and receive various forms of information. While these skills may be typical in your day-to-day job, speaking in a clear, effective, and efficient manner is a distinct and valued skill. Learning from exceptional communicators in your community and actively implementing strategies to improve your communications over time can surely help you achieve a number of personal and professional goals (Hargie, 2006).

Verbal Communication

Use of voice or spoken word to convey information, feelings, and ideas is known as verbal communication. Verbal communication skills are important because they allow you to develop rapport with others, resulting in more favorable encounters and stronger professional connections. One may project confidence and guarantee that their audience comprehends their message or expectations by using these talents. Clear communication is beneficial in a variety of professional circumstances, such as initiatives, negotiations, and interview skills (Liu, 2016).

Non-verbal communication

Body speech such as eye contact and facial movements are used in nonverbal interaction. Others include movements utilized to convey data. Smiles, for instance, expresses friendliness, acceptance, and transparency when greeting somebody. Non-verbal communication is used on a regular basis by everyone, whether they recognize it or not. Nonverbal interaction is focused on seeing and understanding body activities, as opposed to verbal language, entails using speech to send the information via written format, speech, and body language. Communication that is nonverbal is critical since it explains more about a certain situation, like how someone feels, how they acquire the information, as well as how to interact with an individual or group of people. Being attentive to nonverbal interaction and improving the capacity to read is an important skill which one could make use of at any position at their career (Phutela, 2015). One's facial expressions can amplify, dilute, or conceal the emotions you're experiencing. Each

gesture enhances the effectiveness with which individuals communicate their emotions and adds importance to the spoken words. Our body language is another important kind of nonverbal communication that may expose our innermost thoughts and sentiments to others. Body posture and body movements make up the body language. A spoken communication might be replaced by how we move or conduct ourselves. Listeners, on the other hand, can perceive the same body language in a variety of ways. Crossing the arms, for example, might make one appear defensive or uninterested. Playing with fingers, on the other hand, may signal nervousness or weariness. Non-verbal signals include the tone of voice, pace, loudness, and stress placed on words, which are together known as paralinguistics. Nonverbal communication is dependent on how you make eye contact (Gozalova, et al., 2016).

Conclusion

This report has demonstrated my comprehension of the communication models and abilities that we reviewed in the classroom. The Shannon and Weaver model is a linear communication model that may be used to investigate how messages are sent and received. It is well known for explaining how messages can become jumbled and misinterpreted during the transmission and receiving processes. According to Schramm's idea, the two fundamental steps of effective communication are coding and decoding. Communication, according to Schramm, is influenced by a person's knowledge, experience, and cultural background. Individuals from various cultures, religions, and backgrounds have varying interpretations of the message.

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