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1.Introduction

Communication is vital for expressing oneself, and it also aids in satisfying one's needs, and there is a requirement for effective communication for career advancements (Ab Rahman *et al.*, 2019). In personal care, skills regarding communication skills can smooth the whole procedure of accomplishing different goals and objectives. Communication is very crucial in the world of work; there are many barriers that can easily influence the meaning of the message, and there are many different consequences that may take place due to poor communication (Oksaet *et al.*, 2021). Furthermore, it also aids in understanding others and also to be effectively understood. This report is going to involve the discussion regarding various communication models that are Shanon and Weaver (1948), Schramm (1954), and Berlo (1960) that are going to play a major role in explaining the various significance of communication in this report and in addition to that the advantages as well as the disadvantages of technology in communication.

2. Models of Communication

2.1. Shannon and Weaver (1948)

Shannon and Weaver are the mathematicians that collaboratively wrote an article known as a mathematical theory of communication as well as the Shannon and weaver model of communication (de Mesa, 2022). This model specifically developed the effective communication between the receiver and the sender and also the factors that can affect the procedure of communication known as noise. Initially, the model was designed to improve technical communication and lately, it is being applied in various fields of communication (Al-Fedaghi, 2020). The models immensely deal with various concepts like sources of information, transmitter, noise, channel, the destination of the information, encoding and decoding.

The followings are the various components of the model of communication:

Sender: The message gets originally originate, and this contains the information or the message as per the sender.

Encoder: After the sender sends the message, the transmitter converts the messages into signals.

Note: The message of the sender gets converted into signals in the form of binary data and waves, and these are very compact in transmitting the messages via cables or satellites. For instance: In the case of the telephone call between maria and pedro, the voice gets converted into wave signals, and it gets transmitted via cables.

Decoder: The reception destination of the signal that gets converted into the form of messages, and it can be observed that a reverse procedure of encoding.

Note: The receiver converts the waves or the binary data into various messages that are understandable to the receiver. Otherwise, it is very difficult for the receiver to receive the exact message, and it also affects the effective communication between the receiver and sender.

Receiver: The message destination from the sender.

Note: Based on the decoded message, the receiver provides feedback to the sender. If the message gets distracted by noise and it has the ability to distract the noise and can affect the flow of communication between receiver and sender.

Noise:The message gets transferred from encoder to decoder via a channel. During the procedure, the message might be distracted by the physical noise such as sounds of the horn, thunder and crowd noise and many more.

(Onobrakpor,2019)

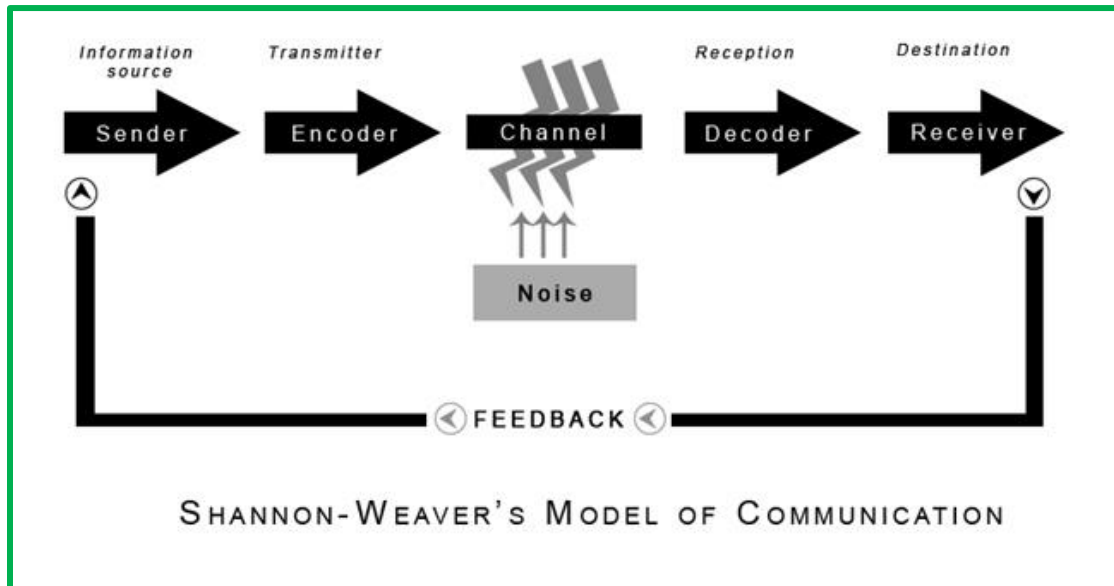


Figure: Shannon and Weaver (1948)

Source: Onobrakpor,2019

EXAMPLE:

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!

2.2. Schramm (1954)

Schramm's model of communication refers to a cyclical model of communication that involves all the basic communication principles (Lin and Lin, 2020). The Schramm model of communication offers a classical approach to communication. It can be utilised to determine how the communication between two individuals is effective when they engage in exchanging ideas, attitudes and information. As per the model, the communication takes place in a circular manner, and the message recipient can be the same individual (Kalogiannidis and Papaevangelou, 2020). A message is always encoded and passed on to the same or different individual since it depends on the recipient.

The sender is the individual that sends the message. The encoder is the individual who is accountable for turning the message being sent into codes. In addition to that, the decoder is the individual that gets the messages that are encoded and converts the message into an understandable language (Elleström, 2018). The interpreter is the individual that works to analyse and understand the overall message. The message is received after the procedure of interpretation. The receiver is the individual who receives the message. The message is the data that is being sent by the sender, and the feedback is the procedure of acknowledging the messages that are received by the receiver. In addition to that, the medium is the channel that is being used to send the message. Noise refers to any type of interruptions and interference that take place during the procedure. These are the various components of the Schramm model of communication.

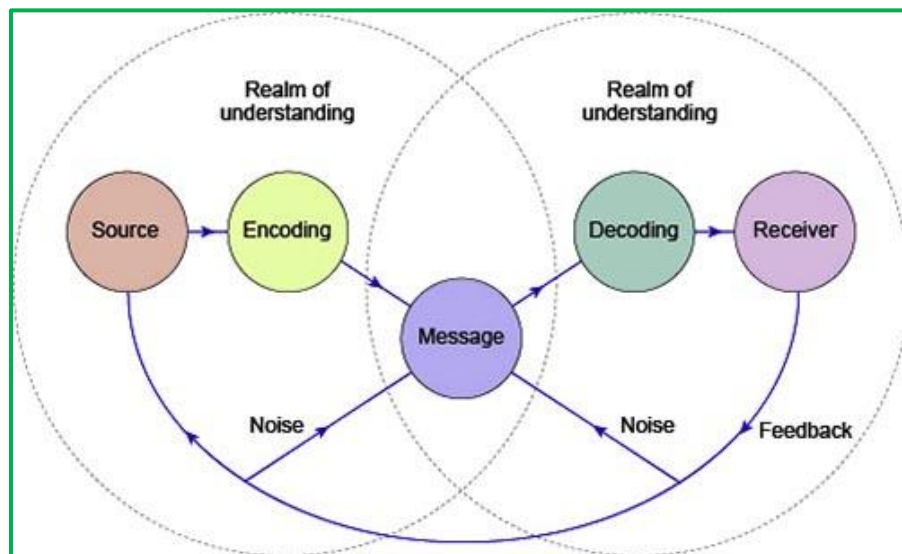


Figure: Schramm Model of Communication

(Source: Elleström, 2018)

EXAMPLE:

A Day with the Chief

Adapted from Quintanilla, K.M. and Wahl, S.T. 'A Day with the Chief' In Maund et al. Chapter 4.

As a reward for being the top salesman for his computer manufacturing company in London, Mark is rewarded by a free trip to the company's head office in California to meet the Chief Executive Officer (CEO), Alana Brown. He had heard people describe Mrs. Brown as the 'Wicked Witch of the West' because of her rough way of speaking to people and her quickness at dismissing employees who do not please her. They had also said that she never smiles, doesn't make eye contact and doesn't like people starting up a conversation.

Although Mark is excited to be going to California, he is nervous about meeting Mrs. Brown. He doesn't know what she would talk about or how she might treat him. After all, he is just a salesman and she is boss of a multinational corporation. She would obviously want to know about his sales strategy and how he succeeds in convincing people to buy their computers. His friends at work had said that she might even promote him!

He arrives in California and is taken from the airport by a company car to the company's offices, where he is met by Mrs. Brown's secretary, who takes him in to see her. Mark's mouth is dry, and he is trembling as he enters the large office. He is shocked when he sees a small woman sitting behind a large desk, smiling at him with friendly eyes. She stands up, shakes his hand and asks him if he had a good flight. He nervously says that it was good, and he waited for her to invite him to sit.

'Would you like a cup of tea or coffee – maybe a glass of water?' Asked Mrs. Brown.

'Nothing just yet,' he stammered.

'Please have a seat,' she said smiling. 'I have been looking forward to meeting our top salesman.'

Mark smiled. Mrs. Brown was nothing like the witch they had said she was.

She asks him many questions about how he approaches his work and how he gets people to buy their products. She also wants to know how the company fits in with his own professional goals. He begins to feel more and more comfortable because these are things he knows and had rehearsed over and over in his mind.

Mrs. Brown leans forward, listens and nods her head in understanding. Mark is now completely relaxed, so he loosens his tie, crosses his legs and begins to tell her what he thinks is wrong with the London office. He tells her how his immediate supervisor had failed on many occasions to take opportunities to increase sales and how he thought they should be paid better.

Mrs. Brown squinted her eyes as she looked at him. Then she stood up and said in a gruff voice.

'My secretary will show you out.'

2.3. Berlo(1960)

Berlow's communication model represents the procedure of communication in the simplest form. The SMCR of Berlo stands for Sender, Message, Channel as well as Receiver (Kurtzoet *al.*, 2019). The SCMR communication model of Berlo describes the various elements that form the basic procedure of communication. This tool of communication puts immense emphasis on the coding as well as decoding of the message, and it can be utilised for more effective and efficient communication (Bergman, 2019).

The source refers to the destination of the message from where it is coming from. It takes place with the help of attitude, social system, communication skills, knowledge as well as culture. On the other hand, a message involves the individual converting their thoughts into various words, and the procedure is known as an encoding (Goelet *al.*, 2021). The content, element, treatment, structure, and code are among the various components of the message as per the Berlo model. The channel refers to the medium by which the flow of the information takes place from the sender to the receiver. In addition to that, the receiver is the process in which the individual reaches the receiver, and the receiver engages in understanding what the listener wants to convey; this procedure is also known as decoding.

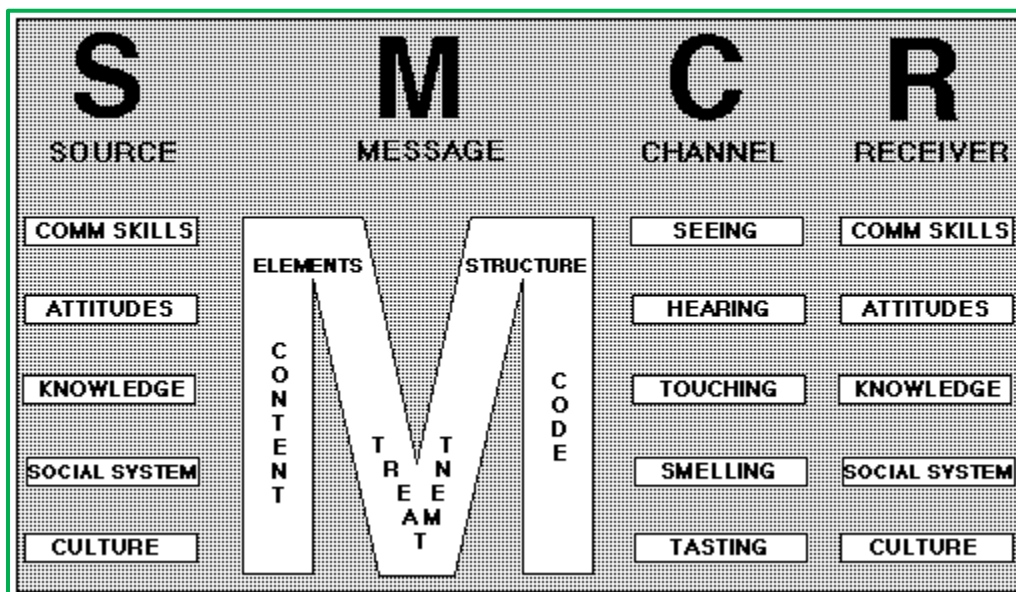


Figure: Berlo Model of Communication

(Source: Kurtzet *al.*, 2019)

EXAMPLE:

MAX the MULTITASKER: A Case Study adapted from Quintanilla, K. M. & Wahl, S.T in Maund, A., Shriek, M and Tinkler, A, *Certificate in Higher Education: Skills for the Workplace*. London. Sage

Max was very good at planning and organising events such as weddings, birthdays and other anniversaries, so he decided to start a business from his home where he received enquires and made bookings for clients. He didn't have much money, so he did all the work by himself and depended on satisfied clients telling other people about his services instead of paying for advertisements.

One such client was Tamara whose wedding Max had organised two years earlier. All the guests had had a wonderful time, and some had even hired Max to plan various activities. Now, Tamara wanted Max to plan her parents' 50th Wedding anniversary for a hundred and fifty guests at a special venue, the Dorchester Plaza. Max agreed, even though he was so busy that he found himself doing the jobs of secretary and receptionist by answering the phones, taking bookings and phoning around to book various venues.

'Why don't you employ somebody to help you?'

'I can't afford it. My mother has an incurable illness and I must pay for her to stay in a nursing home. Also, her medicines are extremely expensive', said Max.

'Oh, I'm sorry to hear.'

Two weeks later, Tamara phoned him on his mobile as his landline was busy. When he answered, he told her that he was on the phone to another client, but she said that all she wanted to do was to bring forward the party to a week earlier as her father had to go into hospital on the date earlier agreed. Max said that it wasn't a problem and they agreed on a new date.

When the day came, Tamara, her parents and their guests turned up at the hotel only to find that there was another party in progress. They were all upset, and Tamara was crying as she phoned Max to find out what had gone wrong. Max apologised and said how sorry he was but that he had forgotten to write the new date in his diary because he had been talking to another client on the other phone and he couldn't afford to employ anyone to help him. He said he could organise the party for her parents at half the cost any time after her father came out of hospital, but Tamara was so angry and upset that said she would never trust him again and she would tell all her friends what he had done. She called him a rude name and hung up.

Max tried to phone her many times after, but she didn't answer.

3. Importance of communication in a Social Care Environment

Communication is very critical as well as vital in a social care environment. As per the extensive research, the individual not having a good communication skills with the other individual can result in ruining the overall environment, and the social care environment can be heavily affected. Effective social care not only just depends on knowledge and expertise but instead, it is an approach that is very holistic and incorporates each and every component of the experience as well as the interaction (PRICE-DOWD, 2022). The ability to engage and utilises the effective means of communication with the other individuals in social care environment can improve the overall social care services. There are many core areas of communication that is very critical in a social care environment, such as non-verbal communication is among the core areas that is very important since it mainly involves the use of effective body knowledge in which any individual present themselves effectively and efficiently. Individuals being confident as well as positive can make the other individual feel better during the time of interacting.

Verbal communication is also very crucial for talking with other individuals; utilising clear, honest and accurate language will make sure that the individuals understand what the other individuals are trying to convey. Furthermore, the other two components that are listening as well as attending, are also very important in order to use communication to its full potential. Being able to listen effectively, the whole communication can be greatly improved and enhanced (Vogel, Meyerand Harendza,2018). Effective communication in a social care environment can help the individuals feel cared for and valued, and it also aids in putting them at ease.

Effective communication improves the social care services to a large extent and also contributes effectively to creating an effective work environment for career development and trust among the residents in the social care environment since it contributes effectively and efficiently to create more openness and transparency related to the requirements as well as the daily tasks. There is no denying the fact that communication plays a critical role in the social care environment in every component of the working relationships (Diraniet *al.*, 2020). However, communication does not take place in a single-way procedure since it involves a two-way

procedure that includes the communication between two or more individuals taking place where one engages in conveying the message, and the other engages in understanding.

4. Disadvantages of Technology in Communication

Disadvantages of Technology in Communication

There are many disadvantages as well in terms of technology in communication. One of the most noticeable disadvantages of technology in communication is how the technology can contribute to the creation of situations that arise from the misunderstanding in communication since there are various technological tools of communication like text chatting that do not involve any type of body language or voice inflation. Furthermore, disruption is inevitable when using the technology (Ferreira *et al.*, 2021). There can be complexities that can take place due to having poor connectivity issues or server issues, which can affect the majority of communication mediums. Technology has contributed to making the individual immensely relies on the technological tools to connect with other individuals, but it can affect their ability to form normal conversation, which can create huge complexities and difficulties for the individuals to have effective communication.

5. Conclusion

This report has attempted to explain the three models of communication which are Shannon and Weaver (1948), Schramm (1954) and Berlo (1960), for understanding the whole procedure of communication and how it has demonstrated the significance of communication. In addition to that, the importance of communication in a social care environment has also been discussed comprehensively, and in addition to that, various advantages of disadvantages of technology in communication which can either make or break the whole communication, have also been discussed. Communication is going to be a relevant force in this modern world where the nations and individuals are connecting with each other effectively and efficiently and as mentioned in the report as well that it has already become a global village that is making the whole procedure of sharing information, insights and new ideas effectively and efficiently with each other simpler.

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APPENDICE

BENEFITS OF TEAMWORK

- ▶ Teamwork
- ▶ Enhance personal growth
- ▶ Expanded creativity
- ▶ Better problem solving
- ▶ It improve motivation

(source: T. middleton,2022)



ELEMENTS OF EFFECTIVE TEAMWORK

- Communication
- Respect
- Commitment

ADVANTAGES OF TEAMWORK

- It build trust
- It improve morale
- It Advance the individual career
- It encourage innovation
- Improves communication skills

3

4

Disadvantages of teamwork

- Teamwork can encounter scheduling conflicts
 - Team can divide unequally in a situation
 - Some people may feel that their contribution are unwanted
 - It create more competition within the workplace
- (source: L. Gaille,2020)

5

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Matthew Andrews and Stanley Smits. analyze the synergy between tacit knowledge exchanges and the effectiveness of teamwork in organizations. They suggest practical actions to improve this connection. Fouad Kazim . assesses the challenges faced by managers when . introducing digital transformation in their organizations. The findings
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Louise Gaille,(2020)Teamwork creates more moments where individual members can cross-train one another to create new skills and strengths in time. This advantage makes it easier to integrate more people into different roles as the scope of a project allows.
<https://vittana.org/18-biggest-advantages-and-disadvantages-of-teamwork>