

WRITTEN ASSESSMENT
EFFECTIVE TEAMWORK AND COMMUNICATION
BMSW4002_LON

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Introduction

Communication can be defined as "the deliberate and active flow of information between two or more individuals in order to communicate or receive the intended meanings through a shared system of signs and symbols." It is not enough to simply be good at something. You must put in the effort. No matter how much physical ability most individuals are born with, not everyone can speak successfully unless they put in the necessary effort to learn how to do so properly. We often take for granted the ease with which we engage with one another, to the point where we lose sight of how complex the communication process really is.

Understanding the concept of communication

To begin, communication has been defined as the process of transmitting, receiving, or sharing information, ideas, and opinions in such a way that both parties fully get the "message" (Skyshliak, 2018). It is necessary for there to be a sender who speaks or transmits the message and a recipient who receives or listens to the message for communication to take place, as depicted in the figure below.

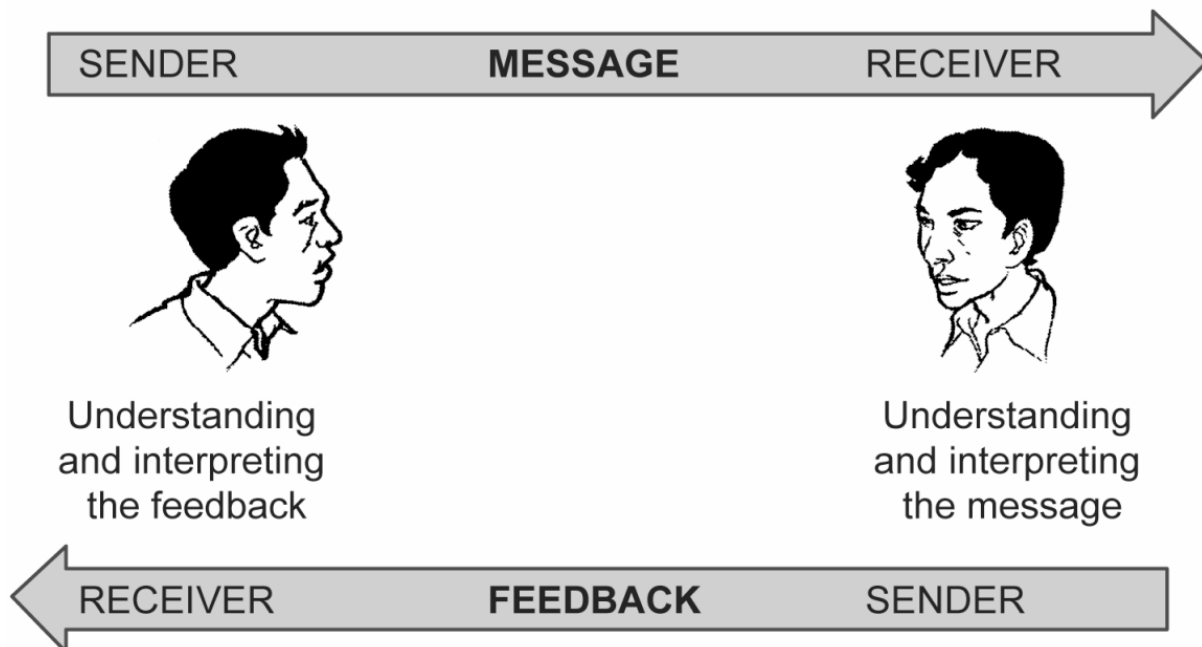


Figure 1: The Communication Process

(Source: Skyshliak, 2018)

When someone sends a message, they have a goal in mind. The receiver's job is to understand and grasp the message. Then he replies to the original sender, who analyses the data. Repeating this technique creates communication. An effective communication method has many components. These are only a few instances. Responding to what someone else says is also considered listening (Ter Hoeven and Van Zoonen, 2020). As a result, effective communication requires both good listening and clear speaking skills.

Importance of communication in the world of work

Communication is one of the most important parts of business. It has the potential to strengthen or weaken a company. It improves managerial performance and encourages employees to work together in a collaborative setting. It has become a crucial part in ensuring that management performs at its best.

- **Efficient and Smooth Running of an Enterprise:** The efficacy of a company's communication system finds how smoothly and efficiently it works. It is at the heart of the planning procedure. It acts as a foundation for direction and leadership.
- **Basis of Decision Making:** Making decisions needs clear communication. It helps management in making critical decisions and carrying out critical operations.
- **Proper Planning and Coordination:** The use of communication can improve business planning and cooperation. Subordinates who have a direct line of communication with their bosses are more likely to produce innovative ideas.
- **For Higher Productivity at Minimum Cost:** Employers and employees must communicate effectively to maximise productivity while lowering costs. Communication supplies the motivation to complete tasks (Ter Hoeven and Van Zoonen, 2020).
- **Morale Building:** In the workplace, communication is the foundation for employee morale. Employees can easily bring their problems to management's notice and achieve an acceptable resolution in a well-functioning communication system.

Barriers to communication

It is possible to have a communication breakdown at any point in the process, which can have a negative impact on your success. Understanding the various barriers to effective communication is essential.

- **Language Barriers:** Any form of communication needs the use of language. If people do not speak the same language, it is difficult to communicate. The use of technical lingo and jargon obstructs the flow of information.
- **Psychological Barriers:** When confronted with an opposing viewpoint, people tend to get right into an argument. As a result, their personal and professional relationships suffer as a result (Krizanova et al., 2019).
- **Cultural Barriers:** Many new business prospects have arisen because of the global market. These possibilities, however, are routinely missed because of cultural differences.
- **Attitude Barriers:** Racism, discrimination, and religious intolerance all hinder dialogue. Prejudice, distrust, and aggressiveness in one's emotions can all impact one's ability to communicate effectively.
- **Organizational Barriers:** Communication might be hindered by an organization's hierarchical structure. This can lead to a lack of openness or a communication barrier in even the most close-knit families.

Consequences that could arise from poor communication

Misunderstandings are common, especially when the message being sent is not sufficiently clear. Disagreements in the workplace might arise because of miscommunication. It is possible, for example, that an employee will be misled about their duties if they are not clearly told. As a result, they may not be able to carry out their duties as well as they could if they were completely aware (Jameson, 2022).

Many opportunities are missed because of a lack of communication at work. A lack of communication can lead to this, for example, when an employee is not explicit about their desire for a promotion or if they are not clear about their readiness to accept more duties.

If there is a lack of communication, there is a risk of unnecessary conflict. Two co-workers may end up performing more work on a collaborative project than necessary due to lack of communication.

Models of communication

Sharon and Weaver

Physicist and mathematician John Weaver collaborated with Shannon in 1948 to create "A Mathematical Theory of Communication" in the "Bell System Technical Journal," which is also known as the "Shannon-Weaver model of communication."

To improve the quality of communication between sender and receiver, this paradigm was specifically developed. They also discover "Noise" as a term for elements that influence communication (Ivanova, 2022). In the beginning, the approach was designed to increase the communication between technical experts. The field of Communication later adopted it.

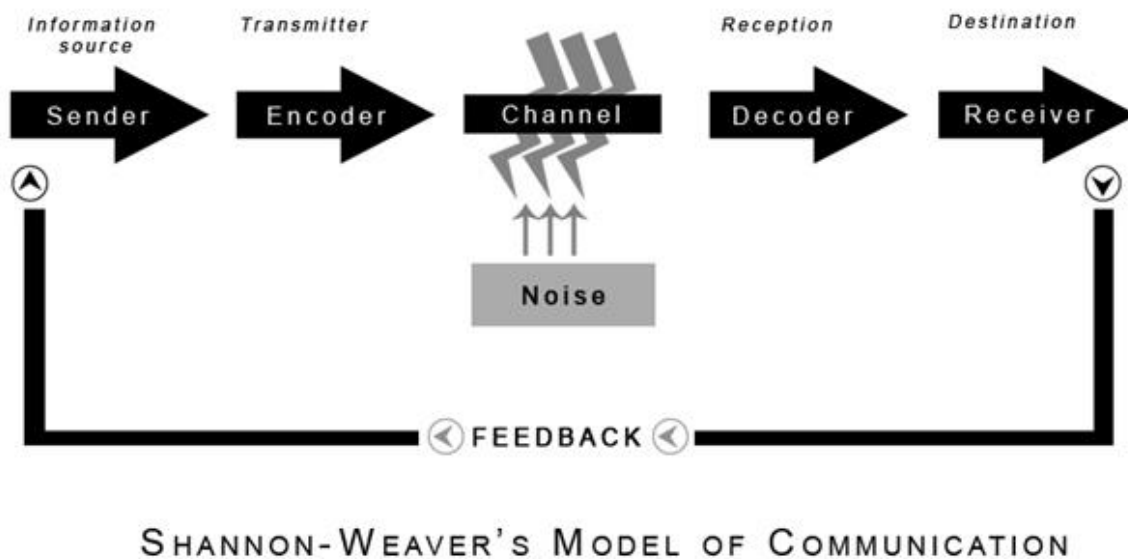


Figure 2: Sharon and Weaver's Model of Communication

(Source: Ivanova, 2022)

- **Sender:** The desired message is chosen by the communication's originator or information provider.
- **Encoder:** Signals are transmitted via this transmitter.
- **Note:** Signals like waves or Binary data are used to compress the sender's messages so they may be transmitted via cables or satellites. As an illustration: It is via the use of telephones that people may communicate with each other by converting their voices into wave signals and transmitting them through wires (Jakubiec, 2019).

- **Decoder:** The place where signals are received and converted into messages. Encoding is reversed in this operation.
- **Note:** These binary data or waves are converted by the receiver into a message that is familiar and easy to grasp. This will make communication between sender and receiver less successful if they do not receive the message in its entirety.
- **Receiver:** The recipient of the message that was sent by sender
- **Note:** The receiver provides the sender with feedback based on the message's decoding. The flow of communication between the sender and receiver will be disrupted if the message is diverted by noise.
- **Noise:** The channel is how data is passed from encoder to decoder. Physical noise, such as horns, thunder, and the roar of a crowd, or encoded signals can interfere with the transmission of communications, causing them to be lost or causing the recipient to receive the wrong message.
- **Note:** Clearly, the concept is focused on external sounds that affect the transmission of messages or signals from other sources.

Case study

Analysing the case study of Maria and Pedro using Shannon and Weaver's (1948) model we can understand that the message from the sender, in this case, the message from Maria to the receiver Pedro was disturbed by the noise created in the channel and makes confusion between similar sounds of two different words. So, the message could not be decoded in the right way. Following the model of communication, we can see that the way we deliver a message is crucial.

Schramm

The Schramm Communication Model is a cyclical communication model that includes all basic communication principles. The Schramm Model is a go-to solution when it comes to communication (Haddad, 2021). This method can be used to assess communication between two persons who are exchanging information or ideas.

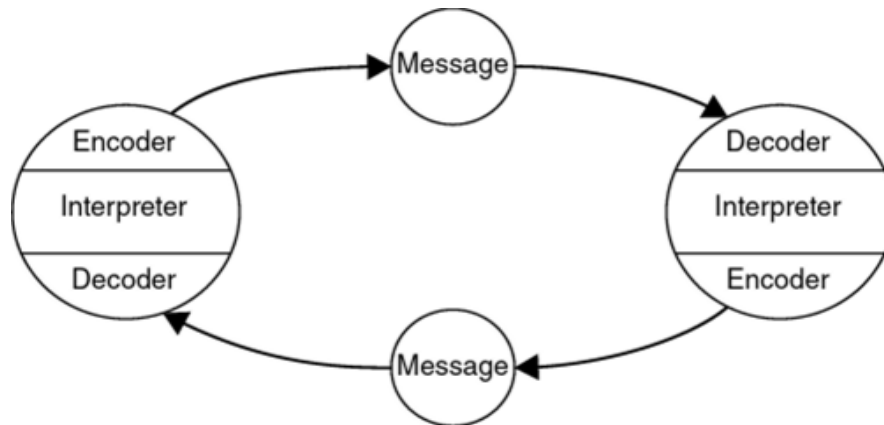


Figure 3: Schramm Model of Communication

(Source: Skyshliak, 2018)

The two-way street of communication is a basic principle in this paradigm. This shows that at least one sender and one recipient are involved. At the very least, the message is included in the model's design. When communication is done the old way, wasteful recipients and senders are commonplace (Wang et al., 2022).

Another option is to have the recipient and sender be the same person. This is referred to as internal communication. Interpersonal communication is the term for this. Other models and theories are linear in nature; however, the Schramm Communication Model is circular. At least two people must exchange messages. To correctly interpret messages, both transmitters and receivers must encrypt and decrypt them.

Berlo

David Berlo's SMCR Model of Communication is a simplified depiction of the communication process. The following figure depicts the concept of this model:

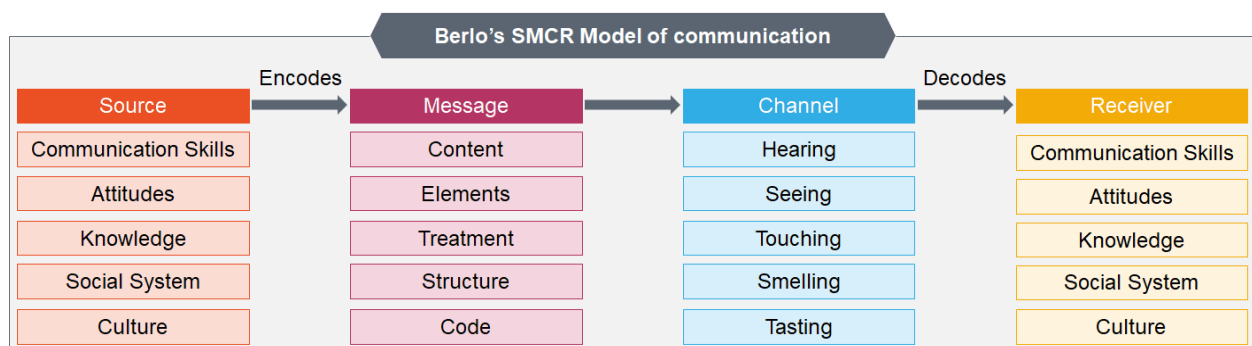


Figure 3: Berlo's SMCR Model of Communication

(Source: Ivanova, 2022)

Berlo's Model of Communication (1960) highlights the many components that make up the fundamental process of communication. This communication tool can be used more effectively. This concept, in contrast to today's communication paradigms, is straightforward. All the major components of any communication process, as well as the factors that influence those factors, are thoroughly examined. The David Berlo-developed SMCR Model of Communication is a linear model of communication with no feedback.

Communication Skills

Following are some of the important communication skills:

- **Listening:** Listening is an important part of effective communication. A good listener can hear not just what the speaker is saying, but also how they are feeling.
- **Straight talking:** Conversation, being the foundation of communication, should not be overlooked. Conversations with co-workers can help build trust and even uncover potential problems before they escalate.
- **Non-verbal communication:** When we talk about things that are important to us, a lot of our nonverbal communication is based on what we say. Nonverbal communication includes body language, facial expressions, hand gestures, eye contact, vocal intonation, muscular tension, and breathing patterns.
- **Stress management:** Stress, when utilised in moderation, may be both motivating and successful at work. Stress, on the other hand, can interrupt communication, clarity of thinking, and proper behaviour and action if it is persistent and begins to take root (Radovic Markovic and Salamzadeh, 2018).
- **Emotion control:** Feelings play a key role in the sharing of ideas. Your emotions are more affected by your decisions than you are thinking. The way others see and understand you, as well as how you are viewed by others, is influenced by your nonverbal behaviour. You can better understand people, as well as your own thoughts and actions, if you can control your emotions.

Advantages and disadvantages of technology in communication

Following are the advantages

- **Connect:** Two people can start a conversation straight away and at their leisure using email, messaging, and social media. Taking the time to obtain feedback and ask questions is more efficient and saves businesses a lot of time, money, and labour eventually.
- **Quick:** Changes in business technology have accelerated the pace of business. This is helpful for organisations that do business with people from all over the world. Documents can now be sent instantaneously over the Internet instead of waiting days for a co-worker to get them.

- **Economical:** Meetings can be held via video conferencing technology, saving firms money and time on travel. It is possible that advancements in communication technology are not always for the better.

Following are the disadvantages:

- **Distracted:** There is a lot of technology-related distraction. When utilising a computer or a mobile device to stay in touch with friends and family via social media or text messaging, there is never a dull moment.
- **Impersonal:** Technology, unlike face-to-face communication, is short and fast, making it impossible to send meaningful feelings or emotions. Technology distorts the message being delivered because of its speed and immediacy.
- **Socially Awkward:** We can communicate in short, well-edited lines using text messages and email, which lack intimacy and completely exclude the situational information provided by tone of voice and body language. conversation.

Case study

The social media stunt to promote IHOP's new menu item (burgers) became an unanticipated problem when IHOP announced its name change to IHOB. Its long-time patrons were furious, believing that their beloved pancake house was about to undergo a transformation (Nemura and Ravinienè, 2018).

IHOP capitalised on the confusion that resulted from the lapse in communication by injecting humour into the situation. For the first time in decades, new consumers were drawn in, and burger sales quadrupled because of what? By changing the storey and making it entertain, IHOP was able to convince customers that they were still getting the same great service they had come to know and love from the brand. For any organisation, a PR (Public Relation) crisis can result from a lack of effective business communication.

Recommendations

Following are the recommendations:

- **Building a Communication Strategy:** Starting with the organization's purpose, vision, and values, then its strategic goals and aims, and finally its employee brand.
- **Effective Training:** Leaders will be able to successfully interact with their teams and other organisational leaders by understanding the correct channels and protocols.
- **Empower employees to share feedback:** Allow your staff to contribute to a variety of ways. The first step is to regularly send out staff engagement surveys. That is not everything (Nemura and Ravinienė, 2018).
- **Responding to employee issues:** Asking for feedback and then neglecting to handle staff issues is a recipe for employee frustration. To get constructive input, employees must be able to communicate their concerns without fear of retribution.
- **Dealing with external media:** Incorporate external communications, such as public and community relations, into your entire communication plan. Concerning external media, HR should set up clear policies and procedures with PR experts, and top management.

Conclusion

Communication is a critical part of management in any firm. Effective communication is essential in management, whether it is to inform employees about new policies, prepare for a weather disaster, keep employee safety, or simply listen to their opinions. Communication policies and plans for constituencies, workers, stakeholders, and the community should be comprehensive.

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