

Effective Team Working and Communication

BMSW4002_Lon

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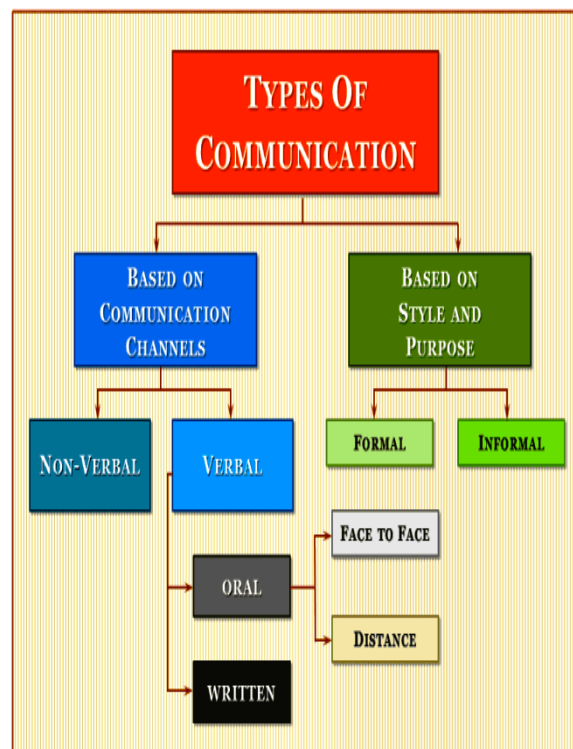
Lecturer: Timothy Hopkins

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Introduction: In general, human body can use all five senses to communicate; hearing, sight, smell, touch, and taste. Unlike other species, human communication is one of the most complex behaviour which is the subject of analysis and debate for ages. Though this complex behaviour gives man an extra edge than other species.

On many occasions' communication comes to human mind as exchanging ideas and information by utilising words but this type of communication is just a small part of communication. There are many types of communications and each of them play an important part in sharing, exchanging ideas and information.



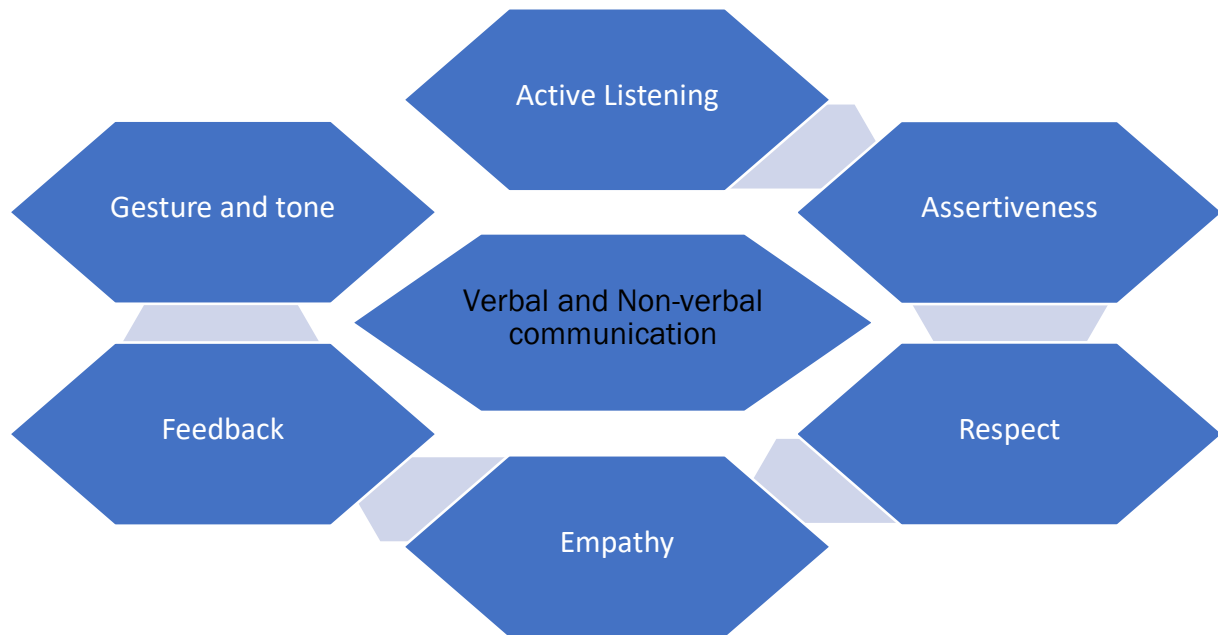
(Source: www.educba.com)

Communication in the workplace is extremely important for a business's prosperity; it increases the connection inside the business and with customers and it rises employee's involvement. In different circumstances once a company fails to communicate actively the consequences are harmful to the company. Similarly, communication is important in management as it increases the relation between management and employees. Without communication management cannot operate business successfully.

This report will analyse how communication can be made effective in a business organisation, how it works between management and employees and to what purpose with some details work and research on communication, effective communication, active listening, It will also focus on models of communication like relevant Theories, Shannon and Weaver, Schramm and Berlo. with diagrams and explanation. This report will also discuss about a personal experience and analysis on the importance of effective communication can be seen in own working environment with one of relevant theories and diagrams.

Section 1

It is important to be able to communicate with people both inside and outside in a business environment, it is the main feature of a successful business. Effective communication can make a business stronger and can increase the relationship between the company and all its partners, stakeholders, and employees. In numerous ways communication can be made more effective in a business environment, some examples are as follows:



(Source: Alia R Ashrafi)

Effective Communication between management and employees can be demanding and challenging. Transparent communication will make sure everyone is on the same track about their aims, directions, and expectations. It means everyone know where the stand. These are some examples: Weekly meetings/regular communication, exchange Feedback, open lines of communication, showing respect through words and actions.

Active Listening: Active listening is one of main features of effective communication skills. It is a skill that can be learned and developed by practice. It requires concentration and attention to the speaker, Observing body language, facial expression, and postures. It involves listening with all possible senses.

Proxemics: can be described as physical surroundings, it is a study of space and the use of it.

A choice to sit at each location will have certain consequences. Certain locations will inhibit the number and kind of (supportive or negative) contributions to a discussion – for example, where direct eye contact becomes difficult or where the locations seems a long way away from the leader of the discussion. In meetings and other situations, physical distance is often interpreted as reflecting emotional distance, and such and interpretation will have implications for individuals' communication with others. (Morgan, 2017)

Kinesics: can be described as body movements and gestures considered as a form of non-verbal communications, e.g. smile, friendly gestures, positive body language, praising and minimal encouragers.

Active listeners pay attention to their postures. The acronym SOLER describes five specific behaviours that encourage a listening posture.

S – square: face the person squarely

O – open: keep an open posture without crossed arm or legs

L – lean: slightly forward to communicate interest and engagement.

E – eye contact: maintain direct eye contact according to appropriate social norms.

R – relax: stay relaxed. Listeners should be comfortable with silence where appropriate and allow the conversation to unfold without force. (Andrew Maund, 2017)

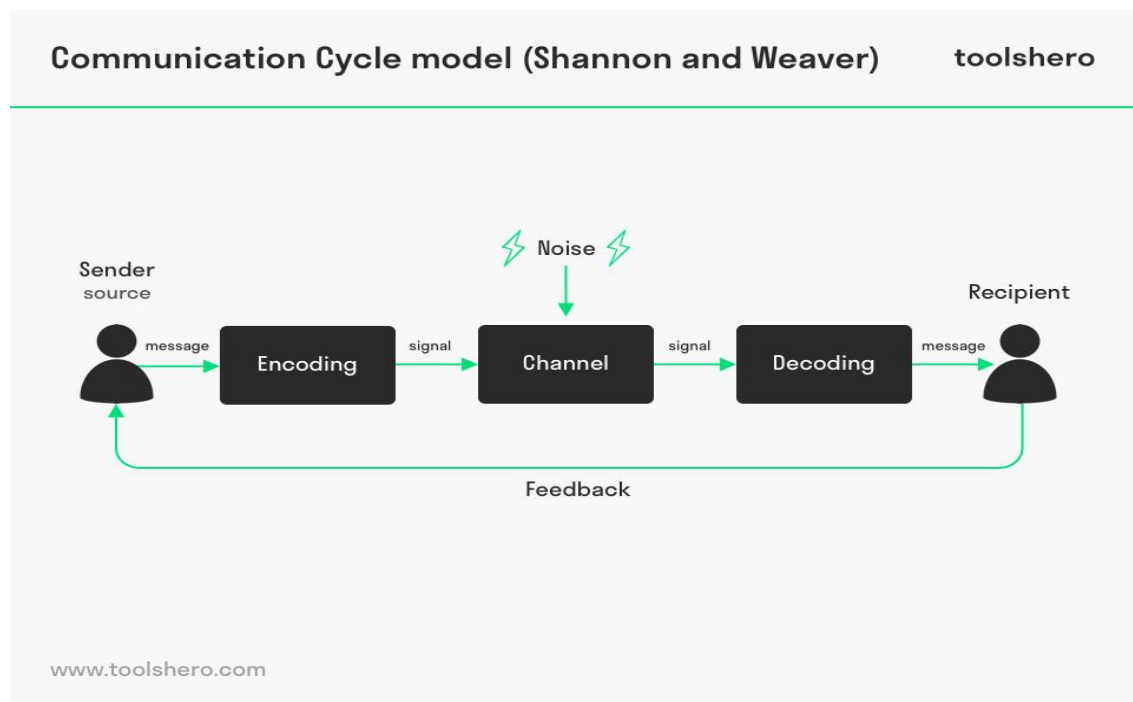
Section 2

In this section this report will focus on model of communications which explains the human communication process. It helps to recognise consequences of specific communication process easily and logically.

Shannon and Weavers model

Shannon Weaver model of communication was created in 1948 when Claude Elwood Shannon wrote an article “A Mathematical Theory of Communication” in *Bell System Technical Journal* with Warren Weaver. Shannon was an American mathematician whereas Weaver was a scientist. The Mathematical theory later came to be known as Shannon Weaver model of communication or “mother of all models.” This model is more technological than other linear models. (Businesstopia,2018)

Concept of this model is divided into 6 sections. Sender, encoder, channel, noise, decoder, and receiver.

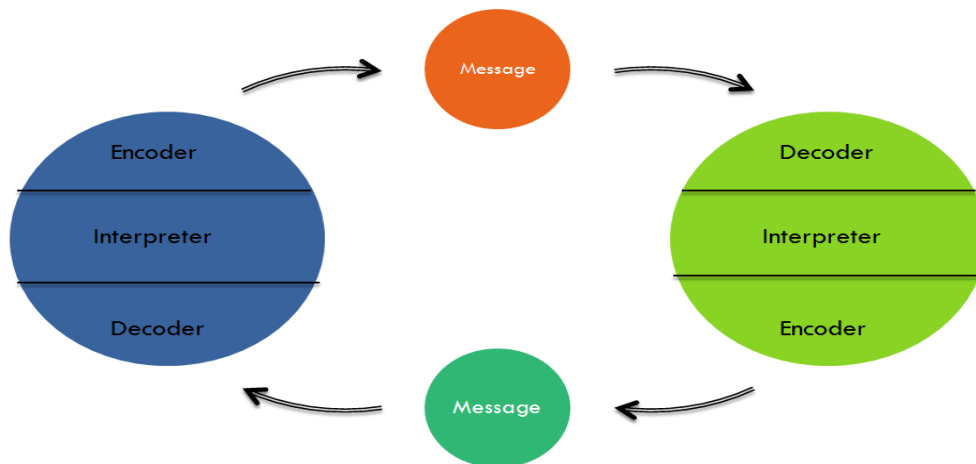


Picture source: www.toolshero.com

Schramm's model

Wilbur Schramm proposed the model of communication in 1954. This model is a circular rather than linear. It involves a sender, who encodes a message and a receiver who decodes it.

Wilbur Schramm published the circular communication model in 1954, several years after Lasswell's communication model was published. Schramm wrote and spoke about the communication model—based on the model by Charles Egerton Osgood—in his book 'The Process and Effects of Mass Communication'. He later made some changes, including introducing the field of experience, or commonality. This refers to what is mutually understood between the recipient and the sender. A physics professor can teach mathematical principles to a class of psychology students, but it won't be easy as the students don't share a field of experience that would have made it easier to understand the message. According to the Schramm Communication Model, communication is circular, and the sender and recipient of the message can be the same person. A message is encrypted and passed on to the same person or to a different person. It is up to the recipient to decrypt the message, interpret it, and then encode it again before sending the message to a new recipient (circular). (Toolshero, 2013)



Berlo's SMCR Model

In 1960, David Berlo postulated Berlo's Sender-Message-Channel-Receiver (SMCR) model of communication from [Shannon Weaver's Model of Communication](#) (1949). He described factors affecting the individual components in the communication making the communication more efficient. The model also focuses on encoding and decoding which happens before sender sends the message and before receiver receives the message, respectively. Berlo's Model has mainly, four components to describe the communication process. They are sender, message, channel and receiver. Each of the component is affected by many factors. (Businessstopia,2018)

This model describes the process of communication in a simple form. SMCR stands for sender, message, channel, and receiver.

Berlo's Communication Model



(Picture source: Online)

Section 3: Case study.

Effective communication and why it is important at work.

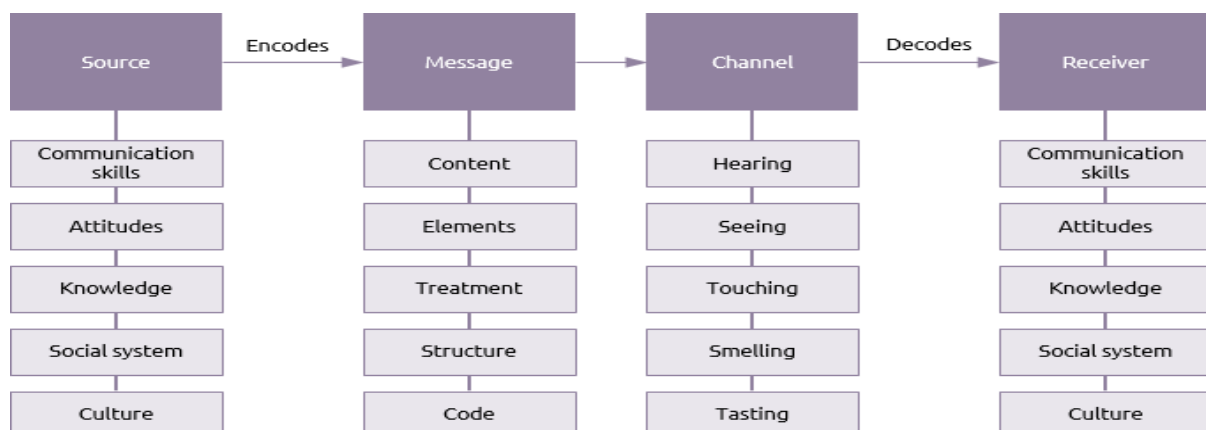
I work as a nursery assistant at a nursery and day-care. On my first week of the employment, there was an incident with a child at lunch time. The child was allergic to cheese and room leader who was serving the food was told that the child can have any food. I was sitting with the child while he was enjoying the food. As a new employee I was not aware of any instruction on food allergen. When the room leader found out that the child was not allowed to have cheese, she was shocked, panicked, and nervous. Nursery manager was angry, I had to fill up an incident form and room leader had to phone the parents to inform them. Child was under observation, but luckily, he was fine and room leader was able to convince the parents. Later that day when parents came to pick up the child parents were unhappy about the incident. They reported a verbal complain to the manager. After investigating the incident manager was able to find out that the child's nanny who used to drop the child informed nursery that the child can have any food. No one knows what was meant by any food. After few days later, we had a meeting with our full team and discussed about the indecent with our feedback.

What went wrong?

- As a new staff, they should not have allowed me to sit with the child, who has certain condition, during the lunch time
- There were not any proper instructions from nanny about child's food allergen
- Poor effective communication between parents and nursery workers e.g. listening, speaking, passing, and taking messages or information from each other.

Effective communication is very important in an educational environment especially when working with early year children. Effective communication helps to build understanding and trust between parents and nursery professionals so, they can maintain a positive partnership which is effective and vital for children's wellbeing and development. At the same time, it is important to maintain a healthy teamwork with co-workers and management team. The above situation could have been better if there were clear delivery of the message, by choosing medium carefully, by involving everyone, listening, and showing empathy. speaking, communicating with parents, and raising any concern on child's health.

I can relate this incident to this Berlo's model of communication.



(Picture source: Alia R Ashrafi)

Source – sender of the message (Nanny is the sender of the message)

Communication skills – of a person is a factor that affects the communication process

Attitudes – behaviour (attitudes towards the receiver and environment)

Knowledge – information, understanding (while communicating, person needs to have clear understanding of the information)

Social system – morals, belief, social factor that affects sender's way of communicating

Culture – society, cultural differences can affect and cause misunderstanding

Message – recorded communication, information written or verbal (child's food allergen information and any health issue)

Encode – converting information/message into a coded form

Content – the main section of a message from start to the end

Elements – language, gestures, body language

Treatment – packing of the way message is delivered or passed

Structure – how the message was arranged

Code – a process through which messages are sent and received

Channel – a medium and it indicates 5 sense organs – hearing, seeing, touching, smelling, and tasting

Decode – converting a code into a language/message

Receiver – listener, reader of the message that was sent by the Source (Nanny is the source and nursery assistants are the receiver)

Conclusion

Communication is a vital part of human lives. There are many theories to explain communication better. A lot of research and works has been done to understand, explain communication. But every research, study or model's goal is to improve communication skill in the end in human lives. At the same time, a lot of advices and strategies are available from researchers which can be really helpful for any person if he/ she want to excel in communication skill.

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Appendices

Alia Ashrafi
Student no. 1916229

28/2/2020

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? *Language, wasn't listening carefully*
Miscommunication.

Q: Whose Model of Communication explains this confusion and why? *Schramm's + Weaver*

Q: How could this have been prevented? *Feedback, repeating the question again*

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

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graph TD; L["Encoder  
Interpreter  
Decoder"] --> M1[Message]; R["Decoder  
Interpreter  
Encoder"] --> M2[Message]; M2 --> L;
```

27.03.2020

Effective Team Working and Communication – Term 1 BMSW4002-Lon

In-class exercise 1

Read the following brief and write a business email according to the instructions. You are the Director of Communications at your company and you would like a Supervisor, Mary December, to go on a training course in non-verbal communication because you have observed that her non-verbal skills sometimes send the wrong message. - Tell Mary why you are writing - Say what you have observed about her communication skills - Tell her how you think this course would improve her skills and her relationship with her fellow workers.

Dear Mary December

RE: TRAINING COURSE IN NON-VERBAL COMMUNICATION

I am very happy to invite you to the above course on behalf of the company.

The company has selected you as a supervisor and advice you to do this course for your betterment. It will improve your non- verbal communication skill which will be beneficial for the company and yourself.

I will send you another email with the date, time and venue of the course shortly.

Wishing you best of luck and I hope you enjoy the course.

Your sincerely

Alia Ashrafi
Director of communication.

HELLO! My name is... Alia Ashrafi (1916229)
What's your name?

Do you go to the Gym? <u>Yes</u> <u>Sayed</u>	Do you have a pet? <u>Dewan</u> <u>Cat</u>	Do you speak a language other than English? <u>Aminu</u> <u>Swahili</u> <u>Yes</u>	Do you play a musical instrument?	Do you like sushi? ~~Dewan~~ <u>Zamila</u>
Have you got a sister? <u>Sayed</u>	Have you visited France? <u>Steve</u>	Do you own a Samsung phone? <u>Dewan</u>	Do you read a British Newspaper? ~~Yes~~	Do you go to the cinema? <u>Andrew</u>
Do you have dangerous snakes in your country? <u>Lacramion</u>	Do you collect something as a hobby? <u>Kidsta</u>	Do you like poetry? ~~Dewan~~	Can you drive a car? <u>Ivan</u>	Do you sing when you're having a shower?
Do you play football?	Do you have a brother? <u>Masoma</u>	Have you ever had a bad dream? <u>Aminu</u> <u>Yes</u>	Have you been to Birmingham? <u>NaZma</u>	Can you swim? <u>Tim</u>
Have you met a famous person?	Are you a good cook? <u>Natalie</u>	Do you have a bicycle?	Do you like cricket?	Have you visited the London Eye? <u>Saway</u>

Alia Ashrafi (1916229)

Email 1

Class exercise.

Dear Mr Smith

Thank you for your query.

Business : Preschool
Childcare Service.
We offer : Daycare
Service as well as
after school
service

Formal
style

Unfortunately we are fully booked for the service you have requested (afterschool/care).

We are happy to offer you an advance booking with a 30% discount for our next term which will be available from next month. We hope you will accept this good will gesture.

Thank you for your kind understanding.

Yours sincerely

Alia Ashrafi (Director)

Email 2

Dear Ayan

Informal
style

I hope you are doing fine. I am sorry to let you know that the book you've requested to borrow, I do not have this with me at the moment. My sister has borrowed it. I assure you, as soon as she returns my book I will contact you. ~~and send it to you.~~

Thanks for your understanding

Hope to see you soon.

Best regard

Alia