

Effective Team Working and Communication

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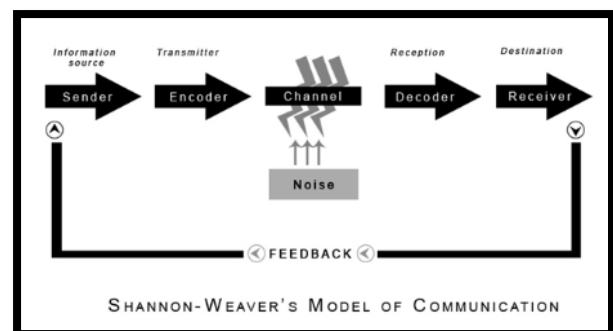
Introduction

Communication system has been one of the leading actors in the contemporary business organization that can play pivotal role in achieving the specific business goals. Specially, in the workplace communication system has shifted their mechanism from manual to automatic and technology based. To carry out this study Unilever has been chosen as the specific workplace for the communication setting. This study will focus on three communication models, different elements and skills of communication that are used to communicate. In the last the advantages and drawbacks of communication technology in the workplace setting will be demonstrated.

To demonstrate three models of communication system

In general sense communication system deals with exchanging of information. In the organizational scenario communication system plays pivotal role. This segment will discuss about the three core communication model.

Shannon and Weaver model: This model at first was applied in the field of technical communication and afterwards it was further applied in the communication field. In the year 1948 this model was first proposed. This model illustrates various actors of communication system. There are five basic elements that this model demonstrates which are source of information, transmitter, channel, then there is receiver and lastly the destination.

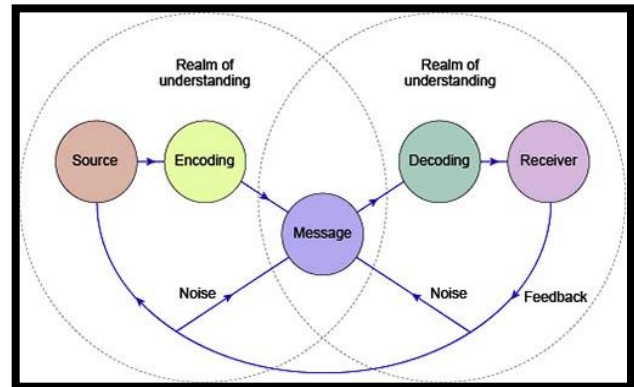


(Shannon and Weaver Model of Communication, 2022)
Figure 1

This model is considered as mother of all models. In this model data can be transmitted through specific medium. However while transferring the information from one end to another it gets distracted by some noise and that's why the receiving end doesn't get the actual information. Rather the distorted version can be heard. Basically the theory of this model is mainly used by the academicians (Shannon and Weaver Model of Communication, 2022). Moreover in person to

person communication this communication system is more effective than those of in groups. As for example, in the Unilever while communicating in the group due to some technical noise if some of the words in any sentence get distorted then can be the example of Shannon and Weaver model. In this model communication system is conducted in linearly.

Schramm's model: To begin with Schramm's model it is cyclical that involves all the elements of communication system that tends to be necessary. By evolving in the year 1954 this model is regarded as the successor of Shannon and Weaver model. However, there are some differences in between them. AS the S/M's model was criticized as for the linear communication system and whereas the concept of encoder and decoder for the sake of maintain communication process has been the basic concept of Schramm's model.

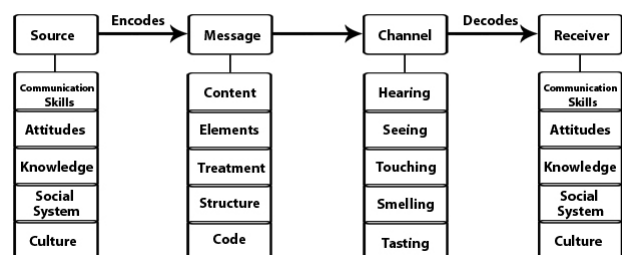


(Bhasin, 2022)

To begin with the sender it refers to the person who sends the messages. Then, there comes encoder which is coding the messages so that it can't be understood through normal verbal communication system. Then through decoder the decoding of the encoded messages can be done and then it can be understood from the message. Then the interpreter analyzes the decoded message for better understanding respectively. Afterwards, through feedback the message can be acknowledged that has been received. In this way this model communication system conducts their communication procedure (Bhasin, 2022).

Berlo's SMCR model: Being proposed in 1960 David Berlo tried to illustrate that communication process can be conducted through simplest methods (BERLO'S SMCR MODEL OF COMMUNICATION, 2022). The elaboration of SMCR is Source, Message, and Channel & Receiver respectively from the

Berlos's SMCR Model of communication



(BERLO'S SMCR MODEL OF COMMUNICATION, 2022)

source the messages are encoded and then through channel the coded are decoded to the receiving end. As for example in the business organization like Unilever when any information is announced from the manager then that is the source, the information is the message, e-mail can be the channel and employees are the receiver.

There are some criticisms do exist in this theory. There is no such system of feedback in this communication method. Then, it is quiet complicated than other models. It is also a liner model of communication. To carry out communication the sender and receiver will have to be of same level to understand the message and that is a difficult thing to be ensured.

Demonstrating the discussed communication skills

Verbal skills of communication system: Verbal communication deals with using languages rather than body languages. While communicating with others the choice of specific and accurate words can make the tasks easier. The verbal communication skills not only refer the spoken part but also written part is another segment to it. In verbal communication system the tone and pitch also play pivotal role (Morreale, S.P., Osborn, M.M.& Pearson, J.C., 2000). By the tone of voice while oral conversation, the emotion of the sender can be understood and in this way, through spoken words the informal communication system can be conducted. On the contrary, the written part if verbal communication is for the formal part indeed.

Non-Verbal skills of communication system: The non-verbal elements of communications systems are mostly the body languages, facial expressions that express various ambiances of the delivered messages and gestures respectively.

The facial expression like angry, sad or happy can convey the message to others regarding the current situation can be easily delivered. Then, gesture can also serve the purpose of non-verbal communication. This skill can help if any individual becomes friendlier with his or her co-workers. In this way, body language, appearance, proximity, eye contact and so on can be termed as potential actors of non-verbal communication and by the attainment of skills in this part an individual can obtain progress in the professional life (Mujezinovic, N., 2011).

Active listening: To be an attentive listener is also considered as potential skill. It is because, when a person will listen in the communication process the information can be best conveyed and the listener can understand the message properly.

Empathetic listening: Empathetic listening is like while listening the listener can very well relate the spoken things and while putting oneself in the speaker's shoe the listener can very well understand the delivered messages. In this way, the probability of getting successful in the communication is way more.

In this way, the skills in the communication process have been discussed. In the elements of verbal communication more focus need to be on accuracy, choosing the specific words. In respect of non-verbal communication the gestures and body language can do the part. Other than that, listening is also another skill of communication system.

Illustrating the advantages and disadvantages of communication technology

In recent times communication technology has reduced complexities to some extent. However, there are also some drawbacks faced by the officials due to dependency on the technology for the communication process. In this following segment both the advantages and their limitation of technology in the communication process faced by Unilever will be illustrated in brief.

Advantages:

Enhancement of organizational communication system: In the previous period of time when the communication methods were face to face or manual then lots of time used to require for informing different information and thus it could take lots of time for sharing with their respective members. For that reason that was more time consuming and thus could impact on the decision making process to make that a bit slower. However, in the contemporary due to communication technology the performance of the organization is improved by it (Ramey, 2022).

The sending of information can be faster: There are myriad of platforms like e-mail, texting and so on and with that the communication system is maintained within the place like Unilever. So, in this way, communication can be made in shorter period of time and in case of emergency

meeting the system of announcing through electric medium can also provide assistance (Unilever Global: Making sustainable living commonplace, 2022).

Decision making process can be speedy: In the earlier period business organizations used to face longevity regarding their organizational decisions. It is because; to make business decisions all the board members needs to be informed. However, it was a time taking procedure to communicate all of them through manual process. Since, at present the communication system in is based on technological advancements and that how business organizations are getting benefitted like Unilever does.

Increase in the participation within the organizational system: With advanced communication technology like mails or instant text messaging services the employees who are especially shy can seek for advice from their superiors. In this process the communication system can run smoother than before. Besides, regarding board meeting or decision making the same technology can also be used and thus more staffs can remain connected with the system respectively (Ballaro, J.M., Mazzi, M.A. & Holland, K., 2020).

To get rid of stereotypical situation: The communication technology can also facilitate the stereotype situations in the workplace. There are some employees who might feel uncomfortable in the face to face meeting and that are where electronic mails and texting have made the tasks easier for those who goes through this kind of situations. In this way, it doesn't hamper the pace of the working procedures.

Disadvantages:

To degrade the quality of face to face communication: Before the usage of advance technology in the workplace the business organization like Unilever used to communicate face to face and through some other manual methods. However, due to communication through electronic mails and texting the shy employees face difficulty in face to face communication and thus it can hamper the quality of the organizational staffs as a whole.

It is quiet expensive: When new software will replace the older ones the there will need some training for communicating. In that case to carry out the training sessions might seem costly as

well as if the existing system be corrupted then software might be needed. That can also illustrate additional expenditure (Caputo, Palosaari, Pickering & Nicholas, 2020).

Safety issues: In the organization all the information are stored in the central database and as a result there might have the chances of getting hacked or falling the information in the hand of wrong person. So, the higher authority of the organization will have to be more cautious regarding the safety issues.

Difficult to train employees: When new software and communication technology will be there by replacing the older one then it will take time for arranging training sessions. Even though the costing can be higher and eventually it becomes difficult to train every time (Kapur, R., 2018).

Over dependency: At present most of the business organizations are facing the same outcome of communication technology. Due to maintaining communication through technological help the employees are becoming less productive in their offline or face to face communication. As a consequence, due to over dependency if there is any system failure then that can also negative impact in the operational system as well as decision making process.

In the end it can be said that, for effective team management there is no other alternative to finding the best communicative method. In respect of organizational communication both face to face and communication technology will need to be used in a balanced way.

Conclusion

To put it in a nutshell it can be said that since every coin has both sides and that how whatever the science can achieve to ease the day to day hassle but there will have some loopholes. In case of maintaining communication system in the workplace and effective team management the explored aspects in the above segments have enormous roles to play. By referring different models of communication the core aspects of communication system can be more evident with the contemporary system of communication. Then various skills of communication that are required in the workplace setting for maximum output also have been discussed thoroughly. Lastly the strengths and limitations of communication technology in the business setting have been demonstrated respectively.

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