

EFFECTIVE TEAMWORK AND COMMUNICATION

Report

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Introduction

Effective communication and teamwork are among the factors attributed to the success of businesses and organisations. Communication is essential as it boosts customer loyalty, increases employee morale and innovations, and increases organisation productivity. Without effective communication, teamwork cannot exist as it facilitates the flow of information internally between employees and externally through customers. Effective communication links different departments in an organisation and stakeholders working as one entity in the form of a team with only one aim to achieve an organisational goal. Teamwork, therefore, becomes an outcome of effective exchange of information within an organisation bridging different sectors, making it work as one entity with one common aim to

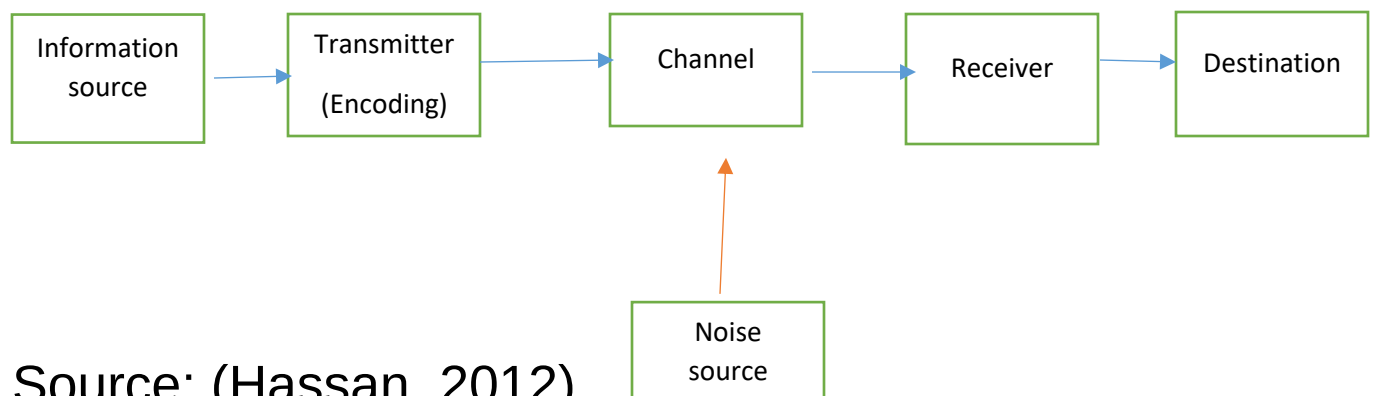
achieve, increased profits. This report discusses the communication models, communication skills, the advantages and disadvantages of technology in communication, and David Berlo's communication model case study. It also presents a case study to demonstrate aspects of poor communication.

The Models Of Communication

A model is a plan or a pattern that completes an action. Therefore communication models refer to conceptual models used to describe the human communication process (Hassan, 2012). Many scholars have developed many communication models such as Shannon and weaver, Schramm's, and Berlo's communication models as elaborated herein. **Shannon's and weaver's model of communication(1948)**

The model was developed in 1948 by Shannon, an engineer in a telephone company. The main aim of

the model was to create a theory that would aid in transmitting electrical signals from one place to the other (Hassan,2012). The model emphasises message transmission and reception. Shannon and weaver's communication model comprises components like information, a transmitter, a channel, a receiver, a source of noise, and a destination (Hassan 2012).



Source: (Hassan, 2012)

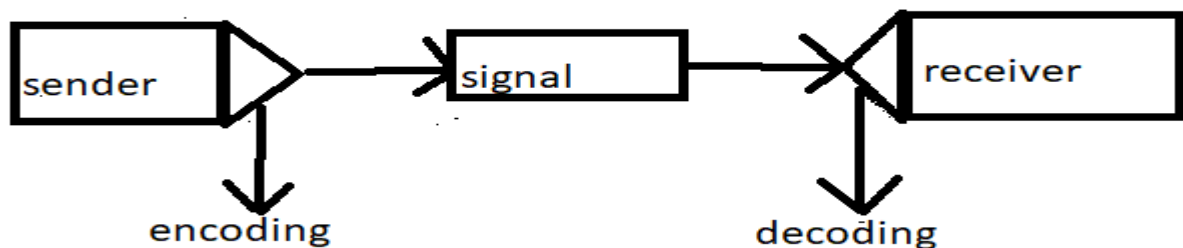
As shown in the above diagram, the information source selects a desired message from a pool of other possible messages and transmits it. The transmitter transforms the information into a signal called encoding. The signal is sent to the receiver by

the transmitter through a pathway. Decoding occurs when the received information is transformed into a new form and interpreted by a receiver (an inverse transmitter) to attach meaning to it. The decoded data is the received at the destination of the communication channel. In communication, foreign information is unavoidable and is added to the signal. The noise could be internal or external. Whether they originate from internal, noise comes from the receiver's knowledge, attitude, and beliefs, whereas external noise comes from other quarters. Noise can either nourish the effect of the intended message or weaken it by conflicting the final received information with the initial data (al-fedaghi, 2012).

Schramm's model of communication(1954)

It was developed in 1954 by Schramm. In the model, the inventor of the model includes the experience of both the sender and the receiver. Senders'

experience is the basis of encoding the message, whereas the user's experience is essential in decoding the signal (Hassan, 2012). There is no communication without common experience between the source and the destination. Schramm's model of communication introduces feedback in the communication process.



Source: (Hassan 2012)

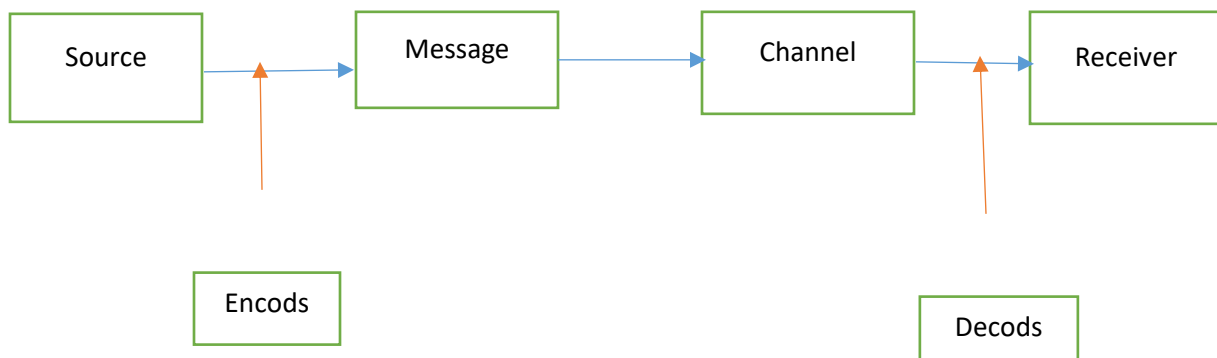
Schramm's communication model views communication in terms of encoding, decoding, and message interpretation. The scholar argues that data interpretation is influenced by factors like a person's background, experience, and knowledge. The model emphasises that the medium of exchange is vital in

transmitting the message. Finally, for communication to be complete, the decoder must send back feedback and indicate the receipt of the information. According to the schramms communication model, encoding, decoding, and feedback from the destination are necessary for effective communication (Castells, 2013).

Berlo's communication model (1961)

Berlo's (S-M-C-R) was developed by David Berlo in 1961. The inventor of the communication pattern introduces various elements to the communication process, S-M-C-R (source, message, channel, and receiver), which are part of the model. Each of the four elements in the models has components attached to it. Under message, features include content, treatment, structure, and code. Channel factor consists of hearing, seeing, touching, smelling, and testing. Source and receiver have the same

components: communication skills, attitude, knowledge, social system, and culture (Muyanga and Phiri, 2021). Therefore, for communication to be complete, the four elements have to be involved.



Source:(Hassan 2012)

Communication Skills

Communication skills are the ability to convey information effectively with supervisors, colleagues, and staff members in a workplace. The communication skills include active listening, clarity and concision, friendliness, confidence, empathy, open-mindedness, respect, feedback, and choosing

a suitable communication medium (Coffelt, Grauman, and Smith, 2019).

To be a perfect communicator, one must be an active listener. An active listener attentively listens to others, asks questions for clarification, and rephrases statements made in other people's speech to make sure they understand. A good communicator must use nonverbal communication skills, that is, body motion and gestures, to convey a message to the audience. To communicate, one should be apposition to engage in body language, eye contact, hand gestures, body posture, and tone variation (Coffelt, Grauman, and Smith, 2019). Also, clarity and concision are skills a good communicator should possess. Saying very few words with clarity is a trait attached to an excellent communicator. It is important to conceptualise the message one wants to pass

across to avoid irrelevant points to be precise and to the point in communication.

Friendliness is a vital skill mostly in official communication at the workplace, as it makes others feel appreciated (Coffelt, Grauman, and Smith, 2019). Portraying confidence during conversations is an essential skill. It shows the receiver of the message that the information is relevant, consequently winning trust. Empathy as a communication skill shows that even though an individual disagrees with the opinions, they understand and respect views, demonstrated by listening to them.

A good communicator should be open-minded and flexible when engaging in conversation (Coffelt, Grauman, and Smith, 2019). Open-minded skill helps in listening and understanding other people's views and coming up with a conclusive, honest, and fruitful dialogue. Respect is a skill a good communicator

should have as it influences other people to be more open. Another essential skill in the communication process is effectively receiving and giving back feedback. Managers should encourage a reply by e-mail or phone calls necessary to improve the organisation and employee relations.

Additionally, a good communicator should have the ability to choose a suitable medium of communication. For example, it is advisable to deliver conversations concerning employment terminations and pay cuts to a person through appropriate channels. One should always think about the messages sent to the recipient before picking the proper communication medium (Buluş, Atan, and Sarıkaya, 2017). For instance, for busy people, e-mailing them would be a better medium of exchange, and most likely, they would be able to respond positively at their convenient time.

Advantages And Disadvantages Of Technology in Communication

Advantages

In a modern business environment, technology is critical in contacting customers and vendors and sharing relevant information concerning the business both inside and outside the organisation. Therefore, advancement in technology has positively influenced the growth of companies as it reduces the cost of spreading information within and outside the firm. Benefits of technology in communication include increasing speed in exchanging messages and lowering costs. Technology also improves the quality of sent messages through storage enhancement and recovery. Accessibility to information is made easy by making it possible to share volumes of data at once, reducing costs. Lastly, gadgets such as mobile phones have made it easy for individuals to send and

receive messages anywhere, regardless of their physical location (Alhadlaq, 2016).

Disadvantages

Although technology communication has brought numerous benefits, it does not mean traditional ways of exchanging information are less important because technology has its disadvantages. It implies that technology equally has disadvantages. Using technology in a busy office environment makes it hard to accomplish any task due to the distractions. For instance, interviewing through video conference may be difficult due to ringing phones, noisy photocopying, fax machines, and constant movements of fellow workmates (Applegate, 2019). Such sessions demand a high level of concentration and attention.

Technology in communication has led to the loss of communication skills like interpersonal skills derived from one-on-one interaction of individuals during

conversations (Alhadlaq, 2016). Nonverbal skills manifested from face-to-face interaction are absent in major technological media such as text messaging, phone calls, e-mails, and social media, resulting in deteriorating interpersonal communication skills vital in building relationships among organisations and people.

Also, technology in communication is expensive due to constant upgrades and maintenance-related costs. After each upgrade, employee training, maintenance fees, and technical support are some of the expenses that make technology in communication a costly aspect. The hacking of the systems makes it a security issue brought by technology. It is a tedious exercise securing passwords and monitoring and protecting organisation information hence jeopardising organisation privacy and employee relations. Typing difficulties on smaller gadgets

shorten words and hinder effective communication (Alhadlaq, 2016).

David Berlo's (1961) communication model case study

"Berlo (1961) did not mention feedback but extended the definition of noise to mean internal noise created by differences between sender and receiver. Such differences could be knowledge, communication skills, education, culture, and differences in the senses. David Berlo's definition of noise did not just stop at disruption created during communication processes, but rather Berlo went ahead to include internal noise caused by factors like cultural differences, lack of knowledge, and education. The lesson drawn from this case is that communication can intrinsically be interrupted or extrinsically disrupted by physical environmental factors easily identified in the communication process. The

communication process in Berlo's model is one way as there is no response given back.

Examples Of Poor Communication

Poor communication happens when two conflicting messages exist among people, causing misunderstanding. It often occurs due to the exchange of information in an improper hurried manner distorting the meaning attached to that piece of information and increasing the chances of assumption to the perceived implication of the received data (Barker, 2022). Gossip is a typical example of poor communication in corporate settings as it has a lot of unconfirmed information and exaggerations. The written text turns into poor communication if the receiver misinterprets it. For instance, a superior's e-mail to a subordinate may be blunt and direct, but the junior may interpret the information as being harsh.

Moreover, e-mail and other technological communication may turn poor due to skipping necessary steps, such as lack of confirmation leading to later misunderstandings. It is better to confirm the message received and seek clarification if required to clear any misunderstanding and reduce assumptions about the perceived meaning of the message received. Lastly, failure to review a message, for example, an e-mail, may turn into poor communication. Before sending a message, a review process is necessary to correct omission, commission, or grammatical errors, leading to misunderstanding of the true meaning of the information.

Suggestions On How To Improve Poor Communication

Poor communication is unhealthy for businesses and therefore needs to be fixed though it is not an easy

task as it is hard to measure and examine. However, a few suggested ways of correcting and improving poor communication in businesses include; standardising modes of communication in a company by using the same platform in disseminating official communications and setting expected outcomes. Poor organisational culture could be another cause of poor communication. Therefore, evaluating the organisation's culture and aligning it to company policies that foster open communication could fix the problem of poor communication.

Another way of restoring communication to normalisation is by confirming the sent information by writing follow-up e-mails, text messages, and phone calls to clarify a memo or an earlier circular. Organisation meetings are the best platform for sharing meaningful company information; hence convening company meetings with clear objectives

and plans of action comprising of fixing poor communication issues in the organisation is vital. Lastly, giving and accepting to receive feedback is essential in curbing poor communication as positive responses encourage improvement and development among employees in a given organisation.

Conclusion

Communication entails sending, receiving information, and giving back feedback. However, some factors disrupt the flow of information, referred to as noise. Noise can arise from within the communication processes itself or externally, affecting it positively or even negatively. It is not always that a response is given for the communication process to be complete. The process can end as long as transmission of the message has effectively occurred, as portrayed in the three models of the communication model. Poor communication

results from misinformation brought about by gossip, misinformation, and misinterpretation. Therefore, eliminating the three factors from the communication process leads to effective communication and facilitates teamwork, resulting in better organisational productivity.

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