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Report on effective team working and communication

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Assignment task 1

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Introduction

1 Definition of communication

Communication is very important in our life it aims to inform and to notify for transmitting news from one person to another and telling him about it through a channel, as this transfer requires on the one hand the presence of a code. on the other hand, two processes are achieved : encoding information, decoding with the necessity of the communication process, as well as the forms of response to the message and the context in which the communication takes place. it also includes facial and body expressions, movements, tone of voice, words, writing, telephone, and also includes internet.

the word of communication comes from the word of communis which means common and general, (Ran Zheng,2019) as it is considered one of the oldest natural characteristics since the beginning of humanity.

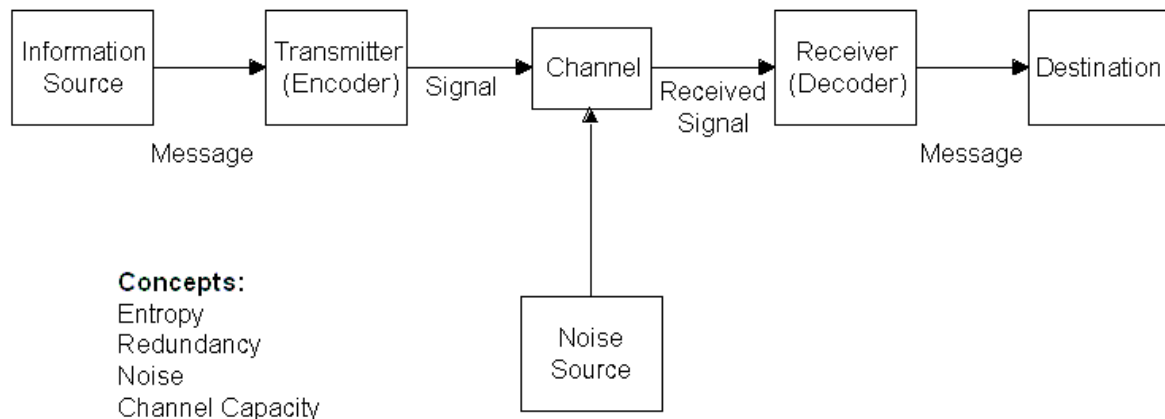
communication is not only sending by message from one person to another, but rather it is the transfer of information from one individual to another through certain codes, provided that the response is achieved by the second person who depends on the interaction element in order for the purpose of the communication.(Puja Mondal,2021).

however the communication process can be exposed to various obstacles that lead to the dispersal of information, and the weak ability to absorb it, which affects the efficiency of the communication process, and thus reduces the effectiveness of the company.

2 The models of communication

2.1 Shannon and weaver's model(1948).

The Shannon-Weaver Mathematical Model, 1949



Source : Chris Drew, *Shannon and Weaver model of communication* 09/29/2019,
<https://helpfulprofessor.com/shannon-weaver-model>.

Shannon and weaver's methods of communication is a theory of communication that provides a schematic representation of the relationship between the sender, the message, the receiver, this method was developed by Shannon and Weaver based in this approach communication is a very complex process that occurs verbally or in writing, and even in a non- verbal form, which the message that is sent occurs in a particular context. both the sender and the receiver can respond to each other in this form, with the exchange of roles between them and therefore the process is periodic.(Chris Drew,2019).

The Shannon and Weaver mathematical model theory of communication from sender to receiver with the following steps:

Sender

The source of the information, that has the information where the source of information begins by choosing a message to send it through a channel in many different ways it may be verbal, in the form of writing, or through body language, music etc..

Encoder (transmitter)

Encoder is the device or person that converts information into signals that can be sent from the sender to the receiver .

The encoder can also be someone who converts information into spoken words, written words, or even sign language to communicate an idea to someone.

The channel

A communication channel is the means by which information is sent from sender to receiver.

The noise

Noise interrupts the message as it travels from sender to receiver, which can interrupt our understanding of the message .There are two types of noise : internal and external

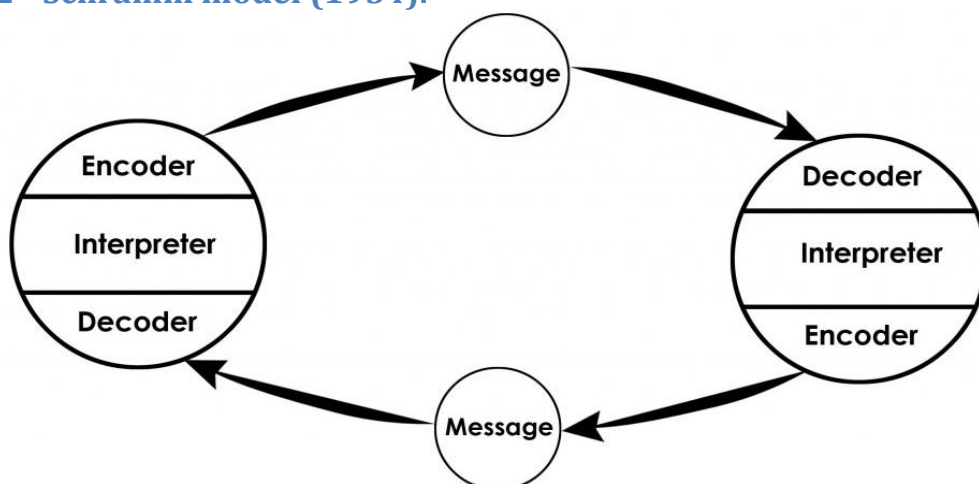
Decoding

Shannon and weaver made this model in reference to communication that occurs through devices such as phones so there is usually a message so the receiver can understand it.

Device

This is the step at which the person finally receives the message, or just what they have received from it .

2.2 Schramm model (1954).



Source : Thom kweka , OSGOOD- SCHRAMM MODEL OF COMMUNICATION
07/11/2016 <https://www.communicationtheory.org/osgood-schramm-model-of-communication>.

In his communicative model Schramm attempted to develop a special theoretical framework, who intends to describe his theory on the basis of the communication process that occurs between individuals in general, or between individuals in institutions and analyzes it, that is he aims to analyze his idea that the basis of communication is to create a kind of harmony between the sender and the receiver on the subject of the message that the sender wants to send to the receiver. (Thom kweka,2016).

Schramm's communication is based on the presence of three basic elements :

Resource or sender

It can be represented by a specific individual or a communicative institution, such as radio, television or newspaper. that is we can say that Schramm considers the sender to be the basis and he is the owner of the idea.

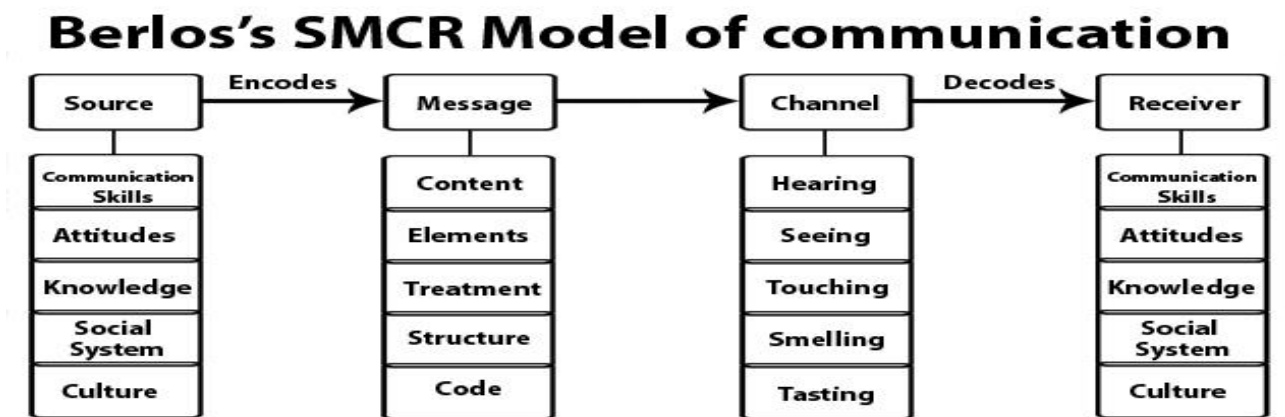
The message

The message which is the second element of communication its role is manifested in the process of expressing the idea as well as formulating it into symbols and codes in order to form a message or signal, meaning that the message can be in the form of written words or sound waves, or be a signal and which can be interrupted and given a specific meaning.

The receiver

It may be a person who listens, observes, watches and reads, or he may be a member of a discussion or a lecture, or an individual in a large audience such as radio listeners and television viewers.

2.3 Berlo model (1960)



Source : [Hitesh Bhasin](#) *Berlos Model of Communication Explained*

<https://www.marketing91.com/berlos-model-of-communication/10/04/2020>.

This model consist of four basic elements linked and interconnected with each other in way that does not allow the absence of any of them because the absence of one of these elements reduce its effectiveness and therefore the failure of the communication process and its failure to achieve the desired goals or that it came for, [Hitesh Bhasin](#) and these elements are:

The sender

The source of the success of the communication, the sender must meet some of the necessary conditions that the source must possess the most important of which is his communication , skills, his directions and his level of knowledge also the economic and cultural system in which it operates.

The message

The message is the material and actual result of the source who describes his idea in symbols. there are at least three things that we must take into consideration : the message and the method of handling the message.

The channel

It is the channel that carries the message to the recipient, and the choice of the medium depends it is appropriate to the extent of the capabilities of the sender.

Recipient

It applies to the receiver, as it applies to the sender. the sender sometimes turns into a recipient. as the sender becomes a recipient and the messages that he sends are determined by the messages he receives

3 Communication skills

Communication skills are the abilities that we use when delivering or receiving various types of information, such as communicating ideas to other parties, or expressing what is going on around you. the process of communication varies according to the method used for this.

communication skills are represented in several different skills in order to reach effective communication :

3.1 Verbal communication

Effective verbal communication depends on a number of factors, as it must be consistent with other interpersonal skills such as nonverbal communication, listening and clarification skills, and verbal communication includes speeches, presentations discussions, and aspects of interpersonal communication.

3.2 Non verbal communication

Defined as the process of communicating meaning in the form of non written messages, from some forms of nonverbal communication touch, gesture, or body language, facial expressions, eye contact, communication between objects, poetry, symbols, and tone of voice.

3.3 Effective listening skills

This means giving the person who is talking to you your full attention by paying attention to what they are saying. where people who have the skill of listening enjoy and effective

listening with good conduct among their colleagues whether in study or work, due to the interest and good listening(Alison Doyle,2021), as well as the respect they show to others.

3.4 The ability to adapt the communication style to the audience.

It means choosing the appropriate method and method of communication based on the person or people you want to communicate with you to communicate with. for example, if you are a university student and want to communicate with a professor at the university and those with whom you do not have a personal relationship, in this case the most appropriate and best way is to communicate with them by email. the person has to measure the different situations in which you need to communicate with others.

3.5 Empathy

It is not possible to achieve effective communication if you are unable to understand the feelings of others and listen to them, as well as empathize with them. it is necessary to understand the feelings of others in order to be able to choose the appropriate vocabulary with which to respond to them. (the WikiJob Team,2021)for example, sympathizing with a sad and frustrated person will contribute to making him feel better.

Case study of Maria and Pedro

An example of lack of effective communication is the story of Maria and Pedro.

Maria called her husband to tell him to buy chicken when he came home in order to prepare it for dinner. after Pedro back home he went straight to the kitchen, but he was surprised and in response to her she did not tell him that, and he thought that she had told him that she would be in the kitchen. through this story when he came back from work.(source, class)

Through this case study the sender who made a call to tell the second person about something important, where applicable to this case study is the Schramm model of communication due to Schramm model was originally proposed for technical communication where it referred to the interference that occurs while the recipient receives the message.

encoder that was the telephone converts a person's voice into a series of binary data that can be sent by telephone lines.

Noise may occur if the speaker is mumbling or the phone codec and decoder malfunction.

Decoding : the receiver's phone will convert the data received by the receiver.

Receiver : the receiver will receive the sounds made by the decoder and interpret the message.

Feedback : the receiver may speak in response, to let the sender know what he has heard or understood.

Example of poor communication

Overconfidence

Sometimes some employees tend to overconfidence in themselves, and on the other hand a new leader resorts to changing the work plan without taking into account other employees, which leads to confusion among members, and employees become stuck in the traditional way of work approved within their company believing that it will not benefit them.

From this the trust between the manager and his employees must be reciprocal as well as between the new members, and they need to believe that trust must be gained.

Conclusion

Communication skills have become one of the basics of our time especially in the workplace where communication in professional work expresses all behaviours carried out by employees working in the professional organization together, so that the process of communication in professional work includes the exchange of information and news among everyone, through meetings and joint professional work, so that communication at work aims to exchange opinions and learn from others and gain the best professional experience at work.

To improve communication with employees there are things that must be achieved, the most important of which is spreading a culture of importance of communication inside the company by seeking to provide clear transparency about the difficulties facing the company. Also listening is an important part of communicating with employees, because successful

communication stems from giving employees the freedom to express their comments and suggestions.

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