

Certificate of higher education

Effective teamwork And Communication



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Assessment 1

EFFECTIVE TEAMWORK COMMUNICATION

INTRODUCTION

In every organization, the importance of communication cannot be understated because the success of an organization depends on the effective transfer of information between members in the organization and external participants. As humans, we depend on sharing information, ideas and opinions with others because we are interactive animals and we need to receive information from people in our environment in order to complete task. According to , communication was explained to be the process of transmitting information, opinions, messages, codes, facts, ideas or emotions from one person, place or things to another person, place or thing. The models of communications are the structures and key elements that are comprised in communication process to enable an effective completion of the process because it is possible during communication that the message could be lost in translation which makes the process incomplete. Communication is completed when the message is completely decoded or understood by the receiver.

The essay would focus on evaluating the different communication models like the Berlo's model of communication and Shannon-Weaver model of communication. The models would be evaluated and analyzed to determine their strengths and weaknesses in a workplace. The different communication skills would be discussed and their importance to the success of an organization would be examined. Finally the work would examine the impact of technology in workplace communication by stating the advantages and disadvantages of the use of technology in a workplace.

MODELS OF COMMUNICATION

DAVID BERLO MODEL OF COMMUNICATION

Berlo's model of communication was developed by David Berlo and the model was developed to effectively describe the communication process between the sender and receiver. The model was a modified version of the Shannon-Weaver's Linear Model of communication because it endeavors to put focus on the processes that are involved in communication and it equalizes all the components by showing their importance in the message being transmitted based on the contents, elements, treatments, structure and code. The components in the communication process that Berlo described as the essential parts that would make the communication process successful and effective are the Source, Message, Channel and Receiver. The success of the communication requires the individual component especially the Source and Receiver to be comprised of characteristics that would enable complete decoding or transcribing of the message because if the receiver does not have the ability to decode the message sent by the Source, the content of the message would be lost or the purpose would not be fulfilled. According to , it is important that there is a certain level of familiarity between the sender and the receiver because if there is a mismatch between the knowledge, the cultural basis, the attitude (perspective affecting the fit calculus), then the speaker and receiver will not be synchronized for maximum communication potential. This means that the source and the receiver are relevant to the completion of a successful because the source is supposed to be aware of the level of knowledge or intelligence of the receiver before sending the message through any medium. It is important for the two parties to be aware of their strengths and ability. Therefore they should be familiar with each other to a required level before the message is transmitted through the channel to the receiver. The model is consistently in use in any organization because members of the organization would be able to decipher or decode a message sent through a newsletter or email from a supervisor or colleague but that message would not be decipherable by an external party due to the coded contents that would be used. These are some of the strengths of the model when compared to the Shannon-Weaver model because the model tends to emphasize the importance of external factors like culture, language, text, social system and sensory organs in the communication process. But just like Shannon-Weaver model, it is a linear model of communication and does not completely describe a communication process due to the lack of feedback from the receiver,

SHANNON AND WEAVER MODEL OF COMMUNICATION

The Shannon and Weaver model of communication is one of the earliest forms of communication that was developed by Shannon an Electronic engineer and Weaver an American Scientist. The model was designed to develop effective communication between the sender and receiver and to evaluate the external factors that might impede the quality of the message being delivered. The external factors are usually described as Noise and they are components of the process because the quality of the message depends on the ability of the medium and the receiver in reducing the amount of noise transmitted with the message. Initially, the model was designed for communication models at the technical level but within a decade a host of other disciplines especially in behavioral sciences adapted the model to countless interpersonal situations which often distort it or made exaggerated claims about its application . The main advantage of the model was its efficiency in ensuring that the communication process between the sender and receiver was properly transmitted using suitable and secured devices that would decode the messages for easy assimilation and elimination of interference (noise) that might misconstrue the message. Therefore, the Shannon-Weaver model of communication was designed to separate noise from the signals that are carrying essential information for technical work and the receiver is equipped with the necessary skills to decode or decrypt the message. The difference between the Shannon-Weaver model and Berlo's model of communication is the use of noise source but they both lack feedback which makes the communication process unidirectional. In an organization, the model is used in face to face discussions between colleagues where the sender is the person that starts the conversation using relative terms and codes that are easily decrypted by the receiver and the channel is the voice. The noise in this case would be the accent or way of speaking that might affect the way the receiver decodes the messages. Therefore in order for the communication process to be complete, the receiver should be able to understand the accents of the sender and the sender should speak in a clear tune that could be easily heard and assimilated by the receiver. Shannon-Weaver model of communication is the type of communication that is prominent between a superior and subordinate discussion in which the superior does not expect a response from the subordinate when giving out instructions.

SCHRAMM'S MODEL OF COMMUNICATION

Schramm's model of communication is also a model of communication that was derived from Shannon and Weaver's model of communication but it places importance on the ability of the

sender to encode and the receiver to decode the message. The model that was developed by Wilbur Schramm in 1954 was a model that visualized the processes of communication as a process of sharing of experience and commonality of experience in terms of the individuals who are communicating and the model introduced the concept of shared orientation between the sender and receiver in which they share information with each other based on their different experiences . The model emphasized the importance of the sender and receiver being able to encode and decode the messages because encoding and decoding are the two most important factors of effective communication without which information can never flow between two individuals. Unlike the previous models, Schramm's model of communication emphasizes on the need of feedback from the receiver because communication is incomplete without the acknowledgment from the receiver through a response. The feedback is the component that makes the model better than the Berlo's and Shannon-Weaver's model of communication because with the feedback, both parties involved in a communication process would be able to confirm complete assimilation of the message. This type of communication is regularly seen between two colleagues in an organization where the colleagues are sharing and discussing relevant details of a problem that needs to be solved and in order for the process to be complete, there is a need for feedback or response.

COMMUNICATION SKILLS

INTERPERSONAL COMMUNICATION

This is the communication skill that enables colleagues in an organization to share important information and resources in order to implement the goals of the organization. Interpersonal communication is the ability of an individual to be able to use impressive techniques to interact with other individuals and it encourages collaboration and teamwork because the skill enables an individual to be empathetic and sympathetic. In the case study, there was a lack of interpersonal communication that could be seen because the competing groups were at loggerheads and they did not share resources. Among the teams, there were noticeable discrimination and alienation, especially in the Versacorp team where a member was alienated due to his poor work ethics and this was detrimental to the success of the team ,

ACTIVE LISTENING

Using active listening skill, the listener does not just listen to the information or message but the receiver sends back a response or gives an expression that could be interpreted by the sender. Active listening skill does not only comprise of the listener using his/her ears to listen but other senses or body language are tilted towards the speaker to show that the listener is actively involved in the message being passed. According to , active listening differs from passive listening which is solely based on retaining ideas in their minds while active listening requires the individual to produce thoughts and share their own opinions by expressing them in verbal and non-verbal means. The lack of active listening was seen in the case study of the Enemy lines and friendly fire in which the leader did not actively listen to the member Sam before implementing a new group relationship. The leader would have been able to deduce the feelings of the members before the changes and he would have been able to retrieve unspoken details from the members if he had actively listened.

ADVANTAGES AND DISADVANTAGES OF TECHNOLOGY

One of the advantages of using technology for communication is the access to information and multiple resources that could be utilized in order to provide resolution to a problem. The internet has been beneficial to the communication process since its invention because individuals can interact with others via different platforms and important information could be sent and received at any time. Also technology has made the work environment to be more flexible and dynamic because employees and colleagues could carry out their jobs in different locations without the need of occupying an office space and the members are able to do their jobs at a time that is more suitable to them.

The disadvantages of technology are as numerous as the advantages because technology has led to data theft and hacking in which sensitive data and information could easily be stolen from a website or app and used for unethical means. Technology has increased unethical conduct among individuals because people tend to be dishonest, and people's privacy are continuously invaded. Therefore technology has caused many people to lose their dignity and money due to data theft and hacking.

POOR COMMUNICATION IN THE WORKPLACE

An example of poor communication was in a fast food restaurant where a customer ordered 4 sandwiches and asked the employee to listen attentively to the details because he does not want ketchup in two and mustard and onions should not be added to the other two. The customer received the burgers and other items ordered and left but shortly after he came back angry and shouting. He angrily stated that he specifically asked for certain items on the burgers but the burgers were done in the way he never ordered and this was due to the fact the staff that took the order was not paying attention to him. The staff attention was split between the ongoing gossip with the colleagues and taking the orders.

SUGGESTION FOR IMPROVEMENT

The staff member could implement active listening skill when taking orders because the incident could have been evaded if she had paid attention with all her senses and not just her ears. The management should implement a policy that would ensure that staff members are not distracted when customers are placing orders and they would be disciplined if they are found talking to colleagues on different issues that are not related to the customer being served.

CONCLUSION

In conclusion, the work has been able to evaluate the different models of communication that was taught and their essential components. The essay showed the difference and similarities between the communication models and the models' relevance to the current workplace was shown. Also the advantages and disadvantages of technology in communication was shown because, despite

the benefits of technology in workplace communication, there have been numerous unethical issues and data thefts.