

University of Wales

Trinity Saint David

Assessment

On

Achievements achieved by Effective Team and Communication

Module name: Effective team and communication

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1.0 Introduction

There is no question that communication is the single most key factor in both individual as well as organizational success. Effective communication can be defined as the transmission of concepts and opinions from the sender to the recipient in a way free of ambiguity (Zhang & Zhang, 2019). Therefore, based on this explanation, the effectiveness of communication can be either effective or ineffective based on whether the recipient of the message understands the messages from the sender in the appropriate manner. Even though we use communication within our daily lives, the process of passing info from one organization to another is extremely complicated. Therefore, it is of the utmost

importance to carefully examine the obstacles that prevent effective communication plus to try to lessen the impact they have on both our personal and professional lives (Zhang & Zhang, 2019). This may be accomplished by eliminating the barriers that were discussed above and making conscious efforts that are aimed at retaining the content of the information being exchanged. This report, therefore, elaborates more on the models of communication and further determines the advantages and disadvantages of communication technology.

2.0 Models of Communication

2.1 Shannon and Weaver 1948/49 Shannon—Claude Shannon and Warren Weaver initially presented the weaver model in their essay titled "A Mathematical Theory of Communication," which was published in the 1948 edition of the Bell System Technical Journal. The Shannon-Weaver model of communication was developed to find the quickest and most efficient way to communicate from one location to another (Lee & Kim, 2018). This theory considers eight different variables that can influence communication, including the source, encoder, message, channel, decoder, receiver, noise, as well as feedback. As per the Shannon Weaver Model of Communication, the communication process starts with the origin, which is where the source of the communication occurs. This is whereby the interaction process begins. The source may be a group or individual that has a cause to communicate something to a person or group. This may serve as the motivation for communication. The job of the encoder plays a role once it is determined who will be the origin of the communications. The encoder is responsible for converting an idea that the source wishes to transmit into a format that will be received by the audiences that will be required to interpret it (Kabota, 2019). The info that is being sent from the transmitter to the receiver is known as the message. 3 The message is sent from the transmitter towards a receiver via the channel, which is a mode of communication. It is imperative that an appropriate means of communication be chosen for a message to be conveyed to its intended recipient. It is a path that the communication travels to arrive at its destination, and this path can take the form of visual, textual, electronic, spoken, audio, and so on and so forth (Lee & Kim, 2018). The noise, that is an interruption or even a distortion, enters the picture as the message moves across a channel. This noise has the potential to affect the message that is being transmitted by the transmitters or the senders in such a manner that it is interpreted incorrectly.

2.2 Schramm (1954)

The Schramm Model of Communication is a cycle communication model that incorporates all the fundamental communication concepts into its design. The Schramm Model of Communication provides a time-honored strategy for understanding communication as well as an explanation of how it works (Li & Kim, 2018). It is possible to utilize it to establish how communications between two individuals work whenever they are sharing information, thoughts, or attitudes. This can be done by using a communication model. The principle and concept that communication remains a two-way track are at the core of the cyclic communication process that can be found in organizations. This indicates that there remains at least one sender and one recipient of the message (Li & Xu, 2020). At the very least, one more component, which is the message itself, is included within the model. The Schramm Communication Model proposes that communication remains a circular process, in which the same individual may serve as both the sender and recipient of a given message. The message is encrypted before being forwarded, either to the same individual or to another person entirely. It remains up to the person who receives the message towards decrypting it, figure out what it means, and then re-encode it

before forwarding it to another person (Li & Kim, 2018). The sender, or the party that transmitted the communication, is the origin of the message. Whenever sending a message, the sender needs to be clear about their intentions and be able to demonstrate why it is critical for the receiver to read messages. Because of this, the sender of communication is responsible for ensuring that the info he is sending is accurate, in addition to being useful and pertinent (Li & Kim, 2018). Encoding the message is necessary to guarantee that the receiver will be able to decipher it correctly. Because of this, it is essential for the receiver to be aware of who the sender is.

The individual or organization to whom the communication has been delivered is referred to as the "receiver" of that message. The ability of the recipient to decipher the message is contingent upon the recipient's ability to decipher a few other criteria. For example, how well-versed the individual is in the subject matter of the communication, as well as how receptive they are to receiving messages and whether they have faith in the origin of the message (Li & Xu, 2020). The cultural factors, perceptions, information, attitudes, experiences, and abilities of the recipient all have a role in the perceptions that are produced by the recipient. The process of decoding a message is psychological in nature. The stimulation is instantly delivered to the brain when the information has been successfully received so that it can be interpreted. If there is any significance to be taken away from the message, it will be here. Decoding is another name for this stage of the operation. When the recipient accurately perceives the message that was sent from the source, there has been successful communication. The message is described as information in rhetorical as well as communication studies. Speech or other letters and symbols are used to convey this information. The substance of the process of communication, whether verbal or nonverbal, remains a message, which plays a significant part in the Schramm Communication Model.

Feedback remains the recipient's response to the sender's communication. Feedback might be verbal or nonverbal. Sometimes there is a verbal reaction, and other times there is only a breath or a gesture. Feedback is frequently expressed in the paper, such as emails (Li & Kim, 2018). As a result, feedback can be used to gauge how well the message was received by the audience. This allows the sender to ensure the efficiency of message composition and delivery. If the message is not understood by the listener, the originator of the communication can improve it depending on the feedback.

2.3 Berlo (1964)

David Berlo proposed the Sender-Message-Channel-Receiver (SMCR) model of communication in 1964, based on Shannon Weaver's Model of Communication (1949). Besides, he described elements that alter the individual components of communication, making it more efficient (Gholani & Jowkar, 2020). The model also emphasizes encoding plus decoding, which occurs before the transmitter sends a message and before the recipient gets the message. Berlo's Model describes the communication process primarily through four

components (Kaleel, 20220). They are the sender, the message, the channel, as well as the recipient. The sender remains the individual who initiates the communication or the origin of the information. The communication is sent to the receiver by the individual source. The message remains the content that the sender sends to the receiver (Gholani & Jowkar, 2020). It could be voice, text, audio, video, or another sort of media. The channel remains the medium through which the message is transmitted. Technical machines, such as telephones and the internet, can be employed as channels for information dissemination and other means of communication. However, in communication, the five senses of the

human being serve as a route for the flow of communication, and their effectiveness is affected. The recipient is the individual who receives the message sent during the process. This model thinks that for communications to be effective, the sender's thought style and the other components described above must be in harmony (Kaleel, 2022). If the sender and the receiver are not comparable, the message may not have the desired effect. The receiver should be an excellent listener.

3.0 Communication Skills

3.1 Verbal

More than just speaking ability, verbal communication skills illustrate how you give and receive messages in both spoken and written encounters. These abilities are concerned with how you interact instead of whatever you say. As a result, you can employ nonverbal strategies like body language to improve your interactions (Muyanga & Phiri, 2020). They consist of active listening, clarifying inquiries, asking open-ended questions to gather insights, and noticing and responding to nonverbal clues.

3.2 Non-verbal

Nonverbal communication includes gestures, facial gestures, tone of voice, eye contact, body posture, posture, as well as other nonverbal communication methods (Muyanga & Phiri, 2020). Avoid slouching is one of the skills. Avoid smiling or laughing when delivering serious messages and use your hands as well as facial emotions to convey a dynamic presence.

3.3 Listening

Listening is just as important as speaking throughout a conversation since it shows real interest in another person and ensures you grasp their requirements. Therefore, it will be easier to establish rapport and relationships (Najati et al., 2018). Give the person your undivided attention to guarantee that you not only understand the voices they speak as well as the ideas they wish to impart. When another person feels understood, they are more likely to reciprocate and listen to whatever you have to offer. 3.3 Case study example Several factors may affect the listener's ability to comprehend whatever the speaker is saying. For instance, at my place of work, the manager calls for a session for all employees in the evening and informs us what we must do the following day. Given that she speaks so first most of us do understand what she is trying to communicate. She also does not encourage asking for clarification on whatever she says. Therefore, if she allowed feedback, we would have avoided the confusion. She should also ask us whether we understood.

4.0 Advantages and Disadvantages of Communication Technology

4.1 Advantages

One benefit of communication technology is the ability to allow for speedier connections. The ability to connect in real-time allows two people to establish communication quickly and easily (Law et al., 2020). Obtaining feedback, asking more questions, and delivering information instantly saves firms time, personnel, and money, and is much more effective in the long term. Secondly, changes in business technology have accelerated the pace at which business is performed. This is especially beneficial for organizations that conduct business with individuals in distant areas. Instead of waiting days for a colleague to receive a paper, firms might now exchange the files in a matter of a few seconds via the Internet (Wiyono et al., 2019).

4.2 Disadvantages

One of the drawbacks of communication technology is that it is destructive. Technology may be extremely distracting. With computers and mobile devices, we are continuously assaulted with social media updates, online discussions with friends, and texts from a friend easily (Law et al., 2020). This distraction may often be a time waster, lowering productivity as well as offsetting any boost in communication output offered by technological innovation. Secondly, when contrasted to face-to-face contact, the sheer structure of how the technology works hinders human communication because it is brief and instant and is not intended to express emotions and feelings. Because technology is rapid and immediate, it also compromises the accuracy of the messages being transmitted easily (Law et al., 2020). There are instances when the attitude and meaning of digital messages are misinterpreted.

5.0 Conclusion

It is evident from the preceding discussion that we should always strive to avoid barriers to successful communication to maximize the benefits of our effective communication. When delivering a message to a specific person, care must be taken. The sender of a message must consequently strategize on how to convey his or her information as quickly and efficiently as possible, considering the receiver's various dispositions, physical hurdles to communication, language problems, and so on.

6.0 References

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