

Modul Code:

BMSW4002

Module Name:

Effective Team Working and Communication

Assignment task:

Understanding of the models of communication and the communication skills and refer to any case studies done to show how these helped students' understanding

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Introduction

The term "Communication" is defined, as is its significance in the workplace, as are the obstacles that may prevent the message from being delivered effectively, and as are the repercussions of bad communication.

A person's ability to communicate is one of their most fundamental abilities. Given that human communication dates back to the Stone Age, we may conclude that humans have perfected the art of communication. However, in fact, most individuals struggle with it. Even when it comes to professional communication. Effective communication at work is the capacity to communicate information to both sides of the conversation in a manner that makes sense to them both.

If you'd want to learn more about communication models, communication skills, or case studies that have helped pupils comprehend, this paper is for you.

The Shannon-Weaver model, the Schramm model, and the Berlo model are all examined. In addition to illustrating what they are and what their constituent parts consist of, it also illustrates the relationships between them. To begin with, we'll look at how to communicate verbally, written, and non-verbally. This section includes two Case Studies, as well as real-life instances of inadequate communication in the workplace. Upon completion of the research, five suggestions were made on how to enhance communication at work, as well as a number of findings.

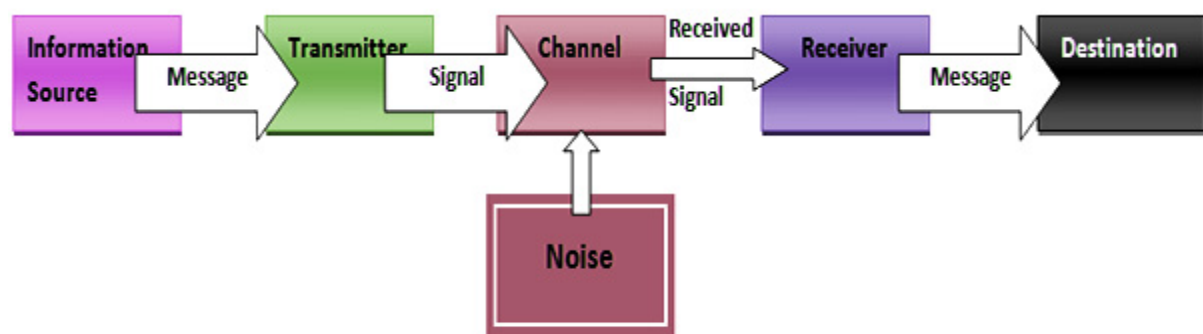
Three Models of Communication

Communication is sharing and can be defined as a type of interaction in which, under certain conditions and under certain rules, a bilateral exchange of messages, made up of meanings, takes place. In order for communication to be effective and lead to the desired result, this can be obtained by following the communication models, some of which are the subject of this report.

First model of communication: Shannon – Weaver

Shannon and Weaver's model presents the concept of one-way communication as the process of creating and transmitting a message from a sender to a specific recipient (recipient) using several means (O'rourke, 2015). In linear theory, a sender sends a message through an encoder, which is decoded at the other end to make sense to the receiver, but noise can distort the message as in the case study "Maria and Pedro," where noise from a construction site could have distorted Maria's message and Pedro mistook the word "kitchen" for the word "chicken." Shannon and Weaver's linear communication model (2005) includes the following elements:

Graph 1. Shannon – Weaver model of communication



- ✓ A source of information;
- ✓ Transmitter;
- ✓ Channel;
- ✓ Noise;
- ✓ Recipient;
- ✓ Final destination.

It's a one-way line communication when it comes to linear communication. Listen to what I have to say. "I'm not looking for or requesting your opinion." (Shannon, Weaver, 2005) However, the message does not ask for feedback, but instead asks that the receiver take some action with the information they receive, such as passing it on to someone else. To reduce "noise" in communication, the model explains where and why it occurs.

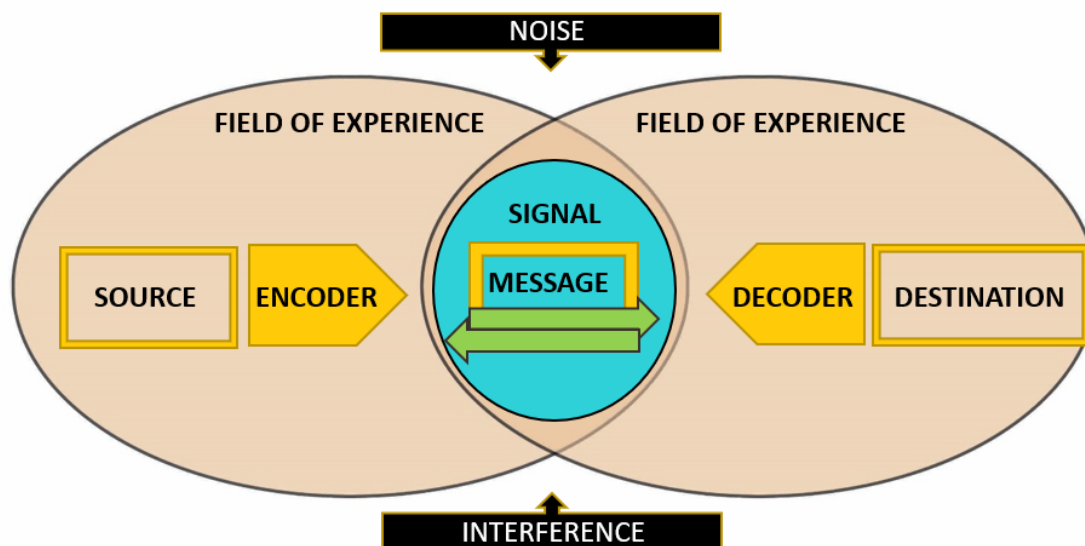
A good example is Pedro and Maria's case study where because of a noise in the communication channel – the phone, the message from Maria to Pedro has been confused by a word that sounds similar, but has completely different meaning, so that led to a result in which the chicken has not been brought for dinner.

Second model of communication: Schramm

Managers and workers must communicate well in order to achieve significant outcomes in the workplace. Also called the "Interactive Communication Model," it's widely accepted as the most effective way to communicate with other people, both personally and professionally (Schramm, 2012).

According to Schramm's concept, communication is participatory and circular. Interaction, reciprocal activity, and the flow of information between two people are all examples of interactivity. Communication involves both sides expressing their views and exchanging comments (Schramm, 2012).

Graph 2. Schramm's model of communication



Unlike linear interactions, this one is "circular." Until a mutually agreeable stance on the topic of communication has been established, it will continue.

A good example is Max and Tamara's Case study, that states that Max is very good with his business, but because of noise caused from the other phone conversation he missed to write down

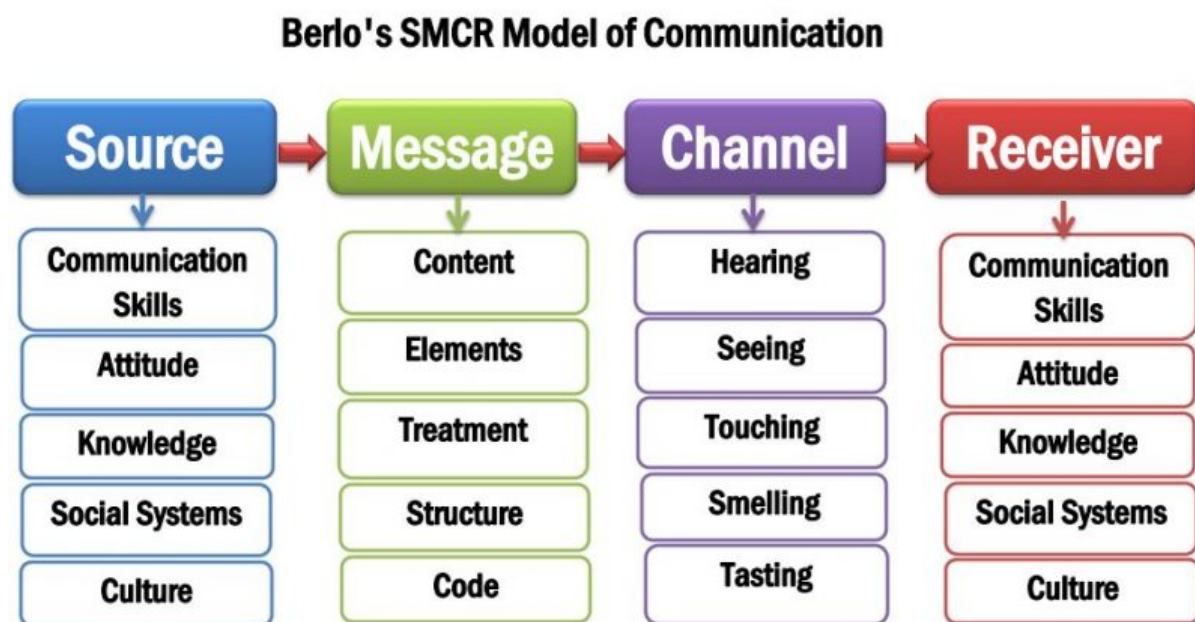
the change. Tamara also did not double check or remind him a bit later by phone or email and the problem came as an outcome.

Third model of communication: Berlo

When it comes to working with others, linear communication is a typical practise. In addition, it is a one-way process that involves many phases and does not need input. Following are some of the components of Berlo's linear communication model (Berlo, 2016).

- ✓ Source.
- ✓ Message.
- ✓ Channel.
- ✓ Recipient.

Graph 2. Berlo's model of communication



Berlo's model of linear communication is based on Shannon and Weaver's model, although it adds a few additional accents to the original model. I think what's different is that there's a need for a mutually beneficial connection between source and receiver of the message. In linear communication, all participants are seen as a dyad, and therefore "pairing" is possible. In other words, linear communication requires the "I understand you" belief, which manifests on both sides at the same time and in the same proportions. Thus, matching needs particular attitudes, expertise and communication abilities (Berlo, 2016)..

A good example is the professor and the village people, where they did not understand the professor because he has been using words on high level that are not understandable for the village

people. That led to a greater issue with a big fire that destroyed everything. If he used a simple word as “fire” or just showing with hand signs, the result might be different.

Communication Skills

Children learn to read and express themselves, present material to the class, recite verses, prepare presentations, and write argumentative essays. Teachers and students communicate constantly, and students communicate intensively with their friends, both in person and on the internet. Teachers and students communicate constantly (O’rourke, 2015).

Verbal communication skills

Language, or speech, is used in verbal communication. Speech in this context refers to natural sounding language, which is a universal language. Obviously, spoken communication involves a great deal of information transfer. He uses it to communicate, get information and influence his interlocutor. The human language is by far the most comprehensive and flawless method of communication available to us today. Remember that verbal communication is one of the most ubiquitous and frequent forms of communication (Wilson et al., 2011). A person's speech and the other person's interpretation of it may be considered verbal communication if information is sent from one person to another. A good example is when a person is talking face to face or via phone to their friend.

Written communication skills

If you're using written code to communicate, you're using a written communication. In spite of its similarities to orality, its characteristics are very distinct. This is why the written form differs from others. It must adhere to the language's norms and adhere to the specified models. Aside from being a frequent method of official communication, written communications serve a variety of social purposes (Horne and Cowan, 2016). Documenting events and interacting with others are just a few of its many applications. A good example is a letter sent to a friend abroad, or text messages exchanged via messenger chat.

Non-verbal communication skills

One of the great marvels of human culture is the ability to communicate without words - simply by exchanging gestures and grimaces, different body motions, and figures in space. When individuals communicate in silence, without utilising speech culture or expressing their ideas and emotions out, they may understand one other better. Without words, individuals communicate by exchanging body-plastic signals (oral) and arranging their space in a particular way. Cognitive psychology and cultural anthropology study body language. A good example is when a daughter asks her mother if she likes the movie and the mother responds with a smile or a nod, that means “yes”.

Suggestions for improvements by using theory

Some strategies for improving communication in the working team are listed below. Each team member must be informed of what the other team members are doing, who has reached which level, and what has to be done, including all the specifics.

1st recommendation

How do colleagues feel about this? is one of the requirements for better communication in the workplace. Do they feel any differently? To make room for sharing, everyone should be open-minded and ready to listen. However, not every discussion will result in a plan of action.

2nd recommendation

People who don't communicate with each other have ideas too, so it's a good idea to ask more experienced members of the team for advice, because they'll offer a different point of view that the team can agree on or not, but which is valuable in that it allows them to evaluate their own actions and attitudes.

3rd recommendation

As a result, each person must be willing to listen and share their experiences with others. In general, communication will be simpler as a result of the increased confidence in the person.

4th recommendation

It's always a good idea to ask for assistance and understanding from your bosses and colleagues. Because they are unaware of the issue, believe that their team can handle it on their own, fear that their involvement will be misunderstood, fear that they will not find support and assistance, or just don't know what to do, directors often do nothing to address the situation. In addition to time, patience, understanding, and knowledge, individuals in leadership roles need to be able to communicate with one other.

5th recommendation

It's usually a good idea to create a follow-up or check-list for your projects. Negotiate what has been done and what has to be done on a regular basis, so that you don't forget anything.

Conclusion

Contact is a medium that unlocks a person's potential and motivates him to be successful in all aspects of his life. Communicating effectively is a crucial interpersonal skill and knowing how to improve it has numerous benefits. Communicating includes both sending and receiving messages. Despite the fact that individuals interact with each other via words, facial expressions, gestures, facial expressions, body posture, and gaze, communication does not have to be difficult for people or subject to extremely rigid restrictions in daily life. Aside from that, the context in which communication takes place is always varied, and there are a number of variables that may interfere with efficient communication.

A visual representation of the contact mechanism is provided by the Shannon-Weaver, Schramm, and Berlo models. Both verbal and nonverbal communication involves attentive listening. Following these guidelines reveals that good communication relies on an understanding of the mechanisms and adherence to the rules that guarantee effective communication, which saves people and companies time, effort, and mistakes and helps to progress.

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