



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Effective Teamwork and Communication
Report

Name: Fady Jghaimi

Student Id: 2113994

Module Code: 2114156

Lecturer's name: Saqib Shamim

Submitted on: 08/09/2022

Table of Contents

1. Introduction	3
2. Models of Communication.....	3
3. Skills for communication.....	4
4. Advantages and Disadvantages of Technology in Communication	6
5. Summary	10
References	11

1. Introduction

Mode of communication is considered a medium through which emotion, ideas, business plans, and private plans are expressed. There are several types of communication such as facial expressions, gestures, verbal communication, and non-verbal communication. In this report, the three models that are used in communication will be discussed. The primary skills for accomplishing effective communication will be discussed. In addition to this, the advantages, and disadvantages of technology in communication will be discussed.

2. Models of Communication

In simple words, communication can be defined as an act of ***receiving, sharing, or giving pieces of information between two or more individuals***. Some common mediums of communication are talking, writing, reading, listening, and so on. In order to gain a deeper understanding of how human beings communicate, several models of communication have been developed. A communication model can be defined as a visual representation that tends to accurately identify, classify, and describe various parts of the human communication process (Chazette *et al.*, 2021). Over the years, eight major communication models have been developed. These eight models have been further divided into three different groups, Linear Communication model, Interactive Communication model, and Transaction Model of Communication. A linear model describes only one-way communication. This includes ***“Laswell’s model of communication”, “Shannon-Weaver Model”, “Berlo’s SMCR Model”, and Aristotlean model***. Interactive model describes two-way communication, and includes, ***“Osgood-Schram Model”, and “Westley and McClean model.”*** Similarly, transactional models of communication are two-way model. However, they describe a situation where the original message gets more complicated as the communication event moves forward. This model includes ***“Barnlund’s Transactional Model”, and “Dance’s Helical Model.”***

A linear model of Communication sees communication as a one-way process where a sender sends a message to a receiver. One of the key features of this communication model is its focus on a sender (Tsunoda *et al.*, 2020). In contrast, a receiver is considered as an endpoint in this communication process. Thus, an outsider is left to assume whether or not a receiver gets, or understands a message sent by the sender. Many scholars who had developed linear models, had designed their models on Aristotlean model of communication. In his model, he had

included a speaker, message, and receiver. Speaker is considered to be the main figure in communication. Therefore, they must choose their words carefully. In real life, Aristotlean model of communication is used for oral communication. It can also be seen in case of radio. A radio announcer encodes a verbal message, however, they do not know whether it has reached its audience successfully.

As opined by Schramm, interactive model describes communication as a process in which a sender, and a receiver exchange messages between themselves. Unlike linear models, this model makes communication an interactive, two-way process. It is based on feedback, which makes communication very interactive (Fang *et al.*, 2022). This model is also very message-centric. In real life, examples of interactive communication may include social media, virtual chatrooms, ATM machines, and so on.

Transactional model of communication defines communication as a process by which communicators try to generate social realities within cultural, social, or relational contexts. According to this communication model, an individual simply does not communicate to send messages, or bits and pieces of information (Bragg *et al.*, 2021). Rather, we communicate in order to build alliances and shape our future generations. This model is very different from linear, and interactive models. According to this model, everyone is a sender and a receiver. This model has helped us to understand how we have adapted our way of communication. Besides that, this model is considered to be more effective, and efficient than its other two counterparts. Participants in this model share the same social system, and environment, hence, flow of information is smoother in this model.

3. Skills for communication

Communication Skills can be defined as the ability of an individual to process, and utilize a certain piece, or a variety of information. Developing good communication skills are very important as these skills can help an individual in all aspects of their life, ranging from their professional, and social lives, and so much more. According to Scott. M.Cutlip, and Allen H Centre, there are seven essential skills an individual needs in order to effectively communicate with their peers (No, 2021). These communication skills are **clarity, correctness, courtesy, conciseness, consideration, concreteness, and completeness.**

Clarity is a very important part of effective communication. In simple, words, clarity is a clear message which emphasizes only on a particular goal at a time. This enables both the sender and a listener to focus on one particular goal, rather than trying to chase multiple goals at once. Therefore, clarity ensures that the message is easily understood, and a sender uses concrete and exact words (Liss *et al.*, 2018). Following clarity is concreteness. Concreteness helps the sender to avoid generalizations while sending a message to a receiver. Additionally, it also ensures that a message is supported by appropriate facts, and figures, in order to ensure that the message is not misinterpreted in any way by the listener. This is followed by courtesy, which indicates that the sender's message must be respected by the receiver. A sender's message should be polite, enthusiastic, reflective, and judicious in nature (Mishra and Mishra, 2020). Courteous messages must take both the sender's and the receiver's viewpoints under consideration, must be respectful towards a receiver, and must have an overall positive impact on the audience.

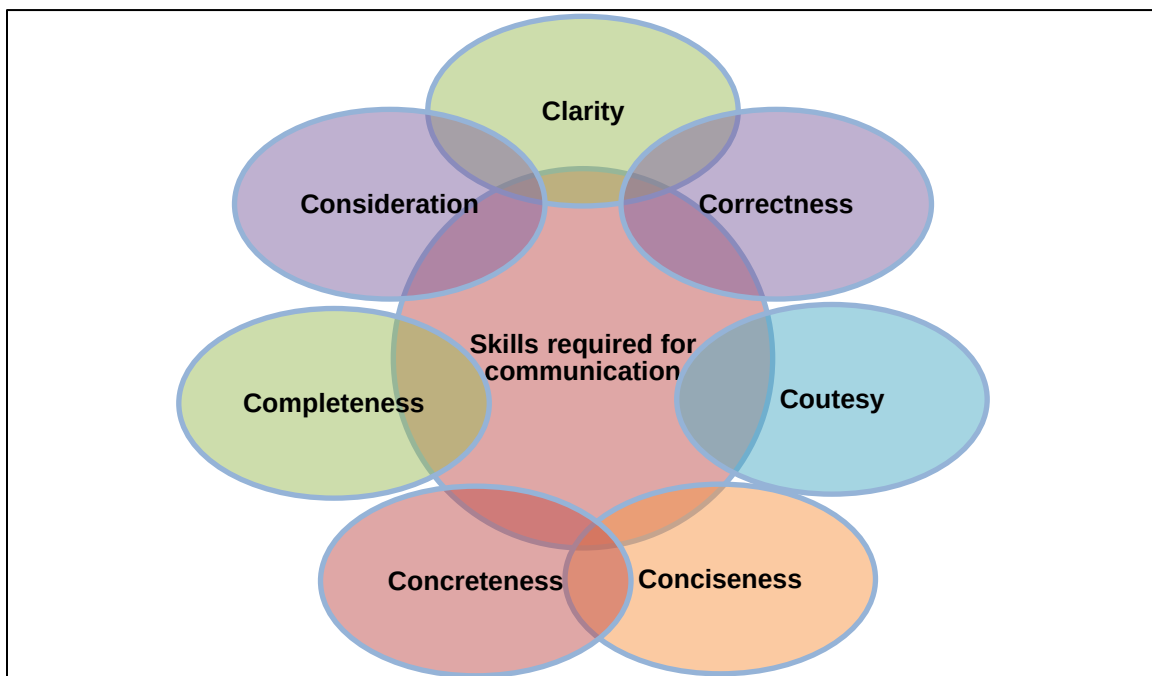


Figure 1: Skills required for communication

(Self-created)

Conciseness in communication is also considered to be very important. Concise communication helps to avoid uncertainty, and repetitiveness, which might make the receiver confused (Diaz and Prowse, 2019). Effective communication must be in a way that will ensure that both parties in the communication channel is able to understand each other's message clearly. One of the most important parts of the 7Cs of communication is correctness. Correctness ensures that there is no presence of grammatical errors, or other similar flaws in the message sent by the sender, to the receiver (Krishnan *et al.*, 2019). In order to make sure that the flow of communication is smooth, it ensures that a message or information that is being sent is exact, correct, and well-timed. This ensures that there are no discrepancies in the message (Marciniak, 2020). In addition to that, correct information boosts up the confidence level of both the sender and the receiver. Correct message also has a greater impact on the audience and is appropriate on most occasions.

One of the most important parts of accomplishing effective communication is considered active listening. Good communication is done through listening. Good listening will help the communicator to create gaps in communication. Active listening helps a communicator to become enthusiastic for further communication. After listening to the opinion of the communicator, the listener can provide a response and feedback.

4. Advantages and Disadvantages of Technology in Communication

It has been observed that technology has taken the most important part in communicating with others. With the help of advanced technology, one can accomplish effective communication with another person present physically. There are many technological devices such as radio, television, telex, fax, video, and audio. In addition to these, some computer-based technological devices are there to accomplish good communication. In this computer-based device email, and electronic data interchange are considered the best for accomplishing good communication (Belousova *et al.*, 2022). It cannot be denied that the role of technology in accomplishing good and effective communication is inevitable. Some advantages of technology in communication and some disadvantages of technology in communication are going to be discussed here.

4.1 Advantages of technology in communication

More efficient

With the advent of advanced technological devices such as telephone, television, fax, telegraph, video, internet, social media sites, and radio, it has become easy to communicate with any person in the world in a fraction of a second. In this process, an individual person can accomplish strong and effective communication with any group or individual person. Nowadays smart technological devices have become an integral part of effective communication. In this case, acceptance is very important because without the acceptance of new technology by the people of a country is not possible to accomplish effective communication. Effective communication becomes possible to change the thought process of the mass. Through technological devices, communication becomes more effective.

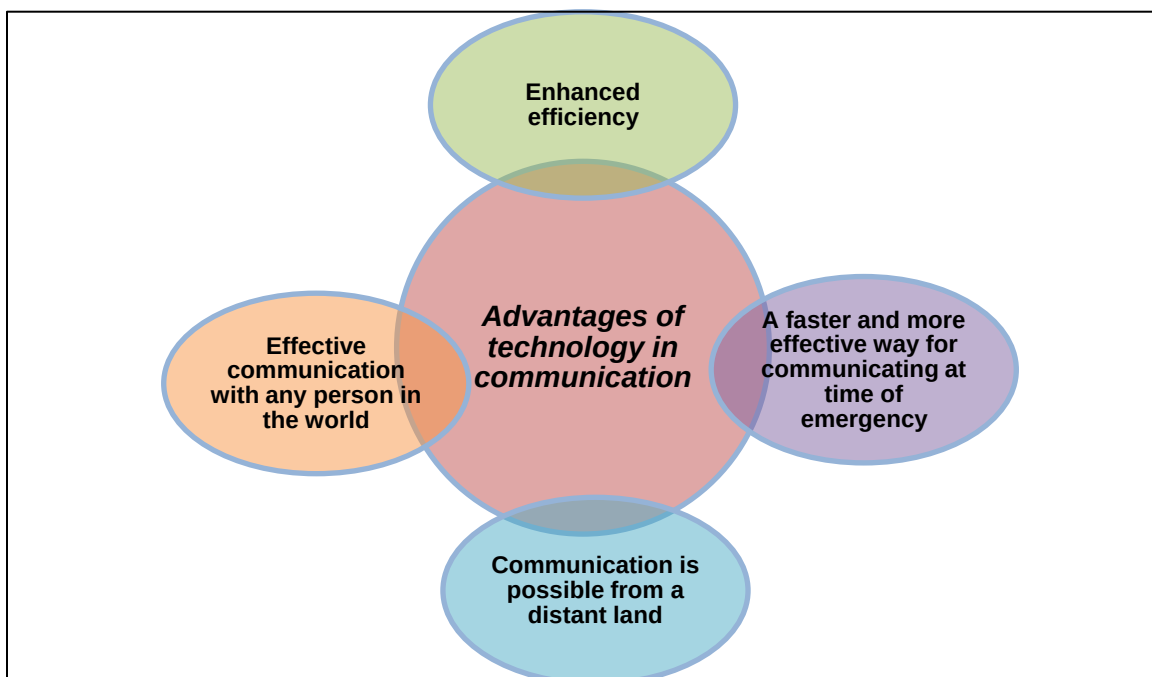


Figure 2: Advantages of technology in communication

(Self-created)

A faster and more effective way for communicating at time of emergency

It is obvious that with the advent of advanced technological devices such as telephone, radio, television, and internet communication has become easy. For example, a person adobe in a distant land and it is not possible to communicate with that person by another person. A person

may be a citizen of America and one person of London shall not be able to meet the person within a minute. Previously, handwritten letters were considered one of the fastest mediums of communication. With the advent of advanced technology especially cellphones and the internet, it becomes easy to communicate within a minute.

Communication is possible from a distant land

With the advent of radio frequency, scientists were involved in innovating some devices to communicate with a person who is far away from the person. In this case, communication has become easier. The contribution of some scientists such as Alexander Bell, Vinton Cerf, and Bob Kahn are inevitable (Nurkey *et al.*, 2022). In medieval times people thought that case there was any device through which they could communicate with others for any purpose, it would be beneficial for them. With the advent of such technology, people became astonished. At present, these technological devices have become the integral part of communication.

Effective communication with any person in the world

People will not be able to communicate with the desired person or group, they will be able to communicate through video calls. As a result, effective communication has been possible. An individual can make effective communication with the help of one click. In this case, all the requirements should be fulfilled such as proper device, strong internet connection, and the frequency of that person (Arnold *et al.*, 2022). Easier communication with the help of advanced technology has become possible.

4.2 Disadvantages of technology in communication

Complicated to use all these smart devices for the older people

It has already been discussed there are several advantages of smart and advanced technological devices for effective communication. It cannot be denied that all these devices are very complicated to use. Older people will face difficulty while using all these devices. It has been mentioned it is very easy to relate to a person who is far away from the communicator (Drtilová *et al.*, 2022). The procedure of accomplishing effective communication is complex and hard for older people.

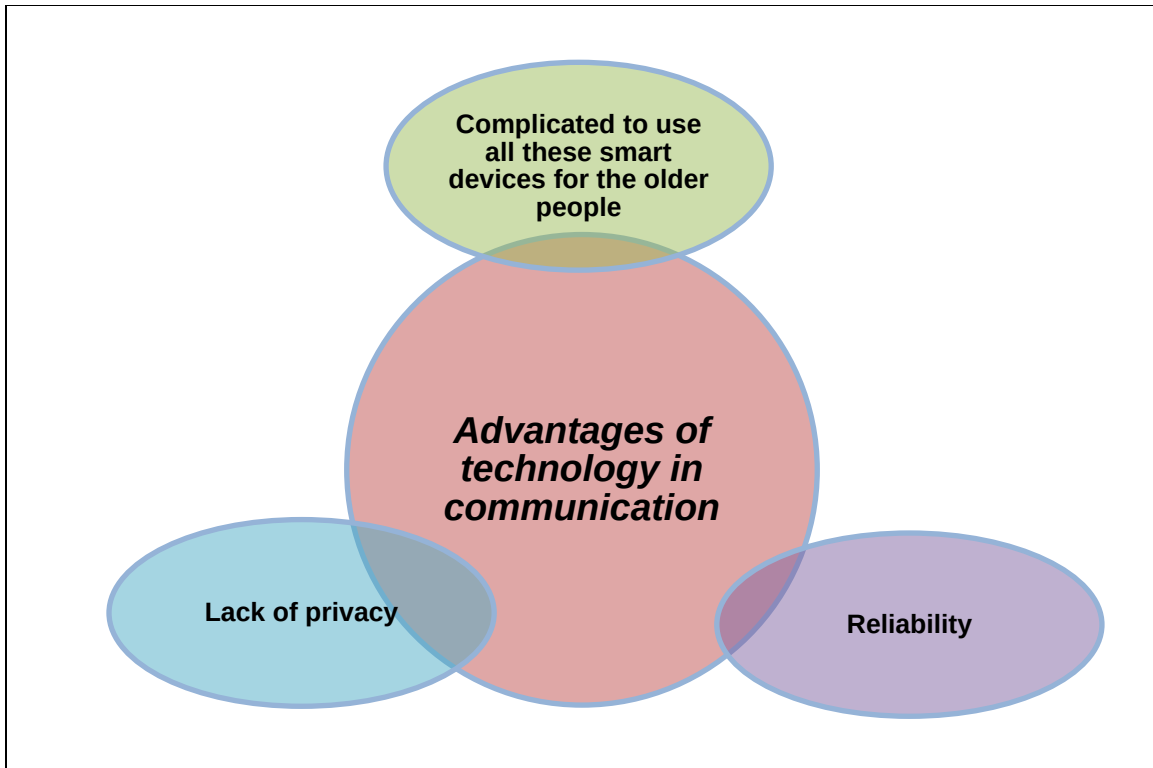


Figure 3: Disadvantages of technology in communication

(Self-created)

Reliability

The reliability of this advanced technology that is used for communication is low. Many incidents may take place while accomplishing a communication by using these devices. In this process, many fraud calls may be received by the receiver. In other words, many spam messages may come. As a result, the reliability of these devices has been decreasing.

Lack of privacy

In this case, there are several mediums with the help of them one can accomplish communication. There are many types of communication such as verbal, non-verbal, and visual communications. In this case, one person can communicate with other people. Some

administrative communication or some business deal may be private. Both people want to keep them secret (Diva *et al.*, 2022). In some cases, they are leaked out in broad daylight.

5. Summary

The mode of communication refers to the channels with the help of them one can express one's thoughts, emotions, ideas, behaviors, and opinions. Good communication is accomplished by sharing thoughts, emotions, ideas, and opinions. The process of communication is done through listening to the communicator. In this process, encoding and decoding are included. In addition to this, the response and providing feedback are added. In this report, the three models that are used in communication have been discussed. The primary skills for accomplishing effective communication have been discussed. In addition to this, the advantages, and disadvantages of technology in communication have been discussed.

References

- Arnold, M., Bauhofer, M., Mandelli, S., Henninger, M., Schaich, F., Wild, T. and ten Brink, S., 2022, March. MaxRay: A raytracing-based integrated sensing and communication framework. In *2022 2nd IEEE International Symposium on Joint Communications & Sensing (JC&S)* (pp. 1-7). IEEE.
- Belousova, A., Mochalova, Y. and Tushnova, Y., 2022. Attitude to Distance Learning of Schoolchildren and Students: Subjective Assessments of Advantages and Disadvantages. *Education Sciences*, 12(1), p.46.
- Bragg, B., Cooley, S., Cooley, A., Hinck, R. and Kitsch, S., 2021. *Transactional Communication Model: Quick Look*. The Media Ecology and Strategic Analysis Group.
- Chazette, L., Brunotte, W. and Speith, T., 2021, September. Exploring explainability: a definition, a model, and a knowledge catalogue. In *2021 IEEE 29th international requirements engineering conference (RE)* (pp. 197-208). IEEE.
- Diva, I., Etfita, F. and Wahyuni, S., 2022. Students' Perceptions of Learning Platform: The Advantages and Disadvantages of Quipper School. *J-SHMIC: Journal of English for Academic*, 9(1), pp.42-50.
- Drtílová, H., Šmahel, D. and Šmahelová, M., 2022. Advantages and disadvantages of internet use: The perspective of women with eating disorders experience. *Health Communication*, 37(7), pp.791-801.
- Fang, H., Shi, H., Zhang, J. and Karuppiah, M., 2022. Effective College English Teaching based on Teacher-Student Interactive Model. *Transactions on Asian and Low-Resource Language Information Processing*.
- García-Díaz, P., Prowse, T.A., Anderson, D.P., Lurgi, M., Binny, R.N. and Cassey, P., 2019. A concise guide to developing and using quantitative models in conservation management. *Conservation science and practice*, 1(2), p.e11.
- Kaplan-Liss, E., Lantz-Gefroh, V., Bass, E., Killebrew, D., Ponzio, N.M., Savi, C. and O'Connell, C., 2018. Teaching medical students to communicate with empathy and clarity using improvisation. *Academic Medicine*, 93(3), pp.440-443.

Krishnan, I.A., Ching, H.S., Ramalingam, S. and Maruthai, E., 2019. An Investigation of Communication Skills Required by Employers from the Fresh Graduates. *Pertanika Journal of Social Sciences & Humanities*, 27(2).

Marciniak, A., 2020. Introduction to eristics for pedagogues-Logos. Formal correctness of the argument. *Studia z Teorii Wychowania*, 11, pp.59-85.

Mishra, S.K. and Mishra, P., 2020. Functional aspects of communication skills for professional empowerment. *Journal of English Language and Literature (JOELL)*, 7(1), pp.79-85.

No, P., 2021. Effective Communication as a Tool for Achieving Organizational Goals and Objectives. *Journal of Economics, Finance And Management Studies*, p.265.

Nurkey, A., Mukasheva, A. and Yedilkhan, D., 2022. Models and methods of digital mechanisms in anti-corruption, their advantages and disadvantages, and applications. In IOP Conference Series: Materials Science and Engineering (Vol. 1216, No. 1, p. 012015). IOP Publishing.

Tsunoda, Y., Sueoka, Y., Wada, T. and Osuka, K., 2020, January. Sheepdog-type robot navigation: Experimental verification based on a linear model. In *2020 IEEE/SICE International Symposium on System Integration (SII)* (pp. 1144-1149). IEEE.