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INTRODUCTION

Communication is a Latin word which means 'to share'.

It is the sharing of information between different individuals. It includes the sharing of ideas, concepts, imagination and written content.

Also, communication is a key to get your message across and notify people about your idea and thought.

Being able to communicate effectively is the most important of all life skills. It is what enables us to pass information to other people and understand what is said to us.

And conversely, being unable to communicate effectively is the worst thing that can happen to our life and put us in a real danger.

Today, I am going to talk about communication Models which includes : 1 Shannon and Weaver model (1948), 2 Schramm model (1954) 3 Berol's model (1960). Also, I would like to talk about communication skills such as (verbal communication, non- verbal communication and listening), and barriers to communication .

Also, I am going to provide some example of my own personal experiences in my workplace which will describe the 3 modules.

COMMUNICATION MODULS

1.SHANNON AND WEAVER MODEL (1948)

In 1948, Shannon and Weaver developed a model, known as the Shannon and Weaver model, which described how communication works. The Shannon and Weaver model was developed for the Bell Telephone company and explained mechanical communication, but it was later extended to different forms of communication.

In the Shannon – Weaver model, communication originates from the sender (S) who sends a message (M) through a channel (C) (such as telephone) to someone, the Receiver (R). The two important features of this model are that ‘Noise’ (physical noise) could interfere with the message and secondly , it did not allow for feedback.

S.....M.....C.....Noise.....R

This is demonstrated by the case study, ‘Maria and Pedro’, where Pedro, working on a building site, received a phone call from his wife Maria but because of noise he misunderstood ‘Chicken for Kitchen’.

Sometimes ago , I had a manager, and he was coaching our team , so there was a situation that I had to pull up (this is a phrase in sport) and join to my teammates to help them but because of crowding and noise I heard ‘pull back ‘ for pull up.

This misunderstanding led us to be defeated by our component because the message that was sent by our coach did not receive to me clearly .

I believe that when message is sent by sender through a channel until it is not received clearly to the receiver the message can not be completed. Sometimes incomplete message can cause a big problem.

2. SCHRAMM MODEL (1954)

In 1954 , Wibur Schramm came up with based of Shannon and Weaver model. Schramm looked at Shannon and Weaver model and was agree that a sender send message through the channel to the receiver, but because of noise the message can not be complete and what the receiver can do , and then Schramm came up with the model that receiver should contact the sender and ask for more details because of the noise.

Schramm says, this is the only way communication can be completed.

Schramm model in 1954 is describe as a Circular model. Schramm is saying communication can not be completed until the receiver has clarified it with the sender.

2. SCHRAMM MODEL (1954)

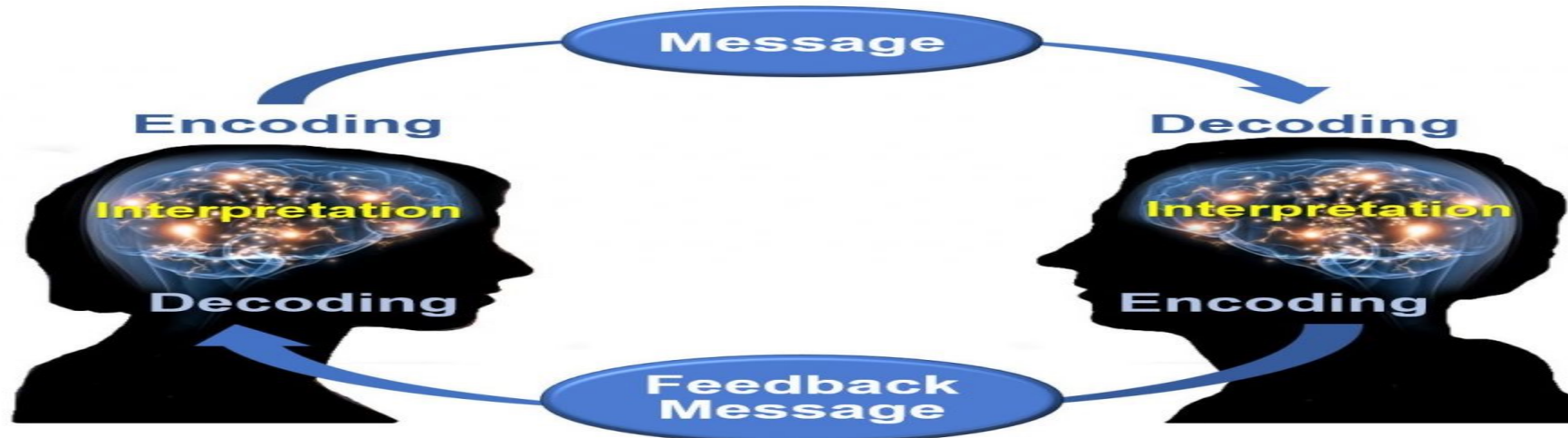
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Some time you will read Shannon and Weaver talk about feedback , this is wrong, and feedback did not exist in the 1949 model, and it was not until Schramm in 1954 that Schramm made this loop from receiver to sender which is called feedback.

As a result, Schramm introduced feedback in 1954. Therefore 1948/9 model does not have feedback and it is just talk about noise. But 1954 model Schramm talk about feedback and Schramm is a circular model.

I believe that the basis of this model is that the message should be understood between the sender and receiver however I am going to demonstrate my own personal experience in my workplace which will describe this model.

Sometimes ago there was election in the handball federation, and we were told that the next manager is very Strick and hardly communicate with players and we heard that he had a negative and selfish way of communicating with players.



After some time, we were able to meet him for a federation meeting. We were all nerves and uncertain what was going to happen.

While we were waiting suddenly, he unexpectedly entered the room smiling broadly to all of us and he began to speak in a very good way and talk about his goals and thoughts about sport.

Eventually, we came to the conclusion that we had prejudged him and discovered that he was an excellent communicator and extremely polite .

3. BERLO'S MODEL (1960)

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In 1960 Berol's model did not specifically say about noise and he did not use feedback. But Berol's model is based on Shannon and Weaver model and Berol model says the sender send a message to the channel to the receiver, but what Berol's is not talking about physical noise and could be talking about interrail noises that is noise can disrupt the message, because of number of factors. One of those factors is the communication skills of the people, if both of them do not understand communication, it is difficult to communicate to each other.

secondly , he talks about attitudes, if the two people communicate don't have the right attitude, then the communication will not be complete. If the two people do not have the same attitude, communication skills and the same knowledge and also language then communication can not be completed.

Berol's model like Shannon-Weaver it comes from sender to receiver, and it does not talk about feedback, but what can go wrong with Berol's theory is communication.

This is shown by the case study, 'The professor and the village people'

Where a professor of English at a well-known Welsh University lived in a large house not far from a little village. He never went into the village because he had nothing in common with the village people, who were largely uneducated and did simple jobs.

One night the professor saw the house on fire, he rushed into the village, screaming : 'the edifice in being consumed by a great conflagration'. The village people looked at him and continued doing what they were doing.

The next day , he went into the village crying, why did not help me? My home has been destroyed by the fire. I came and begged you last night. People said but professor , why didn't you say that your house was on fire?. We would have helped you.

But we should remember that face to face communication between people might not need the same communication skills, attitude, knowledge and the same culture.

Face to face can use body language , which is international.

Berol's model like Shannon – Weaver it comes from sender to receiver, and it does not talk about feedback.

I am going to demonstrate my own personal experience 'Hungarian coach'. I used to play for international team, and we had a coach from Hungary who spoke English and Germany fluently and he was a well-known coach in sport that time.

I remember thorough that time none of us I mean players could speak English and our coach instead to get help from an interpreter to got his message across, for sometimes he was talking in English which we understood nothing!!!

After a very bad result which were led us to be defeated from another team so at the end, he came to us and said why what I said to you, you did not listen to me, and you were doing whatever you wanted.

When we got chance to talk, we said coach we don't speak English and understand so you should have got some help from the interpreter that was next to you.

Finally , he was like oh you are all right. 'my bad'.

COACH	MESSAGE	CHANNAL	PLAYER
Communication Language Culture	Technique tactic	Hearing seeing	Communication Culture language

Communication Skills

- **1. Verbal communication**

Verbal communication is anything's that you speak and the words we choose and use. Verbal communication is not simply a case of speaking words, it is the pitch, so what we saying pitch is not necessarily loudness.

Verbal communication means words and means written communication. Very often we hear people tone of their voice that we should be very careful to use the tone of our voice because by using the wrong tone of voice a request can change to an order. Also, in verbal communication using the correct word will convey the right message.

1.1 Spoken communication

If we want to refer to spoken communication, it is better to use the terms of 'Vocal or Oral. Vocal communication we may use a number different means, like making or answering a phone call, discussion in group, giving information, receiving instruction and giving a presentation or a report.

There are certain basic skills necessary to make communication effective:

Clarity : Is being able to demonstrate your thought and ideas by speaking in clear language and not using long and complicated words.

Empathy : Always try to be courteous and friendly and try to understand the other points of view.

Sincerity : Try to be yourself and do not pretend to be someone else.

Relaxation: When our muscles are tense, we have difficulty relaxing and speaking naturally .

EYE Contact : Aye contact just means look at another person , not to staring at the person and try not to hypnotism the person.

- **Appearance** : Usually shows who you are, what you are and people often judge other people by saying look look ...So always you have to be very tidy and well dressed.
- **Posture** : how you sit, or stand might send out a message to other people that you are not care and interested . Also, it can affect to your voice quality.

Of course there are some other aspects of speech that might affect communication are: volume, speed, pitch and tone.

1.2 Written communication : Involves any type of message that make use of the written words. It means sending of message, orders or instructions in written through letters.

There are some example of written communication which includes : emails, internets, letters, proposals, telegrams, faxes, postcards and contracts.

2. Non- verbal communication:

Non-verbal communication is simply meaning body language which we communicate without words. There are other aspects of non-verbal communication may include: nodding head, facial expressions, eye movements and gestures.

This is demonstrated by the case study 'A day with the chief' where Mark is rewarded by free trip to the company's head office in California to meet the Chief Executive Officer , Alana Brown. He had heard people describe Mrs, Brown as the 'Wicked Witch of the West' because of her rough way of speaking to people and her quickness at dismissing employees who do not please her.

Although Mark is excited to be going to California, he is nervous about meeting Mrs Mills. He does not know what she would talk about or how she might treat him.

He arrives in California and is taken from the airport by company car to the company's office, where he is met by Mrs Brown's secretary, who takes him in to see her. Mark's mouth is dry, and he is trembling as he enters the large office. He is shocked when he sees a small woman sitting behind a large desk, smiling at him with friendly eyes. She stands up and asks him if he had a good flight.

'Would you like a cup of tea or coffee- maybe a glass of water?' Asked Mrs. Brown.

'Nothing just yet, he stammered.

‘Please have a seat,’ she said smiling. ‘I have been looking forward to meeting our top salesman’

Mark smiled. Mrs. Brown was nothing like the witch they had said she was.

She asks him many questions about how he approaches his work and how he gets people to buy their products. She also wants to know how the company fits in with his own professional goals. He begins to feel more and more comfortable because these are things he knows and had rehearsed over and over in his mind.

Mrs Brown leans forward, listens and nods her head in understanding . Mark is now completely relaxed, so he loosens his tie, crosses his legs and begins to tell her what he thinks is wrong with the London office. He tells her how his immediate supervisor had failed on many occasions to take opportunities to increase sales and how he thought they should be paid better.

Mrs. Brown squinted her eyes as she looked at him. Then she stood up and said in a gruff voice.

‘My secretary will show you out.’

3. Listening:

Always we need to try to be courteous and very friendly and try to fully understand the other points of view. I believe you can only understand other people by concentrating in fully on what they are saying and what’s their point’s of view.

This is shown by the case study ‘Max the Multi- tasker’ where Max was very good at planning and organizing events such as weddings, birthdays and other anniversaries, so he decided to start a business from his home where he received enquires and made booking for clients. He did not have much money, so he did all the work by himself and depended on satisfied clients telling other people about his services instead of paying for advertisements.

One such client was Tamara whose wedding Max had organised two years earlier . All the quests had had a wonderful time, and some had even hired Max to plan various activities. Now Tamara wanted Max to plan her parents; 50th Wedding anniversary for a hundred and fifty guests at a special venue, the Dorchester plaza. Max agreed, even though he was so busy that he found himself doing the jobs of secretary and receptionist by answering the phones, taking, bookings and phoning around

To book various venues.

Two weeks later, Tamara phoned him on his mobile as his landline was busy. When he answered, he told her that he was on the phone to another client, but she said that all she wanted to do was to bring forward the party to a week earlier as her father had to go into hospital on the date earlier agreed. Max said that it wasn't a problem and they agreed on a new date.

When the day come, Tamara, her parents and their guests turned up at the hotel only to find that there was another party in progress. They were all upset, and Tamara was crying as she phoned Max to find out what had gone wrong. Max apologized and said how sorry he was but that he had forgotten to write the new date in his diary because he had been talking to another client on the other phone and he could not afford to employ anyone to help him. He said he could organize the party for her parents at half the cost any time after her father came out of hospital, but Tamara was so angry and upset that said she would never trust him again and she would tell all her friends what he had done. She called him a rude name and hung up.

Max tried to phone her many times after, but she did not answer.

Barriers To Communication

What are the things that can prevent you from communication. There are some way that they can be a big barriers for your communication which is includes:

- **Status Effects :**

Misunderstanding of comments from senior individuals as commands.

- **Semantic Problems :**

Simply means the word you use so semantic problems is a language you use to communicate. We should not use jargon or perfectional shorthand.

- **Perceptual distortions :**

Caused when receiver has a poor self- concept or self- understanding or poor understanding of others. This back to Barlo's theory.

- **Cultural differences :**

Different social or cultural backgrounds.

- **Physical Distractions :**

Noise, poor lightning.

- **Poor choose of communication channel.**

Conclusion

In conclusion , I Would like to say that Shannon and Weaver model described how communication works. Also, in the Shannon – Weaver model (1948) communication comes from the sender(S) who sends a message (M) through a channel (C) such as telephone to someone, the receiver (R).

In 1954, Schramm came up with based of Shannon and Weaver model. Schramm model is described as a circular model. Schramm is saying communication can not be completed until the receiver has clarified it with the sender, therefore schramm talks about feedback.

Also, I would like to say about Berol's model which is based on Shannon – Weaver model and he says the sender send a message to the channel to the receiver. But what Berol is not talking about physical noises so he could be talking about internal noises.

Finally , communication skills are included: Verbal communication, Non- verbal communication, Listening.

- **Verbal communication** we may use a number different means like, making or answering a call, discussion in group, giving information.
- **Non-verbal communication** is simply meaning body language which we communicate without word.
- **Listening** always we need to try to be courteous and very friendly and try to fully understand the other points of view.

At the end off course there are some barriers for your communication that can prevent you from a good communication such as(status effects, semantic problems, perceptual distortion).

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