



Prifysgol Cymru
Y Drindod Dewi Sant
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COMMUNICATION REPORT

Module: Effective Teamwork and Communication
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Student: Elena Radu 2121862

Lecturer: Ejiro Eshwode

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1. Introduction

Communication is the delivery and receiving of information, which may occur between individuals or groups, face-to-face or through communication equipment. The initiator of communication, the sender, is responsible for transferring their ideas or encoding a message. Finally, the communication must be decoded or interpreted by the receiver (Evans, 2019).

The aim of this research is to discuss the significance of communication, particularly in the context of the working environment. Along with the discussed case studies, relevant examples drawn from real-life situations were provided for the purpose of developing a better understanding of each model and theory. In addition, the paper explains both the benefits and the disadvantages of the many communication tools available today, as well as providing a summary of various communication skills.

According to Evans (2019), communication is vital. Culture, society, and civilization need interconnection. Good communication prevents misunderstandings, helps people meet their goals, defines laws that contribute to society's structure, offers direction and information, and conveys cultural practises, standards, and beliefs.

As per Krause (2019), communication is crucial, especially in the workplace. Unconnected and misinformed employees might damage your company. To maximise efficiency and compete effectively, companies must employ effective communication skills, techniques, and strategies.

Businesses with low engagement often lack a clear communication strategy or resources. Misunderstandings, stressed-out employees, limited creativity, and lower sales might result. When companies neglect to promote internal information through email, online community software, conferences, or instant messaging, critical corporate sections may suffer (Krause, 2019).

Some of the **consequences** that may arise due to poor communication at the workplace are:

Professional Stress

Workplace stress may cause communication problems. Ineffective communication may make you and others rush, feel uncomfortable, exhausted, and dull. Effective communication generates a sense of security and stability, whereas inadequate communication causes fear and tension, which inhibits productivity (Kinsey, 2019).

Anxious workers return home irritated and exhausted, affecting their families. Instead of an energised spouse or parent, the family gets someone with numerous day-long ideas. Stress and worry might cause guilt or family conflict. Kinsey (2019) thinks this conflict makes next-day improvement difficult or impossible.

Unpredictable working conditions

Ineffective communication causes inconsistency and instability in the workplace, disturbing employees. Misinterpretation of weekly objectives or project procedures may lead to unproductivity and inefficiency. Employees and managers must encourage open communication to create a stable workplace (Khan, 2021).

Less efficient cooperation

Khan (2021) links cooperation and communication. Ineffective communication inhibits collaboration. Teamwork may improve self-analysis and problem-solving. Inadequate workplace communication consigns any collaborative project in the 21st century (Vdovin, 2017).

Workplace Strife

Inadequate communication might lead to employee conflicts and disputes. Due to a lack of communication, workers may make assumptions, including leaving other employees to pick up their job. Good workplace communication prevents disputes (Vdovin, 2017).

Low Morale

Poor communication may limit employees' ability to fulfill goals and deadlines, leading them to fall behind. This may cause guilt, embarrassment, and low self-esteem. Low morale should be addressed quickly so employees may maintain a decent work-life balance and perform effectively (Khan, 2021).

2. Models of Communication

2.1. Shannon and Weaver (1948/1949)

Due to its popularity, Communication Theory (2014) considers it the "mother of all models." The concept is sometimes referred to as "information theory" or "Shannon theory" since Claude Shannon was the principal developer of the theory.

The Shannon Weaver Model Concepts (for a better understanding of the concept, see Appendix 1)

Sender (Information source) - creates, selects, and transmits the message (Businessstopia, 2018).

Encoder (Transmitter) - utilises a device to turn the message into impulses or binary data. It may also relate directly to the machine (Businessstopia, 2018).

Channel - the medium via which messages are sent (Businessstopia, 2018).

Decoder (Receiver) - a machine that converts signals or binary data into a message, or a receiver that interprets messages from signals (Businessstopia, 2018).

Receiver (Destination) – the person or location where the message must be delivered. The recipient responds in accordance with the message (Businessstopia, 2018).

Noise – physical perturbations such as surroundings and people, that prevent the message from reaching the recipient as intended (Businessstopia, 2018).

The case study of "Maria and Pedro" serves as an excellent illustration of Shannon's theory. First accountable for the misunderstanding is the idea of noise. By removing the background noise, the conversation will be clearer and more effective.

Moreover, an online meeting that occurred during the pandemic is an example from my life and job that is consistent with this theory. As the coordinator, I was responsible for communicating the operating procedure with clarity. As everyone was at home, there was a great deal of background noise. The message was not properly received; hence, the operation procedure continues to be executed improperly. The directions were extremely clear and simple to follow, however due to the background noise, the message was not well understood.

Conclusions, Advantages and Disadvantages:

According to Shannon Weaver, there are 3 types of communication issues. The following are:

How a channel creates a technical difficulty? (Businesstopia, 2018).

Semantic issue - Is the message's transmitted and received meaning significantly different? (Businesstopia, 2018).

Effectiveness issue - How well does the message trigger a response? (Businesstopia, 2018).

- ✓ The elimination of noise, particularly that which is the source of a problem, is one of the ways that the concept of noise contributes to more efficient communication;
- ✓ This approach considers communication to be a two-way path. It makes the model relevant to communication in general;
- ✓ According to the Shannon–Weaver model, communication is assumed to be quantitative (Businesstopia, 2018).
 - ✗ It's better for interpersonal than group and mass communication;
 - ✗ The sender transmits messages (primary role), while the receiver is passive;
 - ✗ Feedback is less significant than the sender's message;
 - ✗ Human communication is not mathematical, thus some say the model misrepresents it (Businesstopia, 2018).

2.2 Schramm (1954)

Schramm's Model of Communication was developed in 1954 and derived from the Shannon-Weaver concept. Charles Osgood recommended it. Initially, he claimed that communication is a circular model rather than a linear one. W.Schramm improved this model lately (Bhasin, 2020).

Schramm's four principles:

- This communication is not linear but circular. The receiver might send and receive messages (generally);
- Usually, communication is mutual and equal;
- When getting a message, there is indeed a lot of room for interpretation;
- That all communication is composed of three main steps: encoding, decoding, and interpretation (Chris Drew, 2019).

Schramm Model Concept (Appendix 2 for a graphic representation):

- The individual who is doing the encoding or transmits the communication is known as an **encoder** (message originates);
- The recipient of the information is the **decoder**;
- A person who is trying to understand (analyse, perceive), or interpret, anything is known as an **interpreter**;
- Each individual functions as both a transmitter and a receiver and requires interpretation. Encoding, interpreting, and decoding are performed simultaneously (Chris Drew, 2019).

Using the same case study (Maria and Pedro) as an extension and parallel, according to Schramm's notion, the communication would have been more effective if Pedro had called

back to confirm that he had understood correctly. Undoubtedly, the misunderstanding might have been avoided.

At my workplace, a situation related to Schramm's theory occurred a while ago. My colleague called in sick and informed my management that he would miss the next two days of work. Due to the poor connection, my manager understood that he will not be able to attend that day only. As a result, the management split the work for the next day, including my colleague. Obviously, certain jobs were left undone for the next day since my colleague was unable to attend. All of these issues could have been resolved simply if my manager had phoned my colleague back to verify he received the proper message.

Advantages and Disadvantages of the Schramm Model:

- ✓ This model illustrates feedback and cyclical feedback. This strategy helps speakers improve their language, humour, word choice, etc;
- ✓ Understands complex communication: This model depicts how encoding, decoding, and interpretation may lead to miscommunication;
- ✓ This concept sees everyone as active communicators, while others consider us as passive receivers (Chris Drew, 2019).
 - ✗ In many circumstances, an authoritative individual talks while (many) listeners interpret. Schramm's notion reduces communication equality. In power-balanced situations, this strategy fails. This approach ignores communication power;
 - ✗ Unbalanced mass communication. Contrary to the Osgood-Schramm method's cyclical one-to-one concept, a single person talking with many others appears differently. (Chris Drew, 2019);

2.3. Berlo's Model of Communication (1960)

The Berlo Model of Communication is a linear model that examines or explains exclusively unidirectional communication processes. **Source, Message, Channel, and Receiver** are the four components of the **S-M-C-R model of communication** by Berlo (Communication Theory, 2014).

- The distinctive feature of Berlo's model is that it provides a full description of the critical components in each phase that influence the effectiveness of message transmission (See appendix 3) (Communication Theory, 2014).
- According to Berlo's theory, the source and receiver must be on the same level for successful communication. Thereafter communication will work. Source and receiver should be interchangeable (Communication Theory, 2014).

The case study "The professor and the village people" provides an excellent exposition of Berlo's idea. To guarantee that the message was understood, both components must be on the same level. The professor should have considered the level of knowledge of the villagers and chosen vocabulary that was simple to understand.

When I had to have some health exams done in the past, I went through the exact same experience. The doctor described the issue to me, but he did it using medical terms. As a result, I left the hospital with a lot of unanswered questions, but I was too ashamed to seek an explanation that was more understandable to me.

Advantages and Disadvantages of Berlo's Theory:

- ✓ Compared to contemporary communication models, it's simple;
- ✓ All major and affecting communication aspects are considered;
- ✓ This approach is employed in purer kinds of communication, such as person-to-person;
- ✓ This concept supports higher-level communication models (Marketing91, 2020).

- ✗ No feedback. Unknown effects;
- ✗ Communication obstacles aren't mentioned;
- ✗ No noise introduced;
- ✗ Complex model;
- ✗ Communication is linear;
- ✗ Effective communication demands equal level. In reality, that's exceptional;
- ✗ The approach ignores sixth sense as a communication channel, which is a human characteristic (thinking, understanding, analysing etc.) (Communication Theory, 2014).

3. Communication Skills

Communication is the process of engaging with others and sharing ideas. Verbal and nonverbal communication are the two basic types of interaction. People share their thoughts, ideas, and emotions using spoken or written words through verbal communication. Nonverbal communication employs techniques such as body language, facial expressions, and gestures, among others (The Social Skills Center, 2021).

3.1. Verbal communication

In discussions, speeches, and casual interactions, people express themselves **verbally**. Its effectiveness varies. It depends on your voice, tone, clarity, and vocabulary. You'll know how successful your communication is via feedback (The Social Skills Center, 2021).

The effectiveness of your communication relies on both you and the audience; you cannot control the listener, but you can find ways to make your communication as accurate as possible. To do this, you must also consider nonverbal communication (The Social Skills Center, 2021).

3.2. Nonverbal communication

Nonverbal communication is a method of communication that does not include the use of words. It may both enhance and contradict verbal expressions (The Social Skills Center, 2021).

The tone of voice, body language, and eye contact are the three most important parts of nonverbal communication, each of which affects how others interpret your message (The Social Skills Center, 2021).

3.3. Listening – Active Listening

Listening is one of the most essential skills a person can possess. The ability to listen has a significant influence on work performance and interpersonal connections (Mind Tools Content Team, 2009).

Active listening is the method through which listening abilities may be improved. This is when you concentrate your efforts to hear not just the phrases that another individual is speaking, but also the whole message being transmitted (Mind Tools Content Team, 2009).

Empathic listening is a strategy that consists of systematic listening and questioning, and it enables you to build and improve connections by giving you a deeper understanding of what is being communicated on both an intellectual and an emotional level. Consequently, it raises active listening skills to an entirely new stage (Mind Tools Content Team, 2009).

4. Communication Technology

Electronic systems are used for interpersonal and group communication. Technology allows people who aren't physically together to communicate. Included are telephones, telex, fax, radio, TV, and video, as well as E-mail and other computer-based technologies (Mjones, 2019).

Advantages of Communication Technology:

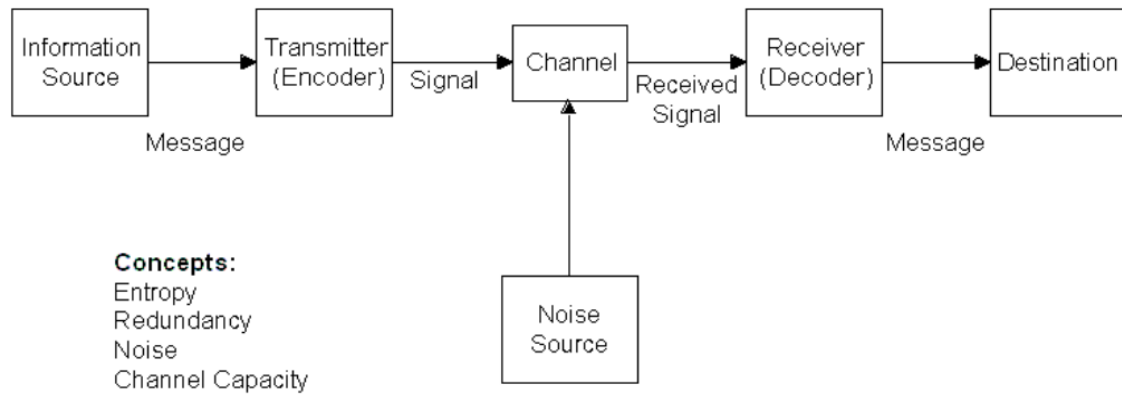
- Quicker and time saver
- Cost-effective / cheaper
- Jobs creation
- Help the globalisation
- Access to information/education
- Online Businesses/E-commerce
- Has reduced the cultural gap
- Entertainment

Disadvantages of Communication Technologies:

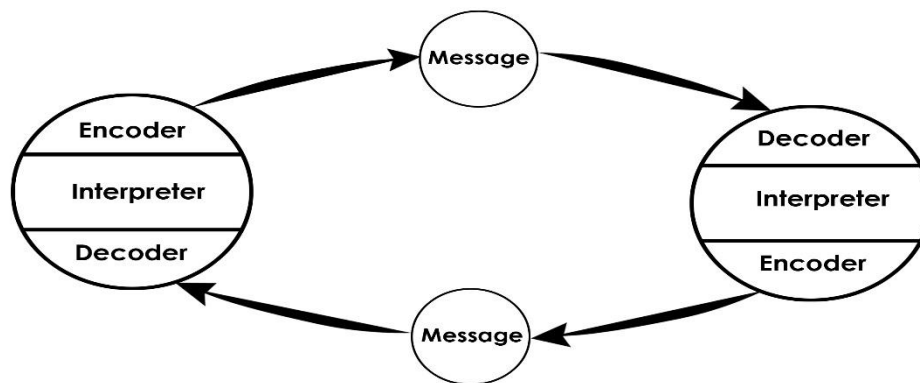
- Privacy problems
- Threatening and bullying
- Minimizing face-to-face interaction, which might contribute to health problems such as anxiety or depression.
- Unemployment (Personnel replaced by robots)

In conclusion, good communication skills are required for others and yourself to receive information with greater rapidity and accuracy. Poor communication skills, on the other hand, lead to numerous misconceptions and frustrations. Effective communication is essential in every setting involving human interactions. However, when it comes to workplace communication, effective communication is a crucial component of a company's success (Corporate Finance Institute, 2022).

The Shannon-Weaver Mathematical Model, 1949

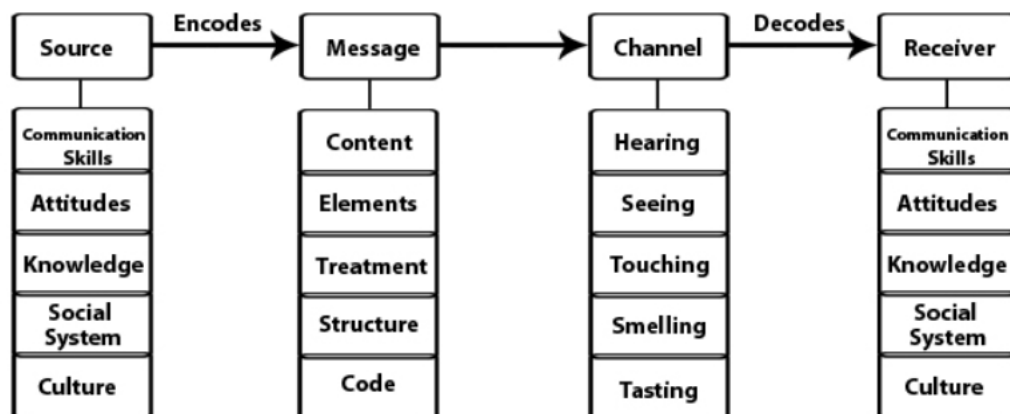


(Appendix 1, Shannon-Weaver graphic representation)



(Appendix 2, Schramm's theory – graphic representation)

Berlos's SMCR Model of communication



(Appendix 3, Berlo's Theory of Communication – detailed)

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