

Effective teamwork and Communication Skills

ETW REPORT

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Sources:

- Source: Certificate in higher education: Skills for the workplace student yearbook (Andrew Maund, Michaela Schriek, Paul K. Tinkler, page:48-50)
- Source that I used for Shannon and weaver (<https://www.communicationtheory.org/-and-weaver-model-of-communication/>).
- Source of information: [Schramm Communication Model, a communication theory | tools hero](#)
- Source: [Berlo's SMCR Model of Communication - Basiscope](#)

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Definition of communication:

Communication is when 2 or more people exchange important information about each other.

There are 2 different types of communication **Verbal** and **Non-Verbal** communication.

Verbal: that is when people use words to express themselves or to exchange important information In between each other. That is also one of the most common ways for people to communicate, in some jobs such as management it is important for people to have developed their communication skills to the best they can as their jobs depend on it. A verbal message can always hide messages that is why people must develop a classification system that is called **Group Development Observation System (GDOS)**, and usually GDOS can put a statement into 1 out of 8 categories sometimes it can fall into more than one.

- Dependency statements
- Conterdependency statements
- Fight statements
- Flight statements
- Pairing Statements
- Counterpairing statements
- Work Statements
- Unscorable statements

Non-Verbal: this type of communication is just as important as verbal, it is a process that usually involves eye contact, posture, face expression, hand gestures or fidgetiness this kind of diverse gestures helps the listener to understand the information the sender is usually trying to give out. People usually perceive non-verbal messages subconsciously without even realising it.

Using Non-Verbal Cues to interpret messages.

Verbal Message	Nonverbal Cues	Possible Meanings
We need to be more prepared for the next project.	The speaker scans the group and gestures widely. Her facial expression demonstrates sincere pleading as she emphasizes the word <i>need</i> .	The speaker is desperate. For her, there is a lot riding on the success of the group.
We need to be more prepared for the next project.	The speaker emphasizes the word <i>prepared</i> as she looks intently at and leans toward a particular member. Her brow is furrowed and she appears frustrated.	The speaker is blaming one of the other members for the group's recent failure and hopes to shame that person into doing better in the future.
We need to be more prepared for the next project.	The speaker says this in a monotone voice with no energy, facial expression, or hand gestures. Her body is facing slightly away from the group.	The speaker is disengaged, does not actually care whether the group sees improvement, and does not plan to put in any extra effort.

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In the Mehrabian's research in 1981 that most of the messages that involve feelings are mostly represented by non-verbal gestures and movements. Those percentages represent the involvement of verbal and non-verbal and how much receivers understand it:

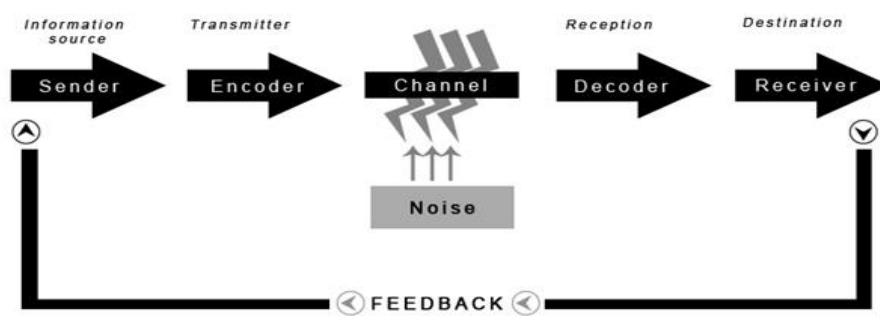
- 7% words
- 38% volume, rhythm, the way you use your voice (screaming or whispering for example)
- 55% its facial expressions and body movement (eye contact, posture, smile, frown)

THE 3 MAIN COMMUNICATON MODULES:

Shannon and Weaver's communication module and background:

At that time (1948) Shannon had been educates and is working as a Mathematician and electronic engineer, Weaver was a scientist, they both talked over and desisted to write an article in the "Bell System Technical Journal" that they would latter on call "A Mathematical Theory of Communication".

This module was created by them for us to understand and better our communication skills, as well as to improve the message send between the "Sender" and "Receiver", they also show that messages can be interrupted by anything they called the interference "Noise" that interference in the communication can be anything from poor internet connection during a call, bad grammar, bad body language to noise. At first the aim of Shannon and Weaver was the communication all around to be improved over time, but as the years passed the communication module that they created was widely applies in the communication field as well as used to create more complex communication modules in the feature.



SHANNON-WEAVER'S MODEL OF COMMUNICATION

That module consists of:

- Sender: That is the person or the source of the message
- Encoder: This is what or how we deliver the message turning it into signals
- Decoder: That is where the message is received after being send by the sender.

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- Receiver: That is the person that received the message after it being decoded.
- Noise: When the message is send from the sender to the receiver it isn't unusual for it to run into some disturbance such as physical noises (thunder storms, other people screaming in crowds, or honking of cars in traffic.),but if the message is send via a technology such as phones or computers it can also be disturbed in the channel process which can also brake the communication cycle and lead to the wrong message being delivered or the message to not be delivered at all.

Example of the Shannon-Weaver Module of communication:

Alexandra called her sister "Can you please get some pizza on your home.". But during their phone call there was loss of signal for Alexandra and her sister only manage to hear "please get", her sister was confused and asked (that is considered feedback), "what do you want me to get?".

- Sender: **ALEXANDRA**
- Encoder: **MOBILE PHONE**
- Channel: **CABLE**
- Noise: **LOSS OF SIGNAL**
- Decoder: **MOBILE PHONE**
- Receiver: **THE SISTER**

Because of the signal loss the message was not delivered properly and that caused for Alexandra's sister to not understand her fully and giver her feedback by asking her what exactly she wants.

Criticism of the Shannon – Weaver communication module:

This specific module is much easier to understand and more affective in 1 to 1 kind of conversations bur not as affective for croup communication as it will cause a lot of confusion and misunderstanding in that conversation. Also, that communication modules are considered one of the simplest out there not giving out much information and details about the communication itself or the actual sender and receiver.

Schramm Communication module what is it and what does it consist of:

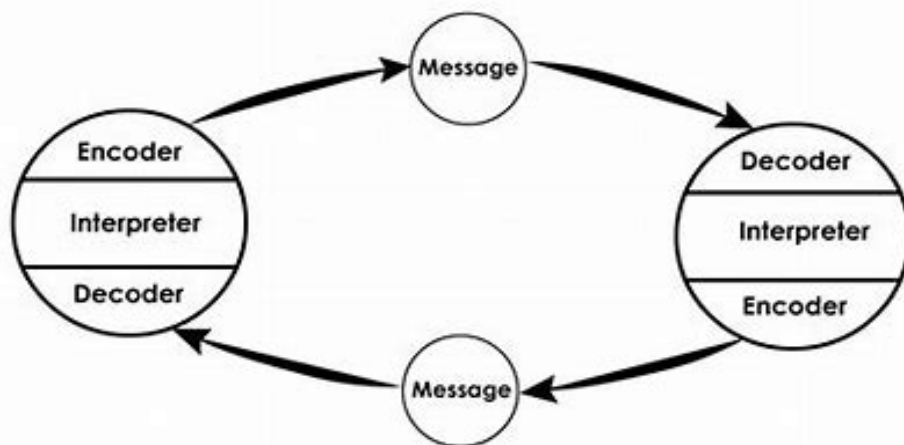
The Schramm communication module was created in 1954 and its build on the importance of encoding and decoding as a process as well as that the sender must receive feedback from the receiver. That communication module is built apron all the basics of communication, that module offers a more basic and easier approach and explains communication in a simpler way. It can be usually used when 2 people are talking and exchanging heir ideas in the form of new information and how their attitude is during the interference. The cycling communication module is based on the fact the communication is believed to be a 2-way street than supposedly one. And that means that there always should be at least one sender

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and one receiver that that is the usual way for a communication to flow. Sometimes the sender and the receiver can be the same person for example when a person is having a conversation in their head or plan out how a conversation should go that is called intra-personal communication as it is led by the same person and does not involve anyone else. From the modules that we have learned so far, the only circular module is Schramm's one and that means that at least 2 people are usually required for a sender and a receiver so like that the message can be encoded and decoded and that process is usually required by both of the parties.

Wilbur Schramm was the one who published that communication module and that is the reason it is called the Schramm Module, but it was not till years later that he explained how he based it on Charles Egerton Osgood book that is named "The Process and Effects of Mass Communication", down the line as time evolved and things changed, he did also make minor changes to his module.

The module consists of:



- **Source (Encoder):** The supply of the message is the sender; the person who sent the message. The supply must be clear when sending the message so that the recipient reads it. That is why the sender of a message must be 100% sure that information he is giving out is beneficial to the receiver and accurate. This helps for the receiver to properly understand and study that message and that means it has been properly encoded by the sender.
- **Recipient (Decoder):** The recipient of a message is the person or group of people the message has been sent. Whether or not the recipient is capable of decoding the message depends on quite several factors, as an example: how does the man or woman recognize the topic of the message, and how open are they to the information in the message and do they want to accept messages from the sender at all. The

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interpretations of the recipient are influenced with the aid of cultural components, perceptions, know-how, attitudes, stories, and skills as properly.

- **Message:** In the studies of communication, a message is defined as statistics. This information is communicated via words or other characters and gestures. A message, both verbal or non-verbal, is a part of the communication system and performs a vital function in the Schramm communication module. A message might also contain verbal content, including speech, emails, WhatsApp messages, or phone calls. A message also can consist of non-verbal content material, together with behaviour, gestures, frame language, eye contact, physical contact, timing, or even artefacts.

An example of Schramm's communication module:

Anna calls her husband at his job "Jack, can we go to the store after you finish work, we need milk", the husband hears her and answers "Of course I will pick you up after work".

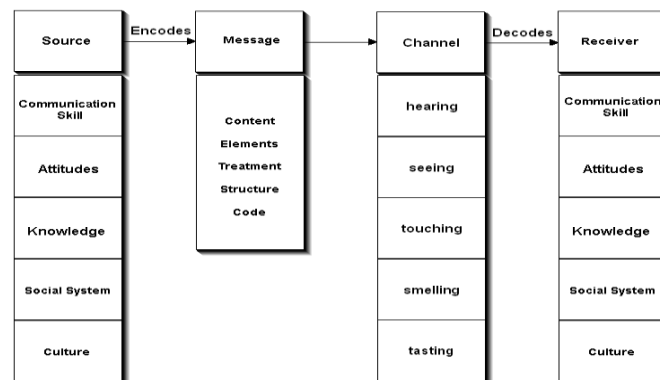
- **Sender (encoder):** Anna
- **Message:** "Jack, can we go to the store after you finish work, we need milk"
- **Receiver (decoder):** Jack (husband)
- **Message:** "Of course I will pick you up after work"

Berlo's SMCR Module of Communication background and how is it used:

In 1960, David Berlo published the official Berlo's Sender-Message-Channel-Receiver (SMCR) version of communication from Shannon Weaver's module of communication (1949). He described elements affecting the individual components in the conversation making the verbal exchange much more efficient. The version additionally specializes in encoding and decoding which happens before the sender sends the message before the receiver gets the message, respectively. Berlo's version has specifically, 4 additives to describe the conversation system. they may be sender, message, channel, and receiver. each of the factor is important for that communication module.

What the Berlo's module of communication consists of:

Berlo's Model of Communication



A Source encodes a message for a channel to a receiver who decodes the message: S-M-C-R Model.

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S-Sender is that person sends out the message with the information he is willing to give the following factors describe the sender in more details:

- Communication skills- the skills that a person obtains its important as it can severely affect the communication flow during a conversation, for example if the sender has well developed and well-known communication skills the message will be send out much better and if they are the opposite of that the message will be poor and people might not understand it very well.
- Attitude- The attitude that the sender s giving out when sending the message can affect how the message is taken in many ways as if the person sends it for example why smiling the message will be interpreted as a positive message.
- Knowledge- When a person is well educated on the subject that he is talking about the message he I trying to send out will be received much better to when he has no idea what he is talking about.
- Social System- this affects the values and morals of the sender as well as rules, religion, and much more other social factors the sender might be facing prior to sending that message. That can cause different understanding on the message that has been send out as it affects different people differently.
- Culture- culture can cause differences in understanding a specific message for one culture some message can mean absolutely nothing but for another it might mean something extremely offensive.

M-Message is when a person gives out important information from one person to another.

- Content- That is the information that is contained within the message'
- Elements- That is the verbal and non-verbal signals that are being send out.
- Treatment- That is how the message has been send out to the receiver.
- Structure- That is how that specific message is constructed grammatically.
- Code- That is the form in which the message is being send out.

C-Chanel is the system the person has desisted to send the message from it can be verbally or non-verbally from face to face to computers and phones.

- Hearing
- Seeing
- Touching
- Smelling
- Tasting

R-Receiver is the person that obtains the information from the sender and is explained the same way as the sender.

Criticism of Berlo's SMCR Module:

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This module does not show any indication of feedback from the receiver, and it makes it look like a one-way communication system, it also shows no signs or any barriers or disturbances and there is not much diversity when it comes to describing the sender and the receiver.

In conclusion these modules are different but they all try to explain the communication process the best they can some are really simple but over a cycle type of process (Schramm's module) but also doesn't show any barriers and noise that can affect the message and feedback as well, it's similar with the Berlo's communication module as it is not showing barriers or noise but the difference is that the Berlo's communication module is a one way communication system by the looks of it. Shannon-Weaver's communication module is the oldest one we study and even if it doesn't have many details it is just right to understand the communication system as it isn't much complicated and in my opinion is the best one.

Examples from my work place:

As I am currently working in a hospital as an assistant all those 3 modules do come into play with the fact that all the communication modules can be useful but I mostly use the Berlo's one due to the fact that I try to understand people's attitude and way of thinking as well as their culture a little and education level as like that is much more easier to approach a person and help them out in their problem in a way so that you don't confuse them too much or let's say show any kind of disrespect towards their understanding of life.