

Student Name: Sana Sahir

Student ID: 2113594

Title and Module Code: Effective Team Work and communication (BMSW4002).

Lecturer Name: Joy Botu

Table of Contents

INTRODUCTION	3
COMMUNICATION MODELS	3
SHANNON AND WEAVER	3
SCHRAMM	4
BERLO	4
COMMUNICATION SKILLS.....	5
VERBAL COMMUNICATION	5
NON-VERBAL COMMUNICATION	5
LISTENING.....	6
<i>Active Listening</i>	6
<i>Empathetic Listening</i>	6
ADVANTAGES AND DISADVANTAGES OF TECHNOLOGY IN COMMUNICATION	6
CONCLUSION.....	7
REFERENCES.....	8

Introduction

The Latin word "Communicare" is the source of the term "communication." Messages, thoughts, and feelings are exchanged between individuals or groups via the medium of communication (Duck, 2020). Without communication, neither people nor organisations can work well. Effective communication may help management better grasp the goals and requirements of the company's workers. Employee motivation and satisfaction are better understood, and the talents and competencies of employees that might otherwise go unrecognised are highlighted. A lack of sensitivity, excitement, interruptions, or application to the recipient, changes in viewpoint and opinion, physical constraints such as hearing impairments or communication problems, etc. are some of the issues that may make communication difficult. Communication breakdowns may make it more challenging to build and sustain connections at work. Reduced productivity, low morale, and lower output may all be the result of poor communication within an organisation. As a result, one's day-to-day tasks may be made more difficult. Using real-world examples of effective cooperation, the report will help students better comprehend the range of communication skills required for professional progression.

Communication Models

Theories and models that describe how individuals interact with one another are known as communication models. Three of the most prominent communication models to emerge in the last century are Shannon and Weaver's (1948), Schramm's (1954), and Berlo's (1960).

Shannon and Weaver

The goal of Shannon and Weaver was to make certain that the radio waves and cables that were utilised in communication were working as efficiently as possible. The Shannon–Weaver model, which they devised as a result of this situation on the "quantitative communication theory," is commonly regarded as the "mother of all models" (Wang and Li, 2017). The source of knowledge, broadcaster, channels, recipient, and endpoint are all part of the basic model proposed by Shannon and Weaver. The data is stored in the data source. Signals are created from the message before it is sent out to be delivered. In order to decode it, it's transmitted via a channel. The channel also broadcasts any overcrowding or disturbances that can cause the transmission to receive inaccurate information. Renovated (deciphered) by the transmitter after the channel has been decoded There are many people that make this mistake. The "communication network" or "conventional view of communication" is another name for this paradigm of communication. In addition to its simplicity, generalizability, and quantifiability are also strong suits of the proposed model According to detractors, this view assumes that communicators are self-contained individuals who do not take into consideration things like

conflicting intentions and interpretations, or the uneven distribution of power in an organisation.

Maria contacted Pedro one day and asked him to bring her a chicken, including the case study. Pedro got to the kitchen rather than another chicken she had asked for during her phone call. No additional questions were asked by Pedro since he took Maria's statements to indicate that they would rendezvous in the kitchen when he got home (feedback). The right message was sent by Maria (the sender), but it was misconstrued in transit.

Schramm

Famous communication expert Wilbur Schramm could not even tell the difference between professional and non-technical communication in his research, as well. One may see how these models are interwoven in the mind in numerous ways (Petersons and Khalimzoda, 2016). The sender and recipient on his model were both oriented in the same manner. As the name suggests, both data transfer rates are ongoing processes. Conversations that take place between persons from similar socioeconomic backgrounds are more fruitful. This version of reality the experiences of both parties but instead of one person's viewpoint in communication. In contrast, there is no opportunity for criticism or discussion. The source may be encrypted and the endpoint decoded depending on the experiences of those who receive it. When two people have comparable work responsibilities, academic qualifications, and personal experiences, they are more likely to connect. As a result, persons with varying attributes will find it difficult to connect, and forms of communication will not succeed. Contributions and endpoints are connected in this manner. Communication can only be understood if both parties involved are in the same circumstance.

In this case study, Maria was in responsible for the kitchen while Pedro was at his job. Thus, Maria (the sender) was in many places and had a wide range of features; she was also unable to communicate effectively with Pedro (the receiver). Because of this, there was a mistake in transmission.

Berlo

For decades, David Berlo's 1960 communication paradigm, known as the SMCR acronym, has been a standard in business communication (Muyanga and Phiri, 2021). Berlo created this notion on the foundations of the Shannon-Weaver framework (1949). Some of the traits that make for good communication were highlighted in his speech. SMCRs are also included in the list of the nine important characteristics of communication. While watching the news on television, one may use David Barlo's SMCR communication paradigm. Barlo's approach incorporates all aspects of communication, from the originator to the receiver. It is the primary responsibility of a newscaster, in the first place, to obtain and disseminate information to the audience. It's shown on television, and the message is spread. The audience is made up of

both those who listen and understand and those who consume media. Here, there is no audience engagement. Because it doesn't provide any kind of feedback, it is a yet another mechanism.

According to one case study, a well-known Welsh university's English professor resided in a large house near a hamlet. The professor lit a fire while dozing off with his pipe in his mouth. What a terrible thing is happening to the building!" Despite his pleas, the locals did not come to his aid. A message from the professor (the sender) is received by the peasantry, but not in an ideal manner. As a result, the professor's teachings were misunderstood by the peasants (his audience). This caused his home to catch fire, destroying it.

Communication Skills

There are few things more important than the ability to communicate. People can communicate and understand each other better because of it. It's important to listen well, express oneself clearly and simply in writing, and communicate successfully. One must have these talents in order to communicate effectively.

Verbal Communication

Through use of words to transmit information to another is referred to as "verbal communication." The sender's thoughts, emotions, ideas, and views are conveyed via spoken and nonverbal interactions. Attempts to communicate successfully need precision, meaning, and gentleness in tone and phrasing (Round and Isherwood, 2021). In addition, it should be succinct and sensible. Verbal communication is the building block of business relationships. Streamlining processes and lowering mistake rates are all benefits of improved communication. A successful communication must be complete rather than just concise. Keep in mind, though, that one shouldn't sacrifice clarity or completeness. The difference between expressing too much and communicating too little is crucial. As a result, it is generally a good idea to keep things simple. Improve their communication skills as much as possible. Employing illustrations, a non-threatening stance, and the right tone may help to better communicate a message.

Non-verbal Communication

Nonverbal communication is generally described as the exchanging of wordless (mostly visual) signals between persons (Wilson et al., 2020). Hand movements, facial expressions, body movements, and posture are all examples of nonverbal communication. To succeed in the workplace, nonverbal communication is essential since it enables people to connect with both co-workers and competitors as well as the clients and prospective customers in future. Simple indications like a person's attitude and vocal tone may be utilised to establish trustworthiness and consistency. Additionally, the speed and loudness of the speaker's voice may convey information to the listener. The speaker's fragrance and personal connection with

the listener may change the audience's impression of what the speaker wants, according to some researchers. An implied message may be sent even if no words are spoken. Misunderstandings may occur if face-to-face communication is disrupted.

Listening

One must be capable of understanding what others are saying in exchange for being able to listen properly and effective listening is essential for having fruitful conversations (Romas and Sharma, 2022). Misunderstandings might occur as a result of insufficient listening skills. This results in a failure to communicate, resulting in the receiver being irritated or frustrated.

Active Listening

Listening actively keeps one's conversation partner engaged in a favourable manner. Listening carefully to another person's comments is the practice of following the debate without judgement or providing suggestions. It is just as important to be able to express oneself clearly as it is to be able to listen attentively. As a result of today's challenging audiological atmosphere, several well-known companies have invested in hearing training for their employees (Friston et al., 2020). It's no surprise that good listening skills boost customer satisfaction, employee morale, and the flow of information. All of these elements contribute to a person's ability to think creatively and imaginatively. Both managers and workers gain from listening skills, study shows.

Empathetic Listening

Observing and reacting to the thoughts of others is an important part of empathic listening. To be compassionate with another individual, one must first build an emotional relationship with them and seek parallels in their experiences. Pretending to be present does not always mean paying attentively to what the speaker has to say. In tight relationships, it might be difficult to convey one's feelings. Find the correct words and feel confident uttering them may take some time for the speaker. One may get a better response from others if they demonstrate that they care about them. The majority of the time, teams work collaboratively to solve problems at work. When one listens with empathy, one should not necessarily agreeing with what the other person is saying; rather, one is simply hearing what they are saying.

Advantages and Disadvantages of Technology in Communication

Individuals and organisations may interact with one another via the use of communications technologies, which is an online communications system. Individuals and organisations who are not physically present in the same place may communicate with one another via the use of communication technology. To well as traditional telephone networks, there are current computer-based technologies like as electronic data exchange (EDI) and electronic mail (e-mail) (Jaritos et al., 2022).

Higher efficiency, speedier communication in an urgent situations, worldwide connectivity, and easier long-distance connectivity are just a few of the benefits of technology in telecommunication.

The disadvantages of technology include the fact that it makes things even more difficult for elderly people, that it facilitates cyberbullying and cyberspying, that it makes communication less personal, and that it makes communication less reliable.

Conclusion

The success of every firm depends on its employees being able to communicate effectively. It's a tool that can help with both fresh possibilities and old problems. The capacity of employees to communicate their thoughts clearly and succinctly is a key factor in increasing workplace productivity. If anyone wants to communicate effectively with another person, one must be able to talk and listen as well as give and receive signs. It is essential to think about how to communicate effectively while keeping one's commitments in mind.

References

- Duck, S. (2020). COMMUNICATION IN EVERYDAY LIFE : a survey of communication. S.L.: Sage Publications.
- Friston, K.J., Sajid, N., Quiroga-Martinez, D.R., Parr, T., Price, C.J. and Holmes, E. (2020). Active listening. *Hearing Research*, 399, p.107998.
- Jaritos, V.R., Vanegas, E., Facundo Nogueira, J., Leiva Agüero, S., Giovini, V., Rey de Castro, J., Rodríguez Reyes, Y., Luis Carrillo Alduenda, J., Torres Gittaim, P., Romero, Z., Terán Pérez, G., Angélica Bazurto, M., Sarfraz, A., Sarfraz, Z., José Farfán Bajaña, M., Mautong, H., Felix, M. and Cherrez- Ojeda, I. (2022). Frequency of use and preferences for information and communication technologies in patients with sleep apnea: A multicenter, multinational, observational cross-sectional survey study. *International Journal of Medical Informatics*, 162, p.104760.
- Muyanga, C.C. and Phiri, J. (2021). Assessment of Effective Communication in International Schools in Developing Countries Based on the Berlo's SMCR Model. *Open Journal of Business and Management*, 09(01), pp.448–459.
- Petersons, A. and Khalimzoda, I. (2016). COMMUNICATION MODELS AND COMMON BASIS FOR MULTICULTURAL COMMUNICATION IN LATVIA. SOCIETY. INTEGRATION. EDUCATION. *Proceedings of the International Scientific Conference*, 4, p.423.
- Romas, J.A. and Sharma, M. (2022). Effective communication. *Practical Stress Management*, 6(6), pp.77–98.
- Round, M. and Isherwood, P. (2021). Speech intelligibility in respiratory protective equipment - Implications for verbal communication in critical care. *Trends in Anaesthesia and Critical Care*, 36(9), pp.23–29.
- Wang, N. and Li, B. (2017). A Model of Deceitful Information Communication: Some Views on Theory and Practice of Semantic Information. *Proceedings*, 1(3), p.127.
- Wilson, G., Pinto Ocampo, M.T., Brown, M. and Tucker, K. (2020). Non-verbal communication, emotions, and tensions in co-production: Reflections on researching memory and social change in Peru and Colombia. *Emotion, Space and Society*, 37, p.100717.

