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BMSW4002 ETW1

Report on:

Communication within the workplace

Introduction

The following is a report about communication within the workplace and the importance of communication in management. I will be applying my personal experiences that I have seen and learnt from in my previous management position, also some of the difficulties I face today in my current workplace environment. Through the work from the in-class exercises, the different methods of communication learnt such as Shannon and Weaver, Schramm and Berlo. How these are still applied today in the workplace and some of the complications these methods have, but foremost, I will begin by defining 'communication'. According to the Dictionary of Oxford (2019), communication is the disclosing of information by either verbal or non-verbal communication. In other words, it can be said that it is the way an individual expresses himself towards other people and understanding this definition, we can oversee the importance of communication within the workplace environment.

Effective communication in a business

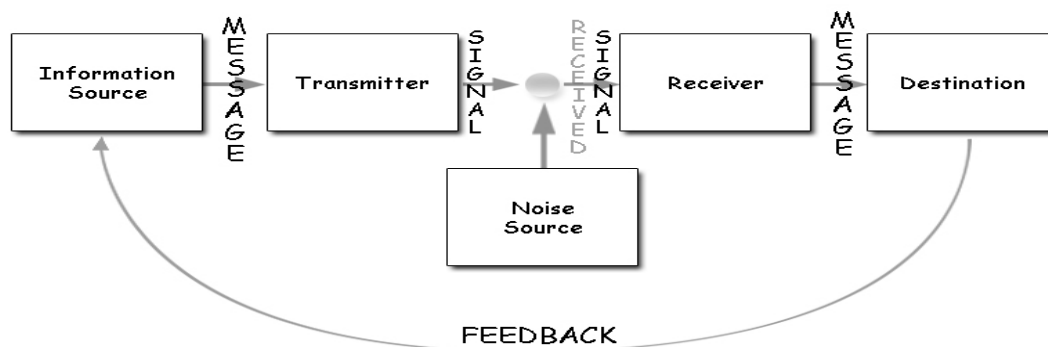
The principle of communication inside a business is crucial to maintain operationally, or everything collapses, the big question is how communication can be made useful? Quite simple but not so easily achieved, it all comes down to communication skills. The two most important are listening and speaking skills, although different forms of noise and frequencies can distort these. Looking at a case study on 'Maria and Pedro' we can identify the problem being on Pedro's end, where there were probably construction noises in the background. Resulting in Pedro not arriving home with the chicken Maria had asked him to buy, relating this to communication in business, we can see how communication can fail if not given the correct time and place. For communication to be effective, the person communicating needs to ensure the receiver is paying attention and away from noise distortions. Although this is not always possible, its imperative businesses aim to value this principle.

Different Methods of Communication

Although there are many different theories of communication methods, I will only be stating three of them, as these are the most crucial ones to our communication history. As Shannon and Weaver's model was one of the first to be an accepted method of communication created, I will give a more descriptive definition so that

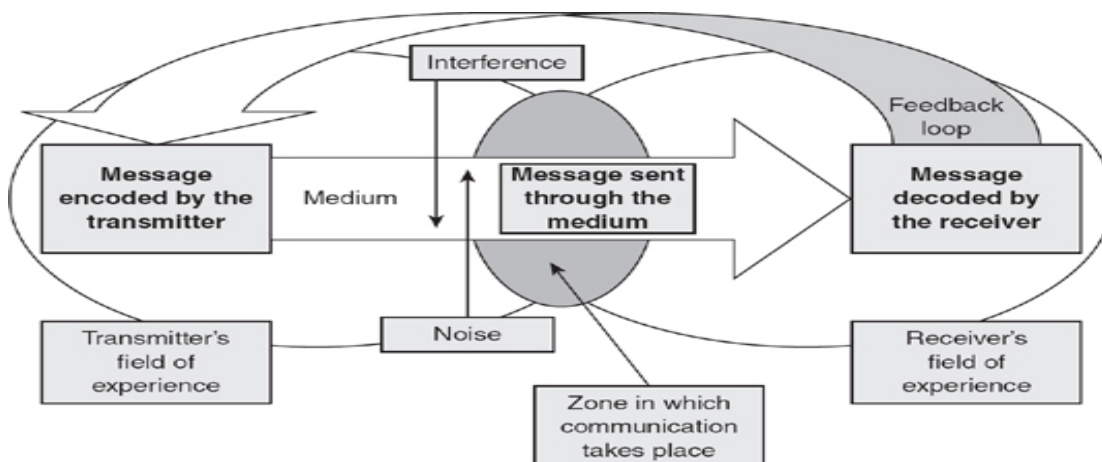
all content is better understood. Commenced back in 1948 Shannon and Weaver's model of communication was designed with the purpose to improve technical communication primarily for telephonic communication; the concept of this method was that the sender would encode a message, which would be sent over to the receiver to decode it. However, later, Weaver understood it could be applied to all types of communication, which is when the method was acknowledged and became well known.

Shannon and Weaver model of communication



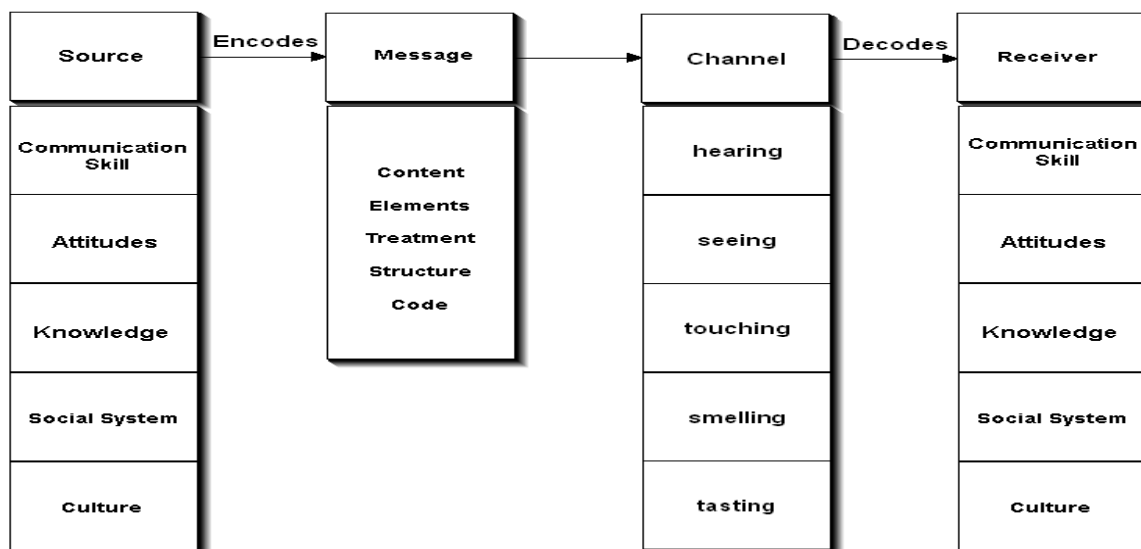
Shannon and Weavers model of communication was highly dependent on the channel and noise source, and if we look at the process of the model, the message could be easily misunderstood. In my opinion, looking at this model, it wasn't very reliable because by the time it took to decode and being too reliant on the receiver decoding the message intended. Finally after decoded it would then go through that same process, meaning the chances of the receiver understanding everything was very low and that's not even considering language or different accents between people. On the other hand we have Schramm's model of communication that is similar however considers both transmitter and receiver's field of experience in my personal opinion it's more reliable, but still faces the same complications as Shannon and Weaver's model. In addition to this Schramm also saw the importance of getting 'feedback' from the transmitter but because of the interference that could be caused by the noise the message could be very different and take a while to reach a conclusion to what was said in the beginning.

Schramm's model of communication



These models of communication were applied not only telephonic communication but also as explanatory to in life situations. Another of the in-class exercises we studied was 'The professor and the village people', can be an example of Schramm model of communication because he transmitted his message to the village people however the transmitter's field of experience was different as to the receiver, this resulted in the villagers not helping. The most suited theory for this exercise would be Berlo's, as it considers all fields of both the sender and receiver. Berlo's model of communication breaks down and reflects the different types of individual's like their personality, knowledge and culture, the five human basic senses of which all of these minimise chances of misunderstandings meaning the message is correctly interpreted. Looking at the exercise Berlo's theory connects perfectly towards it; this is because if the professor had considered the villager's communication skill and knowledge he would have known they wouldn't have understood his professional vocabulary. When comparing the three different methods of communication, the main problem stated is noise interference and difficulties in decoding what the transmitter sent. My previous employment as an Assistant Manager we encountered countless times where information was misunderstood; the most common mistakes were taking down orders due to the fast pace, lack of concentration and loud noises. If Schramm's model of communication was applied to this situation, and a check back was done to receive feedback, these errors wouldn't occur so frequent.

Schramm's model of communication



Importance of effective communication

Looking at the prominence of effective communication in 2019, we can visibly see how it revolves around everything without it, and there's a significant amount of mistakes and misinterpretations. In my current job as a Receptionist at an Architectural firm, effective communication is crucial, with over 80 employees, synchronisation is a fundamental objective and can only be achieved through effective communication with one another. Dealing with structures of buildings and planning requires a lot of attention to detail, a long-

term studied project is only achieved through many business meetings where effective communication plays a vital part. A quote to mind when speaking about effective communication is “brevity is the soul of wit”, (1602) written by Shakespeare W, which in other words means the humour or importance of a statement lies in its structure. The result of bad communication in my business organisation, for example, can put lives at risk, little communication errors can cause a building to collapse. This defines the significance of effective communication its either well put and understood or not, which has its consequences. Chron (2019), states that there's a possibility of identifying communicational issues within the work environment when there is an excellent level of tension and pressure present in the work atmosphere.

Methods of Communication

The four core ways of communication are verbal, non-verbal, visual and written of which each has its own importance. They can be used both simultaneously, or singularly when complemented by one another, communication becomes more active. This is because communication skills differ from person to person and whilst one might be good at verbal communication another might be good in visual communication, and this is why there is an importance of using all methods of communication. Verbal communication is the spoken word done either face to face or remotely through a technological device, whereas non-verbal is through facial expressions, hand gestures and can also be through someone's appearance. Both of these work really well with one another and helps to put emphasis in communicating with others, Some of the visual communications include drawings or paintings, maps and signs for example traffic lights are a way of visually communication 'go' or 'stop'. Lastly, we have written communication where we see it through books, articles, emails, journals and many others. These are the main methods of communications even though there are others, reflecting back on written communication if we look towards another of my in-class exercise 'Writing a Business Email', being a Professor of English and writing an email to a student replying his queries we can see the importance of something simple being effective. This is because a well explained the written form of communication gave the disclosing of information the student was in need; all methods have their form of impact and prominence.

Communication between Management and Employees

In my past experience in Restaurant Management, I've come to learn that the purpose between 'Management and Employees' is so that customers get the best service and an unforgettable experience. Management Study Guide (2019), speaks about “Managerial Communication” it's stated that it's the form of speaking to both employers and managers. Before I became Assistant Manager, this was part of my courses I undertook in order to progress further in the company, and primarily it was needed in order for myself to learn how to manage and lead others

Scudder V, is brought to my attention when looking at how communication works he says, “Failure to communicate is the result of indifference and arrogance”. This brings me to my next point of how intercultural communications are affected at a workplace, people's indifference on the tone of voice or their

level of formality. It's essential to value and understand other people's cultures wherefrom experience I see a lack on this, noticing the difference between high and low-context cultures is a must. Management must communicate using the four different methods of communication to avoid frustration, Scudder V, says "arrogance" is the result of bad communication, so this is a consequence of not wanting to communicate effectively.

Conclusion

My overall opinion on communication within the workplace is that it holds extreme value to any business instead being big or small the weight remains, Richard D, in (2006) says it's "rare for a family to sit around a table" this is because of the absence of efficient communicational skills and although he speaks outside of work communication the same concept can be applied the workplace environment. Looking at the three models of communications; Shannon and Weaver, Schramm and Berlo, I believe that the main concern back then is also today's concern 'noise' where all three can to this day still be applied. Although I feel like Schramm is the best model of communication due to the fact it considers culture, knowledge, communicational skills and other different categories. To my opinion and experience it's best applied for workplaces nowadays then the other models, the effect it has when fully considered results in effective communication with the obvious consequence of a successful business.

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Scudder, V., 2004. Vital Speeches of the Day. *The Importance Of Communication In A Global World*; Chicago, Volume 70, 560.

Time allocated: 1 hour. Please return your paper to the lecturer upon completion. It will be returned to you at the next session. You will need to include a scanned copy of this exercise in the form of an appendix together with you Task 1 (part of the Assignment for this module).

Student Name: Lucas Lopes Student ID: 1818768

Ex.1. Read the following passage and answer the questions.

The professor and the village people

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, but shopped in the town near the University because he had nothing in common with the village people, who were largely uneducated and did manual jobs. One night, the professor fell asleep while smoking his pipe and the pipe fell onto the carpet and started a fire.

When the professor awoke and saw the house on fire, he rushed into the village, screaming:

'The edifice is being consumed by a great conflagration!'

'The edifice is being consumed by a great conflagration!'

The village people looked at him and continued doing what they were doing.

'Don't you understand?' He said. 'The edifice is being consumed by a great conflagration!'

They ignored him.

When the Professor returned home, he saw that his house had been completely destroyed. He sat down on the ground and wept. The next day, he went into the village crying. 'Why, oh why didn't you help me? My home has been destroyed by the fire. I came and begged you last night.' He wept.

'But Professor, why didn't you say that your house was on fire? We would have helped.'

Q1: Why didn't the village people help the Professor?

Q2: What should he have done to get them to help him?

Q3: Whose model of communication do you think can explain this situation?

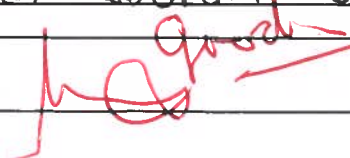
Q4: Why?

The language he used, his vocabulary was above the people he was communicating with. Therefore they didn't understand so they didn't help.

He could have used vocabulary that they would have understood.

This is Berlos model of communication

Because his communication was higher than the receiver, his knowledge as well. The receiver knew there was a problem but couldn't understand it.

Lecturer's signature: 

Date: 29/7/19

Ex.2. Read the following brief and write a business email according to the instructions.

You are Director of Communications at your company and you would like an employee, Jack Daniels, to join your Communications Training team.

- Tell JD why you are writing
- Say what you have observed and like about his communication skills
- Tell him why you think he would be an asset to the team

Dear ~~Mr~~ Jack Daniels,

I'm delighted ^{to} into ² communicating, to you in this email, to say that we would like to offer you a promotion, to move up into the Communication training team. ✓

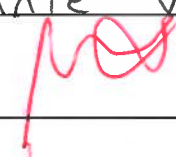
^{wrong word} We have been observing our ~~staff~~ ^{staff} and spotted you as ~~an~~ ^{an} ~~employee~~ ^{employee} into training other employees. Seeing that you understand all work given, & ~~that you~~ ^{that you} you help others understanding as well

At the moment some of our ~~staff~~ ^{staff} are not seeing the bigger picture, so we would like to offer you this position so that through your communication skills you are able to help them understand.

Please reply to us with your decision, you would commence next monday in your new ~~new~~ ^{new} job role and pay rise. ✓✓ good

Yours Sincerely

Mr Johnnie Walker

Lecturer's signature: 

Date:

29/7/19

Student Name: Lucas Lopes Student ID: 1818768

Time allocated: 1 hour.

Please return your paper to the lecturer upon completion. It will be returned to you at the next session. You will need to include a scanned copy of this exercise in the form of an appendix together with your Task 1 (part of the Assignment for this module).

Ex.1. Read the following passage and answer the questions on the next page.

Case Study: A Day With The Chief

Mark is a top-performing salesperson at a pharmaceutical supply company. As a reward for his performance, he is treated to a trip to the corporate office in California to meet the chief executive officer, Ms. Mills. Ms. Mills is known around the office as the “Wicked Witch of the West” because of her short and sometimes abrasive demeanour.

Mark’s co-workers share “horror stories” of their encounters with her, stating that she rarely makes eye contact, never smiles, and dislikes being approached unless she initiates the conversation. Although he is excited to travel, he is also nervous about what he and Ms. Mills might talk about. He prepares by thinking about how he can share his sales strategies and techniques. On the day of the meeting, he waits patiently for Ms. Mills’ assistant to call him into her office. When he is escorted in to meet her, he is shocked to see a petite woman behind the large desk smiling back at him with kind eyes. He approaches, shakes her hand, and waits for her permission to sit.

Ms. Mills is nothing like the horrible person they made her out to be. Ms. Mills asks Mark several thoughtful questions about why he is successful, ways the staff can be supported, and how the company fits in with his professional goals. Mark feels more and more comfortable as she leans forward to listen intently to what he is saying. Mark loosens his tie, crosses his legs, and begins sharing stories of how he feels his immediate supervisor has dropped the ball on more than one occasion and that the team would be better if more money were allocated to incentives and bonuses. Mark immediately sees Ms. Mills’ eyes begin to squint and her brow furrow. She stands up abruptly and says in a gruff voice that their time is up and that her assistant will show him out.

Lecturer’s signature: _____

Date: _____

1. Given the professional context, what would you have done the same and/or differently if you were in Mark's position?
2. Do you think Mark accurately evaluated the context? Why or why not?
3. What communication factors led to the change in the chief executive officer's disposition?
4. How could Mark improve his communication skills?

If we look to the context, Mark towards the end loosens his tie and crosses his legs. This is un-professional, Mark completely forgot who he was talking to and started sharing stories of negative occasions where his supervisor 'dropped the ball'. Myself personally, would have understood my position to which, I was there for and known it wasn't the appropriate place to talk behind my supervisors back. Being rewarded for my performance and getting out of line by getting too comfortable.

Mark did not evaluate that he was still in work environment, he overlooked the chief executive officer and lacked professionalism. *chief*

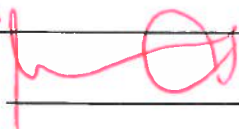
Judging from what Mark's actions were, he presented himself with a high ego putting himself above his superior. He communicated ~~both~~ with both verbal and non-verbal, that he is not a team player. This showed the Executive officer a different person, and a change of mind towards him.

Looking at ~~the~~ KEYS, if Mark knew his position and place, ~~re~~evaluated the professional context, used the correct interaction and took control in a mannerly way he would have been able to impress ~~the~~ the executive officer further more.

Lecturer's comments:

Very good analysis, Lucas.

Lecturer's signature:



Date:

12/8/19.

Lucas Lopes

WRITING A BUSINESS E-MAIL

You are Professor of English at a University and you receive this email from a student.

To: Lucas Lopes

Cc:

SUBJECT: Communication

Dear Professor,

I am confused about Communication.

Could you please tell me 1) what it is 2) What the different types of communication are and 3) Give me examples of each.

Thank you very much,

Student Lloyd

Dear Trump, thank you for your email. It would be my pleasure into helping you understand communication better.

Communication is a form of passing information to the person of intent. ~~III~~
~~helps~~ They're 3 main types of communication;

Verbal - This is the spoken word that can be done either face to face or remote.

Non-Verbal - Through facial expressions, hand gestures and even the appearance of the person.

Visual - These include signs, pictures/drawings, maps etc.

What about written communication?
and who are you?

Lucas Lopes

MARIA and PEDRO

Pedro works on a building site and Maria is his wife.

One day Maria phoned Pedro.

'Hello, Pedro, when you're coming home, see if you can get me a chicken.'

'Okay,' replied Pedro.

When he got home, Pedro took off his boots and coat and went into the kitchen.

'Maria, where are you?' He said.

'Here – in the sitting room,' she said.

When Pedro went into the sitting room, Maria said, 'Where is the chicken?'

'What Chicken?' Asked Pedro.

The one I asked you to get on your way home.'

Oh, no! I thought you said when I come home I will see you in the kitchen!

Q: Why do you think Pedro misunderstood Maria?

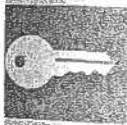
Q: Whose Model of Communication explains this confusion and why?

Q: How could this have been prevented?

Q: Whose Model of Communication explains how it could have been avoided?

- Q1. I'd imagine there to be a lot of construction noise around Pedro, and it ~~does~~ doesn't look like he moved to a more quite place to listen to his wife.
- Q2. This is a perfect example of Shannon-Weavers model of communication, as the noise at the construction site distorted Marius message and what was said originally wasn't understood by the receiver
- Q3. If Pedro had stopped to listen or moved to a more quite place, the mis-communication could have been avoided. He could have like I said, waited until he understood

Q4. If Schramm's model of communication was used, this mis-understanding could have been avoided. This is because the receiver would have then ~~reply~~ replied with the information understood.



Evaluate the Professional Context MIGUEL AND THE MULTITASKING MISHAP

As you evaluate the passage below, consider whether this behavior is appropriate for this professional context.

Miguel had a successful career as an event planner. He started off as an assistant at an agency, but through hard work and consistent results, he had developed his own client list and saved enough money to start a company out of his home. He specialized in weddings and took pride in helping couples plan their dream events. As his client base continued to grow due to word-of-mouth referrals, he struggled to keep up with all the client requests but did not have the funds to hire additional employees. Miguel found himself multitasking on most days, and he was often double booked. The summer months were especially hectic.

One of his repeat clients, Tamara, hired him to plan a 50th anniversary party for her parents, as she had been so pleased with how her wedding turned out. It was an especially important event because Tamara's father had been diagnosed with cancer a few months before. A few weeks before the party, Miguel was meeting with a new client when the phone rang. Tamara was on the phone, extremely upset because they needed to move up the event

due to a medical procedure scheduled around the original event date. Miguel took the call while working with the new client. While showing the new client fabric samples and place settings, he listened to Tamara, assured her he would take care of it, and they agreed on an available date.

On the day of the event, Tamara, Miguel, her parents, and their guests arrived at the venue to find that another event had already begun. Miguel was mortified when he realized that he had forgotten to reschedule the event with the venue. Although he attempted to apologize and offered alternatives, the damage was done. The family was extremely upset. Tamara began to cry, called Miguel an insulting name, and told him she would be sure to tell all her friends and acquaintances about the experience.

QUESTIONS TO CONSIDER

1. What could Miguel have done differently to avoid this situation?
2. Should Tamara have handled the situation differently?
3. How could the KEYS process help Miguel manage his clients' needs and expectations despite his hectic schedule?

Q1 - He wasn't paying attention to the call, and he should have called her back later.

Q2 - Yes, although she was upset she could have listened to his ~~proposition~~ proposition.

Q3 - He should have known he couldn't handle all that work alone. IF he had evaluated the importance of his own job, maybe he would have done things differently. Communication ~~wasn't~~ wasn't given importance. Lastly he could stop at the end of the day and double check everything.

synchronized effect (Jones, 1975) suggested that "nonverbal communication" (p. 77). It is estimated that 65% to 93% of communication is nonverbal (Mehrabian, 1970; Mehrabian, 1981). The evolution of nonverbal communication had one important common factor: "Nonverbal behavior in the evolution of communication" (Ivy, 1970, p. 101).

Nonverbal behavior are included in the communication? Your "walk, talk, and footsteps are a form of communication. What you wear, your posture, and gesture, as well as the expressions you make, are all part of nonverbal communication" (Ivy, 1970, p. 101).

What are the purposes of nonverbal communication? Why is nonverbal communication important? It is suggested that nonverbal behavior has several purposes. The first function is to consider a moment when you are in conflict with a friend or family member. If a person asked you what you would respond, "Nothing," you would control your facial expression.



Evaluate the Professional Context A DAY WITH THE CHIEF

As you evaluate the passage below, consider whether this behavior is appropriate for this professional context.

Mark is a top-performing salesperson at a pharmaceutical supply company. As a reward for his performance, he is treated to a trip to the corporate office in California to meet the chief executive officer, Ms. Mills. Ms. Mills is known around the office as the "Wicked Witch of the West" because of her short and sometimes abrasive demeanor. Mark's coworkers share "horror stories" of their encounters with her, stating that she rarely makes eye contact, never smiles, and dislikes being approached unless she initiates the conversation. Although he is excited to travel, he is also nervous about what he and Ms. Mills might talk about. He prepares by thinking about how he can share his sales strategies and techniques. On the day of the meeting, he waits patiently for Ms. Mills's assistant to call him into her office. When he is escorted in to meet her, he is shocked to see a petite woman behind the large desk smiling back at him with kind eyes. He approaches, shakes her hand, and waits for her permission to sit. Ms. Mills is nothing like the horrible person they made her out to be. Ms. Mills asks Mark several thoughtful questions about why he is

successful, ways the staff can be supported, and how the company fits in with his professional goals. Mark feels more and more comfortable as she leans forward to listen intently to what he is saying. Mark loosens his tie, crosses his legs, and begins sharing stories of how he feels his immediate supervisor has dropped the ball on more than one occasion and that the team would be better if more money were allocated to incentives and bonuses. Mark immediately sees Ms. Mills's eyes begin to squint and her brow furrow. She stands up abruptly and says in a gruff voice that their time is up and that her assistant will show him out.

QUESTIONS TO CONSIDER

1. Given the professional context, what would you have done the same and/or differently if you were in Mark's position?
2. Do you think Mark accurately evaluated the context? Why or why not?
3. What communication factors led to the change in the chief executive officer's disposition?
4. How could the KEYS process help Mark improve his communication skills?

no, he didn't consider why people said that she was a "witch"

K - Know yourself
E - Evaluate the professional context
Y - Your communication interaction with others
S - Step back and reflect

Developing excellence as a listener can be difficult, but to achieve professional excellence, you must hone your ability to listen effectively. In fact, Haas and Arnold (1995) state that a growing body of research suggests that listening ability, or the perception of effective listening, is inextricably linked to effective individual performance in organizations. Nichols and Stevens (1957) found that good listeners regularly engage in mental activities while listening. A good listener periodically reviews and mentally summarizes the talking points completed thus far. Throughout the talk, the listener "listens between the lines," in search of meaning that is not necessarily put into spoken words. He or she pays attention to nonverbal communication (facial expressions, gestures, tone of voice) to see if it adds meaning to the spoken words. The listener may also weigh the evidence used by the talker to support the points he or she makes. It takes a lot of practice to become a good listener, and listening has become a lot more difficult.

So how can you develop your skills as a listener? The first step is to admit that listening is difficult. Don't fall into the trap of assuming that because you have good hearing, you have good listening skills, too. Take Carey, for example. Carey was born deaf, and

WRITE YOUR NOTES HERE

Q1 - She didn't pay attention
Q2 -
Q3 - (Charity, who)



Step Back and Reflect: TROUBLE AT HOME, TROUBLE WITH TRAINING

As you read this passage and answer the questions, step back and reflect on what went wrong in this professional situation.

Jennifer is a recent college graduate who started a new job as a recruiter for a local nonprofit. Her job consists of placing individuals with employment barriers into jobs. She must build relationships with employers, secure job leads, screen candidates, and report her monthly hires/placements. Her position is commission based, which means she must make placements to earn money. While in training, she found herself preoccupied by several things going on at home. She was fighting with her boyfriend and in a conflict with her roommate. Her boyfriend sent her numerous text messages, while her new manager explained the job responsibilities to the class of new hires. Between worrying about her relationship and the pressures of learning a new job, she heard the new manager say that she should do anything in her power to get placements, as this was the most important thing to remember of all the training content.

A few weeks into her position, Jennifer found that she felt really lost about how to do her job well. She was not making any placements. Whenever she approached her

coworkers, they did not seem to listen to her. They rarely looked up from their computers or phones, and she had to repeat her questions several times before they answered. When they did respond, they answered only parts of her questions. Jennifer was left confused and frustrated. They all said the same thing, however: Getting placements was the most important thing to focus on, no matter how she met her goal. She followed their lead and began claiming credit whenever any of her clients found a job, whether she had assisted them or not. Jennifer was cutting corners to reach her placement outcomes. She had "heard" the message loud and clear. A few months later, Jennifer, her coworkers, and their immediate supervisor were terminated and the nonprofit was under investigation for fraudulent reporting.

STEP BACK AND REFLECT

1. What went wrong?
2. What role did listening play?
3. What are the ethical considerations?
4. What critical listening strategies can Jennifer employ to help her in the workplace?
5. How could Jennifer use the KEYS approach to improve her communication interaction?

Q1 - She didn't pay attention Q2 - Well she didn't listen who
Q3 - She was taking credit she had to.
Q4 - ask again if she didn't understand