

Introduction

Definitions of communications

I strongly believe that communication is a strong aspect to our life because it shows us how people feel about each other and what their motives are whether it's got to do with people's personal life or work life. Communication reflects on how we are as a person towards others and most importantly how you are as a person towards yourself. In this assessment I will be explaining different methods of communication from backed up resources and my own view on communication and how important it is in a workplace environment. Communication is about sending and receiving messages which ensures on how we can relate to one another. In my opinion communication is important when it comes to relationships, it is a way to express who we are moreover communication is not just about talking and listening there is more to it.

Methods of communication: Verbal communication in other words communicating with words that is spoken by people. When it comes to verbal communication it is a face to face scenario where we speak with a language and use a specific tone of voice so we can get the message across to the other person. This method is mainly to do with exchanging information with factors such as how the sentence should start , the timing , the choice of words to use so that the sender and receiver are clear on what is said and the motive of the conversation. Verbal communication may also be written which is transmitted to reports, letters, presentation. The advantage of this method is that it can make you feel confident within yourself and make others aware of what you are trying to say. It can make it clear to others what your motive is depending on who you're communicating with. Descriptive communication with words provides information which permits the identification on something which is already known to one or more five senses for example , the words “a large green tree stood there bathed in brilliant sunlight , like a giant sentry guarding the newly ploughed field “are likely to evoke visual memories ,making it easier for the receiver to imagine seeing such a sight.

Reference: [https://www.slideshare.net/rehrajput/verbal-communication-report\(rehan](https://www.slideshare.net/rehrajput/verbal-communication-report(rehan) Ahmed ,Sadaf Farooq 22nd october 2011 topic verbal communication)

This reference is to indicate that I have used some of their work from their report to back up what I'm trying to explain. Their work is a good evidence on what communication is about and how the explained it in detail with using examples shows how organized this report is. This report examines and shows how big of an impact verbal communication is along with written communication.

Body language - There is FOUR types of body language the first one is Facial expression where us humans can express countless emotions without speaking to a person. Second one is body movement and posture, the way we sit can tell a person if we are interested in what they are saying to us. Gestures, eye contact, touch, space, voice are linked to body language.

If we use the correct way of how we look at someone and how we position our self when verbally communication, it will allow us to feel positive and always have a positive impact in life. However, if you are personally dealing with anxiety, depression due to your personal life problems it

automatically impacts a negative outcome when showing interest on a topic spoken about at a social gathering or at school.

Reference: <https://www.verywellmind.com/ten-body-language-mistakes-you-might-be-making-3024852> website of the report (By arlin cunic september 18th 2019)

The importance of communication in the workplace, in management

Communication when it comes to a workplace is essential for achieving success by making sure the task given to you is done correctly. By doing this you need to have a positive and open mind when you communicate especially when you are working as a team communication is important. Communication allows workplace to achieve goals they want by making sure a message with good tone of voice , eye communication is met with one another. A workplace with a organized yet positive caring manager is what makes a workplace a happy place to be. A good manager is not someone who is verbally bossy with a strict attitude but someone who is a leader a good person you can be open to when you are dealing with a certain problem at work.

Reference : <http://stec.univ-ovidius.ro/html/anale/RO/2016/2016-II-full/s4/20.pdf>

This report was done by Anca Cristina Stanciu Elena Condrea Cristina Zamfir I have used their work with using my own words to back up what I am trying to explain. Moreover I am using my own perosnal thoughts to back up on what I strongly believe in the importance of communication in a workplace.

Section one

How communication can be made effective in a business organisation -

Effective communication in a workplace is being able to share more than one idea from more than one or two people. It is about understanding one another at a workplace making sure everyone views gets respected whether they have the same point of view of different point of view it needs to be respected and understood and that is what I believe. Did you know that not using effective communication skills in a workplace can make the business go down the success of your own career will go down?

For example, Sainsbury is known for pay less live better for their business but they can't deliver that without communicating well with each other within the team and behaving rudely with customers because that will make the business look bad and go downhill. However Sainsburys is well known for great customer service me and my team make sure customers leave Sainsburys with a smile on their face because not everyone gets asked how they are everyday or have trading assistant packing their items for them and making sure they are happy with their purchase.

When you are work whether you're a manager or not it does not matter on the tittle or what pay you get what matters! Is how you are communicating in a positive way towards others? This is how it make the workplace successful by understanding each other and helping each other be better.

How we apply verbal and nonverbal communication to a workplace makes a business do better. Nonverbal communication is all about action how we express ourselves through action whether it's the tone of our voice, eye communication it matters because it allows us to reach certain goals within the workplace environment.

How communication works between management and employees and to what purpose e.g Tone/choice of language / level of formality, active listening

One of the main Key is to be open when it comes to communication between manager and employee. Secondly when speaking to each other a soft set of tone needs to be encouraged so that it prevents arguments. I have done some research and acknowledge that good communication with management and staff require regular meetings and giving regular updates of what is going on and what needs to be done in the workplace. I believe that a good manager is someone that is organized and professional, but they are also active listeners when it comes to one to one conversation between their employees. Making sure employees ideas matter to the company can make a huge positive impact on self-confidence for everyone.

A manager who praise his staff is someone who is encouraging staff to feel part of the team moreover a manager who leads by example by promising on what they will deliver to the employees and company is someone who is successful.

SHOWING RESPECT THROUGH WORD AND ACTION

The key aspect of communication when it comes to manager and employee is respect. Respect them through words and action is how you get an employee to feel heard and it makes them feel important to the team.

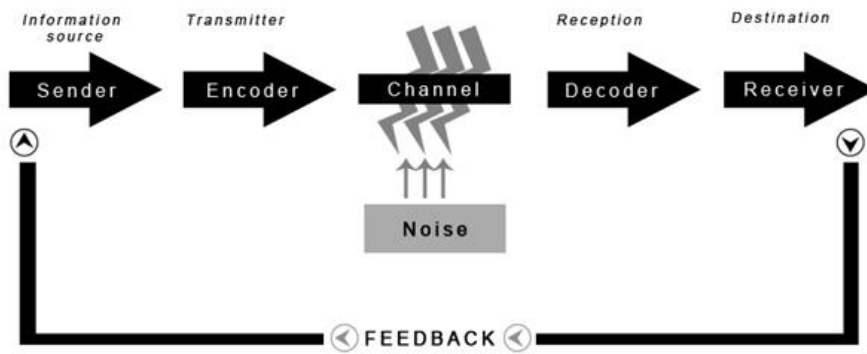
Reference: name of website - <https://www.alert-software.com/blog/how-to-improve-communication-between-managers-and-employees>

Name of the topic – how to improve communication between managers and employees (Anton vdovin September 21st 2017)

SECTION 2

Relevant theories (Shannon and weaver, Schram and Berlo)

Introduction – The Shannon and weaver model of communication state that communication can be broken down into 6 key aspects sender, encoder, channel, noise, decoder, and receiver. However, a later theory got added on by Warren weaver on the concept on feedback.



SHANNON-WEAVER'S MODEL OF COMMUNICATION

In 1948 Shannon and weaver were both scientist who decided to join as a team to write an article called "A mathematical theory of communication "and called "Shannon weaver module of communication ".

This theory was designed to develop of effective communication between sender and receiver. Moreover they find factors that take an effect the communication process called "Noise"it was first developed to improve technical communication. Later it was widely applied in the field of communication.

Explanation of Shannon weaver model

The sender converts the message and sends it to the receiver through a technological channel like telephone and telegraph.

The sender converts the message into codes understandable to the machine. The message is sent in codes through a medium.

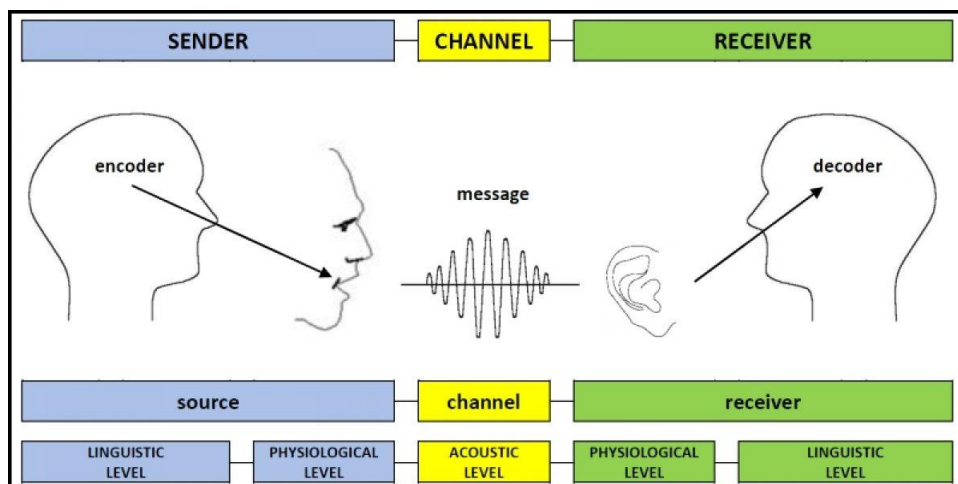
The receiver has to decode the message before understanding it and rendering it.The receptor machine can also act as a decoder in some cases. The channel can have noise and the receiver might not have the content to result which might cause problems in communication process.

Here, for result, brain might be the sender, mouth might be the encoder which encodes to a language, air might be the channel, another person's ear might be the receptor and his brain might be the decoder and receiver.

Encoding and decoding messages

Communication is the substitute of thoughts information or ideas that results in mutual understanding between two or more people. The Outgrowth requires at least one sender, one receiver and a message that is transmitted within a communication medium. It begins with an idea or concept in the mind of the sender. He or she encodes the idea into

meaningful symbols in the form of words pictures, or gestures (I.e language). The sender then selects a medium to transmit those symbols so the receiver can access them through one or more senses. The medium can be face to face conversations, a piece of artwork hanging in an art gallery, a text message, or any development number of electronic transmission media. When the receiver receives message, he or she must decode the symbols in order to interpret the message and understand the intent of the sender, as depicted below. Purposeful communication take place when the receiver precisely understands the message convey by the sender. Nonetheless this does not always happen perfectly. A number of potential problems can burden the process and b block understanding.



Reference : Book name skills for the workplace s tudent year book (Griffiths,B.A and Dunham , E.B)

THE CONCEPT OF HIGH AND LOW CONTEXT – EXAMPLES t

In anthropology high context culture and low context culture is a message of how amplify the messages traded in a culture are, and how important the context is in communication. High context decides cultures that are usually relational and collectivist, and which most highlight interpersonal relationships.

High context signify that a lot of unspoken information is implicitly transferred during communication. People in a high context culture such as Saudi Arabia tend to place a larger importance on long term relationships and loyalty and have fewer rules and structure implemented.

Low context signifies that a lot of information is exchanged implicitly through the message itself and rarely is anything implicit or hidden. People in low context cultures such as the UK tent to have short term relationships, follows rules and standards closely and are generally very task – oriented.

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Reference; <https://www.communicaid.com/cross-cultural-training/blog/high-and-low-context/> (Mathew Maclachlan 12 february 2010)

SECTION 3 CASE STUDY (personal case study on Sainsburys)

The importance of effective communication is very important in my workplace. Not only do we communicate verbally but nonverbally by smiling at customers giving eye contact while listening to customers is very important to do. Effective communication in a group is recommended because it helps us all listen to each other's ideas and allows us to be comfortable and confident in the team. Active listening is key in the company when it comes to colleagues and customers it allows me to understand what my motives are when working. As a trading customer assistant, I am always behind the tills or on the shop floor and my task from my teammates is do stay organized and help customers. A customer came once and asked me if there's a specific item at the back, so I made sure I listened and then went at the back to check if its available, unfortunately it wasn't so I gave an alternative option to avoid the customers tension and allowed the customer to be happy with the alternative option. I believe that my colleagues are helpful and open minded when I communicate with them, they help me even if it's something small I have a good team who are willing to take their time to help.