



Moodle
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Effective Teamwork and Communication – BMSW 4002 ETW1

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1.Introduction

This report begins with a definition of communication, the importance of communication in the workplace and in management, barriers to message delivery, and the consequences of poor communication. I then list and explain the three main communication modules I learned in the second school term and the difference between this theory: Shannon and Weaver, Schramm, and Berlo. To further illustrate the differences and similarities of these three modules, I utilize case studies that we treated throughout the courses and offer examples from my workplace to demonstrate how communication may change depending different factors.

1.1 Communication

The act of conveying information from one location, person, or group to another is simply referred to as communication. Every communication has a sender, a message, and a recipient. This may appear to be a straightforward statement, yet communication is a highly complicated issue. A wide variety of factors can influence the message's delivery from sender to destination. These include our emotions, the cultural setting, the communication medium employed, and even our location. Because of the complexities involved, strong communication skills are highly valued by companies all around the world: precise, effective, and clear communication is exceedingly difficult.

As this definition demonstrates, communication entails more than just the conveyance of information. The word implies success in transferring or imparting a message, whether it be information, ideas, or emotions. As a result, a communication includes three components: the sender, the message, and the recipient. The message is 'encoded' by the sender, who uses a combination of words and nonverbal signals. It is sent in some form (for example, voice or writing), and the recipient 'decodes' it. Of fact, there may be more than one receiver, and due to the complexities of communication, each one may receive a slightly different message. Two persons may read quite different meanings into the choice of words and/or body language. It is also conceivable that none of them will have the same understanding as the sender. The responsibilities of the sender and the recipient are not separate in face-to-face communication. The two roles will switch back and forth between two persons speaking. Both parties interact with one another, even if in minor ways like as eye contact (or lack thereof) and overall body language. However, with written communication, the sender and recipient are more distinct.

2. Models of communication

A model is commonly used to describe any idea, thinking, or concept in a more simplified manner using diagrams, visual representations, and so on. Models help a lot in making any subject easy to comprehend and clear. A model makes it simple to comprehend a process and draw conclusions from it. In other terms, a model simplifies learning.

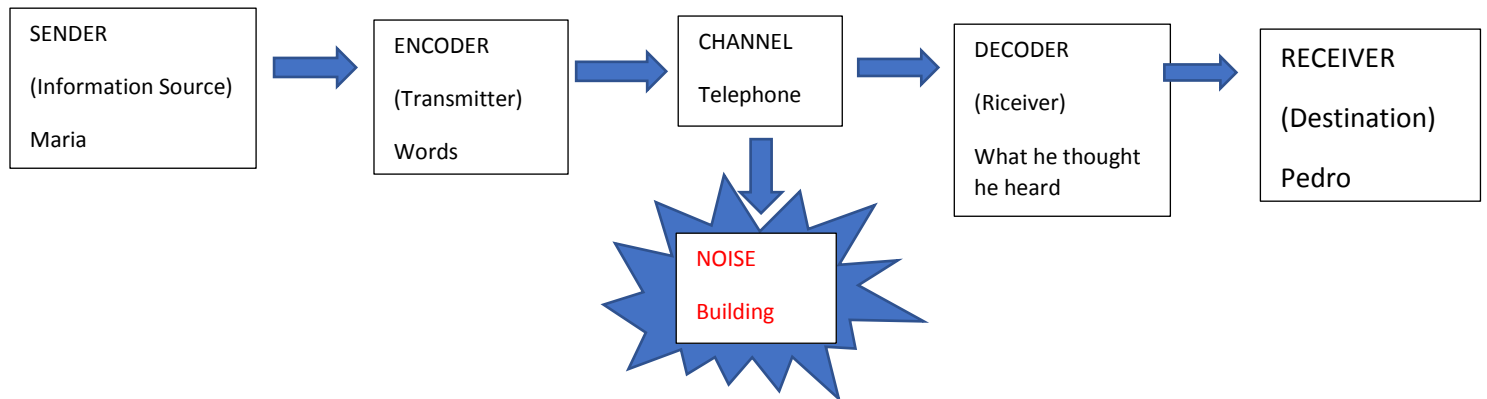
2.1 Shannon and Weaver

Chris Drew (September 29, 2019) stated the Shannon and Weaver Model of Communication is a mathematical communication theory that contends human communication can be broken down into six basic concepts: sender, encoder, channel, noise, decoder, and receiver. Because of its widespread appeal, it is referred to as the "mother of all models." The paradigm is also known as 'information theory' or 'Shannon theory' because it was created primarily by Claude Shannon. The model's primary value is in explaining how messages are lost and distorted in the process of communication.

1. **Sender** (Information Source): The Shannon Weaver paradigm begins with the sender, often known as the "information source." They are the person (or object, or item – any information source) who originally possessed the information. The process begins with the information source selecting a message to transmit, someone to send the message to, and a channel via which to deliver the message.
2. **Encoder** (Transmitter): The 'encoder' is the next stage in the Shannon Weaver model. The encoder is the equipment (or person) that transforms the concept into signals that may be transferred from the transmitter to the receiver. The Shannon model was created to describe communication via technologies such as telephones and computers, which encode human speech using codes such as binary numbers or radio waves.
3. **Channel:** The communication channel is the infrastructure that transports data from the sender and transmitter to the decoder and receiver. This is often referred to as the 'medium'.
4. **Noise:** Noise disrupts a communication as it travels from the transmitter to the receiver. It gets its name from the concept that 'noise' might interfere with our interpretation of a message.
5. **Decoder:** Decoding is the inverse of encoding. This concept was developed by Shannon and Weaver about communication via devices like as telephones. As a result, under this paradigm, there typically has to be a device that decodes a message from binary digits or waves back into a format that the receiver can understand.
6. **Receiver (Destination)** : The receiver is the endpoint of the original Shannon and Weaver model of the technical communication process. This is the stage at which the individual ultimately receives the message, or what remains of it after accounting for noise.
7. **Feedback:** When the message's recipient responds to the sender, the communication loop is closed. They may react to notify the sender that they have received the message or to demonstrate to the sender that they have received the message clearly and without noise, as well as how well they understand the information.

We can show this model at work using case studies. First, as discussed in class the situation of Maria and Pedro, where P misunderstood M because of external interference in the channel – a lot of noise at his place of work. This meant P did not understand the phone call from his wife asking him to bring a chicken home for dinner, this results in incorrect feedback, so communication has failed.

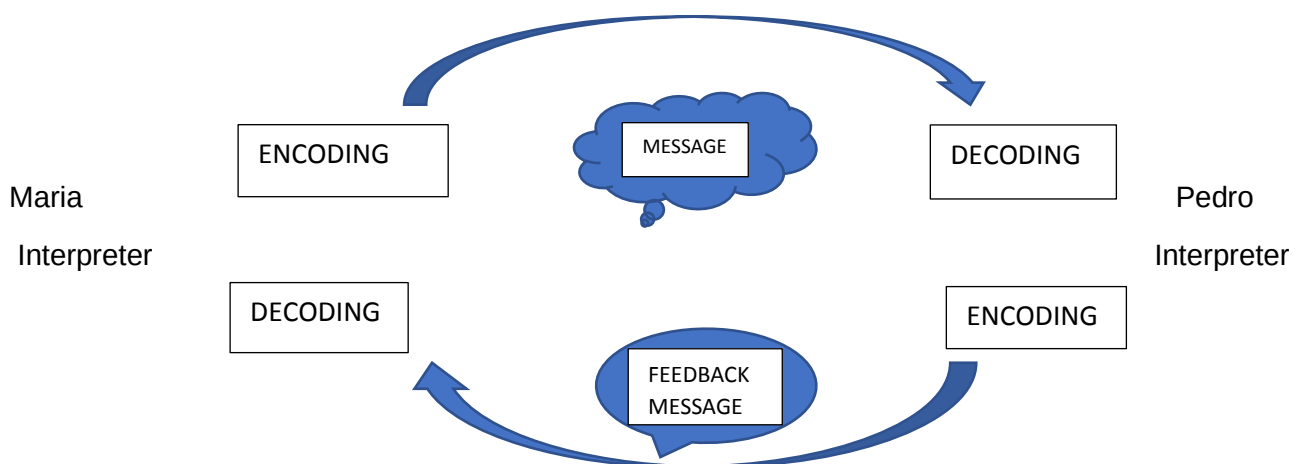
I was able to connect this case study to a very comparable circumstance in my employment where I experienced the same difficulty. While I was at work in the beauty shop, a client called and requested me to schedule an appointment for a body treatment. The phone line began to malfunction as soon as I told her I was available in the late afternoon. The customer confirms, and I schedule the therapy. I saw the client arrive at the salon a few hours later, certain that her appointment was in the morning, because the phone disruption had prevented her from understanding the time of the appointment.



2.2 Schramm

This brings us on to another model which can help us explain how M and P could have made their communication better.

To describe the flow of communication, this model employs a traditional method. It implies that communication is a two-way street, with the message travelling back and forth between sender and recipient. The communication should be comprehended by both the sender and the receiver, according to this paradigm. Encoder or Sender, Decoder or Receiver, Interpreter, and message are all components of the Schramm communication paradigm. According to this concept, communication is a two-way street, which implies that information travels between the sender and the receiver. When information reaches the recipient, he usually attempts to grasp what the sender is attempting to express. If the recipient is unable to grasp or decode the message delivered by the sender, the entire communication process is rendered useless. The paradigm emphasizes that communication is incomplete until the recipient receives feedback from the receiver.



In this case if Maria and Pedro had continued to talk to each other until the message arrived correctly, we would then have had correct feedback.

2.3 Berlo

However not all communications issues come from lack of feedback. Other come from differences between sender and receiver as people.

David Berlo created the SMCR model of communication in 1960, which consists of four communication elements: Sender, Message, Channel and Receiver. SMCR is a key component of any communication process. The communication model refers to a one-way communication system, so it is a linear communication model. The important thing about this is that it focusses on differences in culture between source and receiver. Where these do not line up, problems can happen.

Berlo's SMCR model of communication has four important elements:

Firstly, the Sender the sender of the message begins the communication process by transmitting information to the recipient, which is referred to as the source. David Berlo defines five source-related factors: communication skills, attitude, knowledge, social systems, and culture. The message is the fundamental material delivered by the source or sender of the communication to the receiver. Berlo proposed five more message-related factors: Content, Elements, Treatment, Structure, and Code. The medium that transports the communication from the source or sender to the recipient is referred to as the channel. Berlo emphasized the five senses as a communication component associated with the channel, which include hearing, seeing, touching, smelling, and tasting. Communication channels include the telephone, television, radio, newspapers, and so on. These five elements are all part of the human communication process. Finally, the R-Receiver is the one who gets the message or information during the communication process. Berlo added to the Receiver the same variables found in the sources, such as communication skills, attitudes, knowledge, social systems, and culture.

I'd like to use this communication form to discuss my own experience at work. I've been in London for less than three years; therefore, my English isn't yet fluent, and my accent isn't particularly excellent. I work at a beauty shop where the most of my clientele are English, so understanding what they are asking me can be difficult at times. As a result of this communication module, I can understand how ineffective and tough communication may be when there is a cultural difference, such as language.



Communication skills	Content (Treatment descriptions)	Hearing (Words in Italian accent)	Communication skills
Attitude	Elements	Seeing (Facial expressions)	Attitude (High expectations)
Knowledge	Treatment	Touching	Knowledge
Social Systems	Structure	Smelling	Social Systems
Culture (Italian language)	Code (English as a second language)	Tasting	Culture (English language)

3.Communication Skills

To speak appropriately with a diverse range of people while maintaining good eye contact, demonstrate a varied vocabulary and tailor your language to your audience, listen effectively, present your ideas appropriately, write clearly and concisely, and work well in a group, communication skills are required.

Verbal Communication

Verbal communication is a form of oral communication in which the message is conveyed by spoken words. The sender conveys his feelings, thoughts, ideas, and opinions through speeches, talks, presentations, and conversations.

Non-Verbal Communication

Nonverbal communication is the technique of expressing meaning without the use of written or spoken words. Nonverbal communication refers to any communication between two or more people that involves the use of facial expressions, hand motions, body language, postures, and gestures.

Listening

The capacity to correctly hear and comprehend signals throughout the communication process is referred to as listening. Listening is essential for all forms of good communication. Messages are often misinterpreted when people lack the capacity to listen attentively. As a result, communication breaks down, and the message's sender may get disappointed or upset.

4. Conclusion

To conclude, my understanding of communication has been informed by discussing different models of communication, and communication skills. These have helped be understand my own workplace communications issues and suggest how I could improve them. I think that communication is important and most importantly the best way to undertake any activity, relationship, study etc. From good communication we can get the right results. Communication is essential in all aspects because it allows us to achieve effective results in all sectors.

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