Module:Effective Team Working and Communication(BMSW4002) Task 2(Group Presentation)

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Introduction

The purpose of this presentation is to discuss:

- Different models and channels of communication
- The types of barriers which obstruct the effective internal and external communication of the organisations
- How effective communication affects the staff and the organisation.

Models of Communication

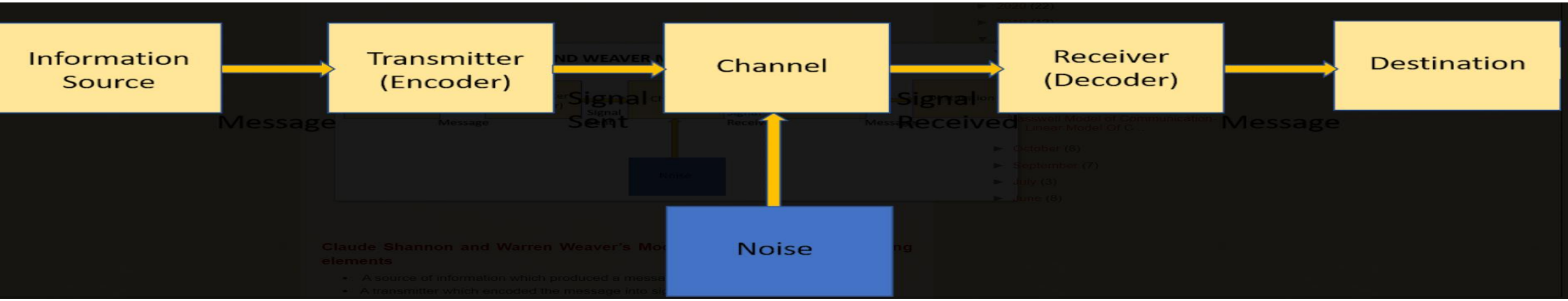
Shanon and Weaver's Model
Of Communication

Berlow's Model of Communication

Schramm's Model of Communication

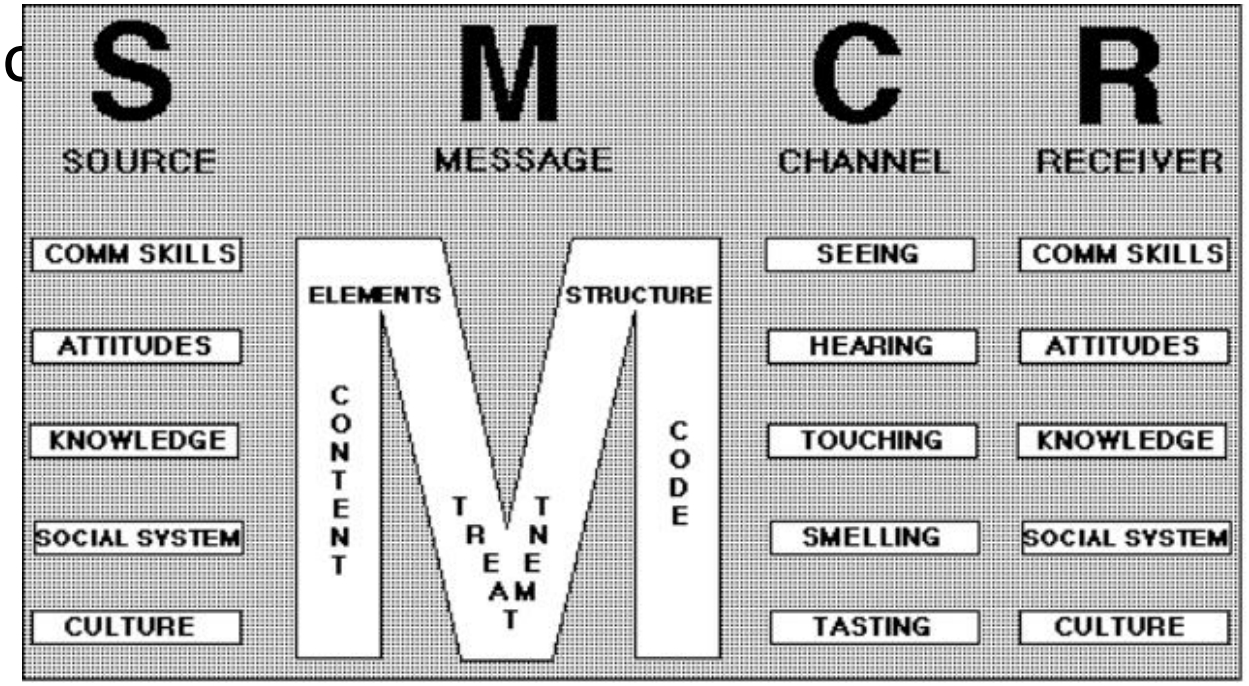
Shanon and Weaver's Model of Communication

Claude Shannon , an American mathematician and Warren Weaver , an American electrical engineer , wrote an article ,"A Mathematical Theory of Communication" in 1948. They proposed the "Shannon and Weaver Model of Communication" in the article . This model of communication includes the idea of communication in a linear order from sender to receiver, as seen below:



Berlo’s Model of Communication

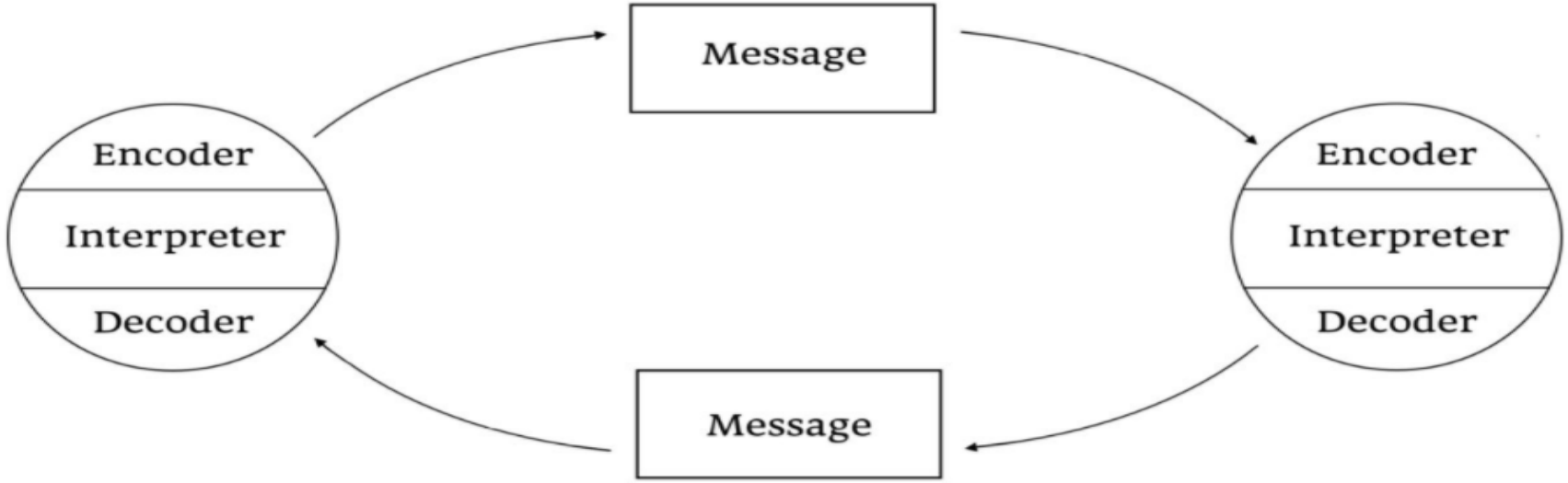
Berlo’s model is quite different from traditional models of communication . Berlo's model is based on the SMCR. This concept is not limited to a single medium of communication. Berlo ’s model focuses on the characteristics of essential elements o



Schramm’s Model of Communication(1954)

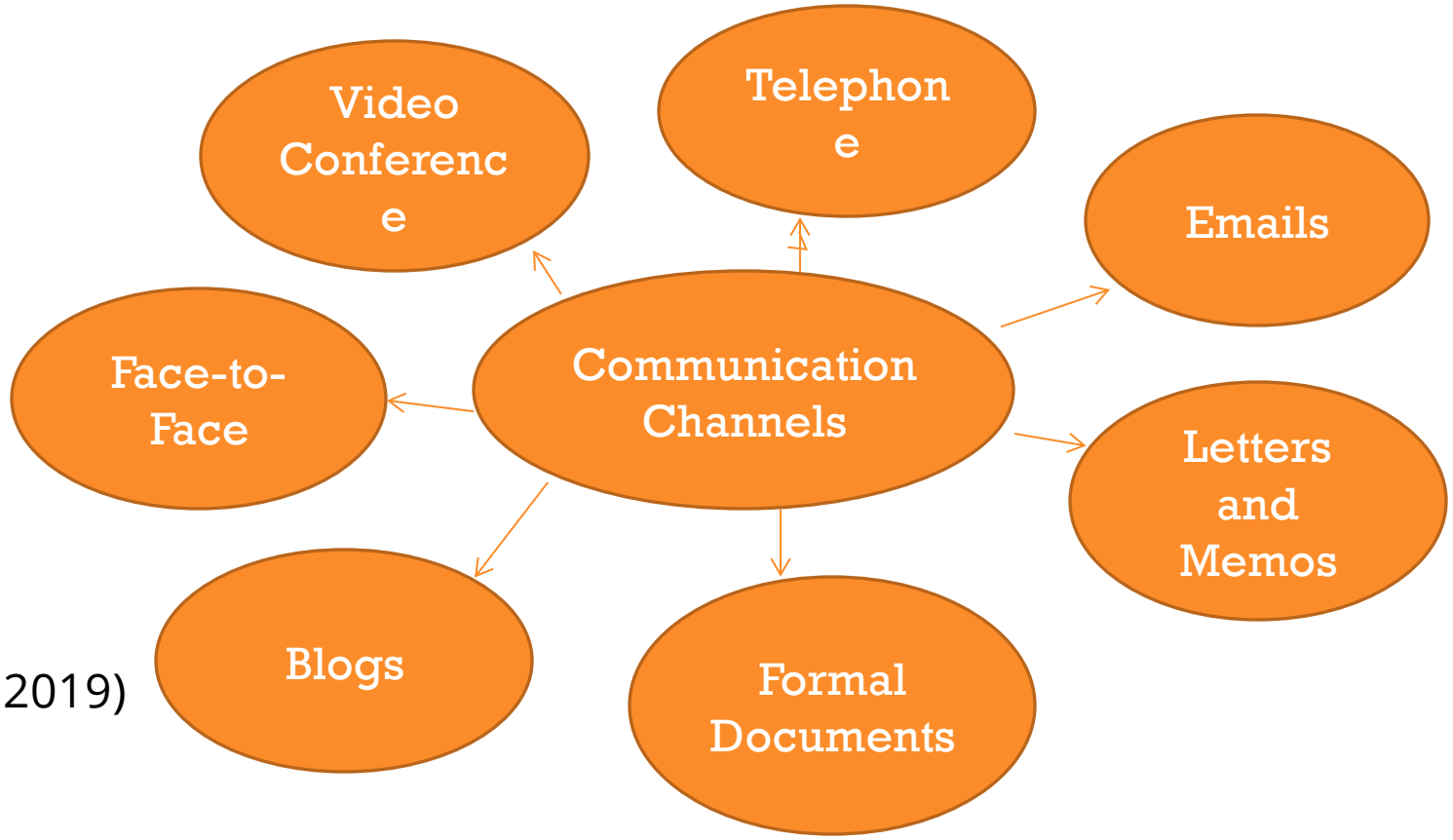
In 1954, Wilber Schramm proposed the communication model, which is based on Shannon and Weaver's concept.

This model follows the traditional way to explain intercommunication. It implies that communication is a two-way street, with the message moving back and forth between sender and recipient.



Channels of Communication

(Communication PNG Image, 2017)


Video Conferenc e
Telephon e
Emails
Face-to-Face
Communication Channels
Letters and Memos
Blogs
Formal Documents

(Bruton, 2019)

Conclusion

For effective internal and external communication, organisations should consider different models and channels of communication with the aim to choose the best one. Organisations should take measures to address the barriers which prevent effective communication of staff and organisation.

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