

Effective Teamwork and Communication

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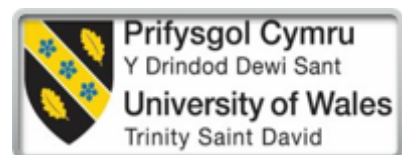


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1.0 Introduction

Teamwork can be enhanced by good communication. Effective communication also provides better collaboration in the workplace regarding the organisational project or task. Business organisations constructively apply communication in the workplace. The implementation of effective communication in enterprises is essential to streamline internal communication. Maintenance of effective communication ensures that the working team and management of the organisation are on the same line and doing the same project. It also enhances the morale of the employee, the productivity of the business, job satisfaction and employee engagement. Communication is the main factor for better cooperation and team collaboration (Marasi, 2019). The presence of effective communication in the workplace helps the organisation to obtain better results for the working teams as well as individuals. Dissatisfaction in a job is considered one of the major barriers to effective workplace communication. Due to poor communication, conflicts may arise in the workplace. This report will discuss different theories and models of communication including the Berlo communication model, Shannon and Weaver communication model and Schramm communication model with the support of two case studies. Different communication skills will be described with the support of three case studies in this report. Some benefits and drawbacks of these communication models will also be discussed here in brief.

2. MODELS of COMMUNICATION

2.1 Shannon and Weaver (1948/49)

This communication model has been identified as a mathematical communication theory that provides an argument that human communication included six major steps that are sender, channel, decoder, encoder, noise and receiver. This model has obtained wide popularity so it is also termed as “mother of all models”. It also can be determined as a linear communication model that gives an analysed framework of received and sent messages.

- **Sender:** A sender can send information in different ways. It may be in written format or verbal through body language, gestures and so on.
- **Encoder:** It is the next step in the Shannon Weaver communication model. The encoder can be determined as the machine that converts the thoughts into signals and sends this to the receiver from the sender (Kubota, 2019).
- **Channel:** This factor of the Shannon-Weaver communication model refers to the infrastructure of communication and it works as a transmitter to the receiver and decoder.
- **Decoder:** The characteristics of a Decoder are just the opposite of encoders. Decoding happens through telephonic communication.

- **Receiver:** This factor can be determined as the end-point of effective communication as well as the technical process of communication (Bylieva, Lobatyuk and Safonova, 2019).
- **Noise:** Noise makes interruption the information at the time of sharing it with the receiver. Two types of noise have been identified in this model such as external and internal.

Case Study – Maria and Pedro and Its Feedback: Considering the given case study of Maria and Pedro, Maria asked Pedro to bring some meat from the market at the time of returning from the office. Maria said this to Pedro over a phone call. Due to the external noises, the phone call was disturbed and Pedro cannot listen to Maria's words properly. After some time, Pedro returned home early because he thought he should help Maria. Pedro helps Maria to ready the food for dinner.

Workplace Experience: In this case study, Pedro has been identified as the receiver of the message and Maria was the sender. Through the telephonic communication between Pedro and Maria, Decoding and Encoding have been performed. Shannon and Weaver's communication model has been clarified with the support of this case study.

2.2 Schramm (1954)

Unlike other models of communication Schramm's model of communication is a cyclical model and considered all essential factors of communication (Kuznar and Yager, 2020). This model was initiated by Osgood who proposed that communication is cyclical rather than a linear model. Later the model was improved by W. Schramm so it is also known as Osgood-Schramm's model of communication. The model suggested that communication follows a two-way path and a message continuously passes between recipient and dealer (Noskova and Kulikova, 2019). This model further believes that communication is only effective when the receiver reacts and responds to the message of the sender and the message is delivered back to the initiator of the message. Thus, the model emphasised role reversal. The important element of the model of this model is

- **Source:** The composer of the message and who sends the content or message to the receiver is known to be the source. They must ensure that the message is precise, relevant and vital.
- **Receiver:** They are the receiver of the message also known to be decoders. For effective communication, it is essential that the receiver clearly understand the source.
- **Message:** It is the basic content of the message and might be audio, text, video, audio or a combination of all.
- **Feedback:** It is a fact that the receiver has clearly understood the core content and can transmit information back to the source.

- **Semantic Noise:** It is the factor that causes an interruption in communication. It disrupts the message and the intended meaning of the content may not be understood by the concerned individual.

Case Study, Maria and Pedro: In the mentioned case study it was noted that the initiator of the message was known to be Maria and it is considered to be the source of the message. Further, Pedro is the recipient of the information or message. Both decoding and encoding were done by Pedro and Meria. However, feedback was also received by Maria although the noise interrupted the communication and miscommunication occurred in this case. Thus, it reflects that Schramm's model of communication was applicable in this case.

Workplace Experience: Similar incident was experienced while working in a multinational company. The manager initiated communication with the worker and due to the noise in the factory, the worker answered wrongly. This is a clear case of the applicability of Schramm's communication model.

2.3 Berlo (1964)

This is one of the important models of communication and takes into consideration the emotional aspect. The model considered and operates on the aspect of SMCR (Hagiu and Bortos, 2021). This model also considered the technical aspects of communication and believes that media or channels play an important part in communication. The message is sent through the newsreader or other sources like newspapers, radio and television. Rather than noise David Berlo believe that miscommunication occurs due to cultural difference, languages and so on. Here the communication may be one way or two way depending on the medium. However, in social media communication, the receiver gets the opportunity to respond to the message and send comments however it demands on the sender whether they will respond or not.

- **Sender:** Originator of the message and the person starting the communication.
- **Message:** Content of the message sent to the receiver.
- **Channel:** Medium of communication may be newspaper, television, radio and other media.
- **Receiver:** The recipient of the message and decoding is done by the receiver of the message.

Case study, 'The Professor and the Village People.

The study reflects a scenario where the villager and professor lived in a village. However, there are huge cultural differences between the villager and the professor. When the bungalow was caught by fire the professor started running toward the villagers for their help and shouted. Although the villager was not able to understand the language and they remained calm. The professor failed to transmit the message due to cultural differences and differences in

language. Due to miscommunication, the bungalow was destroyed. Thus, this scenario suggested the applicability of Berlo's theory of communication.

Workplace Example: In many organisations, it is viewed that due to language and cultural differences miscommunication occurs and this leads to a higher degree of loss to the organisation.

3. COMMUNICATION SKILLS

3.1 Verbal

Verbal communication can be defined as the language that people use both in spoken form and written form. It refers to the utilisation of words that people use through speaking. People can share information with this method (Alharahsheh and Pius, 2021). To remain focused and calm, politeness in time of conversation are the fundamental rules of verbal communication. Verbal communication also required clarity of speaking throughout the conversation. The tone and voice of conversation is the primary rule of verbal conversation. Through the voice tones, people of opposite sides can understand the concept of the conversation clearly. In this process, words also play a key role.

Case study and Feedback

The chapter has given a case study about the conversation between the head chief of the company named Mark and the CEO of the organisation MRS Brown. The case study demonstrated that Mrs Brown demonstrated all the necessary traits for perfect self-bossing. She also increases the likelihood that Mark will be flexible in his work. She behaves in a friendly way to understand her work approach of Mark. However, at some point, she was upset with him due to his lack of productivity and his uncooperative behaviour toward other workers. If I had been in this uncomfortable position, I would have utilised The approaches of Mrs Brown to explain my attitude toward my profession. In addition, Perhaps, I also suggest some measures and strategies for the improvement and development of the organisation.

3.2 Non-Verbal

Non-verbal communication is the exchange of signals or messages through gestures, body language and nonverbal cues such as facial expression, eye contact and so on. It involves the use of mannerisms, touch, physical settings and distances in addition to social indicators. In this process of communication, words are not necessary for communication.

In this case study, dry mouth, and trembling of Marks expresses his fears of his mind regarding the meeting with his boss. The smiling face and handshake of Mrs Brown explain the polite behaviour of his boss.

3.3 Active Listening

Active listening skills in the workplace or any kind of place are the most necessary skills that people need to achieve. Good active listening skills help people to achieve their goals and

increase their efficiency in the workplace. However, due to various reasons, people get distracted from active listening (ROZALENA, 2018). Various reasons such as not paying proper attention, nurturing mobile phones at the time of listening, gossiping with other people and so on are the reasons for not paying attention in the workplace. To prevent these issues, they need to work on this problem because it increases the understanding between the listener and the speaker. The evaluation and the assessment of the workplace are made easier for the employees and the workers by this active communication procedure.

3.4 Empathetic Listening

Empathetic listening can be defined as the deeper comprehension of what is being communicated. It refers to disciplined questioning and listening that enables people to build and improve connections among themselves (Reddrop and Mapunda, 2019). It is a crucial ability for both third parties and disputants since it lets the listener accurately understand the author's purpose and respond accordingly. In the Case study of Max the Multistaker, as Max forgets the accurate information about the party due to his inattentive listening, expresses the importance of empathetic listening in the conversation.

4.0 THE ADVANTAGES and DISADVANTAGES OF COMMUNICATION THEORY

Advantages

- Communication technology provides instantaneous reports and feedback to the responses of enquiry of work demand. It transfers information quickly to the employees and thus the tasks are expected to finish with high resolution (Attaran, Attaran and Kirkland, 2019). Schramms' model of communication takes this concern of telecommunication in his theory.
- Communication through technology has provided opportunities for documentation and archiving of communication that can be retrieved anytime.
- Communication technology has offered modern business communication the easiest way of getting in touch with customers. FAQ link to the apps helps the customers with their doubts and problems 24 hours. Thus, it helps to get competitive advantages over the rivals in the market.

Disadvantages

- Communication through technology can build confusion in the work due to the interruption of noise or any other technological faults (Davronbekov and Matyokubov, 2020). That problem has been addressed in the Shannon and Weaver Model of communication.

- Though communication technology enhances work efficiency, any technology disruption can dampen the whole work procedure and can lead to the issues of deadline stress and many others.
- Communication technology is raising the issues of data breaching and cyber-crimes by stealing the information shared through technological mediums. Thus, Communication technology can cause a great threat to modern business.
- There are fewer chances of feedback and revising the orders through the technology in the work-related issues. This is the crucial limitation of Berlo's model of communication.

5.0 CONCLUSION

Conclusively it can be argued that without implementing communication technology, effective teamwork and collaboration in the work field are quite impossible in these days of globalisation. For addressing different issues in effective collaboration different models of communication have evolved through the ages by the experts. While the linear communication method between sender and the receiver as offered by Shannon and Weaver lacks the scopes of mass communication, Schramm's communication model suggests a cyclical procedure of communication with the importance of feedback and responses to the messages. This report also discusses the significance of verbal as well as non-verbal communication. Non-verbal communication through body gestures, attitude and facial expression contributes undoubtedly to the active listening of the listeners.

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