

Effective teamwork and communications BMSW4002

Models of Communication

Introduction

The purpose of this report is to show the several types of communication and my understanding of them. I will show the importance of using the correct type of communication in a workplace and how poor communication can cause issues and problems within the working environment.

Communication

Communication is the sharing of information or a message between one or multiple individuals. The word 'communication' is derived from the Latin word 'communicare' which translates to, 'to share '. There are many different ways one could communicate but the two major groups of communication are verbal and non-verbal communication. In order to be able to communicate with someone there are three things that are needed. There needs to be a sender, (someone who is trying to communicate a piece of information or a message to another individual). A medium, which would be the form of communication used e.g., verbal or non-verbal communication. Then finally the recipient(s) of the message. The recipient of the information could communicate back to the sender, making it a two-way communication or not, thereby making it a one way. (Entrepreneur Handbook, 2020).

Verbal Communication

Verbal communication is the act of using language to be able to relay a message onto one or a group of individuals. When people hear the term 'verbal' they often assume that it is spoken language, which is not correct.

Verbal communication can be separated in two categories, oral communication, and non-oral communication.

Oral communication is the act of using spoken language to communicate with a person. This type of verbal communication is a big part of the workplace. Having good spoken communication skills is important because it will make it easier for people to understand the message you are telling them. For example, if there was a group brainstorm session task, everyone should be able to have good spoken communication so that their opinions can be shared in the team and they can produce a plan.

This concept may not occur to some individuals, but sign language is a form of non-oral communication. Non-oral communication is when a message is given to individuals using words/sentences but without using spoken language. People who use sign language use their hands specific motions that translate into words, which makes it a form of non-oral communication. Written communication is the most known form of non-oral communication, there many diverse types of written communication. Letters and books are forms of written communication because they both relay a message to whomever is reading them, but with books the individual cannot reply to it thus making it a type of one-way communication. Email is the most popular form of written communication used within the workplace. It is used the most because it is the quickest way to send a written piece of information or a message to an individual. Also, because different people working for a company may not be in the same country, so sending an email is the most convenient way to communicate as sending an email is free and the only thing required is access to the internet. (Lumen Learning,?)

Non-verbal communication

Non-verbal communication is the act of communicating a message to an individual without using language, written or spoken. Just like verbal communication, non-verbal communication can also be separated into two categories. Oral communication and non-oral communication.

Oral non-verbal communication is when an individual uses their mouth to makes sounds/noises but does not use spoken language. An Example of this

would laughing. Laughing would be classified as oral non-verbal communication because in the act of laughing sound is produced. It sends a message to the sender (in this case the joke teller), that the person laughing (the receiver) has understood the message and by laughing they have replied to the original message. This is also a form of two way communication. Crying and coughing are also types of this communication along with many more.

Non-oral non-verbal communication is when an individual uses parts of their body to communicate a message. Hand gestures is a form of this. For example, if a team member is doing an excellent job at a task in the workplace another individual could give them a thumb up to show the team member that they have seen them doing an excellent job, when they are not able to speak to them. Body language is a huge part of this type of communication. When communicating using body language the attitude and / or emotions of a person is shown. Body language is an important part of communication because a person's true feeling will be shown as it is hard to conceal it. Whereas with speech a person can lie. (Lumen Learning, ?)

Barriers in Communication

No matter what type of communication we use if we do not use it effectively it will cause problems for ourselves and others we are trying to communicate with. There are many ways that our communication skills could be compromised and seen as having barriers to effective communication.

Lack of listening to others

To be able to communicate effectively within a workplace, active listening needs to be present. A person who does not listen when engaging in a conversation could make assumptions. They might make assumptions about what an individual might actually be trying to tell them. Also, if one does not listen, they are more likely to miss the important information the individual is trying to share with them. (Drexel University, 2018)

Lack of Honesty and Trust

Trying to have effective communication can become extremely difficult when a person is not being completely honest in the message. An example of this would be, if you were given a piece of information to share with you co-workers and you chose not to tell them the important part but told them everything else. If they were to find out that you had done this, they will become highly doubtful of anything you were to tell them and the trust between you both would be lost. Thus, making the communication between you compromised. This will form barriers in your communication. (Drexel University, 2018)

Language Differences

Different languages in the workplace can cause big barriers in the communication between individuals. For an example a person could be trying to communicate a message to a person who speaks little English. The person trying to tell them a message would have to work extra hard for them to understand. They might have to use a translator or use hand gestures for the individual to understand.

Models of Communication

Shannon and Weaver

The Shannon and Weaver model of communication is known as the 'mother of all models'. This model of communication came around in 1948 when it was published in an article. The model of communication and the article was thought by and written by Claude Elwood Shannon and Warren Weaver. Claude Shannon was an engineer and mathematician, and Warren Weaver was scientist. Shannon and Weaver's model of communication is based on the communication using a technology e.g., Telephone. Their model states there need to be a sender (a person who makes the message, chooses the channel and sends the message). Encoder (a person who uses the machine to convert the message into signals or data). Channel (the medium used to send the message e.g., the phone) Decoder (the machine used to convert the message). And lastly the receiver (the person who receives the message). (Businesstopia,2018)

Conclusion

It is very important to be able to communicate effectively within the workplace. There are many different types of communication that can be used, some better than others. You also must understand that not all types of communication can be used in all situations. Communication plays a big part in everyone's day to day life and once you realise how to communicate effectively, you will find it easy to communicate with almost anyone no matter the situation.

References

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