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Module of communication was very helpful topic for me to start this second semester was confused in the beginning to start the school in this country with different language with different rules.In the first week we disscus what commuication is and how is came the evolution of communication.Our teacher make to as some practise about two story's: ***Maria and Pedroand The Professor and the Village People,We find the problem about where is used the communication wrong.For me was very interesting topic to speak about the most inmortant thing in our daily.I learn to ,much thing and I find to much information about the topic.*****Communication is the transfer (transfer) of information and idom the sender to the recipient in order for the recipient to understand it. Communication finds application in all stages of governance, especially during leadership. It is no exaggeration to say that the function of communication makes the connectivity of organizational activities. Whether it is a family or a business organization, the transfer of information from one person to another is extremely necessary. Communication is the exchange of information between two or more people or groups to achieve mutual understanding.Communication is the process in which information is transferred from one person to another. It essentially represents the transfer (transfer), reception and understanding of data, signals or information. Communication is the process of passing information and its meaning from one source to another, which is preceded by the purpose displayed in the form of a message to be conveyed from one source in a certain direction.The importance of communication.The term communication is quite important and quite complex. Many people have used communication to describe their interactions with other people. Television, radio, and newspapers are transmitted as means of communication, while the telephone and computer are called communication devices. Unfortunately, communication is not given much importance, while it is a complex activity. The way we understand and talk to each other at work is the key determinant of an organization's success.If communication is poor it reduces efficiency and creates resentment, mistrust, cynicism, etc. Communication activities complement the daily work activity of the manager. An analysis of time spent in communication shows that 10% of time is spent in writing, 15% in reading, 35% in conversation and 40% in listening. Knowing how to communicate with other people is very important,Having the ability to make others understand what you intend to say facilitates relationships with them,avoid conflictes,disagreements and misunderstandings.In many cases in life in our daily lives we have noticed that the case of deep and often unresolved conflictes has been a misunderstanding,a word said not in the right place and with the right content,heard or misunderstood.Communication to peple is quite intense and diverse.It is a constant follower of human activity. One of the most important communication factors in daily life is the receiver. also essential as another essential element of interpersonal communication skills and listening skills adequately developed in the participants of the communication process.SHANNON WEAVER MODEL OF COMMUNICATIONShannon-Weaver model of communication was created in 1948 when Claude ElwoodShannon wrote an article A Mathematical Theory of Communication in Bell SystemTechnical Journal with Warren Weaver. This model is specially designed to develop theeffective communication between sender and**

receiver. Also, they find factors which areaffecting the communication process called Noise." The model was first made to improvetechnical communication mainly for telephone communication. Later on, Weaver applied itfor all kinds of communication to develop effective communication. It was also used inengineering academically to calculate transmission through machines and also has a formula.Brief background on Shannon & WeaverCLAUDE SHANNON an American mathematician, electrical engineer, andcryptographer known as "the father of information theory". Shannon is noted for having founded information theory with alandmark paper, A Mathematical Theory of Communication, that hepublished in 1948.WARREN WEAVER an American scientist, mathematician, and scienceadministrator. He is widely recognized as one of the pioneers of machinetra ...The Shannon-Weaver Model (1949) is the best known theoretical model of communication and is an early example of a processing approach, which means it describes what is happening when we communicate, how it happens and what it is affected by (Berry, 2006). Although it is considered a classic, the original design proposed by Shannon and Weaver does not easily demonstrate the transactional/two-way nature of communications (Berry, 2006). However, many updated versions of the model have included additional features, such as feedback as shown above. This model has helped me understand that in the context of public health, a variety of channels, such as mass media or new media, may be used to connect target groups in society with health messages and materials which allow public health interventions and programs to reach and engage intended groups (Schiavo, 2013). Conversely, inappropriate choice of channel may lead to confusion of the message and interference from noise. The 'noise source' included in the model, which disrupts the transmission of the message, has raised my awareness of barriers such as physical. The understanding I have gained will allow me to be a more efficient professional through selecting appropriate channels and eliminating noise, thereby ensuring that my messages are received as intended; and avoid delays or conflict that may be caused by confusion. The Shannon–Weaver model of communication has been called the "mother of all models." Social Scientists use the term to refer to an integrated model of the concepts of information source, message, transmitter, signal, channel, noise, receiver, information destination, probability of error, encoding, decoding, information rate, channel capacity. However, some consider the name to be misleading, asserting that the most significant ideas were developed by Shannon alone. In 1948 Claude Shannon published A Mathematical Theory of Communication article in two parts in the July and October numbers of the Bell System Technical Journal. In this fundamental work he used tools in probability theory, developed by Norbert Wiener, which were in their nascent stages of being applied to communication theory at that time. Shannon developed information entropy as a measure for the uncertainty in a message while essentially inventing what became known as the dominant form of information theory. Elements of the Schramm model of communication include Encoder or Sender , Decoder or Receiver , Interpreter, and message. This model states that communication is a two-way highway, which means that information passes between the sender and receiver . Schramm's model regards communication as a process between an encoder and a decoder . Most importantly, this model accounts for how people interpret the message. Schramm argued that a person's background, experience, and knowledge are factors that impact interpretation. As originally conceived, the model contained five elements— an information source, a transmitter, a channel of transmission, a receiver, and a destination —all arranged in linear order. The Schramm model views communication as a process that takes place between a sender (transmitter) and a receiver : there will be also a message, and a medium through which the message can be transmitted (Schramm, 1948). Berlo's Model of Communication (SMCR Model) - Communication Models Berlo's SMCR Model of Communication was proposed in 1960 by David Berlo and describes the communication process in it's most basic form. It has four communication components in it which are Sender, Message, Channel and Receiver. The

components are affected by various factors and that's how the communication process is done. Encoding and Decoding of message is also done in this type of model. The four components defined are:Sender is the person or the source that sends the message to the receiver. It's the place from which the communication process starts or originates. There are multiple factors which affect the Sender and they are: Communication Skills: One of the most important factor, if the person who sends the message has good communication skills then the message will be communicated better than if the person doesn't have good communication skills. Good communication skills include speaking, presenting, talking, writing, listening skills etc.Attitude: It also plays an important role. If the attitude of the sender towards the environment and to self, audience and receiver is positive then the message will be communicated better. Knowledge: How much knowledge the sender has about the topic of the message he/she is sending also plays an important role. Good knowledge means better content of the message and accurate information. Culture: Differences in culture makes the message being interpreted differently. A person of one culture may not agree with something the person of other culture may agree to. This should be kept in mind. Social Systems: Various social systems like religion, beliefs and it's values influences the way in which the message is communicated by the Sender with the message. Places and different situations also comes under this factor. Message is the second component of Berlo's SMCR model. As the word says itself, Message is the content or piece of information that is being sent to the receiver by the Sender. It can be verbal, written, graphical or recorded as audio, video or other form of media. Message should always be properly communicated to the receiver and in the most accurate way. It also depends on the receiver on how he/she understands the message. Multiple factors influenced by Message are: Code: It's the form in which the message is being communicated or sent. It includes text, video, language, audio, gestures, etc. Generally we take text or audio more often as the code in a message. Structure: It's the way in which the message is structured, or defined or arranged. Properly structured message is more understandable and effective than a poorly structured message. It can also confuse the receiver and hence poor communication will happen and the message will not proper understood. Content: The thing that is in the message is called Content. It is basically the entire message from beginning to the end. Treatment: It's the way in which the message is being sent to the receiver by the sender. If the message is treated nicely, it will have a positive feedback from the receiver as the message is properly conveyed. Elements: Things like gestures, signs, etc. which are non verbal that go along with the content are called Elements. It influences the message and how it is sent. Channel is another important component of Berlo's SMCR model and it is the medium through which the message is sent by the Sender to the Receiver. It's through which the message travels and then is sent to the receiver. Here in SMCR model we take 5 senses of a human being as the channel for communication. Other channel for communication in technical machines are smartphone, telephone, internet, television, etc. but we take five senses of a human being here. They are: Hearing: Message that we get by hearing. This includes when someone talks to us or a lot of people do. Tasting: Message can also be in the form of taste Smelling: We can get message by smelling like if there's something burning around us then can get to know about it by smelling and then taking an action .Touching: Non verbal form of communication is taken here like tapping on the shoulders or holding hands etc. Seeing: Message we get by seeing around us. This includes non verbal messages too like sign languages. Receiver is the person who receives the message that is sent by the Sender in the form of message and transmitted through a channel. The entire process of communication is completed when the receiver receives the message that is being sent. The receiver must have proper listening and understanding skills in order to properly get the conveyed message else the communication will not be effective. Berlo's Model of Communication works in the thinking that both the Sender and Receiver has similar thinking patterns. It does not talk about

any barriers that may cause disruption of the message during the communication process. It is also a linear process and not a two way communication. Feedback is something that is not also talked about in this model of communication. It also depends on the receiver on how he/she decodes the message, as said this model works in thinking that both sender and receiver have similar thinking patterns but in real world it does not happen. These are some of the criticisms this model has got. Berlo's Model of Communication is a communication process in it's simplest form.In the second week the topic was verbal and non-verabl copmunication.We saw many videos which what we say sometimes is not the same like we show in our gestures.Some practise like A Day with the Chief and Multi-tasking Max help me to understand more what about teacher said.I learn to much things in this session and I like to much the topic are very interensting to know more and to learn better. Non-verbal communication makes up the bulk of communication. Some researchers claim that about 65-70% of communication belongs to nonverbal communication. It intertwines with verbal communication; qualifies, completes, and sometimes completely replaces it. Nonverbal communication is information, emotion that is expressed without words and without the help of language. Compared to verbal communication, nonverbal communication is less controllable, but it is more powerful because it carries a lot of emotions and feelings that are often impossible to express in words and sometimes difficult to understand. Studies show that nonverbal communication is often far more valuable than verbal communication. One of the main reasons is that verbal communication is related to the conscious part of the human mind, while nonverbal communication can serve to communicate our attitudes or feelings that come directly from the unconscious. This is why we understand when someone fears us or dislikes us, despite the fact that in words it may mean the opposite. In many cases, our body language can "betray" us by giving others information we would not want to give. For example, at many police stations in the US police officers use body language analysis to judge whether a suspect is telling the truth or not. This type of communication, instead of words, uses facial expressions, posture and gestures, looks, the way we dress, and even elements such as tone or rhythm of voice.Verbal communication is the use of words to convey information. The main tool is speech.There are different purposes in communication: to make a message, to find the answer, express criticism, your opinion, stimulate for action, come to agreement, etc. Depending on them, it is built - orally or in writing. The language system applies. Speech communication has its own types. We have already listed the main ones - this is the speech in all its manifestations, dialogue, monologue. The characteristics of verbal communication are that it accommodates more private communication.Conversation is an exchange of words of thoughts, thoughts, knowledge. Two or more people communicating in a relaxed atmosphere can participate in this process. Conversation is used when any problem is highlighted or any questions are clarified.The interview is slightly different from the formality of the conversation. The topics of the interviews are narrow professional, scientific or public issues.Dispute is a dispute over scientific or socially important topics. This species is also included in the concept of "verbal communication". Communication within the dispute between people is limited.The discussion, on the other hand, is also public, but it is important in it. Different opinions are discussed on a particular question, different views and position are presented. As a result, everyone comes to an opinion and resolves a controversial issue.Disagreement is the opposition of opinions, a kind of verbal struggle to defend his opinion.In the week 3 I learn how to write : -Formal and informal English letter,Writing a Business e-mail.We practice and we send to our teacher letters. Meaning An official letter is a letter, written in the official language, in the prescribed format, for official purposes, Professional communication , Written only in the format described. A letter written in a friendly way to someone you know is called an informal letter, Personal communication, No formats described.In the 4 week I learn how to be commmunication in workplace. Case Study: Barry

and Barriers to Communication.Most of us told our experience in work.For me the communication is the number 1 for the importants that someone should have in their life.Im working in McDonald's for 2 years and this experience has grow me .Because when i came here in uk in the first time my english wasn't perfect and i find myself in very difficulties in my job.I was trying to give my best even sometimes I couldn't explain myself if i didn't make something wrong for examples and this is hard for me.But for now im learnig and who ever came in our restaurant im very friendly and I try to understand all the new people who dont know language I help them and for this im very happy that in this school I learn to much things in the short time.