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EFFECTIVE TEAM WORKING AND COMMUNICATION (BMSW4002_LON)

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INTRODUCTION

There are a lot of things in this world that over the time has been evolving. The way of our lives has been better because of the way we interact with other people and the way we take actions of it.

Many things have been depended of it and helped a lot between understanding each individual. Connecting to each other makes us interact like an infinite chain, it makes the verbally or non-verbally transition effective, and that is all thanks to the process of communication.

Effective communication can help us to achieve our goals and succeed in our career.

COMMUNICATION

Communication is the way to transfer information or a message from one person, place or group to another, is the act of communicating.

It is the process of exchanging information which the sender transmits something to a receiver using a medium, after receiving the message, the receiver will produce a response in a determined context.

The way of exchanging the ideas, thoughts or information that produced mutual understanding between one individual to another transmitted within a medium which can be verbal, oral, nonverbal, media, letter, etc. The process needs a sender and receiver to have a communication. The sender will think about an idea or a topic to transmits the information to a receiver, once the receiver has already got the information, he or she will response to the message back to the sender, transmitting a feedback. (*Maund, Schriek and Tinkler, 2017*).

These are the basic elements:

1. Sender/transmitter /issuer: Is the one who transmits the message like for example, one individual, group of persons or the nature alerting the climate change.
2. Receiver: Is the destination of the information and the one who interpret it like for example the person who received the message can be found in different codes it can be verbal written message, spoken message or drawn message.
3. Message: Is the information that wanted to be transmitted
4. Channel: Is the medium within where the information is transmitted, for example: letters, newspapers, television or mobile phones.
5. Codes: Is the set of signs and rules used in information, for example the language used in the message.
6. Context: Is the existing circumstances in the moment of communication like date, place or time.
7. Feedback: Is the response of the message back to the sender.

IMPORTANCE OF COMMUNICATION.

If you have a good communication, your desired message can be transmitted to the destination successfully. Then if you have a poor communication, the message may arrive at destination, but partially can understand it wrong or not good enough.

Communication skills are very important in workplace, firstly when you have got a job interview, the managers or recruiters will evaluate your communication skills by the way your answer their questions or the way you act and your gestures. There are many persons that struggles to have a conversation or socialize with just other simple person specially to unknown persons, though this can be learned and improve by practising a good communication skill.

IMPORTANCE OF EFFECTIVE COMMUNICATION

Effective communication means that the sender should present the information the best way that can receiver understand, that is how it makes effectively.

Transmitting the information is not enough; it must meet the intention of the issuer to the receiver.

BARRIERS OF COMMUNICATION

Effective communication will be successful if the barriers are overcome. Barriers of communication is the reason why the original message was not received successfully, not completely received or misunderstood, leading to failure of communication.

These are some common barriers: ([Anonymous, 2020](#))

1. **Linguistic barrier:** This barrier is the most found in the communication, because language is the most used when we communicate effectively. So, when other language is used to communicate to the person that does not speak that language, the communication may fail. Different generation can be also two persons can speak the same language but cannot understand some words due to age gap.
2. **Psychological barrier:** Sometimes there are people that mentally or psychologically ill, or they just have fear of talking to somebody else, poor eyesight or hearing difficulties. All this kind of situations or suffering from this sickness can limit the communication.
3. **Emotional barriers:** Confusions, humour or being angry can limit the effectiveness of communication.
4. **Physical barriers:** This can be noticed easily, like for example, the noise when you are talking to someone in the club, the sounds can be the barrier and you might have misunderstood what is the original message of the person the you were talking to, or the sound of the knocking door, or the poor signal of your mobile phone, this can all interfere the communication

5. **Technological barriers:** Some people do not know how to use the computer, and technology is developing fast so some organizations cannot afford to upgrade it.

METHODS OF COMMUNICATION

There are two standard method of communication

VERBAL

Using verbal communication means that the communication was made with a language or words. It can be written, or spoken

-**Written:** It can be letters, memos, report, text messages...

-**Spoken:** It can be a voicemail, video call or phone call

NON-VERBAL COMMUNICATION

Nonverbal communication means, that the communication was not made with any words or languages, referring to use body languages, signs or symbols.

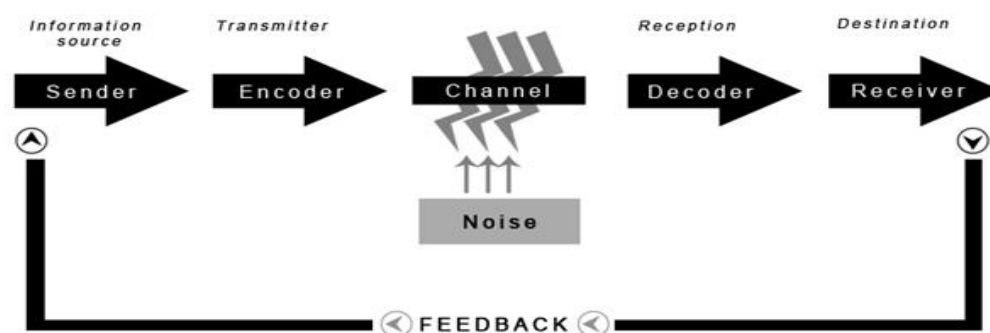
For example; the tone of voice, eye contact, gestures and appearances, or if texting messages using the emoticons is nonverbal as well.

THERORIES OF COMUNICATION

Many theories has been know , but here are the basic ones:

SHANNON -WEAVER MODEL OF COMMUNICATION

In nearly 50s Shannon electrician engineer and mathematician from America. Weaver was a scientist also from America. They decided to write a report that called “A Mathematical Theory of Communication” also named as “Shannon-Weaver model of communication”



SHANNON-WEAVER'S MODEL OF COMMUNICATION

This model says that the communication deals with these concepts:

-Sender : Sender is the one who thinks about the idea, select a medium and transmits the idea.

-Encoder: Encoder is the material used to send the message converted into signals.

-Channel: Is the transportation chosen by the sender to transmit the message.

-Decoder: Is the receiver who translate the message or how it was received

-Receiver:Is the one who has been given the information or where the message should go. The receivers will response the message as a feedback.

-Noise: Noise is the barrier that can disturb leading to a misunderstanding of the message.

In short of explanation of Shannon-Weavers model: Our mind is the one who create the message, the tongue encodes it in a certain language, sending it into a medium which can be the air, the ear can be the listener and mind can be the decoder and receiver.

SHRAMN'S MODEL OF COMMUNICATION

After Shannon waver theory, Wilbur Schramm proposes his model of communication 1954, which is based on Shannon Weavers theory.

He said that the communication needs two persons, which the issuer and receiver encode and decode messages in both ways. So, sender encodes the message sending it within a channel, once the message reaches the receiver, the main fact is to understand what the sender wants to convey.

In conclusion this model says that once the sender transmits the message to the destination, the receiver must understand it the way the issuer wants it to be understood and give him a feedback. Any communication that has not got any feedback means the communication is incomplete and ineffective. ([Juneja, 2015](#))

BERLO'S MODEL OF COMMUNICATION.

David Berlo developed SMCR type of communication from Shannon weaver in 1960.

SMCR means: sender, message, channel, receiver, are the basic components of this communication.

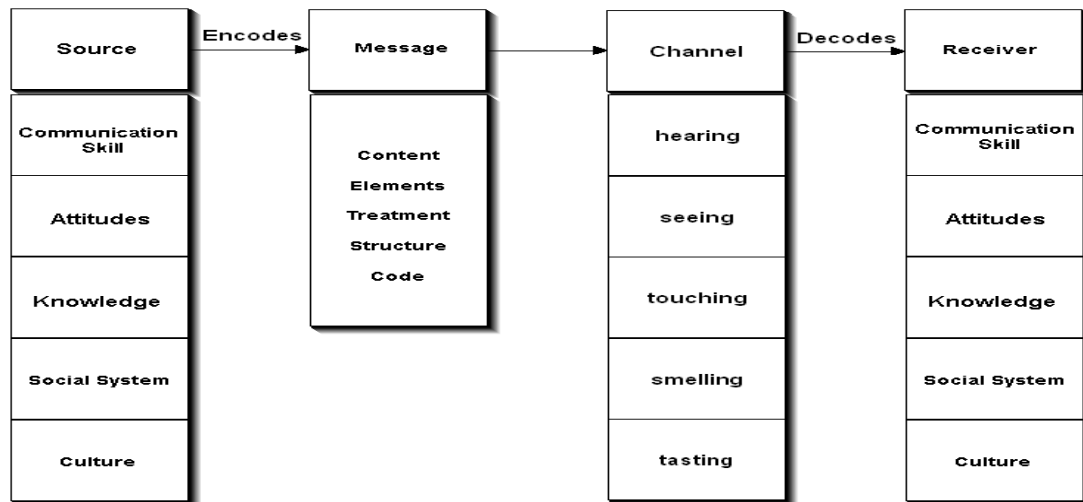
Berlo's model explains that the message came from somewhere which is the sender.

The sender thinks with attitudes, communication skills, knowledge or culture and creates a message. That message has any of this: contents, elements, treatments structure or code. So, the message has to be like a picture, music, words or symbols that can go with the channel, so the receiver can get it.

Then that message will transmit into a channel or medium which can be television, radio, letters or phone, using the sense of human, like hearing, watching, smelling or seeing.

Once the message arrived to the receiver and decode it, like take it out of the code, but that is all it has no feedback, no noise, and needs the people on same level to understand.

Berlo's Model of Communication



A Source encodes a message for a channel to a receiver who decodes the message:
S-M-C-R Model.

MY OWN JUSTIFICATION

In those three-communication theories discussed before, they are all likely to be incomplete, if we put all those three theories together, the communication would be explained completely.

If we compare those three models, Berlo's model is the most completed but, it doesn't really need that both issuer of the message should have the same level, because for example we can actually communicate with our pets by simply touching them, not having the same level of knowledge then.

COMMUNICATION IN MY WORKPLACE

As I stated in this report, communication is very important in workplace. We use different types of communication every day. Just starting the day if we know that we are getting late we make a phone call to our manager or supervisors to tell them that we are going to be late. To start our things to do, they give us our daily rota written by paper, and then we use radio as well so they know our locations every time they need us, they just call us by the radio. Emails and group chat messages are very used daily in my work place, to notify us such payslips, weekly rota, and news from the company owners or human resources departments.

So, identifying it, we use verbal and nonverbal communication, for verbal, we use the radio and telephone by speaking the same language by using this channel: radio, telephone, fax, emails, letters and papers. Non-verbal we use it when do body language like for example when we call the next customer by raising our hand on tills.

CONCLUSION

Effective communication can lead you to a successful career, that is why it is very important to know how to communicate effectively, learning all the facts and knowledge of the case of this study, can avoid the failure of the communication

The reason why we communicate is to understand and listen to each other's idea because mixing attitude, knowledge, culture and experience in life is like showing who is superior or inferior. Then there is one thing for sure is we need to acknowledge both side's ideas and giving them a feedback in or order to achieve effective communication.

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