



UNIVERSITY OF WALES

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Effective Team Work and Communication Assessment 1

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INTRODUCTION

My primary goal is to present to you the "models" of communication, in their historical order of appearance, to show the variability of definitions of "communication". These models, represented by diagrams, are concretizations of theoretical referents. They serve as a guide and orient the analysis of the phenomenon of communication. These models are heavily dependent on the concerns of the researchers who developed them. No role model is bad or good in and of itself. As researchers' concerns are different, it is normal that their study models are different.

Communication, as a process, is inseparable from the universe in which it takes place. Any communicative act is linked to the whole, everything is linked to everything. However, to make reality comprehensible, that is, to make communicative acts comprehensible, theorists have developed several models of communication processes. These were created and aim to understand and study the communicational reality. There are several existing communication models, however in this work four of these models will be addressed, they are linear or information-based models, cybernetic or circular models, mass communication models, and cultural or sociocultural models.

Different models of communication

1-Linear Base Models/ Laswell's model

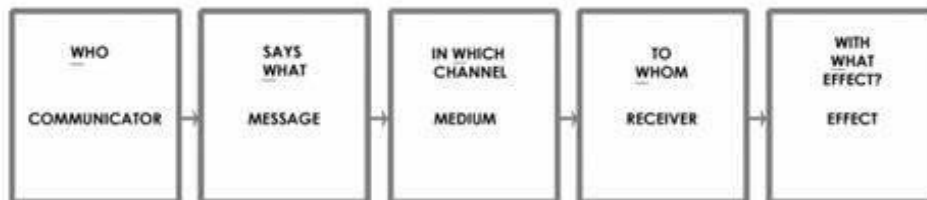
Linear-based models are models that dissociate the functions of sender and receiver and present communication as the transmission of messages between these two points and in a single direction. Several communication models emerged in this field, the most representative being the linear model of Lasswell, Shannon, Weaver and Schramm, and in this work the linear models of Lasswell and Shannon and Weaver will be studied.

Model Reviews

Lasswell's model is a clearly functionalist model, as it atomizes and articulates the phenomenon of communication into various functional, objectified segments, proposing, consequently, various fields of study. Thus, the model deserved several criticisms, especially from theorists who do not see themselves in the functionalist positions. These say, for example, that Lasswell's model is linear, when the communication process is complex, admitting various forms that evade this apparent linearity; that it is a reducing model, as it does not account for several variables, such as feedback; that it is a compartmentalized model, since it segments into different elements what, in reality, is a whole, the communication process; that it is a model that assumes that the effect constitutes an observable or even measurable change that registers in the receiver, when this may not occur; finally, it does not account for the context of the communication process, namely the

history and circumstances of its elements. This model had the inconvenience of having given rise to several important and decisive approaches, but which had no connection between them and prevented the construction of a coherent synthesis of the model, leading to the phenomenon of communication is approached from different angles, such as production, content, media, audience and impact.

Lasswell's Communication Model



2-Shannon and Weavers's model

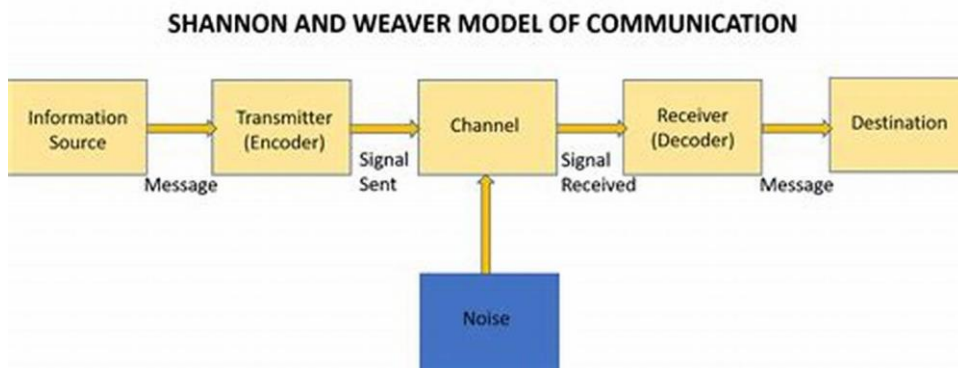
Shannon and Weaver's model can be criticized for its linearity, incompleteness and statism (they did not consider the interaction with the receiver, the role of communication networks, they do not recognize phenomena such as feedback, they neglected the semantic component of messages) However, it represented an advance in the paradigmatic figuration of the communication process. Furthermore, it should not be ignored that its authors sought to exclusively translate the mediated electronic communication process (as happens when using the telephone, a telegraph, etc.)

Shannon was an engineer, Weaver a philosopher. Their main concern was to solve the problems of telegraphic transmission: the signal had to arrive at the level of the target in the state closest to what it was at the level of the source. This signal may be affected or scrambled, or even distorted by a noise phenomenon. Communication is reduced to the transmission of information.

SOURCE - MESSAGE - (noise) - ENCODING - DECODING - MESSAGE - RECIPIENT

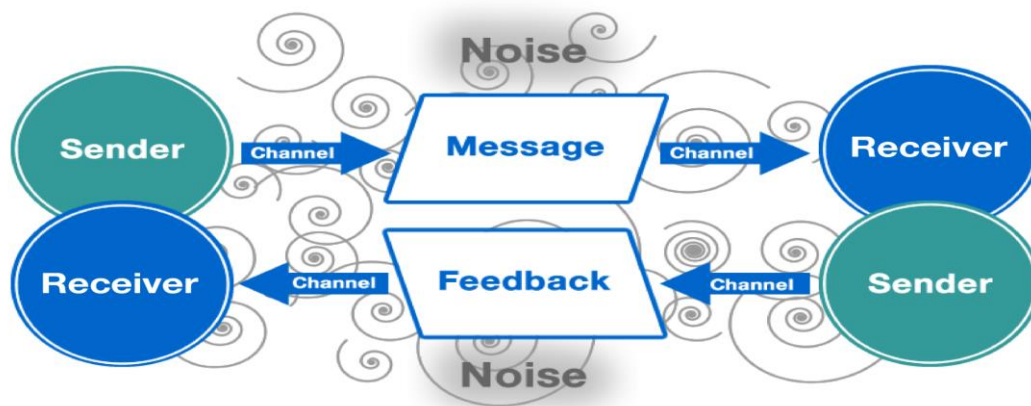
ADVANTAGES: this model will highlight the factors which will disturb the transmission of information (noise).

DISADVANTAGE: it is a simplistic diagram which cannot be applied to all communications situations. It ignores the plurality of receivers. He leaves aside the psychological and sociological elements. There is no feedback loop.



3-Newcomb's model

Theodore Newcomb adds a social and psychological dimension to communication. There is no longer a sender or receiver, but communicators who send or receive in an interaction. Newcomb distinguishes two parameters that influence the social relationship that is necessarily linked to communication: attitude and union. Attitude is the emotional aspect of the relationship; the union is the uniqueness of the relationship. Newcomb emphasizes the balance or imbalance of the social relationship; Balance is achieved when attitudes have the same orientation. For there to be communication, the parties must seek this balance, if it is not achieved, the imbalance should be minimized, or the communication broken off. Newcomb further specifies that relationships are necessarily forged around a common object (theme) and that any communication situation highlights individuals through their attitudes. He will decline his model in eight sub-models, four balanced and four unbalanced.



4-Berlo's model

Communication theorist David K. Berlo has highlighted the importance of the psychological aspect of all communication. Its model is simple, Source - Message - Channel - Receiver, but communication is influenced by external elements at each level of the relationship. Thus, in particular, the knowledge, the social system, the skills and the culture of the sender and the receiver, the way in which the message is processed, its coding, its structure or, from a physical point of view, intervene. the five senses. Berlo presents a model that adapts to

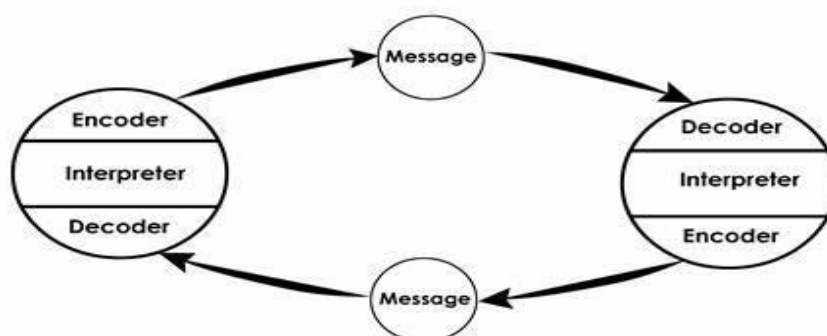
interpersonal and mass communication since he defines the source and the receiver as being able to be a person, a group of people, an organization or an institution. This model is much more successful since it considers the personality of the source and the receiver, their knowledge, their skills, their environment... Berlo also mentions coding as behaviour (gestures, postures...) and what expression other than language (dance, music, art...). He remembers that whatever the coding, he is the one that makes communication simple or complicated ... or that he prevents it.

Berlo's SMCR Model of Communication



5-Schramm's model

Schramm adds a fundamental element to classic communication schemes (source - message - channel - receiver), that of the common field of experience. Indeed, for the encoded message transmitted by the sender to be decoded and understood by the recipient, it is fundamental that there is a common field (often a semantic field) between the two parties. If the fields of experience of source and recipient overlap, then there can be communication, in essence, Schramm.

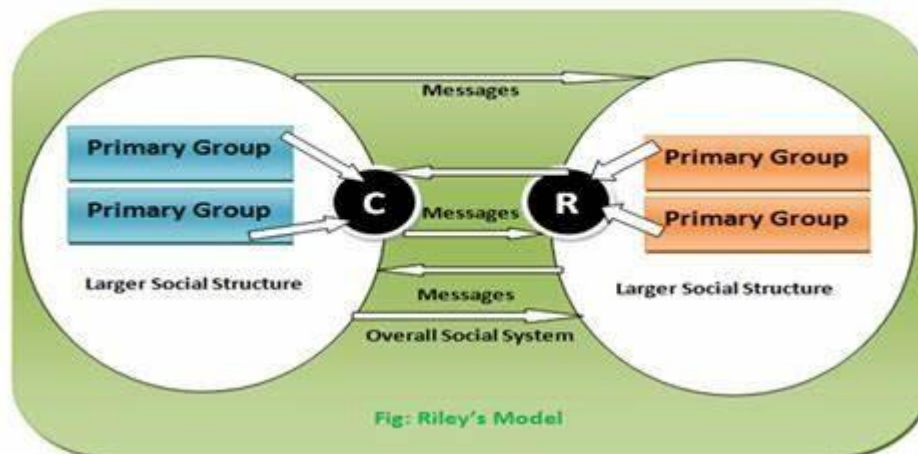


6-Riley's model

Sociologists, John and Matilda Riley include the notion of belonging to social groups within a global social system in the process of communication. Communicators are therefore integrated into primary groups (families, friends, communities, etc.) which themselves take their place in a larger structure (social category, professions, etc.) which ultimately fits into a

global social system (a society). Belonging to these sets (and subsets) directly influences the ways of thinking, seeing and acting and, by corollary, on communication. Belonging to a group or a structure directs communication if only through affinities, hierarchy, values or feelings. Sociological vision of communication, the Riley's Model is the basis of the theories on group communication that it is a question of distinguishing from mass communication.

The Riley's Model



Case study- Samsung

Samsung and Galaxy Note 7

One of the major challenges of crisis communication is also to be able to contain the scandal so that it does not tarnish the reputation of the entire brand. The catastrophic fall in Samsung shares after the Galaxy Note 7 device explosion scandal demonstrates the importance of this parameter. Although the crisis initially seemed under control, the group was subsequently surprised by the turn of events. The devices are banned from flying in planes, Samsung advises users to no longer turn them on or even charge them. In addition, the brand's refusal to cancel pre-orders as well as the lack of communication, especially on social networks, further accentuates the crisis.

To avoid this kind of chain, the seizure must be treated immediately. This makes it possible to reduce it only to the product or sector concerned, avoiding causing irreparable damage to a brand. Samsung is currently trying, with the help of communication actions and advertising spots, to improve its image, but it will certainly have to wait a while to fully regain the confidence of customers and investors.

Poor communication in a workplace

Everyone knows that communication is critical in the business world. To manage a successful team, employees, managers and top executives need to communicate clearly and effectively. To help you with this goal, we will show you real examples of communication failure in companies. In addition to guiding, you to prevent them from happening. Messages are sent and received by the millions every day. Whether companies choose to

communicate or not. Lack of communication conveys a very strong image and even marks the reputation of a business as a whole.

Why is communication vital to the proper functioning of teams and their workplace?

Collaboration and teamwork necessarily go through communication. Without effective communication, no collaboration, no efficiency, no performance ...

Teamwork only works if members of the same team talk to each other, speak to each other (the same language is better) and understand each other. We can say that communication is the glue of professional relationships (even very short relationships).

[Anecdote](#)

My friend as a support carer supervisor had a few anecdotes regarding poor communication minding the fact their workplace used both Laswell's and Shannon and Weaver's model of communication

, as she was appointing employees to patients in need, an old woman with heart problems unfortunately was in need of a carer urgently, so she sent an emergency no reply email which was extremely unreliable as she forgot to add the patient's personal details wherefore the employee couldn't demand for it and the patient was left with serious conditions, consequently this accentuates the poor communication skills and the consequences when majority of employees in the workplace don't comprehend the model/system chosen as for this case there is no feedback loop.

[How it could be improved based on the anecdote?](#)

An intranet: The installation of an intranet has many advantages and helps to facilitate several internal processes in a company. A personalized intranet for targeted communications is the certainty of sending the right information, to the right person and, above all, at the right time. More importantly, everyone in the organization has access to their information from anywhere, which also promotes teleworking which is increasingly appreciated by employees.

Active listening: Involving all members of a team upstream in the development and organization of a project, as well as downstream by taking the time to consider opinions and give personalized feedback allows to establish a climate of trust and facilitate internal exchanges.

A paper trail: Keeping a paper trail helps keep important information in the minds of employees. Taking the automatic step of appointing someone to summarize a meeting or presentation and disseminating these notes to all participants is a good habit to take in the process of improving internal communication.

CONCLUSION

To communicate is to establish a relationship with one or more other parties. But in order to communicate we must be familiar with the different factors that come into play in the communication process. If we have a good perception of them, these factors help us to plan better, to approach better, to analyse better ... in short, to communicate better. There are a good number of diagrams which describe a communication process, it seems to me appropriate to come back to the main ones because its diagrams represent the basis of all communication. From Aristotle ($\pm$ 350 BC) to Riley (1965), communication has been theorized using diagrams; communication models take many forms, from the simplest summary to the sharp mathematical diagram. Even today, many still do not understand the importance of communication, in fact communicating is like breathing you can't help but do it! Communication is the essential element in any exchange, whether professional or private.

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