



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

NAME:	RASHID AHMED
STD/NUM:	2015092
MODULE:	ETW
MODULE CODE:	BMSW4002
LECTURER:	ZEE ZOOK
ASSIGNMENT TITLE	ONE

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1. Introduction

Human communications, from cave paintings to the global cave of social media has been essential in all aspect of life and communication development. These developments have also promoted, through the ages, new channels for the communication process. The importance and value of communication between one individual to another simply being, to convey or transmit information for the purpose of reaching an understanding.

Communication is a set of rules where individuals have a shared understanding depending on that particular situation or event (Quintanilla, Kelly M, 2020)

These communications bringing the global community closer together, through verbal and non-verbal communications, which allows people to express their feelings and ideas.

Good communication skills are developed and not inherited and are essential for information to be conveyed accurately. However, those communications that are poor, almost always result in misunderstandings. Such misunderstandings between individuals who are friends and/or related can be quite easily overcome with the passing of a few hours or days. In contrast, the world of work and business can be cut-throat and may not be as forgiving. Many organisations whose communication structure undervalues its employees' feedback and contributory thoughts and ideas, frequently engender a hostile environment with regards to teamwork and internal as well as external communications (Griffith, 2015).

These problems inevitably form barriers in communication for such organisations, which can be physical depending on the type of work performed. This could be an office environment, where all staff are segregated in their own office spaces or cubicles, limiting direct verbal and non-verbal communication. These barriers can also be emotional or language related, such as the fear of being terminated or the complexities inherent within different dialects/languages, or even the negative or blank body/facial expressions due to employee insecurity. These insecurities perhaps cultivated unintentionally by an organisation but subconsciously developed by employees. This could inevitably lead to disaster for an organisation where communication was lost in translation.

2.Models of communication

2.1 The Aristotle Model (pre 300bc)

This model focuses on the speaker and is divided into five (5) primary elements. SpeakerSpeech-Occasion-Audience-Effect.

This model is non-interactive and is amongst the group of linear models and is perhaps the most accepted model for public speaking. The speaker who is the sender is the active person and is at the centre of attraction, while the listeners are the receivers who are the passive audience. For example, I recently had to lead on a presentation. The first thing I had to do was to put my thoughts into words. Having done so, I now had to focus on how I was going to deliver my part in the group presentation. I had to pay attention to my tone and be clear in what I was saying. I also had to rehearse countless times, not only to build my confidence and impress my target audience. The whole process being simply to impress and influence my audience, for them to give me and my team the highest marks possible.

1. SPEAKER --- RASHID
2. SPEECH --- BENEFITS OF TEAM WORKING
3. OCCASION --- GROUP PRESENTATION
4. AUDIENCE --- LECTURERS
5. EFFECT --- ANTICIPATION OF GOOD MARKS

2.2 Lasswell model

The Lasswell model was developed in 1948 by Harold Lasswell, who was a political scientist and a communication theorist. Again, this model is amongst the linear group of models which are non-interactive. His model tries to understand communication through events by asking five important questions. 1. The Who refers to the source of the message or the sender. 2. What they said refers to the actual content of the message. 3. The Channel refers to the medium in which the message is transmitted. 4. Who they said it to refers to the people or the audience receiving the message and 5. What effect referring to the reaction/outcome or consequences resulting from the message.

- | | |
|--|---------------------------|
| 1. Who created the message? | ---- UK Government |
| 2. What they said | ---- Stay at home be safe |
| 3. The channel they used to convey message | ---- Television/Radio |
| 4. Who they said it to? | ---- All UK residents |
| 5. What effect it had on the receiver | ---- Self isolation |

The model's strength being that it's very clear and can be applied to non-interactive communications such as e-mails and videos. However, being amongst the linear group of models it lacks feedback but is easy to apply.

2.3 SHANNON AND WEAVER MODEL

This model is perhaps the best well known model of communication and sometimes referred to as the “mother of all models”. This was developed and published by Claude Shannon a mathematician and Warren Weaver a scientist in 1948 (Ma, 2015), a year after the previous model (Lasswell) by Harold Lasswell. Again, this model is linear. Shannon and Weaver’s model having been developed a year or so later than the Lasswell model, was more advanced as it highlighted the role of “Noise” into the communication process. This “noise” can disrupt/alter the message at the channel stage between the sender and the receiver. Whilst going through the channel stage, environmental factors such as actual physical noise or medium malfunctions, resulting in the receiver not getting the correct message or no message at all in the communication process. We all have had this experience on many occasions, as you will see from the example below, where I was on my phone speaking to a friend and didn’t realise, we had lost reception and continued to walk and talk. Suddenly he interrupted me saying “I can’t hear you”, which is when I realised, we had lost reception briefly. The strength of this model being the understanding of what goes wrong in the communication process. The feedback although included in a later version of this model has improved it greatly as is essential in the communication process.

1. SENDER ----- RASHID
2. ENCODER ----- MOBILE
3. CHANNEL -----MOBILE NETWORK
4. NOISE -----NO RECEPTION DUE TO DEAD ZONE
5. DECODER ----- MOBILE
6. RECEIVER -----JAMES
7. FEEDBACK -----I CAN’T HEAR YOU

2.4 BERLO MODEL

David Berol's model of communication is, as with the previous models, a linear model.

Developed by him in 1960, where he expanded on the communication process, by including the emotional aspects of a message. (SMCR)

The Source: This being the sender and considering, the senders communication skills, attitudes, knowledge, social system, and the culture of the message recipient.

The Message: In all its content and structure and as with Laswell model, its effect or impact.

The Channel: This being the use of all our senses to communicate, seeing, hearing, touching, smelling, and tasting.

Finally, the receiver decodes the message with understanding. This would not occur if the source and the receiver were fluent but in different languages, in which case the entire message would be of no use.

2.5 SCHRAMM MODEL

In 1954 communication theorist Wilber Schramm, in his book: “The Process and Effect of Mass communications” demonstrated through his model, that communication requires three (3) elements- The Source, the message, and the destination.

Sender
M↓ ↑M
Receiver

M - Stands for message

As you can see above. Schramm’s model is not in the linear group but is interactive and is cyclical, and the sender and receiver can interchange. His model recognises the need for feedback and as such without it, the communication process is incomplete. Just as if you were speaking to somebody for several minutes and then expected a response but didn’t get it. Either the person wasn’t paying any attention and decoding your message or simply wasn’t interested in your communication for various reasons. Hence your communication was incomplete.

3 COMMUNICATIONS

3.1 Verbal and non-verbal

Every act of transmitting information is communication. When we engage with other people, for example on the phone as opposed to face-to-face, it's all about the tone and pitch of the voice as well as the words that are put together verbally to create verbal communication. Face-to-face, on the other hand has more complexities. The obvious being, body language, obvious to many but not to all and including the originator of the communication where their body language can be more elusive (Griffith, 2015) Having overcome a multitude of "Noise", the communication process is only complete upon the receiver understanding the message intended. "Don't talk at me, talk to me!", which applies to one-way verbal communications that are usually heated exchanges of verbal communication. Whilst a person is communicating verbally, they express in most cases either intentionally or un-intentionally nonverbal communications which are equally or perhaps at times more important in some situations, such as expressing feelings. According to Mehrabian (1981) 1. the words we use account for 7%. 2 The tone of our voice accounts for 38%. 3 The body language accounts for the majority at 55%, in which he is often quoted as saying, that the meaning of a message is communicated by the 3 points above. Where would we be or what would we be without emotions.

3.2 Written and visual

The traditional and timeless form of communication is the written word. Which is a visual representation of a language that we all use in all aspects of daily life. From legal documents and agreements/contracts, through to a tweet or an e-mail. The importance of writing clearly with structure and without confusion is to have no misunderstandings. Imagine a legal document, one mistake in the written language can be costly or have serious consequences. I had an idea and expressed it through a visual representation in a short video. This was in order to bring to culture's together in a short film.

3.3 Communication Styles

We all have different styles of communication, and some depending on the situation can shift from one style to another. However, this would depend on how comfortable one is, as well as the type of work and position. According to D

1. The Director: Being the boss leads to cold hard decisions, as goals need to be reached and the need to be in control.
2. The Analyser: They are analytical, problem solvers but slow decisions as they look at the pros and cons, who tend to avoid emotional language.
3. The Socialiser: They like to be at the center of attention, and are team players, nurturing and sensitive.
4. The Relator: They enjoy change, creativity and are adaptable.

From my own experience on the topic of communication I recently had an idea for a new business where I brought a close friend on board. After much communication with him as to how we would start and develop the business, he started making changes to the agreed plan. My poor communication skills, because I did not want to offend my dear friend, meant that the whole business has been put on hold. A possible solution could be the Thomas- Kilman conflict management style approach (1976), where we could apply the Collaborative style. The Collaborative style involves closely working to address the key issues and expectations on both sides and deep thinking about the 'why' of the disagreement and can go into significant inter-personal issues. (Thomas, 1992)

Conclusion

In conclusion, all the aforementioned models of communication have evolved and are continually being developed upon. Some of the models such as Shannon and Weaver's have received much critique in that it is too misleading and too simplistic regarding the nature of human communication. Human communication is much more complex and nuanced.

It is clear that poor communication intentionally or unintentionally can be detrimental to the conveying of messages in order to reach an understanding in a variety of contexts. From my own business example, the importance of clear communication cannot be underestimated especially when the expectations are not clearly expressed.

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