

Module: Effective Team Working and Communication

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Practical Portfolio

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Introduction

Communication skill is considered as one of the most important academic and professional skills in the 21st century. The communication skill will help in the personal and professional development of an individual. In academic life and in professional life this skill enables understanding and conveying the right ideas to any individual or an audience. This report will analyse the understanding of different models of communication and their importance in understanding. Examples of poor communication will be discussed and the ways of improving it will also be discussed in this report.

Models of Communication

Berlo's Model of communication

The Berlo's model of communication is an application of individual speakers to individual listener conversation. This type of communication includes originator, encoding process, the message, channel of communication, decoding process and receiver. These are the factors that influence the communication process between two individuals. Apart from these factors some other factors mentioned by Berlo's model are the skill level of communication, level of understanding, socio-cultural system and the mentality of the speaker and the receiver. According to Ashangiti and Khozium (2021), all the components play a vital role in delivering a successful communication. The speaker needs to have a good communication skill and attitude so that he is able to start the origination of the right information. As per the case study (attached in the Appendix-2) Bruce was not able to communicate well with the management. As per Brelo's model of communication Bruce message was not successfully decoded by the management as the report was having lots of molecular structure, chemical formulas, etc. which were not understood by the management and was rejected. The communication of Bruce was done as per the Brelo's model but Bruce ignored the receiver's decoding capability of the message which resulted in the failure of communication.

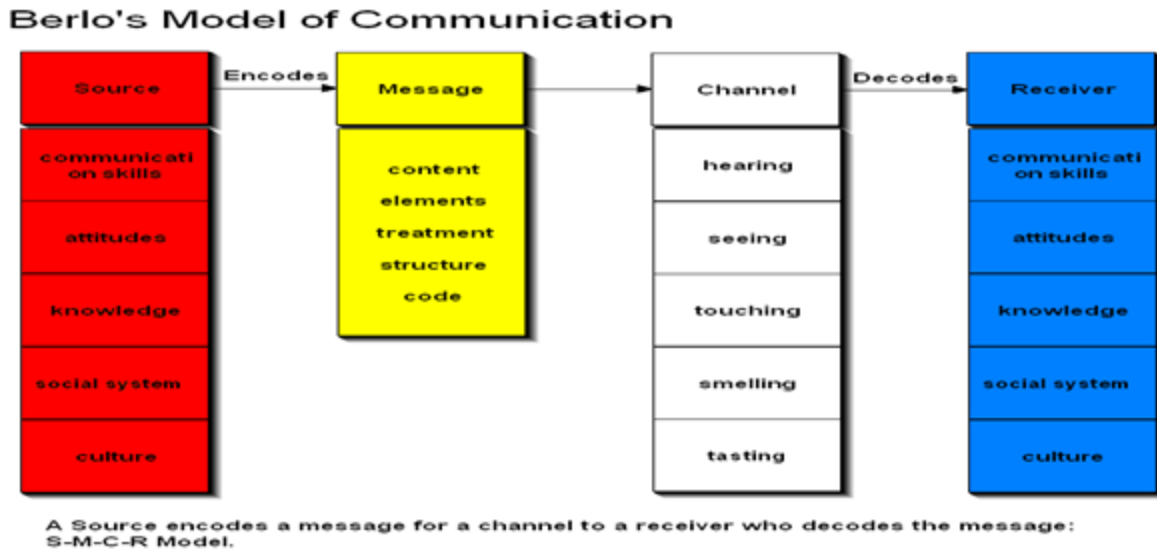


Figure 1: Berlo's Model of Communication

(Source: Najafi *et al.*, (2018))

The Shannon Weaver Model

Shannon Weaver model is a linear model which explains how a message is sent from a speaker and how it can be affected with external noise or pollution and is received by the receiver. According to this model of communication any communication which is transferred through a medium has a possibility of getting affected by noise or external interference. This interference or noise may disrupt the message sent by the sender. The sender needs to have the skill of originating the message which will be in the form of information generated in his mind. The data is the encoded version of the message (Miazga and Krolikowska, 2020).

Channel is the next step in the communication model by Shannon and Weaver. The channel is the mode by which the message moves from the sender to the receiver. It in this channel that the possibility of the message getting affected by noise is possible. For example, if a person is speaking on a telephone then the channel of communication will be wire or optical fibre and a person speaking on a mobile phone will use mobile signal as a medium to transmit the message. Noise is the stage in this communication model which appears along with the medium. The noise affects the message in the medium and may disrupt the message. For example, in case a person is speaking on a mobile phone and the mobile is not getting good signal strength then it can be

said as the medium is affected by noise and the receiver will not be able to hear the voice and this can be said as the message is having a noise.

The decoder is the stage in which the message from the medium is converted into understandable form. In case of a digital communication the encoding of the data is done in the binary forms in 1s and 0s and when it is encoded at the encoder the binary form of the message is decoded in the format which is easily comprehensible by the receiver. Receiver is the last stage in the Shannon Weaver model. The message after getting decoded from the decoder is sent to the receiver who understands the message and comprehends the message.

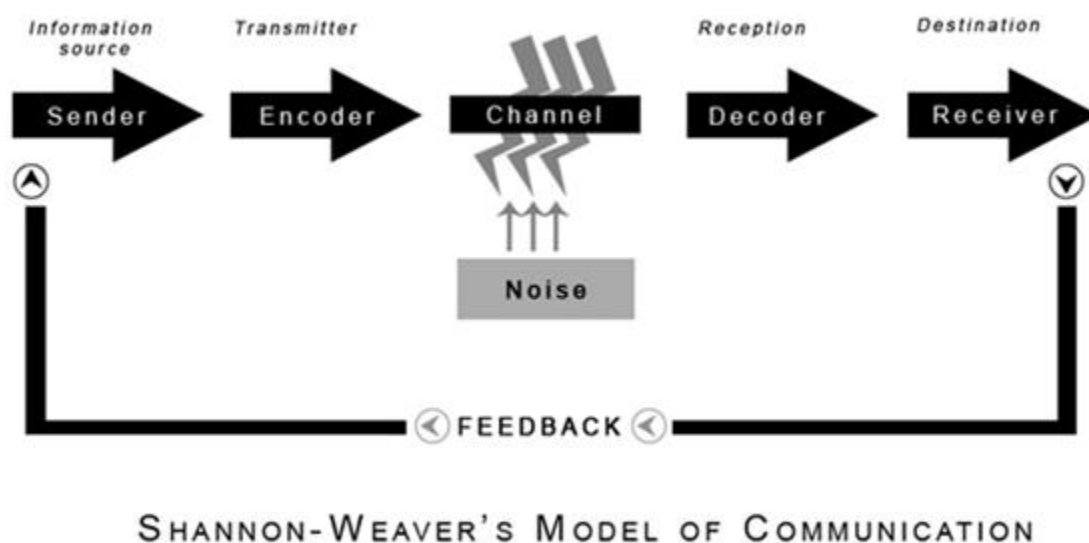


Figure 2: Shannon Weaver's Model of communication

(Source: Miazga and Krolikowska, (2020))

With reference to the case study (attached in Appendix-2) the communication between Bruce and the management was linear. As per the Shannon Weaver model the communication from Bruce started from the speaker and was encoded in a language. While transferring the message the information passed through a medium and then was decoded and received by the receiver who was from the management. In this linear communication the receiver was not able to decode the information as the message had a noise in the form of high technical words and jargons which the management were unaware of. The main idea of the message was mentioned at the end of the report which the receiver did not bother to read. As a result of this the communication failed.

Bruce should have known the technical capability of the receiver and should have encoded the message in a simple form by using simple words rather than using chemical formula and molecular structure. By doing this the receiver could have understood the message earlier.

Schramm's model of communication

As per the Schramm's model of communication the information is considered as useless; it is carefully converted into words either from the sender or from the receiver. In order to keep the message, correct this model stresses the use of encoders, decoders and interpreters in the communication process (Khan *et al.*, 2017). According to this model of communication following are the steps involved in the communication process:

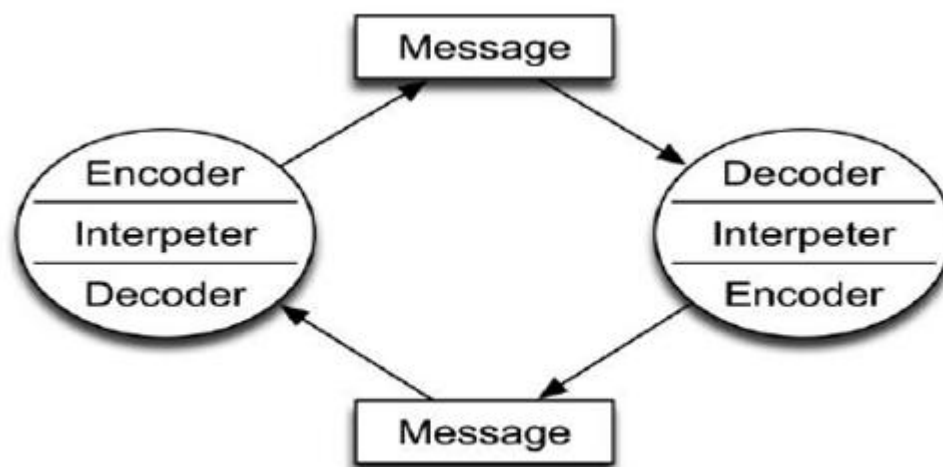


Figure 3: Schramm's model of communication

(Source: Lin and Lin, 2020))

According to this model of communication the sender and receiver act as a receiver and sender respectively. The flow of information as per this model happens when the sender generates a message and encodes it securely and transmits the message. The receiver on the other end first decodes the message and the interpreter interprets the message and converts it to valuable information. To reply the receiver becomes a sender by generating a message, encoding it and sending it to the sender (Lin and Lin, 2020). The sender now becomes the receiver and decodes the message and the interpreter interprets the message as valuable information to the new

receiver. Schramm believed that the communication between two individuals is a bidirectional process in which a sender sends a message to receiver and the receiver then sends message back to the sender.

According to Schramm model of communication Bruce followed the communication model by decoding the message as per his knowledge. However, the message when received by the management was not properly decoded. As the message was not successfully decoded it was not interpreted correctly which resulted in the failure of transfer of message. Since the Schramm model stresses upon the use of encoder, decoder and interpreter the communication from Bruce was failed because his message was not decoded and interpreted.

Communication Skill

Communication skill is amongst the most important skill required in academic and professional life. There are three types of communication:

Verbal communication

Verbal communication is the form of communication in which the speaker transfers the message to the listener in the form of speech or in the form of written. In this type of communication, the content of the message plays an important role as it contains the information. Having a good communication skill means the speaker has used the concise and correct information for the listener and the listener does not have any problem in comprehending the message. A speaker with good communication skill has the strength of using **accurate, brief and clear** message in his communication. Some of the important skills necessary skills required to the communication effective includes clarity, empathy, sincerity, relaxation, etc.

Non-verbal communication

The form of communication discussed above forms the part of verbal communication and there are some other forms of communication which are also available which is called **non-verbal** communication. These are the communications in which there is no exchange of words from mouth, but the information is exchanged using the **body language, sign and signals** (Puertas-Molero *et al.*, 2018). The non-verbal communication plays an important role as it expresses what an individual is not saying or is not able to say. For example, in an interview, although CV and cover letter can explain everything about the candidate, the body language may send the wrong message to the interviewers. For example, crossed arms, frowning face, scruffy clothes, tapping

foot, etc. can send wrong information from a candidate. Even before the start of verbal communication the first impression that an individual makes is done by non-verbal communication. This non-verbal communication through body language and hand movement may create a good first impression which will result in better verbal communication from both sides.

Written communication

Written communication is the mode of communication in which the speaker communicates with the receiver by writing the message. This form of communication plays an important role in the workplace. A good written communication helps in conveying right and correct message to the receiver (Kuznar and Yager, 2020). This helps in reducing conflict, improves relationship and improves team effectiveness. For example, the professional email (as shown in the Appendix 1) clearly shows the lack of written skill. As per the email there are certain words used which are not clear for example the usage of “inst” and “ult” are outdated abbreviation which are generally not understood by many these days. The use of words like “pompous” is also considered as unprofessional which should not be used in any professional communication be it verbal or written.

Examples of poor communication at the workplace

While working in The Chaseley Trust I found that many of my colleagues were not having good communication with patients and with employees. This poor communication from them has resulted in the lack of information transfer from one place to another. Since my work was as a caregiver I had to communicate with employees from different departments and coordination was required in order to fulfil my duties. I had to rely on information from my colleagues for completing my duties which I generally face as they did not communicate well. Some of the reasons which has resulted in the poor communication at my workplace are:

Demotivation: If the employees are demotivated in their work their effort at the workplace is reduced. This results in the poor communication among the colleagues which is the case of The Chaseley Trust where I work.

Lack of guiding force: The leadership of the company is the guiding force and has the responsibility to direct, train and develop their employees. The leadership of The Chaseley Trust

lacked in developing the communication skill among the employees which has resulted in the poor communication at the workplace.

Suggestions for improvement

A development in the communication skill is required so that all the employees of the home can function effectively. Some of the suggestions that may improve the communication are as follows:

- As stated by MacLean *et al.* (2017), training for care home employees to make them understand the importance of communicating well will improve the work efficiency of employees. The training will help all the employees to communicate better within the organisation.
- A team building activity among the employees of care homes will develop collaboration and communication between them (Ok *et al.*, 2020).
- Developing teams which will include employees of the care home will help in developing communication between the care home employees and the service standard of the care home (Arnold and Boggs, 2019)

Conclusion

It can be concluded that communication plays an important role in transferring information from one place to another. Different models of communications were discussed in which it was found that the communication requires sender and receiver and the effectiveness of message transfer depends upon the decoding of the information and the level of noise available in the channel. Non-verbal communication helps in creating a good first expression which will help in breaking the ice while starting the verbal communication. The non-verbal communication also has a great significance during a job interview where the interview panel keeps an eye on the body language of the candidate. An experience of bad communication at my workplace was discussed and some suggestions were presented in the report to develop communication at the workplace.

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Appendices

Appendix 1

An official email

Dear Sir
PACKING AND REMOVAL OF OFFICE FURNITURE AND EQUIPMENT

We are in receipt of your esteemed favour of the 30th ult. and subsequent communication with regard to the estimate you require for the packing and removal of your office furniture, equipment and records from your premises at 123 Main St to your new premises at 456 Rivonia Rd on the 20th inst.

We wish to confirm the arrangement whereby our representative, Mr S Strydom, will call on you at 09:00 hrs on 6th inst. at the above-mentioned address, to make an inspection of the above-mentioned items with a view to estimating the number of packing cases and vehicles we will need to effect the packing and subsequent removal of same.

We trust that the suggested time will suit your convenience. We will then submit our quotation for your consideration and hope that we may be entrusted to undertake the aforementioned work. Our quotation will remain valid for seven days.

The time you suggest for removal, 08:00 on 20th inst., will be entirely convenient provided we receive your timeous response.

We beg to remain

Yours faithfully

W Smith
Removals Manager

Appendix 2

Case study

CASE 1: The promising chemist who buried his results

Bruce, a research chemist for a major petro-chemical company, wrote a dense report about some new compounds he had synthesized in the laboratory from oil-refining by-products. The bulk of the report consisted of tables listing their chemical and physical properties, diagrams of their molecular structure, chemical formulas and computer printouts of toxicity tests. Buried at the end of the report was a casual speculation that one of the compounds might be a particularly effective insecticide.

Seven years later, the same oil company launched a major research program to find more effective but environmentally safe insecticides. After six months of research, someone uncovered Bruce's report and his toxicity tests. A few hours of further testing confirmed that one of Bruce's compounds was the safe, economical insecticide they had been looking for.

Bruce had since left the company, because he felt that the importance of his research was not being appreciated.