



BMSW4002 EFFECTIVE TEAM WORK

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ABSTRACT

The essential part of an organization is effective communication, that increasing employee morale, trust, productivity, performance and commitment in the workplace. Ineffective communication in workplace will increase employee infuriating, reduce efficiency, and overwhelm innovation. Therefore, this assignment will discuss Communication Skills such as verbal, non-verbal, written, and visuals and how these skills are important in the organization. It will also discuss the component of effective communication and their important at the workplace. Furthermore, the Model of communication such as Shannon and Weaver Model, Schramm's Model, and Berlo's Model to the relation to class exercise on Maria and Pedro. Nevertheless, the case study in relation to the component of effective communication as well as the Model of communication.

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Communication

Communication is the means of delivering thought, facts and ideas from individual or group to another for the purpose of creating an understanding. Every communication involves sender and receiver. It can be verbal, non-verbal, written or virtual communication. Communication are basis for individual's and organization's success; therefore, every employer has been focused on effective communication skills as greatest component in assessing job candidates. (Maund, 2017)

Verbal Communication

This is a process of delivering information with other people that involve language, both written and spoken such as using sounds, words, speaking as well as tone and volume. (Soukup, 2019)

Nonverbal Communication

This is a process of delivering information through visual including body language, eye contact, voice tone, body language, and proxemics. Nonverbal communication express emotion, demonstrate interpersonal attitudes, present characters and personality, as well as support and replace verbal communication repeat words. Therefore, this basis on informal communication which is complex and confused too, because it cannot be learned. (Soukup, 2019)

Written Communication

This is as process of transferring information by written words; thus, it depends on the attitude of the individual and the type of grammar, punctuation and style. (Maund, 2017). A good example of written communication is class exercise about writing business email to Mary December to go on a non-verbal communication training course, and class exercise about to write formal email to a customer to tell them that the product that they want is not available at the moment. (Appendix I and II)

Virtual Communication

This is the process of transferring information by using electronic devices or Internet. This process has many advantages including increased productivity and efficiency, allows connection from anywhere and sharing many information with all participants. But there are some obstacles that lead by amplifying dysfunction and communication challenges. However, these obstacles can be overwhelmed by effective leadership. (Maund, 2017)

Important of Communication in workplace

The process of exchanging information and ideas in the workplace is vital to all business goal. This is because the organization can avoid misunderstanding, deliver purpose, form a positive business principle, and creating accountability. Thus, at workplace communication such as oral, listening, and written, described as organisation goals that assist workers to be a dedicated and create workplace that can work together. (Maund, 2017)

How communication can be made effective in a business organization**Active listening**

This is an ability of listener to focus on speaker words by understanding them and committing into the memory, thus, makes the speaker felling comfortable to share more information to them. Therefore, the good listener should use both verbal and non-verbal techniques to show their focus as well as attention. And these described by behaviour such as facing the personal squarely, open posturing, leaning, eye contacting, and stay relaxing. (Maund, 2017)

Avoiding Judgment

Active listener needs to be an open minded and not being judgemental by embracing criticism and prevent instantly resolving problem or giving support. Therefore, as a leader as well as good listener, need to pay attention on new ideas and perspective as a sign of caring and understanding those ideas. (Cleverley-Thompson, 2018)

Demonstrating empathy.

In organization, as a leader is vital to show willingness to understand the employee situation by allowing employee to talk and elaborate their ideas without making judgement or make a decision, that will honour the employee's opinions and skills. There are number of factors such as experiences, culture, personal background and current circumstances that contributes individual to brings perspective to a situation, therefore, as a leader has needed to be easy patient by letting other to talk and describe their ideas. (Maund, 2017)

Reflecting

The leader should reflect the employee's information, perspective, and feelings, that led to build strong relationship and rising the attention, by paraphrasing the information and emotion through summarising and classify the felling, that contain the words used, the tone of voice, or body language of the employee's information or ideas and weightiness the facts. By reflecting

the information, the employee can pay close attention, putting energy to understanding it, and providing clearness. (Maund, 2017)

Sharing and communicating

In organization, employees have a right in participating in conversation by presenting their ideas feelings and suggestion, and disclose any concern. Although, being employee is first about understanding the leader, and then being understood. Therefore, both leader and employee have fully participating in organization discussion to attain organization goal. (Maund, 2017)

Clarification of information

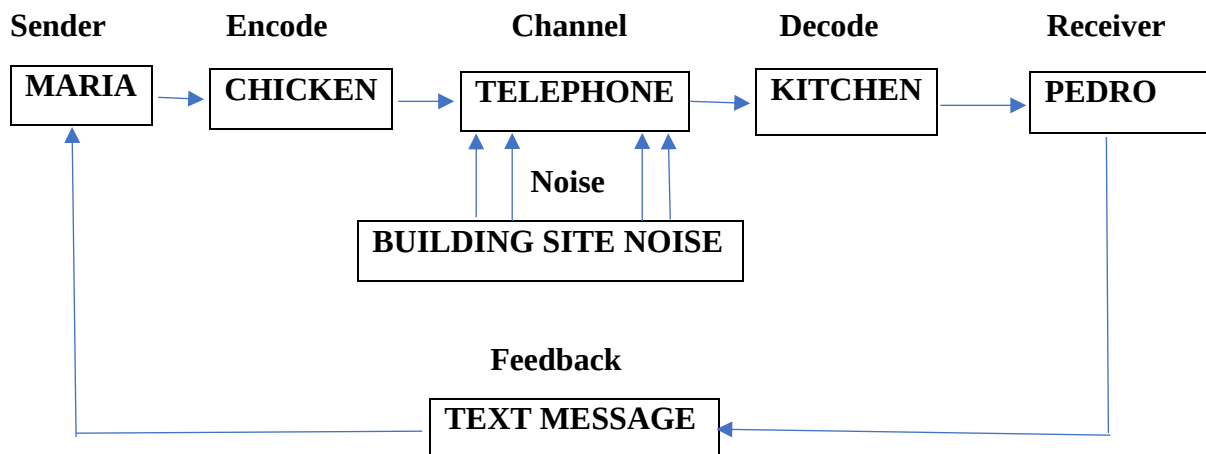
As a leader should settle on matters that unclear or uncertain. This is through open-minded, clarifying, and probing questions. The open-minded questions help to expand ideas, uncover hidden matters, and find underlying assumption. These questions help to empathetic and clear up confusion, define problems, expose gaps in information, and reassure correctness and exactness. Additionally, Probing questions that present new ideas as well as suggestions. These questions offer thought and responses by focus on details and hold an element of challenge. This adopt right decisions and outcomes, and helps to develop problem-solving capacity in others. (Maund, 2017)

Models of Communication

Shannon and Weaver Model of Communication (1948)

This Model is straightforward, that based on sender, encoder, channel, noise, and decoder, and receiver. Whereby a sender converts a message through a channel and then the message is translated by the receiver, and there is no means for immediate feedback. Generally, it found in television, radio, and newspapers as well as telephone. (Lyons, 1977). For example, on class exercise about Maria and Pedro. Maria phoned her husband Pedro, who works on building site, asked him to come back home with a chicken but because of the building site noise he misunderstood the message and heard kitchen instead of chicken, they could use text message to make their communication clear. (Appendix 3)

Shannon and Weaver Model on Maria and Pedro Communication

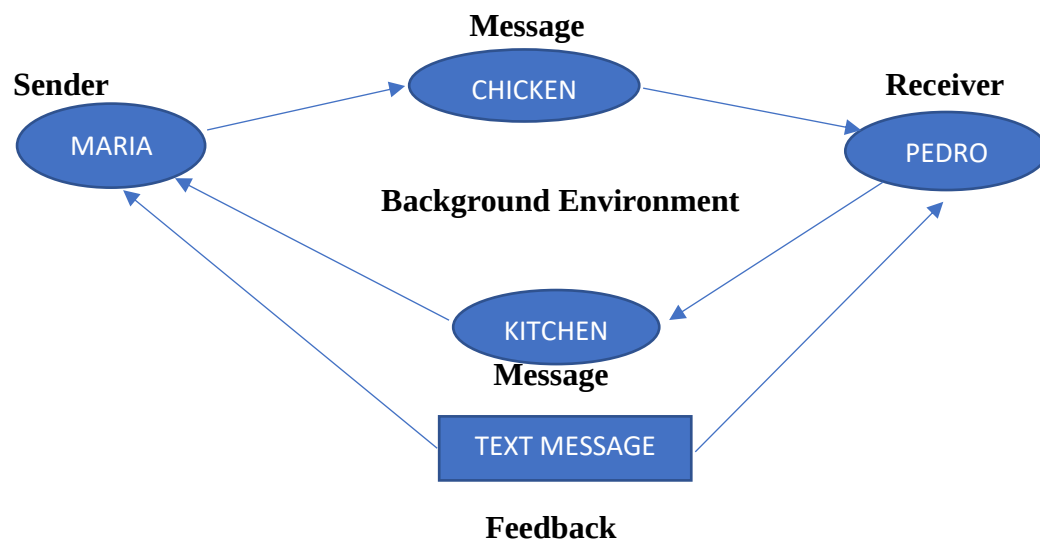


Source: Amina Abdallah Nassor.

Schramm's Model of Communication (1954)

Wilber Schramm formed this model in 1954, and its origins from the Shannon weaver model. In this model, all information should be in words. This model emphasis on feedback, whereby if there is no feedback from the receiver to sender the communication is not completed. Therefore, both the sender and receiver are involving in encoding, interpreting, and decoding the messages. Nevertheless, in this model clarifies communication can be influenced individual's knowledge, experience as well as cultural background. (Marchionini, 2015). For example, class exercise about Maria and Petro, whereby both of them was encoding, interpreting as a well as decoding the message, but Pedro misunderstood the message, and thought Maria said when he come home, she will see her in the kitchen. Even if Pedro could not hear the message properly because of the noise from building environment but they could take effort for the feedback. Because they communicate through telephone, they could be easier for them to use text messages to their messages. (Appendix3)

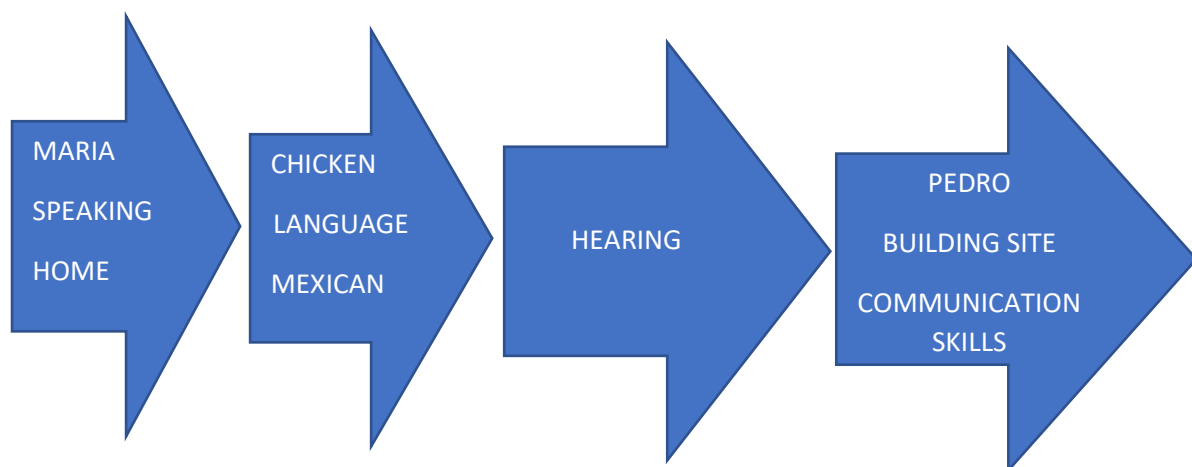
Schramm's Model on Maria and Pedro Communication



Source: Amina Abdallah Nassor

Berlo's Model of Communication (1960)

This model is describing the expressive feature of the message. It works on a basis of SMCR (Source, Message, Chanel Receiver). Source, who originating the information, which influenced by communication skills, culture, social system, knowledge, and attitude. The Message comprises the structure, content, treatment, element, as well as code. The Channel is an organ that idea streams from the sender to the receiver that comprises hearing, seeing touching, testing as well as smelling. The Receiver is the end point of the message. Therefore, for flattening flow and understanding of information, both sender and receiver should be on same platform, social and cultural background, which is sometimes not applicable in the real situation. (Turaga, 2016). For example, Maria and Pedro are not on the same platform, whereby Maria was at home and phone the Pedro who was at building site environment that hard to hear what Maria said because of the surrounding environment. And also, they are seemed as Mexican according to their names and English is not their mother tongue language that was why they fail to differentiate the pronunciations between chicken and kitchen. (Appendix 3)

Berlo's Model on Maria and Pedro Communication

Source: Amina Abdallah Nassor

CASE STUDY

Unfortunately, I don't have any working experience at the moment, but I asked one of my friends who work as social worker, and explains that, effective communication skills are very important to her, because the basis of her work is depend on interaction, which supports her to build effective relationship with her client, thus, the client can feel calm and be able to trust her.

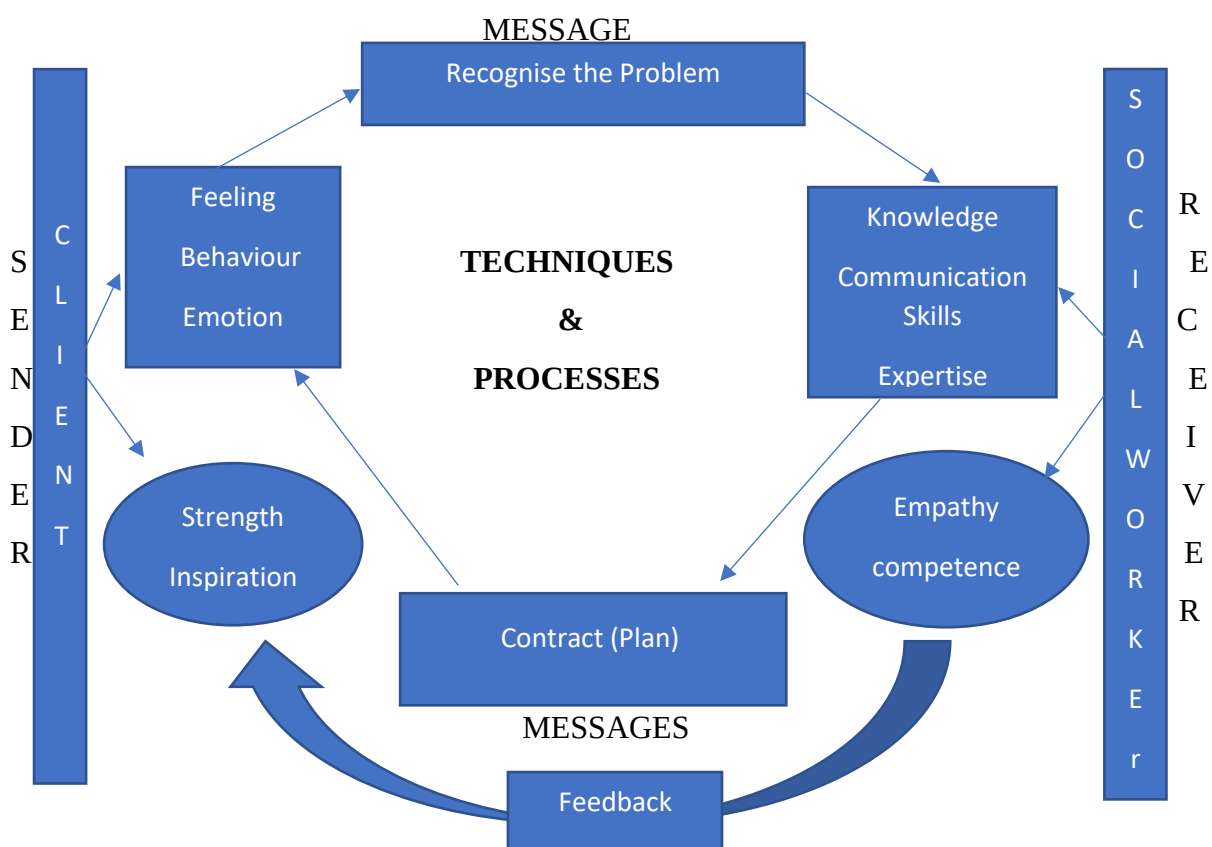
Through interpersonal communication skills, she is able to forms positive relationship with her clients, by letting them to present their concerns or problems, even if they are aggressive to her, and giving them complete attention on what they are saying. After they are finish speaking, without jumping into instant decision or being judgemental, she responds with a relevant thought, that make her likable and approachable.

Also, she is frequently using verbal and nonverbal communication in providing interpersonal help as well as in making interactions within an agency, between agencies, and among professionals. However, in face-to-face interview, the interaction between them are mainly conveying by gestures, voice tone, facial expressions, body language, and movement of the eyes. Therefore, this interview is helping her to observe clients' experience of thought and sensitivity, and displaying empathy and warmth to them by paraphrasing their emotions and messages. this makes clients to feel comfortable and shares more information with her without any hesitation because they feel safe and accepted.

Therefore, the interaction between her and clients is being described by Schramm's Model of Communication. Therefore, the process starts when the client search for help or referred to her, whereby, she is starting by building a positive relationship and trust with client.

She is collecting data from the client through client's verbal and nonverbal behaviour as well as from client's environment. Then, she begins the assessment process, once she finishes collecting data. After the assessment completed, she and her client are deciding to develop effective plan (as a contract). But this plan needs implementation and involvement from both of them. And if there is any change in involvement, she is monitoring the changes by regularly interact in person through other communication forms, such as playing games, with the clients that help her to identify clients' weaknesses and strengths, and motivate them. By doing these, encouraging and assisting the client to make decisions, take action, and to move ahead.

Schramm's Model of Communication on Social worker



Source: Amina Abdallah Nassor

CONCLUSION

Communication skills are vital element for organization success. But the effective communication skills are still the challenge in organization that prevent the organization as well employees to attain their goals. Therefore, effective communication is very important, because it create good working relationship in workplace, which improve morale of employee and helps the managers to accomplish the basic roles of management.

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APPENDICES

Appendix I



Effective Team Working and Communication – Term 1
BMSW4002
In-class exercise 1

Student Name: AMINA ABDALLAH NASSOR Student ID: 1917570
 Time allocated: **1 hour.** Please return your paper to the lecturer upon completion. It will be returned to you at the next session. You will need to include a scanned copy of this exercise in the form of an appendix together with your Task 1 (part of the Assignment for this module).

Ex.1. Read the following brief and write a business email according to the instructions.

You are the Director of Communications at your company and you would like a Supervisor, Mary December, to go on a training course in non-verbal communication because you have observed that her non-verbal skills sometimes send the wrong message.

- Tell Mary why you are writing
- Say what you have observed about her communication skills
- Tell her how you think this course would improve her skills and her relationship with her fellow workers.

Dear Mary,
 I am writing to inform you the Company has booked the Communication Skill training course for you that will be starting on May 2020.
 As a company, we observed that you need some improvement on your communication behaviour among the team as well as around the customers.
 Hopefully this training will improve your body language communication that helps you to send appropriate messages and also will improve your future career.

Yours
 Your Sincerely
 Director of Communication.

Appendix II

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email English

1 Formal or informal?

You are going to write two emails on a similar topic, the first formal/neutral and the second informal.

EMAIL 1

Write to a customer to tell them that the product/service they want is not available at the moment.

Prepare the situation using the questions below. The information can be real or imaginary.

- What is your company's business? What products/services do you offer? *Childcare provider*
- What is the particular product/service that you normally offer, but is not available at the moment? *to drop off and pick up kids from schools.*
- Why? *don't have because don't have enough space in car for all kids.*
- When is it going to be available again? *After 2 months when I will buy big car for both kids.*
- Who is the customer that you are writing to? Why do they need your product/service? *Parents, because they all want to drop & pick up their kids from school.*
- Are you going to promise any action, give additional information, offer help, or simply say that you will tell them when the product/service is available again? *after 2 months*

Now write the email in a formal/neutral style.

When you finish, work with a partner. Check each other's grammar, spelling, punctuation and style. Is everything clear, well-structured and easy to understand?

EMAIL 2

Write to a friend to tell them that you haven't got something they want from you.

Prepare the situation using the questions below. The information can be real or imaginary.

- Who is your friend?
- What item do they want from you?
Ideas: they want to borrow a book that you have; they want you to make a copy of a CD that you have.
- Why are you not able to give them this item at the moment?
Ideas: you have lent the book to someone else; your computer isn't working to copy the CD.
- When can you give them the item?
- Are you going to promise any action, give additional information, offer help, or simply say that you will tell them when you can give them the item?

Now write the email in an informal style.

When you finish, work with a partner. Check each other's grammar, spelling, punctuation and style. Is everything clear, well-structured and easy to understand?

FOLLOW-UP

Exchange emails with a different partner.

Reply to the emails you receive, inventing any information necessary.

This material has been written to accompany *email English*, by Paul Emmerson. ISBN 1405012943
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Appendix III

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MARIA and PEDRO

Pedro works on a building site and Maria is his wife.

One day Maria phoned Pedro.

'Hello, Pedro, when you're coming home, see if you can get me a chicken.'

'Okay,' replied Pedro.

When he got home, Pedro took off his boots and coat and went into the kitchen.

'Maria, where are you?' He said.

'Here – in the sitting room,' she said.

When Pedro went into the sitting room, Maria said, 'Where is the chicken?'

'What Chicken?' Asked Pedro.

The one I asked you to get on your way home.'

Oh, no! I thought you said when I come home I will see you in the kitchen!

Q: Why do you think Pedro misunderstood Maria?

Q: Whose Model of Communication explains this confusion and why?

Q: How could this have been prevented?

Q: Whose Model of Communication explains how it could have been avoided?

① Pedro misunderstood Maria because he didn't listening to her properly and he endup interpret wrong between chicken and kitchen. Maybe because there are some sort of noise on the side.

② Shannon & Weaver Model.

③ It would prevented if both sender and receiver can consider the situation where they are both of them are.

④ Berlo Model is the best communication process that can X prevented the misunderstanding happen. Because they can both consider the situation where both of them are.

✓ ④ Schramm.