

Effective team work and Communication

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Write a report of 2000 words demonstrating your understanding of the models of communication and the communication skills discussed in class, and refer to any case studies done to show how these helped your understanding. Give examples of poor communication in your own or your friend's workplace and suggest how it could be improved by using your findings from published literature (i.e. refer to theory).

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Introduction

In this report I will be covering various areas of teamwork and models of communication, while explain its importance and effectiveness within working environments. With communications there are several methods that can be used in your day to day life such as; verbal, non-verbal, written and listening skills **(explained on 1A)**

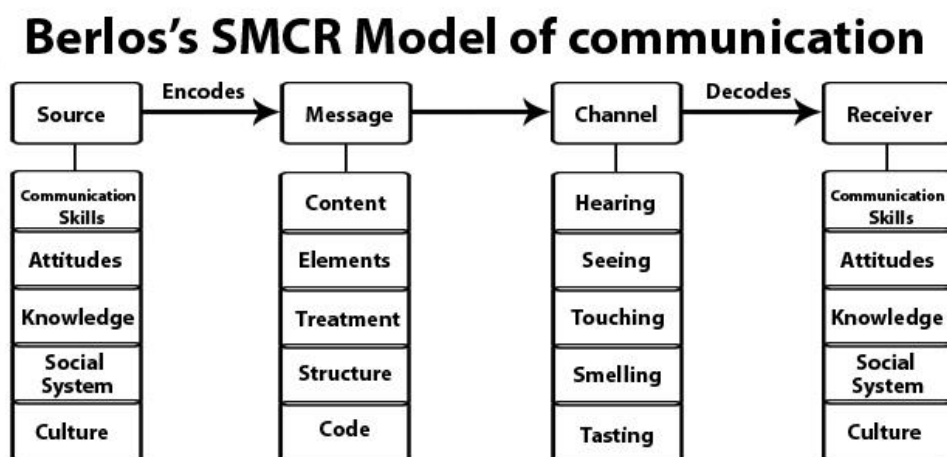
Models of Communication

Model of communication is a pictorial presentation of how a message get send from the communicator to the receiver. This method is very useful because it helps you to identify the communication complexities and helps you to have a flow when communicating. I will be breaking down the three communication models by how they work and what skills and factors are used in the process.

David Berlo 1960

The Berlo model SMCR method has four parts which is the sender, message, channel and receiver and in this four parts there are other elements to it, that completes the communication process. Berlo mentions that communication is pointless without the other elements.

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The sender is the person who starts of the conversation and the one who sends the message to the receiver. As the sender you need to have good communication skills, otherwise the message can misunderstood, which wouldn't make the communication effective.

Attitude is relevant because depending on the senders attitude, it can effect on how the receiver will understand the message and the meaning of the message. Having knowledge on your what your talking about makes the message more efficient. Lastly values, religion and laws creates changes the message completely because of peoples perspectives, beliefs and up brings.

A message is being sent by the sender to the receiver. This could be done through the phone, email, videos and other social media. A message has key factors that are content, element, treatment and code. Element is another way to communicate but non-verbal such as body language, gesture, sign

language. Treatment is how the message is transferred to the receiver and the feedback from the receiver. The structure of the message is necessary because how it's been presented, arranged and set-up. Code is the type of medium that is used to send the message.

Channel in communication means the medium that is used to transfer information from the sender to the receiver. There are many different types of communication channels such as oral which is face to face, video and audio. Then there is written which are emails, blogs, spreadsheets and messaging etc. All these channels can be separated to formal channels that are important documents and information is transmitted correctly, which is normally used in a professional setting. On the other hand there are informal channels which are more relaxing and there are no positions or ranking because anyone can use the channel.

The five human senses are also included in channel communication. Hearing is receiving the message, seeing is understanding both verbal and nonverbal communication by seeing. Touching is nonverbal because it is you physically touching something with your hands. Smelling is collecting information with what you can smell and lastly tasting is also gathering information with what you can taste.

The receiver is the person who listens, observes and receives the message. But both the sender and the receiver have to follow the SMCR steps correctly in order for their communication to flow, nicely. Nevertheless the receiver has good listening skills in order for them to have a full understanding of the message, correctly.

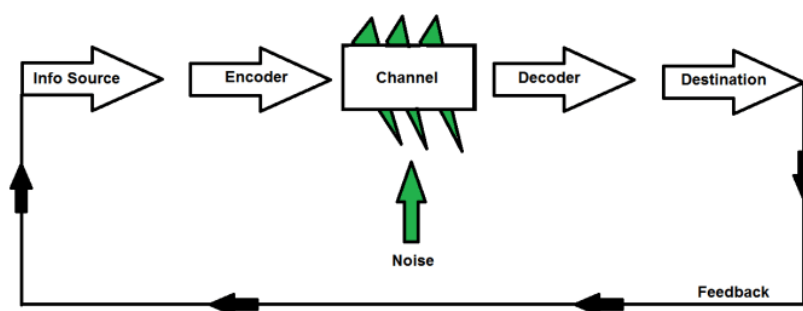
The SMCR model also contains two critical factors, encoding and decoding. Encoding is used before the sender sends the message (creation of a message) and decoding before the receiver receives the message (how they perceived the message).

Berlo's model isn't specifically for one communication and it also doesn't allow you to have feedback or go back and forth with the sender and receiver.

Shannon & Weaver Model 1948

The Shannon and Weaver model is a mathematical theory of communication. It is also another model that was created so that communication can be effective but the only difference with this model compared to Berlo's model, is that they identified a barrier which is "noise".

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The diagram shows how Shannon and Weaver model operates. It first begins with the information source which is also known as the sender, just like Berlo model. Then it has the encoder which is known as transmitter is used by the sender who uses machines such as telephone or radio to transfer message into signal or binary data. Channel is the medium that is used to send the message. Thereafter there is decoder is the receiver, who is the person or the place that receives the message.

and they also give feedback. The noise can come from physical disturbance from the sender all the way to the receiver because of the noise from the medium, environment or people.

Shannon and Weaver model is good for effective communication because it allows you to have a two way communication and it also allows you to express yourself whilst communicating.

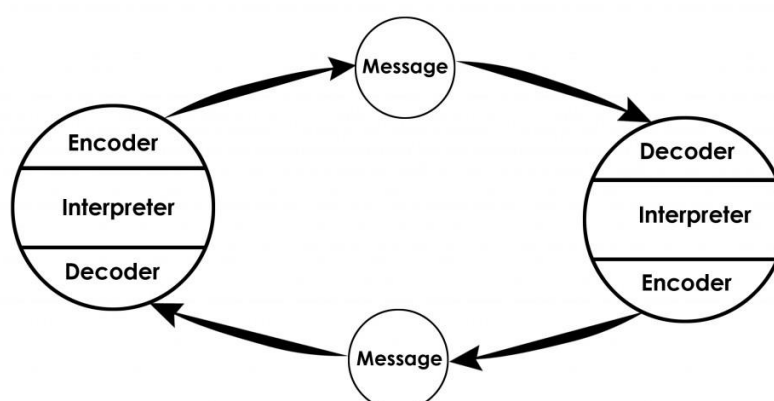
Here is a case study I came across in class:

Max is an event planner who has his own business and has two other jobs giving him a busy schedule. One of his clients, Tamara, who was one of his old clients, when she wanted to hire him for her wedding, now she has contacted again this time to plan a wedding anniversary party for her parents. He agreed to her wishes even though he knows that he's extremely busy and has a fully scheduled with other commitments. He later did ask her if she was able to find someone else to do it for her but she let him know that his price was more affordable for her because of her difficult circumstances of having to pay for her mother's medical bills. Two weeks later, Tamara had a change in plans as she wanted to reschedule the event date one week before the previously planned date, so he rings Max to let him know. The day of the celebration Tamara shows up at the venue but she is shocked to find out that another event is taking place where her parents' anniversary is supposed to be happening and went to confront Max about what had just happened. Max later did apologise to her and let her know he forgot to write the new date down. As a result to the situation, Max attempts to compensate for the mistake he made by making any future event arrangements she may have for a half-price discount price but Tamara refused his offer. Tamara was angry to the point she began getting rude and told him that other people would be aware of the situation.

The Shannon and Weaver communication model was used in this case study as it shows them having a back and forth conversation and this form of communication allows you to receive feedback from the receiver using phones as a channel medium. In my opinion, he could have avoided this by not agreeing in the beginning to plan the anniversary as he had responsibilities to complete and him being so busy he should always write down because in the results of that, he has an upset customer which could probably ruin his reputation. Next time for Max or anyone to avoid the mistake he made could be to text or email (written communication) the information to himself or someone else to keep note and always remember.

Wilber Schramm Model 1954

Schramm's model is a very straightforward, basic method as it only requires two people, but both the sender and the receiver is the same person when using this method. Schramm believes that coding and decoding is the best way to communicate and that without receiving feedback, it is pointless. As the Schramm model has feedback, there's a continuous cycle.



Model similarities and differences

All of the models have similarities when it comes to encoding and decoding but Berlo and Schramm believe that it's a good method to use whilst communicating. Shannon and Weaver and Schramm model have a two way conversation, whilst Berlo model is a one way conversation. They also have feedback in their model but for Shannon and Weaver model feedback is not as important than the actual message by the sender. Both of Berlo and Schramm model not have any barriers when communication, on the other hand the Shannon and Weaver model does. The differences is that Berlo's model is to be used for people who are on the same level of communication as for Shannon and Weaver model, is more for interpersonal communication than a group communication.

Communication skills

Communication is a very important skill to have because you want to make sure that the information that your trying to deliver is understood and there are many ways that your can communicate. You can communicate verbally, nonverbally, visually and written.

Verbal communication is when we share information with people around us daily by speech and writing and its more effective when including nonverbal communication and listening. Nonverbal communication is giving information but no using words or writing but instead body language such as tone, eye contact, facial expressions, posture, gesture etc. Body language is useful when communicating because it shows that your involved and engaging in the conversation. 4)body language accounts for 55% of communication, while tone is 38%, and words amount to a paltry 7%. Eye contact shows that your confident, concentrating to what they are saying and because it makes them comfortable to keep talking.

(1A)There are two different types of listening, there is active listening and effective listening. Effective listening is a good skill to have because you are able to grasp important information and have a full understand of the conversation so you would know how to answer back. Active listening is when you listen without cutting them off or judging and paying attention to the nonverbal communication.

Written communication is communicating with words such as emails, books, texting etc which makes it accurate to avoid mistakes and having misunderstandings.

Its essential that a person has great communication skills as it comes very handy when working in a team, within my own experience I have noticed how efficient when giving direct eye contact to someone I am conversating with. Within my conclusion I realised that I was missing out on key skills for instance body posture and communication barriers that could affect my delivery. I used to work in hospitality where I had to work with people from different ethnicity, which bought a lot of language which caused a lot of conflicted when making decisions situation where I had to compromise my own opinion and view with other people.

Conclusion

As I end this report on **Effective communication**, I would like conclude by explaining that communication models are created so that workplaces have a great interacting system in place. To summarise my point here are the different types of models such as; one-way communication which is used for educating, persuading and commanding. Another is Transactional model where two or more people interacting together verbally or non-verbally (sign language or written) which makes it a two-way method of communication. Listening isn't a form of communication but it plays a role when having verbal engagements with others, so that you can return the right response back to the person you're speaking too.

Lastly, one communication method which is highly used in modern times with new-age technological advancements is interaction made with peers through the internet. By exchanging information through speaking (word-of-mouth) and written are the obvious medium of exchange, however one communication form which is very noticeable especially when heading to public highstreets are advertisements being displayed on billboards, public transports, magazines, newspaper and news outlets.

Reference

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- 2) Beyer, G., 2021. *The Shannon-Weaver Model* - GarthBox. [online] GarthBox. Available at: <http://garthbox.com/the-shannon-weaver-model/>
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