

**Student Name: Adina Georgiana Bidir**

**Student Number: 1908325**

**Lecturer Name: Benedict Maher**

**Module Name: Effective Team Working and Communication**

**Module Code: BMSW4002**

## **Contents**

|                                               |           |
|-----------------------------------------------|-----------|
| <b>Introduction .....</b>                     | <b>2</b>  |
| <b>Verbal .....</b>                           | <b>3</b>  |
| <b>Non-verbal communication. ....</b>         | <b>3</b>  |
| <b>Written Communication .....</b>            | <b>4</b>  |
| <b>Visual Communication .....</b>             | <b>4</b>  |
| <b>Shannon-Weaver.....</b>                    | <b>5</b>  |
| <b>Berlo's Model Communication .....</b>      | <b>7</b>  |
| <b>Schramm's Model of Communication .....</b> | <b>8</b>  |
| <b>Conclusion .....</b>                       | <b>9</b>  |
| <b>References .....</b>                       | <b>11</b> |

## **Introduction**

Communication is the process of sending and receiving the message by verbal or non-verbal, oral or written and communication by signs. Communication is the process by which two or more persons can come into contact. Moreover, correspondence is said to be "the creation and trade of importance". The communication appears in each situation, in a certain context, which is different from the other. There are several types of communication I will write about in this assessment.

The various messages that you can send can be sent in several ways. Communication has several ways in which we can communicate, some may even be unintentional, given the tone of our voice that describes the emotional state, but some gestures are made while transmitting a message. I have learned about three types of communication during my classes which are:

- Verbal
- Non-verbal
- Written

**Verbal** correspondence is one of the most widely recognized methods for correspondence between at least two individuals. If working in a team, opinions and contradictions will always be verbal. Given that I work in a cafe, as a manager, always interacting with clients and my supervisors, most of the time I am using the verbal way of transmitting a message. Being every day around people, I always need to be sure that my verbal communication it is understood by the receiver. Having good communication helped me in my personal and professional life. Knowing this way of transmitting messages, I became a good employee, getting to share with colleagues the responsibilities they must do.

**Non-verbal communication** is the act where people do not need to use languages. This is alluding to signals, outward appearances, way of talking, eye to eye association (or lack in that division), non-verbal correspondence. As verbal messages are being imparted, a similarly significant procedure of correspondence is occurring on a nonverbal level. Nonverbal prompts from a speaker, for example, grinning, eye to eye connection or uneasiness assist audience members with interpreting the importance behind the words an individual is utilizing to convey a message. Audience members see these messages intuitively and regularly make some troublesome memories articulating why they landed at certain comprehension of an individual's message (Maund, Schriek and Tinkler, 2017).

**Facial expression:** The human face is extremely expressive, prepared to pass on unlimited emotions without saying a word. Outward appearances are general, for euphoria, feel sorry for, shock, stun, fear, and sicken are the proportional across over social orders.

**Body development and stance:** Our vision of co-workers is influenced by what the body's movements convey, how it handles the hands, how it makes the visual contact.

**Gestures:** is the most common in everyday life. In the most common cases, most people express themselves by gesturing their hands when they argue or when they talk, coded. Usually many express themselves through this without thinking about the repercussions.

Eye contact: Since the visual sense is winning for by far most, eye to eye association is an especially huge sort of nonverbal correspondence. The way you see someone can grant various things, including interest, warmth, opposing vibe, or interest. Eye to eye association is furthermore noteworthy in keeping up the movement of discourse and for estimating the other person's bit of leeway and response.

In my class, the understanding of nonverbal communication has been explained well enough to know how to control our body movement, hand gestures and eye contact with colleagues at work or whenever we have to attend an interview. This helped me a lot during my shift with my colleagues, even though we are working in a coffee shop where is full of noises. Also knowing that nonverbal communication it is used often in our environment, we do not even say to each other as we already know by our eye contact and hand gestures.

### **Written Communication**

Written communication means when you send a written message. The sender sends the written message, expressing his thoughts and states and the recipient must understand the message received. This communication is important in most jobs, because it is done in a very easy way. When I have problems at work, it is very easy for me to write a formal email to my supervisors explaining the problem because I am sure they will receive it without any problem. The teacher taught us how to express ourselves through written communication, which is a very good thing for us as students. She gave us an exercise to do in class, which consisted of writing an email for a potential future employee. She explained to us very clearly and eloquently how to write and send a formal email.

### **Visual Communication**

Visual correspondence will be correspondence through visual guide and is depicted as the vehicle of considerations and information in structures that can be scrutinized or saw. Visual correspondence to a constrained degree or whole relies upon vision, and is basically given or conveyed two dimensional pictures, it joins: signs, typography, drawing, visual computerization, portrayal, concealing and electronic resources. It is like manner examines the likelihood

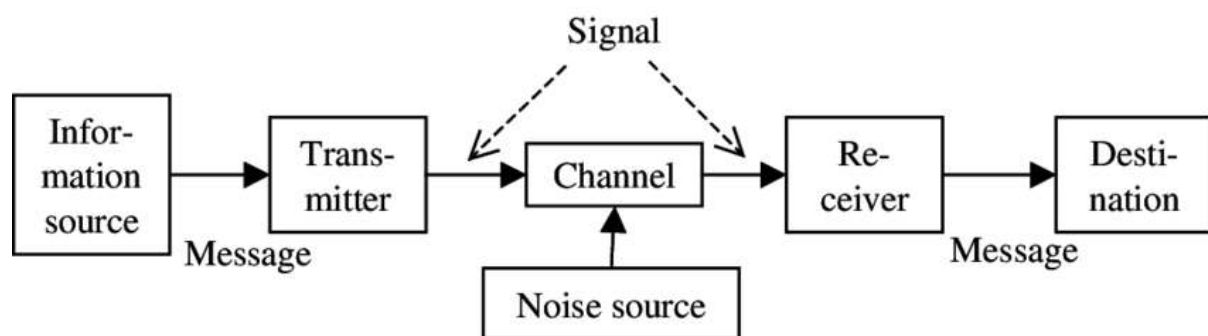
that a visual message going with content has an increasingly noticeable ability to prompt, educate, or persuade an individual or group. Most of the time in my workplace I do use visual communication as sometimes, because of the noises there is no way to understand each and this can confuse us.

Doing our in-class exercise, our lecturer teaches us the model of the communication. The three of models are:

- Shannon-Weaver
- Berlo's
- Schramm's

### Shannon-Weaver

The Shannon and Weaver model is a straight model of correspondence that gives a structure to separating how messages are sent and got. It is generally well known for its ability to explain how messages can be worked up and confounded in the process among sending and tolerating the message.



### **SENDER**

First, there must to be a sender. After that, the sender must to choose the message which he wants to send it, then they choose the person to send the message and at the end the channel how they will send it.

### **ENCODER**

The encoder is the individual that changes over the idea into signals that can be sent from the sender to the gatherer. The Shannon model was organized at first to explain correspondence through strategies, for instance, telephone and PCs which encode our words using codes like twofold digits or radio waves.

In any case, the encoder can likewise be an individual that transforms a thought into verbally expressed words, composed words, or gesture-based communication to impart a plan to somebody.

## **CHANNEL**

It is the “process” who receive the information from the sender with the help of encoder and decoder.

## **NOISE**

Commotion interferes with a message while it is headed from the sender to the recipient. It is named after the possibility that 'clamour' could interfere with our comprehension of a message. There are two sorts of clamour: inner and outer. Inside commotion happens when a sender commits an error encoding a message or a beneficiary commits an error deciphering the message. External clamour happens when something outer (not in the control of the sender or recipient) hinders the message. In this way, outer clamour occurs at the purpose of transmission through the channel.

## **DECODER**

Deciphering is the definite inverse of encoding. Shannon and Weaver made this model in reference to correspondence that occurs through gadgets like phones. In this way, in this model, there ordinarily should be a gadget that unravels a message from paired digits or waves over into an arrangement that can be comprehended by the collector.

## **RECEIVER**

The collector is the end-purpose of Shannon and Weaver's unique straight system. This is where the individual at long last gets the message, or what's left of it subsequent to representing clamor.

## **FEEDBACK**

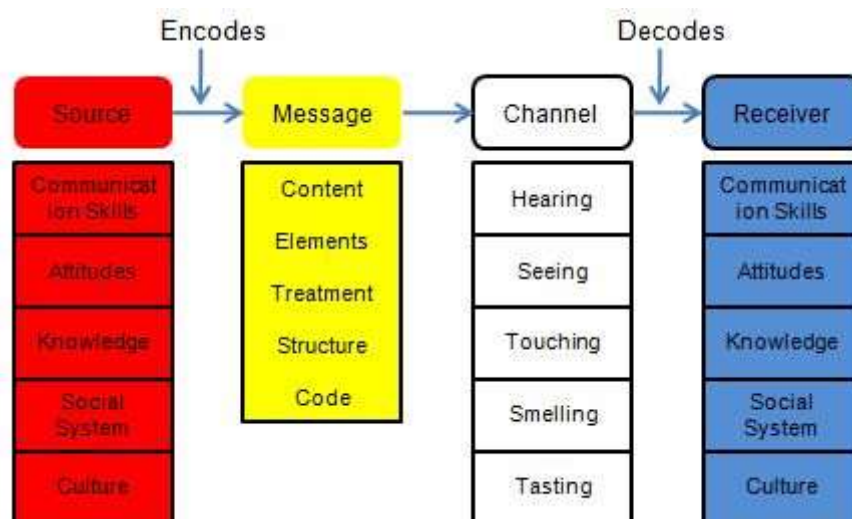
Feedback happens when the beneficiary of the message reacts to the sender to close the correspondence circle. They may react to tell the sender they got the message or to show the sender:

- Regardless of whether they got the message plainly without commotion
- How well they comprehend the message

## Berlo's Model

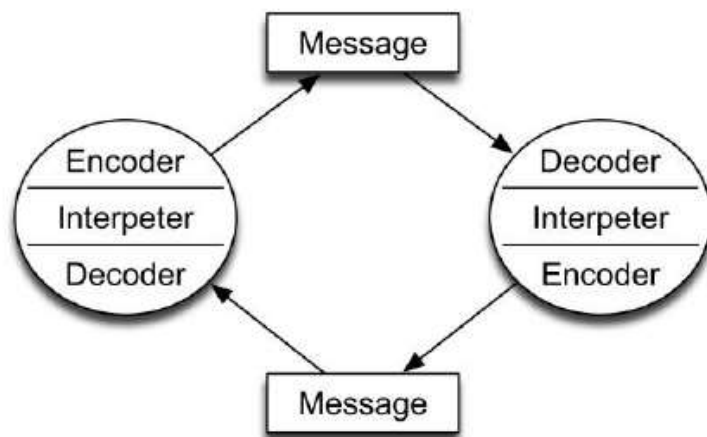
Berlo's SMCR Model of Communication addresses the methodology of correspondence in its least intricate structure. The shortened form SMCR speaks to Sender, Message, Channel, and Receiver. Berlo's SMCR Model of Communication portrays the different fragments that structure the major system of correspondence. Since this specific device furthermore highlights the coding and deciphering of the message, it might be used for progressively profitable correspondence (Janse, 2020).

In my workplace, this is the most often used model of communication. During the classes, we learn how to communicate properly, how to use the model of communication. This model of communication does not need a feedback.



## Schramm's Model

The Schramm Communication Model is a repetitive correspondence model containing each and every basic principle of correspondence. The Schramm Communication Model offers an incredible method to manage and explanation of correspondence. It will in general be used to choose how correspondence between two people's capacities when they are exchanging information, contemplations, or demeanours. The repetitive correspondence model relies upon the speculation and conviction that correspondence is a two-way street. This infers there are at any rate a sender and a recipient. The model contains at any rate one other part as well; the message itself. Generally speaking, correspondence takes puts along the ordinary route with a wasteful recipient and sender.



The source must be clear when sending the message and must have the option to show why it is significant that the beneficiary understands it. A message, either verbal or non-verbal, is the substance of the correspondence procedure and assumes a significant job in the Schramm Communication Model. Correspondence is fruitful when the beneficiary effectively deciphers the message from the source. How the message is encoded is affected by social angles, observations, information, frames of mind, encounters, and aptitudes. Beneficiary (Decoder) The beneficiary of a message is the individual or gathering to whom the message has been sent. A message can likewise comprise of non-verbal substance, for example, conduct, signals, non-verbal communication, eye to eye connection, physical contact, timing, and even curios.

A message may contain verbal substance, for example, discourse, gesture-based communication, messages, WhatsApp messages, or telephone calls. Regardless

of whether the beneficiary can interpret the message relies upon various elements. To guarantee that the beneficiary can appropriately peruse the message, it must be encoded.

This Model it is not that used in my workplace so it could not help me.

## **Conclusion**

In conclusion, the communication will be always the most important skills in the workplace no matter what. In my workplace the most used communication is the verbal. The model of Berlo's represent my model of communication. However, if we do not have good communication, people around us won't understand anything. My lecturer helps me to understand what communication really means and this is the reason for the position which I have it.

Comm.

Student Name: ANNA GEORGIANA BISIR

Student ID: 1908325

Ex.1. Read the following passage and answer the questions.

### The professor and the village people

A Professor of English at a well-known Welsh University lived in a large house not far from a little village. He never went into the village, but shopped in the town near the University because he had nothing in common with the village people, who were largely uneducated and did manual jobs. One night, the professor fell asleep while smoking his pipe and the pipe fell onto the carpet and started a fire.

When the professor awoke and saw the house on fire, he rushed into the village, screaming:

'The edifice is being consumed by a great conflagration!'

'The edifice is being consumed by a great conflagration!'

The village people looked at him and continued doing what they were doing.

'Don't you understand?' He said. 'The edifice is being consumed by a great conflagration!'

They ignored him.

When the Professor returned home, he saw that his house had been completely destroyed. He sat down on the ground and wept. The next day, he went into the village crying. 'Why, oh why didn't you help me? My home has been destroyed by the fire. I came and begged you last night.' He wept.

'But Professor, why didn't you say that your house was on fire? We would have helped.'

Q1: Why didn't the village people help the Professor?

Q2: What should he have done to get them to help him?

Q3: Whose model of communication do you think can explain this situation?

Q4: Why?

- ① They did not help the professor because they did not understand the way he asked for this. He used the communication which they did not recognize.
  - ② He should use the simple communication with simple words.
  - ③ Berke's Communication.
  - ④ because there has been an ~~error~~ <sup>gap</sup> between the ~~message~~ <sup>sender</sup> and the receiver, they did not receive the ~~message~~ <sup>knowledge</sup> of the message.
- Any other model could explain the situation

Adina Indira  
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Read the following brief and write a business email according to the instructions.

You are Director of Communications at your company and you would like an employee, Thomas Daniel, to join your Communications Training team.

- Tell JD why you are writing
- Say what you have observed and like about his communication skills
- Tell him why you think he would be an asset to the team

Dear Thomas Daniel,

My name is Adina Gil and I am writing regarding your application which you submitted with our company. I am really impressed with your CV and I would like to talk about this.

I am so glad that you have a good communication skills and we'll love to have you in our team. spend

As our company it's a big one, we are looking for someone who has this skills in order to achieve the best.

We think that having you in our team will do a big difference across the company, as you'll be working in a team which will give you a big opportunity to develop your skills better than now.

We are looking to hear from you soon.

Regards

Adina Gil

Date: \_\_\_\_\_

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