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Skills for the Workplace Module Assignment Submission

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Module Number:	BMSK4002
Module Title:	Effective Team Working and Communication
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Introduction

The objective of this document is to research the different definitions of communication and their various styles, the company aims and how to improve their interaction in the workplace. In the same way the understanding about advantages and disadvantages and how companies can build communication skills in the working environment.

Definition of Communication

Through communication, humans and animals share different information among themselves, doing the act of communicating an activity essential to life in society.

From the beginning of time, communication was of vital importance, being a tool of integration, instruction, mutual exchange and development.

Communication is the essential of all human contact, which is central to human life.

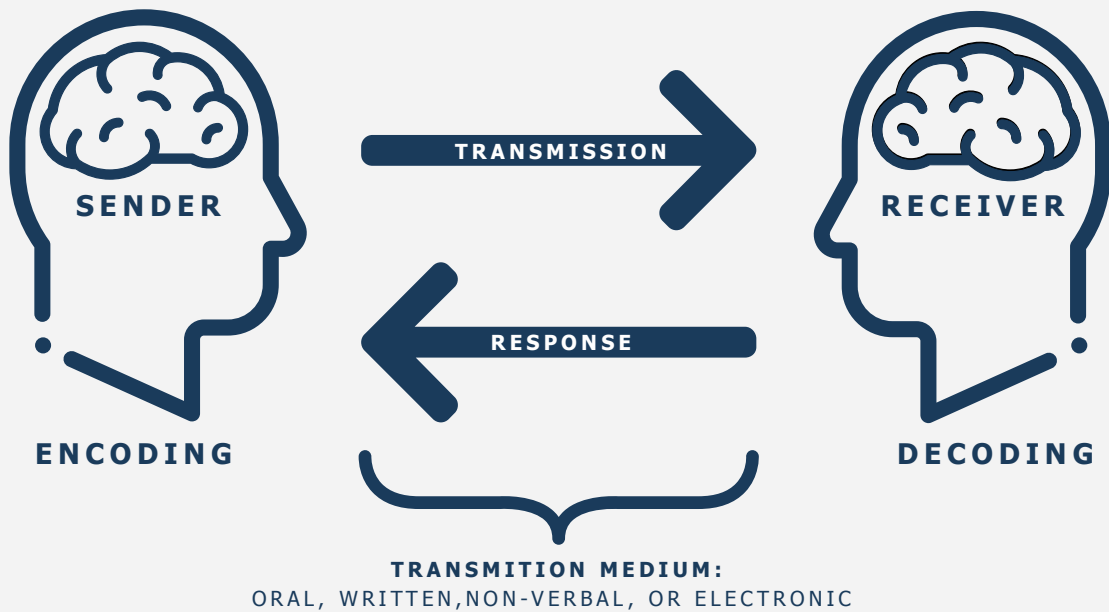
(Bunglowala & Bunglowala, 2015, p. 371).

Communication is the exchange of understanding, knowledge or thoughts that outcomes in ordinary perceptive between at least two individuals. The procedure requires somewhere around one sender, one recipient, and a message is transmitted inside a communication intermediate.

It starts with a thought or idea in the brain of the sender. The person in question encodes the thought into significant images as words, pictures, or signals (i.e. language). The sender at that point chooses an intermediary to transmit that information so the recipient can get to them through at least one detects.

In other words, communication happens when the receiver accurately understands the messages transmitted by the sender.

Sending and Receiving Messages



Source: (Griffiths and Dunham, 2015).

Communication involves the collection of information from one individual to another. However, it is not yet an integrated definition, because communication indeed involves having this information retained while maintaining the same essence and coherence. If someone is telling one thing and understand another, did communicate? Therefore, if we look at communication in another way, this involves the perception of information as much as the delivery of that information. In other words, communication as skill and procedure of creation and sharing of thoughts.

(McPheat, 2010)

According to [Morgan and Smy \(2017, p. 249\)](#) in his book "The business student's guide to study and employability" He mentioned Communication is a complex process which does not always produce the outcomes intended. Checking that the understanding of the message is the same as intended with those who receive it is always important.

The message is codified in a system of defined signals that can be gestures, sounds, clues, a natural language (English, Portuguese, Japanese) or other codes that have a meaning (for example, the emojis), and transported to the recipient through a communication channel (the medium through which the message circulates, whether by Email, WhatsApp or television).

Based on these definitions, communication is the way people relate to each other in different ways to sharing, exchanging experiences and express ideas, feelings, information, skills, mutually creating community and modifying the society where inserted. Without communication, each of us would be in loneliness world. Communicating is essential, and it can be a one-way act or double-handed.

In the one-way, a transmitter sends information to a receiver and double-handed the transmitters and receivers build knowledge, information, and transmit).

Communication is the representation of realities. It serves to share emotions, feelings and information. Who communicates is the source and, on the other side, is the receiver and what is communicated is the message, it can be seen, heard and touched.

There are two communication styles that we use at all times. They can be verbal or nonverbal.

Communication Styles

Verbal

This style of communication is the most used in society and in organisations in particular, because it is the only one that allows the transmission of complex ideas and because it is exclusive of the human species. Verbal communication includes written communication and oral communication.

Verbal communication focuses on how we use words and language. The interaction may be face to face, over the phone, fax to fax, or through email, but no matter what the channel used, groups do their work through language. Without language, cannot have a group discussion; unable to follow an agenda, take minutes, read a report, or interact effectively with other group members.

[\(Engleberg and Wynn, 2014\)](#)

Verbal communication encompasses both our words and our verbal fillers (eg, um, like). Verbal messages are created through language. Effective Communication involves accurate interpretations of the verbal messages of others as meaning is co-created. Otherwise, the meanings of the words you communicate will not be understood.

[\(Quintanilha and Wahl, 2017\)](#)

Non-verbal

According to Phutela, non-verbal communication is defined as a silent form of communication with a person without using any form of speech to draw attention to exploit information. To make it more exciting and attractive messages to non-verbal communication are often used to express a thought or ideas for the person who is speaking. Non-verbal communication has a significant influence on the social environment and the entire communication process. In non-verbal communication, there are at least four essential functions. These functions can enter, regulate, replace or highlight a verbal communication. Moreover, to these functions there are many types of non-verbal communication: Para-linguistic that are the modalities of voice such as (speed of speech, volume, pitch and intonation, change and modulation), posture, attractiveness, facial expressions, eye contact, dress, artefacts, space and distance, time, touch, smell and other ways.

Non-verbal communication is divided into the following categories: aesthetics, physics, signs and symbols.

1. Aesthetic communication occurs through creative expression. Include all artistic forms: music, dance, theatre, crafts, art, painting and sculpture.

2. Physical Communication includes a smile or frown, hail, flash, touch, smell, gestures and other body movements. Social conversation uses many of these physical signs along with the spoken words.

3. Signals of Communication are a more mechanical type of non-verbal communication and include flags or lights, a greeting of 21 guns, aircraft in order, alarm and buzzer.

4. Symbols of Communication are used to build confidence. Includes cars, jewelries, clothing, and other things to communicate social, financial, influence or religion status. ([Phutela, 2015](#)).

In other words, when we speak of verbal communication, we are referring to everything that is saying, both through spoken language and through written language. They are exchanges of information, using speech or writing as a way of expressing oneself.

On the other hand, non-verbal communication is the opposite of those mentioned above, that is, speech and writing are not used to express and exchange information on a daily basis. Thus, when one speaks of this form of communication, one is referring to body language, posture, gestures, facial expressions, among others.

When, for instance, in the company the manager, through speech, clearly delegates the demands directly to us, in the process of contact eyes and face to face interaction and active listening; we can say that, at this moment, the language is verbal.

In another situation when your colleague super communicative, who wishes a great day every day, comes quietly, head down, and recluses, without saying anything, can already see that there is something wrong with him, right? It is an example of nonverbal communication, made only through gestures and attitudes.

With our parents, siblings, partners and children: it is no different either. We as well as ourselves have more introspective moments as extroverts, that is, more or less quiet, which require of both of them an ability more than understanding the other.

When, for example, our children are in trouble or do something wrong, they often become more isolated or seemingly more concerned about our reaction. Then, automatically, through the faces of our children, we understand that they fear they have done something negative and that they will annoy us and possibly also cause some punishment. A father and a mother understand this without uttering a word.

In the same way, when our friends want to alert us about our actions and give us their feedback on our behaviours; they are also directly communicating with us, expressing their ideas, opinions and trying, in their way, to help. It is the power of words and verbal communication!

Advantages and disadvantages

As the main advantages of written communication, we can highlight the fact that it is durable and allows registration and allows more significant attention to the organisation of the message and is therefore suitable to transmit policies, procedures, norms and rules. It is also suitable for long messages that require more attention and time on the part of the recipient, such as reports and analyses. The main disadvantages are the absence of the receiver, which impedes immediate feedback, does not allow for additional corrections or explanations, and requires the use of verbal language only.

One of the advantages of verbal, written communication is that it allows for careful and detailed reading, and the archiving of information can also contain complex information. However, the disadvantage is that it is not possible to control the audience and it is not possible to detect non-verbal communication.

Internet: Real-time agility, use of different languages (visual, text and sound), ease of information search, but find a match has a lack of credibility, bad news, has become a big problem for privacy and used many times for criminal acts.

TV: Visual and sound impact: puts the scene explicit, current, It is comfortable, does not require the viewer's effort. However, it induces people to a particular opinion, a very high cost for the production and sending of information.

Radio: Agility, Actuality, the cost for minor use, can get deepened through debates and specials. However, it is aided by image, only by sound, it requires attention for understanding the information.

Language: Allows communication between other people and express our feelings the disadvantage is that there are several languages in the world making it difficult to communicate between people from different regions.

Also, people cannot speak the same language, no-verbal communication is an essential skill, in view of the fact that people tend to look for nonverbal cues in intercultural communication when the language barrier creates difficulties in understanding verbal messages. Nonverbal communication reflects our cultural values, beliefs and backgrounds, even in cases of intercultural communication.

[\(Damanhour, 2018, p. 69\)](#)

Conclusion

Based on the affirmations and definitions presented in this paper, we can conclude the existence of the real need that communication their styles are necessary tools for life and work environments. Communication is a valuable skill for the corporate world, and it not only develops professionals but empowers people who know how to relate fully, focusing on positive results, and the growing development of the company as a whole.

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