

MODULE: BMSW4002

EFFECTIVE TEAM WORKING & COMMUNICATION

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Introduction

Communication is a very important part of our daily life. It enables us to transfer our thoughts and feelings from one person to another with the help of different mediums. Communication is a process that is very important in every aspect of life. It is also a very important factor in an organisation. In order to make an organisation run successfully it is very necessary to have effective communication. The assignment will discuss about the importance of communication and the methods that are used in communication to communicate from one person to another. The assignment will also focus on certain theories of communication and will include the effectiveness of proper communication in an organisation.

Communication

Communication can be defined as the exchanging or impacting of information by writing, speaking, or by using different mediums. It can be said as the act of transporting meanings from one body or a group to another body with the use of mutually understandable science, semiotic rules, and symbols. It is the transfer of message from one entity to other (Blackburn, 2019). Communication is a very vital part in an organisation because it explains how to co-ordinate the actions in order to accomplish the achievements.

Importance of communication

Communication is very important in an organisation as it helps in improving the relations between the employees it helps in understanding the actions that are necessary in order to achieve the organizational goals and acts as a mean of coordination in order to accomplish these objectives. It provides clarity and maintains consistency in work by integrating the employees together. It helps in gaining attention and look forward to the increase of productivity by boosting the confidence and morale in the employees.

Importance of effective communication

It is very important to communicate effectively in order to get the desired outcomes for the reason of the communication. It is the process of exchanging thoughts, ideas, information and knowledge in order to fulfill the intention or purpose in the best way (Dupret and Pultz, 2019). It is the best representation of knowledge or views of an individual to another in order to make the reason of the views clear. It is very important to have one effective communication in an organisation makes an effective communication has clear message, complete message, correct message precise message, and is completely reliable. Effective communication enables the employees to communicate with themselves as well as the authorities with the clear message that they want to transfer to the other person. It becomes easier to understand what the objectives and aims are of an individual is with the help of effective communication.

Methods of communication

Communicating to an individual has two major methods. These are:

Verbal communication: It is the method of conveying the message from one person to another person by writing or speaking the message to them. In other words verbal communication can be said as the use of words and sounds that an individual does in order to express them to others by oral communication or written communication. Human language can be explained as group of interrelated bodies of symbols also known as lexemes and the set of rules that are structured also known as grammar with the help of which the manipulation of the symbols are done. With the evolution of humans the verbal communication evolved from sign languages to the current language that we speak or write (Park and Johnston, 2019). Verbal communication is the medium through which we transfer our thoughts from one individual to other individual.

Non-verbal communication: Nonverbal communication is a process that is used to transfer the information from one entity to other without using linguistic representations. A non-verbal communication is used to express how an individual feels without speaking or writing about the feelings. Some examples of nonverbal communication are chronemic communication, haptic communication, body language, gestures, eye contact, facial expression and many more. With the help of these an individual can communicate nonverbally. For example by looking at the body language of an individual we can understand if the individual is interested in in the particular action. Similarly by eye contact we can understand if an individual wants a conversation or is avoiding it (Park and Johnston, 2019). A speech also contains different elements of nonverbal communication that is known as paralanguage and it includes tempo, stress, rhythm and intonation in the speech. For example when a speech is being delivered with the stress on the words one can understand the major requirements or the major focus of the speech.

Theories of communication

Theories of communication are models with conceptual understanding that explains the process of communication in human beings. The three models of communication are discussed below:

SW model of communication: The SW model also known as Shannon-Weaver model was suggested by Claude Shannon and Warren Weaver. They were engineers at Bell telephone labs and their aim was to ensure radio waves and telephone cables work with maximum efficiency. This was the reason why they developed the SW model which is an expanded mathematical theory for communication. The model was developed in the year 1949 and is known as 'mother of all models' for communication. The model is accepted widely as it is the initial model for the communication process. The model was designed to reflect the functioning of telephone and

radio technology (Laužikas and Miliūtė, 2019). The initial model had 4 parts: sender, message, channel and receiver. The initial model was built in order to improve the telephone connection in the United States. Later this model was transformed into an ideal model for communication. This model was later changed into a five element model and it contains: information source, transmitter, channel, receiver and destination. In this model the elaboration is such that the information source is the place where the message that is to be transmitted is produced. A transmitter is used to encode that message to signals. A channel is the medium through which signals are adapted in order to be transmitted. A receiver is a device that reconstructs the message that is encoded from the sequence of signals that it receives and decodes it. Destination is the place where the message is processed. An example of the SW model is the mediums of communication that we use in the present Era which includes the use of phones and other mediums that help in the process of telecommunication. Every telecommunication process needs to go through the SW model of communication in order to make a message transfer from one place to another. There are certain technical items that stay in between the process and help in making the process faster.

Berlo model of communication: The Berlo model of communication was suggested by David Berlo. It was formed in the year 1960 and is considered as an extension of the Shannon and Weaver's model of communication (1949). He created the sender-message-channel-receiver (SMCR) model by extending the SW model. The SMCR model discussed the SW model by separating it into parts clearly. The communication of this model is a process that is applicable on simple person to person communication with the inclusion of communication source, message, encoder, channel, decoder and the receiver. In the model David Berlo has also explained some factors that have influenced the process of communication between two

individuals. These factors are awareness level, communication skill, cultural system, attitude, and social system. Each of these factors explains how communication depends on certain attributes between the individuals who are communicating. This model is very simple and is applied in every management functions where it is very important to understand the communication within individuals. This model has also been expanded by other scholars who have also talked about the simplicity that this model carries (Laužikas and Miliūtė, 2019). The Berlo's model of communication discuss about the process of communication that starts with the source of the communication. The source is the producer of message with the help of communication skills, knowledge, attitude, culture and social system. Here the source is an individual who is message reflects these factors on the way he produces a message. The next process is the message itself that is developed by the source with the help of certain set of symbols. After the processing of the source and the message, is done the model starts into working where the step of sender begins. This is a process where the motor skills of an individual take place and these include writing, speaking, touching and many more. The message that the sender produces with the use of these motor skills are then transferred through the help of the channel. The channel is used in order to carry the message that is produced by the sender. After the message is transferred through the channel the step of the receiver begins. This is a process of decoding the message that came from the sender. In this process the sensory skills of an individual are used that includes seeing, hearing, feeling touch and many more. With this step of the coding of message by the receiver the process of communication in and the receiver becomes the destination of the message. This is the part of the communication process that helps in interpreting the message that is received by using attitude, communication skill, knowledge, culture and social system of an individual (Laužikas and Miliūtė, 2019). An easy example of the

model is the day to day conversation process that we have in order to communicate with each other. This process is used in every aspect of life which includes personal life, work life, social life, and many more.

Schramm model of communication: Communication always is described upon the major dimensions that include message source form, channel, and destination. According to Wilbur Schramm, there shall also be an examination of the impact of a message on the target of the communication manners. The model of Schramm was suggested by Wilbur Schramm in the year 1954. According to this model communication between individuals also include the act which gives experience and knowledge, give commands and advice and also ask questions. These are the act which might take various forms among the different communication manners. These forms depend on the group communication abilities. With the combination of communication content and the form a message is made and is sent to the destination. The target for the destination to which the message is sent can be another individual, the individual himself or herself, or a separate body or entity (Touhidul and Sorooshian, 2019). The communication includes the processing of information transmission with the governing of three semiotic rules: syntactic, pragmatic and semantic. Communication is considered as a medium of social interaction which requires at least two agents who have the will to interact and they share set of common signs and a set of common semiotic rules.

Effective communication at workplace:

In the organisation, an effective communication is the major goal. This is done by the help of better communication skills. For example when an employee in my organisation has to state something to a group, the individual is always clear about the aims of the message that he or she is going to deliver. They always maintain friendly tone while talking to the other employees so

that the rest do not feel inferior. Similarly when the authorities of my organisation have to address something to the employees they always have a clear message that expresses their objectives. They are usually emotionally aware about the influence of the message among others (Raveendhran and Fast, 2019). They also deliver the message with courtesy and do not have any intention in insulting someone. In order to make their intentions and objectives clear, they also observe the environment of the organisation and deliver the message only when they think employees are capable enough of receiving the message. The authorities of my organization are also able to retain their employees as the employees feel respected and do not consider the messages that are delivered by the authorities as burden.

Conclusion

Communication plays an important role in every aspect of life. This assignment is based on the importance of communication and its effectiveness on an organisation. The assignment includes the importance of communication that is effective both in regular life and in organisation. It has explained how communication plays a major part in our life and how it affects and organisational setup. the methods of communication that are verbal communication and nonverbal communication are discussed in detail in the assignment. The assignment also has focused on theories or models of communication in details. The assignment concludes with the effectiveness of communication in an organisational setup.

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