

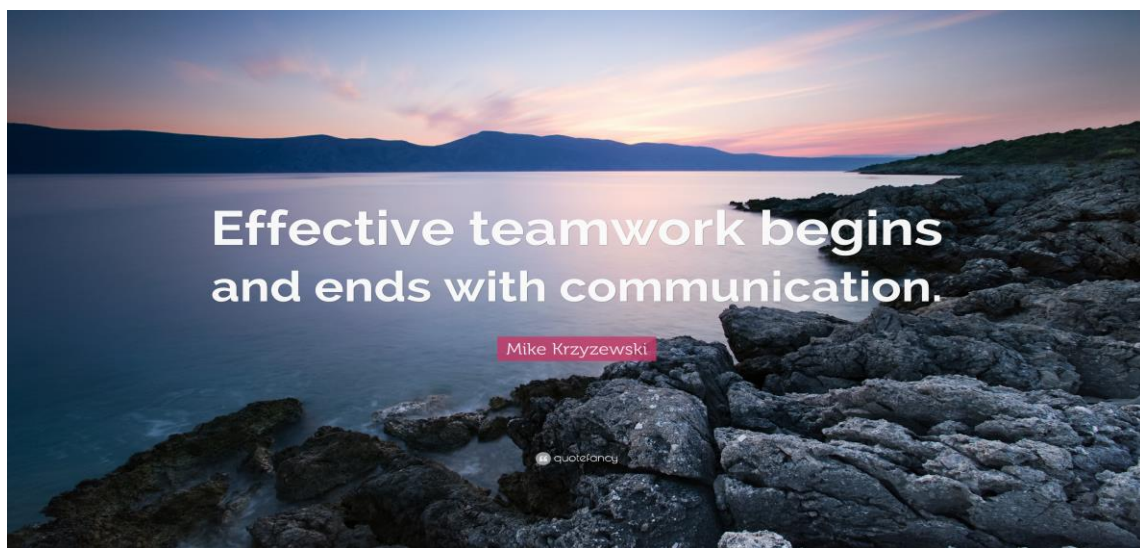
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Module: Effective Team working and Communication BMSW4002

Task 1: Report



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Table of contents

	Page
Introduction	1
Models of communication	2
Communication skills	3
Verbal	3
Non- verbal	3
Written	4
Formal	5
Informal	5
Examples of poor communication in my workplace	6
How communication could be improved in my workplace	7
Conclusion	8
References	9

Introduction

The aim of this report is to express my understanding of this interesting and educative Module, discuss communication, the three models of communication, examples of poor communication in my workplace, improvement of communication in the workplace, in class activities case studies that demonstrate the effect of communication, communication skills, verbal, non-verbal, written, Formal and informal writing.

Communication

Communication is defined as conveying information from the sender to the receiver this can be in emotions, ideas, behaviour, and thoughts. The pyramid of communication which applies to verbal and non-verbal is societal, institutional, group, interpersonal and intrapersonal. This was illustrated in videos I watched in the class, including the evolution of communication which enlightened more information.

Models of communication.

Models of communication is Shannon and Weaver's, Berlo's and Schramm's.

Shannon and Weavers

Shannon and Weaver (1948) the mother of all models consisting of the information source, produces the message, a transmitter which encodes the message into a signal, a channel to which signals are conformed for transmission, a receiver, which reconstructs the message, a destination where the message arrives and noise which is a defective factor. This model is more effective by removing noise causing problem for communication to be effective.

Case study: Maria and Pedro, Maria sent a message to the receiver Pedro by phone to buy a chicken on his way home, Pedro replied okay, but he misunderstood Maria due to the background noise of his work environment in a building site, Pedro got home without chicken but assume maria said meet me in the kitchen. This could have been prevented if maria sent message by texting the information or there was feedback from Pedro by repeating the message to Maria to ensure the information was understood and effective. Shannon and Weaver (1948) communication model best explains the confusion and obstacles, this model explains communication as a two-way action which is more effective when the barrier causing the noise is removed.

Berlo's

Berlo (1960), expanded the transmission model with the sender- message-channel-receiver (SMCR) the sender encodes through channel, the receiver decodes the message making the communication more efficient which focuses on encoding and decoding with no feedback, this can be affected through the channel of which communication took place.

Schramm's

Schramm's (1954), coding and decoding are the two principal factors of an effective communication without which information can never flow between two individuals without channels, individuals must be at the same intellectual level, experience, and cultural background as they play a significant role in this model of communication.

Schramm's (1954) believes communication at the same level intellectually, culturally, ethically best describes the case study of the professor and the village people the receiver could not decode the message because the professor is not on the same intellectual level as the village people, they could not understand the complicated vocabulary. The professor could have received assistance from the villagers by communicating in a basic word like shouting out fire, this would have interpreted the emergency needs of the professor to the villagers, this can also be related to Berlo's model the channel in which the communication took place was affected, the villagers could not decode the message, they would have called the emergency services to extinguish the fire if they understood the professor.

Communication skills.

Communication skills is being able to express verbal, non-verbal and written communication effectively. listening, clear, concise, friendly, open-mindedness, respect, confidence, showing empathy and feedback are skills that allows understanding of others and being understood.

Verbal communication

Verbal communication is spoken, oral, and vocal. Messages are invented through language (Pearse, Cronen, & Conklin, 1979) described when, how, where and with whom to discuss certain issues. we compose meanings as we interact with others by converting the information in our heads which yields results.

Non-verbal communication

Non-verbal are things that we do not say but convey through body language, signs, and eye contact. (Ivy & Wahl, 2014, p.5) communication other than words that produce interpretation to the character. Non-verbal communication is particularly important. Argyle (1988) precedes and structures all communication. It expresses what we do in four categories aesthetics, physical, signs and symbols. Action speaks louder than voice. A. Mehrabian (1960) illustrates how significant body language can be described when we address our feelings.

Non-verbal communication was proved in the case study a day with the chief, Mark was rewarded for his demanding role as a salesperson to meet the chief Executive officer in California. He received a warm welcome from her and was made comfortable. Mark felt at ease with the CEO (Chief Executive Officer), he began to express unconscious negative body language by losing his tie in front her, raised concerns relating to another colleague, which he could have waited to discuss on his next meeting when he is granted the opportunity to talk. The rational layer reveals "how you feel about the other person; whether you like or dislike the other person, feel in control or subordinate, feel comfortable or anxious, and so on" (Adler & Proctor, 2007 p.16) The CEO reacted to Mark's unprofessional behaviour non-verbally by asking Mark politely to leave her office. Mark could have avoided this behaviour by realising the importance of non-verbal communication, action speaks louder than voice. (Lavan, 2002). Research shows 55% of messages are transferred non-verbally, because most people are visually assertive and live in a society controlled by visual images, they are more willing to believe the eyes than other senses (Sampson, 1995). This is illustrated in the pie chart below.

Figure: 1 of 1 (Lavan, 2002)



Written communication

Written communication is effective when the reader connects to the writer, words should be clear, easy to understand, brief, accurate, in a simple structure, tone of writing, understand the audience, consider their needs, identify the central theme, positive writing engages and inspire the reader, whereas negative writing can demotivate. Using good grammar and punctuations are important, headings, and subheadings, express not impress with big words, complicated words can confuse the audience, know your goals, and state it clearly, avoid colloquial writing it weakens written communication for example in today's world, this day and age, knackered, gobsmacked etc, proofread, read it aloud or get another person to read. Avoid jargons or language that only you and selected groups could understand, poor writing can cause frustration, delays in response and lack of understanding from the reader.

Written communication involves sending messages, orders or instructions in writing, it is used when the receiver is at a distance or when a permanent of record is required. Types of written communication are Emails, memo, letters, Report, forms, promotion letters, handbooks, proposals, postcards, job description, brochures, and advertisements. When composing emails, it is important to choose the rights words and remain professional, once the email is sent, it is out of our control it can be forwarded to different people. Basic rules apply to when writing to someone that you do not know as addressing them as Dear Sir/Madam and ending with Yours Faithfully and for someone you are familiar with, you address them by their name an example, Dear John ending with Yours Sincerely while emails are ended with best wishes or kind regards.

Formal writing

Formal writing is written for people we are not familiar with, it must have a professional tone and it is serious. Sentences should be complex, adds specific meanings to the writing. Examples are cover letters, legal documents, formal emails, job application, business proposals, academic writing, letters to home office etc, writing an email should remain professional, choose the words carefully, once sent you no longer have power over it, it can be forwarded to others attention.

Informal writing

Informal writing is written for people we are familiar with, it is personal or casual, used when writing personal emails, text messages and letters to friends and friends. It may feature contradictions as well slang, abbreviations, expressions of emotions and exclamation, Examples are letters to friends, family, a diary entry, a blog, creative writing etc. It is relaxed in tone and personal.

Examples of poor communication in my workplace.

I work in the retail department of Southwestern Railway (SWR) as a customer Ambassador in the ticket office. My roles include customer service, selling tickets for other train companies, communication skills, verbal, non-verbal and written, cash handling etc. Communication is vital at all levels to enhance smooth running of every department. I have experienced various poor communication in my role in my workplace, here are some examples as follows.

- 1. Train Announcement:** Information was received by platform staff from the signal man regarding platform alteration, announcement was made through the public announcing system to inform passengers to change platform, from 7 to platform 2. Passengers responded to the announcement, changed over to the new platform awaiting the arrival of the train. Unfortunately, the train arrived on the original scheduled platform 7. It was too late to advise the passengers to switch over to platform 7, the train driver was not aware of the platform alteration and train departed without the passengers. The passengers became angry for missing their trains which has resulted in delays of journey.
- 2. Masks wearing:** In the current global pandemic, it is advisable, following the government's safety measure to wear mask to prevent the covid 19 spread. Masks has been identified as a barrier to poor communication. When customer approaches me for tickets or information, I cannot understand their words when their nose and mouth has been fully covered, this muffled up the words and becomes unclear which has resulted in me giving customers a wrong tickets or wrong answers to their questions
- 3. Noisy background:** I have encountered background noise from colleagues in the office listening to music, receiving phone calls and general movements, which has resulted in poor communication with customers as I must raise the tone of my voice to speak with customers to understand my communication effectively.

How communication in my workplace could be improved?

1. **Train Announcement:** Team is a group of people who exists to accomplish specific tasks that are related to common goals. (Maud et al 2017) staff should ensure to synergise their various skills. Team members to share ideas, solutions, solve problems together, setting values learn from experience and not dwelling on their mistakes. Apologise to customers about the inconvenience caused to their journey, offer delay compensation.
2. **Masks wearing:** Staff can politely request customer to pull down their masks for the duration when communicating their needs to staff for clarity, this will enable an effective communication to take place, and customer get what they requested for, Shannon and weaver (1948) barriers to communication will be avoided.
3. **Noisy background:** effective communication improves morale. politely requesting music to be reduced to minimum volume, phone calls to be received in the messroom and reduced movements whilst serving customers. In team meeting, this request can be mentioned to all colleague's attention, a polite poster to remind staff of work standards showing respect to one another.

Conclusion

I have now come to the end of my communication report. I have gathered information from literature sources, Internet, in class activities case study and my personal experience in my workplace. I understood the importance of communication, the three models of communication which are Shannon and weaver's, Berlo's and Schramm's, the advantages and the disadvantages of each model as demonstrated in the case study of maria and Pedro, and the case study of the professor and the villagers. I have learnt new skills in improving my communication skills verbally, non-verbally and written.

Nonverbal communication is particularly important as it transmits messages through body language which is 55% of communication. Written communication can be formal and informal, when writing emails to take extra caution choosing the words, in the case study of a day chief with the chief, non-verbal communication was demonstrated at its best, which explains how first impressions counts and action speaks louder than voice. I have given examples of poor communication at my workplace, how this can cause delays, anger, and inconvenience to the passenger's journey, and mentioned solutions how communication could be improved in my workplace by promoting synergy which improves morale and productivity and will result in exceptional customer service to passengers.

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