

Student Name: Olasunmibade Kumolu-Johnson

Student Number: 1908760

Module Name: Effective Teamwork and Communication Skills

Assignment Title: Demonstrate an understanding of the
communication skills in the workplace

Module Code: BMSW4002

Lecturer's Name: Benedict Mabu (Maher)

The purpose for this report is to analyse communication in the workplace, also suggesting ways that communication can be improved.

The word communication is basically 'exchanging of information', there are various way communication can be done; verbal, non-verbal, formal, and informal. Within the workforce we are also looking at ways to improved our interaction with other. The report would analyse various types and model of communication that are used in the work place as well as understanding ways we can improve on it.

Communication Model

Communication model intend to recognise the relationships between types of communications and the fluctuating changed affects effectiveness and efficiency. The model analyses complex understanding as well as simplifies different forms of communication. However, these models can somewhat have its advantages and disadvantages. The models can be divided into two; linear model and non-linear model, the former neglecting feedback of receivers, external factors. On the other hand, the linear model takes a more systematic concept based on codes. The model suggests that it is only effective if two people share the same code, which is equivalent the those people speak the same language. Language is a major factor in the transfer of information, this can sometimes be a barrier or the connecting factor between two people. An example of this is in my workplace if I want to share my information with my colleague it is encoded in language which is then conveyed through the chosen channel which is later decoded by the receiver/ recipient.

That is a brief summary of the encode-decode model of communication, Lasswell introduced the linear model but later built up by Shannon-Weaver model (Shannon, 1948). The overall concept of this theory is understanding that communication has a beginning and end however, the approach has posed as a disadvantage as it has created limitation, the theory does not allow room for interpretations of others. For example, within the workforce some communications are objective and there are room for interpretation whereas this model does not leave room for that. On the other hand Schramn model identifies the disadvantages and accept communication is not straight and narrow, Schramn highlights the circular nature of communication the encoder and decoder can be

interchangeable. Schramm and Osgood establish the Circular model, 1954. They had identified constraint in the linear models. In fact they used work such as 'misleading' to describe the theory McQuail & Windhi 1981.

The models clearly highlights the different forms of communication and peoples understanding of what communication is and way in which it can be broken down. In the work place there are a lot of miscommunication this is due to the fact that communication can get distorted, like a game of Chinese whispers information can be transferred different. The Linear model is not understanding to the fact and it quite rigid whereas, the Circular model is more realistic, it highlight the interpretation and intention of others when it comes to information.

Verbal and Non-Verbal Communication

Communication is the sharing of ideas and thoughts, effective communication comes in both verbal and nonverbal communication which helps our day to day living in the workforce. According to Dr. Mehrabian estimates that 7 percent of a message is verbal and vocal is 38 percent. Which means 55 percent of a message is non verbal, and it involve in each message in a few ways. (Mehrabian, 1971)

Verbal communication consists of our day to day interacts it is a way of us sending and receiving messages on the other hand, nonverbal interpret those messages which reinforce those messages. As the two are intertwined it is very easy for verbal communication to be misconstrued based on the influence of the nonverbal language which are; body movement, gesture, posture, eye contact, tone, pitch of voice, facial expression etc. Nonverbal communication is a complex but very important skill set it is essential in understand each other in the work environment. The ability to combine both skills promote intercultural communication.

Active Listening

Listening skills are vital components in the workforce, it is the process of receiving, understanding, and responding. This probably the most important form of communication as it shows colleagues have the ability to take in information, when someone does not have good listening skills this opens the doors of miscommunication which usually has a

negative impact in the workforce. According to Rogers and Farson, 1979 listening was described as 'an important way to bring about changes in people.

Listening skills can increase productivity within the workforce, the ability to listening can build the overall effectiveness of a workplace; being able to build rapport with colleagues and management, friendliness, support and etc. In a book titled the Listening Leader, Richard Harris highlights good listening are more aware of 'partnership, empathy, tenacity, effort'. For good listeners they find ways of better understanding what is trying to be communicated, listener engage in topic which evaluating issues being discussed.

Hearing information is different to listening, listening skill requires a higher level of attention to detail, someone can hear information and not process any information. Hearing can be described as the physical process absorbing sounds, this is relatively a easier process than listening.

Written Communication

When used correctly written communication can be described as 'clear' and 'structured'. It delivers message as flat form without consideration of other forms of communication such as, pitch, tone of voice, and body language. When written poorly it can ineffective, complicated and sometimes rude. The importance of effective communication can be broken down into various element; purpose, requirements, outcome, consideration, and types (Morgan, 2017).

The purpose of the message being sent needs to be decoded by the receiver with the aim that they would understand the information that has been sent. If the aim of the message has not been fulfilled the this make the message ineffective which would therefore have an impact on the productivity of the workplace.

The standard at which the message is also written can determine the effectiveness of the message; using correct grammar, punctuation, and spelling. This ensures the reader is about to read and understanding the information, the message should be logical and cohesive. The style of writing needs to be appropriate and fit the purpose to which it was intended for.

The overall aim of the message should be met, as it adds to the effectiveness of the communication. If the goal has not been accomplished then it makes the information ineffective.

Written communication should be considered appropriate in individual scenarios. An example is a lawyer writing to a client; this is an ineffective way of communicating because there would be terminology the client would not understand, in order for it to be effective face-to-face communication is more appropriate in this situation (Morgan, 2017).

Improving communication in the workplace

In this day and age the workforce is a population with diverse individuals coming from different cultural backgrounds. It has therefore become increasingly difficult as management has a growing concern from the lack of communication (Hybels & Weaver II, 2007). Poor communication is often a big barrier within the workforce; this usually blocks productivity and effectiveness of this day-to-day running of the business.

Communication can also be broken down into formal and informal communication. Informal communication is usually passing on information using a channel that is unofficial for the organisation. Conversation in lunch rooms, private exchange of email, and body language can be considered as informal communication. Where formal communication is managed and monitored by the organisation's policies. Examples are meetings, training, and company newsletters. Formal communication is designed to be fair, equal and ethical. Although, informal can be seen as quicker and easier it can also be seen as inaccurate or unethical, formal communication has more assurance and is more reliable in the workplace. Formal communication often follows strict standards before being cascaded in the workplace. Both formal and informal communication is fundamental to improving and maintaining communication in the workplace; inadequate levels of communication can be detrimental to the workforce. Both need to reflect the aims and objectives of the organisation (Morgan, 2017).

Interpersonal skills are tools that we can use to improve communication. Interpersonal skills feature your ability to interact with others. Below are just a few ways we can improve communication in the workplace:

- **Identifying Problems:** Being able to identify where an individual shortfall are is the first step in understanding area of improvement.
- **Learn to listen:** Personally, listening skill is the most important skill and the most powerful skill someone can obtain. Having listen shows professionalism as well as wanting greater understanding of what is being discussed. In the workplace sometimes people are quick to answer rather listening and processing the information before responding. The helps with building relationships inside the workplace as well as other environments.
- **Understanding Non-verbal communication:** People can pick up messages through body language, improving on body language can further clarify information being passed on. This is the avenue where miscommunication can occur during to non-verbal communication, this also include tone, the tone at which individual communicate with people can also change the message in transit.
- **Emotional awareness and management:** Showing self awareness and empathy to other is also a powerful skill, showing empathy to others also builds relationships between team member.

In conclusion, communication is vital to within the workplace as it the only means of passing on information, it is detrimental to any industry when it does not have effective communication this affect staff as well as management.

Rogers, C & Farson, R (1979). *Active listening*, in David Kolb, (third edition), New Jersey: Prentice Hall

Mehrabian, Albert (1971). *Silent Messages* (1st ed.). Belmont, CA: Wadsworth.

Hybels, S., & Weaver II, R. L. (2007). *Communicating Effectively* 8th Edition. New York: McGraw Hill.

McQuail, D., & Windahl, S. (1981). *Communication models for the study of mass communications*. London: Longman.

Harris , R.M (2000). *Powerful New Strategies for Becoming an Influential Communicator* . (1st ed.). London: Schram, W. E. (1954). *The process and effects of mass communication*.

Schram, W. E. (1954). *The process and effects of mass communication*.

Morgan, P (2017). *The Business Student's Guide to Study and Employability* . (1st ed.). London: Sage Publications Ltd.

Appendix



UNIVERSITY OF WALES
Trinity Saint David
LONDON

Sunmik1966@yahoo.co.uk (Please email the first class work as well)

Effective Team Working and Communication – Term 1

BMSW4002

In-class exercise 2

Student Name: Dasunmbade Kumolu Johnson Student ID/Group: 1908760

Time allocated: **1 hour.** Please return your paper to the lecturer upon completion. It will be returned to you at the next session. You will need to include a scanned copy of this exercise in the form of an appendix together with your Task 1 (part of the Assignment for this module).

Ex.1. Read the cases and answer the questions that follow

CASE 1: Mary was working on some paperwork when her daughter came into the room upset. As the child told Mary what was wrong and how she felt, Mary kept typing on her keyboard and said, "It'll be OK," and 'Everything will be all right.' She was confused when the child only continued to become more and more frustrated. Just then, Mary's phone rang and she was all excited when she heard her friend's voice. They spoke for fifteen minutes and when the call ended, she turned and said to her daughter, 'Oh, darling, that was Susan. I'm so excited about seeing her tomorrow!'. The child broke down and cried.

1. Why weren't Mary's calming words having any effect on her daughter?

Mary's Calming words has no effect on her daughter because she wasn't paying attention to the child, not looking at her while she was talking to Mary, Mary was more excited talking to

2. What could she have done to make the situation better? her friend, she actually stopped Mary could have stopped typing, given her a full attention give more listening hear to the child and showed a bit of concern to what is bothering her. Her attitude could have been better to be assure the child she is listening and concerned.

CASE 2: Steve was exhausted from work when his wife, Sally, came home. So he was quite annoyed when she began telling him all that went wrong about her day. He interrupted her and said, 'I'm so tired, can't it wait?'. The next morning while they were in the kitchen making breakfast, Steve said, 'Did I tell you what happened at work yesterday?'. Sally said nothing, but walked out of the kitchen.

1. Why was Sally upset?

Sally was upset because Steve short her up, wasn't interested in what ever Sally was saying. The mode at which these was communicated didn't go down well with Sally.

2. What could Steve have done to help the tension that had developed?

Steve should improve the Communication between himself and Sally, problem solving skill, needs to listen more and explain the situation to Sally.

Lecturer's signature:

Ben Maher

Date:

3/1/20