

Effective communication is the process of exchanging information, ideas, knowledge, thoughts and opinions to ensure that the information is received and comprehended with clarity and purpose (Coursera, 2023). Improving communication skills is beneficial to an individual's career, education and personal life. In a workplace, effective communication can aid in managing employees and build teams, grow an organisation more rapidly whilst building strong relationships and attracting more opportunities. This essay will include the three types of communication models which are Belbin, Shannon-Weaver and Schramm.

Starting with Belbin's model, Belbin believed that any individual's potential contribution to a team could be assessed according to traits, such as intelligence, dominance, extroversion and introversion, stability and anxiety. Based on these traits, Belbin discovered nine distinct team roles (Belbin, 2015). According to Belbin (2015), the nine team roles include; The research investigator, team worker, coordinator, plant, monitor evaluator, specialist, shaper, implementer and complete finisher. Each team role has its strength and weaknesses. Using Belbin's model can give an insight to an individual to have a greater understanding of their strengths, in which can aid in more effective communication in a team. Belbin's model can aid in placing team members into positions that play to their roles' strengths.

According to Belbin (2015), a research study took place whereby an interesting observation was made from the experiment that exhibited individuals reacted very differently within the same situation. It is quite common that individual differences can cause a group to fall apart as some individuals just do not fit in. Nonetheless, variations in personal characteristics may be seen as a source of strength if the individual is recognised. Having the ability to understand the nature of these differences can expand and become the essential first step in managing people. However, if it is recognised what is useful for a given situation and what may not be. Anyhow, the most successful companies tended to be those with a mix of different people with a range of different behaviours, thus, the nine distinctive team roles. However, according to Belbin (2015), it is not essential for a team to consist of team members with nine different team roles. An individual can exhibit two or more of the team roles due to the progression or a change of a career path within a company.

Moving onto Shannon-Weaver's model, according to Communication Theory (2023), Shannon was an American mathematician and electronic engineer, whilst Weaver was a scientist. They joined forces and created an article called the mathematical theory of communication. The model is designed to develop effective communication between a sender and a receiver. Moreover, the model exhibits a factor that causes an affect to the communication which is referred to as the noise. Communication Theory (2023) states that "The model deals with various concepts like Information source, transmitter, Noise, channel, message, receiver, channel, information destination, encode and decode".

The notion of this model is that the sender generates a desired message with information and the receiver is whereby the destination of the message had been received. However, due to the noise transmitting, the information is lost or unable to understand, thus, affecting the flow of communication between the sender and receiver. The Shannon and Weaver model is one of the simplest models which is generally applied in various

communication theories. According to Communication theories (2023), it is considered to be the most effective communication in person to person rather than a group or a mass audience. Furthermore, communication is not a one way process, if it is encountered like this then it will lose its strength. For instance, an audience or a receiver who is listening to a radio, reading books or watching television is a one way communication as there is a absence of feedback. Furthermore, this communication is effective if you are able to understand the noise as it will help to solve the various problems in communication (Communication Theory, 2023). This model can be effective in call centre jobs as it's a send and a receiver communication.

Communication Theory (2023) explains the Schramm model being a circular model, indicating that communication is something circular in nature. This entails an encoder, decoder and interpreter. This model breaks the Shannon and Weaver model as it seems communication in a practical way, thus, its not a traditional model. Similarly to the Shannon and Weaver model, its communication is effective between two people or within ourselves. It entails each person acting as both sender and receiver, thus, using interpretation. For example; encoding interpret and decoding. A semantic noise is a concept that is introduced when the sender and receiver apply different meaning to the same message. According to Communicaton theory (2023), this mostly occurs due to the technical language of words and phases. Therefore, certain words and phases will cause you to deviate from the actual meaning of the communication. However, Barns (2010), exhibited the advantages of Schramm model of communication such as, it is a dynamic model that shows how a situation can change. Unlike Shannon and Weaver's model, there is no separate sender and receiver as they are the same person. Moreover, there is an assumption that communication to be circular in nature and feedback is a central feature. However, Communication Theory (2023) depicted that the disadvantage of this model is that it does not talk about the semantic noise, and it is assumed the moment of encoding and decoding.

On a personal experience at a workplace, a communication issue I encountered was that the lack of communication between the team members was causing the team to unachieved targets within the company. In reference to the Belbin model, a coordinator's role entails focusing on the team's objectives as they engage with other team members and delegate tasks. However, with the absence of a coordinator, in which their strengths entails confidence and delegating tasks across all team members well, caused a shutdown in communication between the team members as there were no leadership. Other team members within the team felt the tasks were not distributed evenly, some felt more overworked than others which caused tension and therefore, the communication broke down. However, I like to consider myself as a monitor evaluator of the team. Therefore, according to Belin's report, the monitor evaluator is able to weigh up the options in an unbiased manner (Belbin, 2003). Therefore, to overcome this situation, I was able to adapt to a role of a team role, which is to become the shaper. The shaper are considered to be the driving force of the team (Belbin, 2003). This aided us to work as a team effectively and communicate our roles by completing the tasks. This experience has taught myself that I was able to take leadership in the absence of a coordinator. Furthermore, this allowed me

to upskill and exhibited a skill that was unknown to me in which will aid in my further career if I were to apply for a leadership role.

References

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