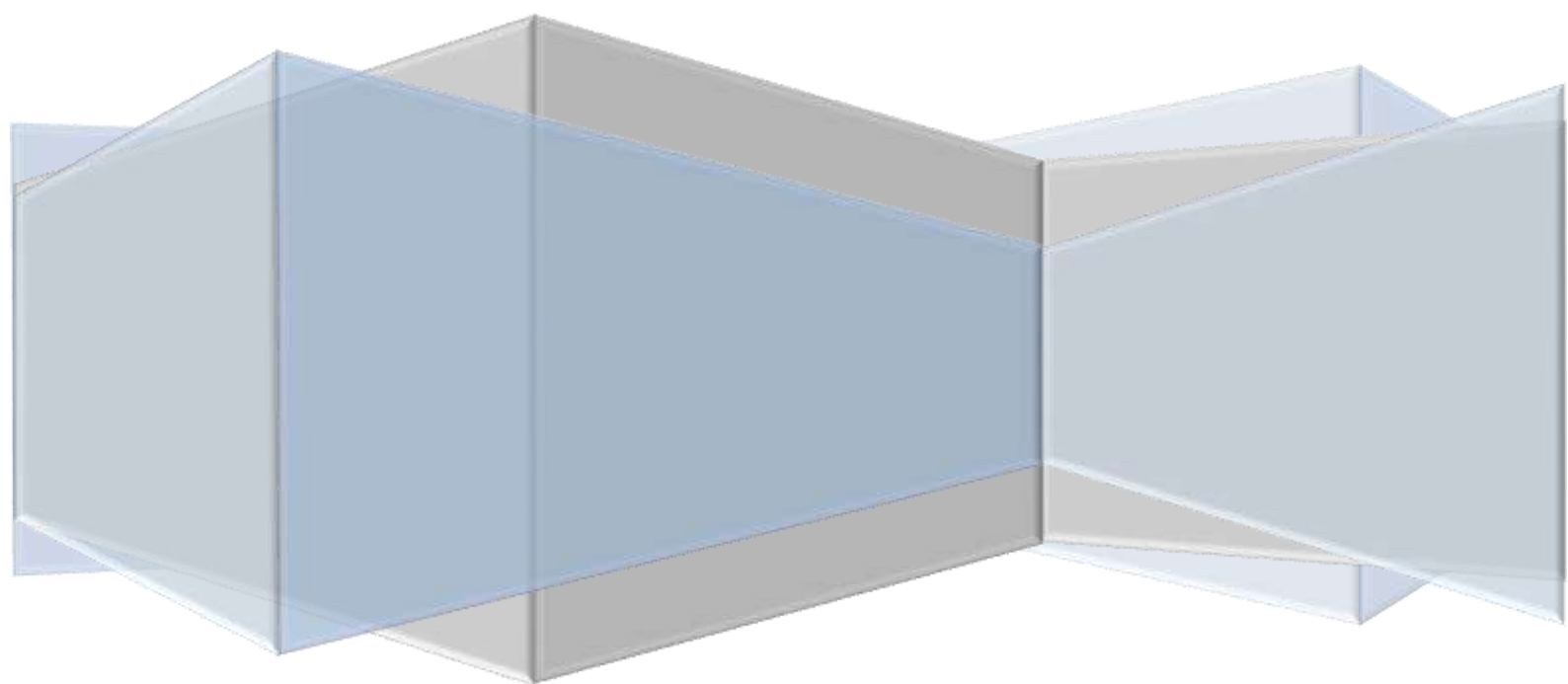


Bogdan Ovezee-1917612

Effective Team Work and Communication

Assignment 1

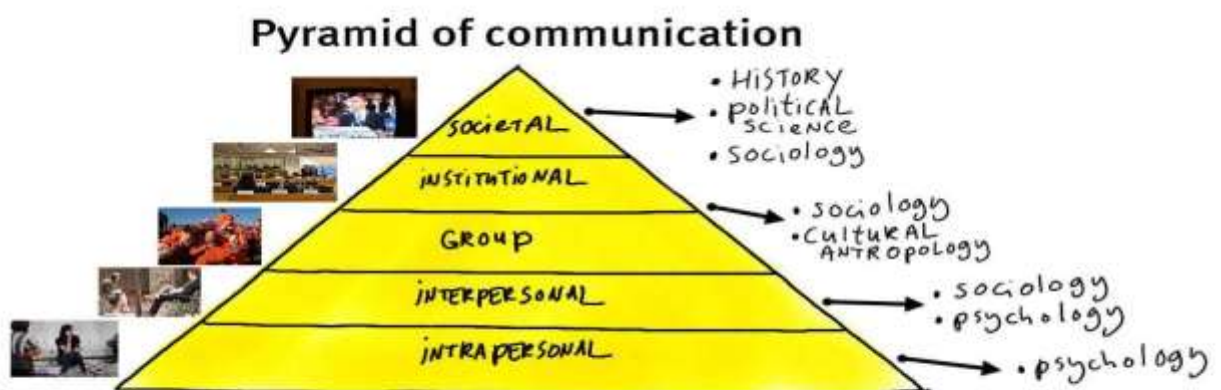


Communication

What is “communication”? I asked myself that quite a few times and I am finally happy to say I got the answer. Communication is simply an act of transferring information from one person to another. But even though it is a simple act, communication itself is still quite complex.

The process of communication involves at least one sender, one message and a recipient, information including thoughts ideas and emotions, you can communicate with someone even by offering a gift such as a box of chocolate, or something as small as a compliment. We communicate every single day using words, gestures, signs and symbols. As we evolved we adapted to the world surrounding us and we started using new ways of communication, such as newspapers, television, mobile phones, internet and so on, all these are categorised as technical media.

Pyramid of Communication



Over the years scientists from different scientific disciplines have studied all the channels and forms communication can have, they

have also come up with the so called “Pyramid of communication”, which shows us the 5 levels of communication which are societal, institutional, group, interpersonal and intrapersonal. Each one of them is being studied by a discipline, they are all working together and sharing thoughts theories and ideas to make connections and get a better understanding of it all.

The communication cycle has 6 simple and basic steps:

1. **Sender** – The person who originates the message
2. **Encoding** – The process of turning your thoughts, ideas and feelings into communication
3. **Message** – The content of your communication
4. **Receiver** – The person receives gets the message
5. **Decoding** – The process of evaluating the meaning of the message just received
6. **Feedback** – The returning of the message

Communication can be both verbal and non-verbal. Verbal communication enables us to use our vocal cords to speak to one another and send our message in the easiest way possible , but what happens when verbal communication is not enough? That is when the non-verbal communication comes in.

There are 4 categories of non-verbal communication:

- **Aesthetic** (Involves the creative expression such as music, dance, art, theatre etc.)
- **Physical** (Involves bodily movements used during social interactions such as a smile, frown, wink etc.)
- **Signs** (Includes any signals that are used and displayed to communicate a message or that have a special meaning such as sign language ,braille writing system, morse code etc.)

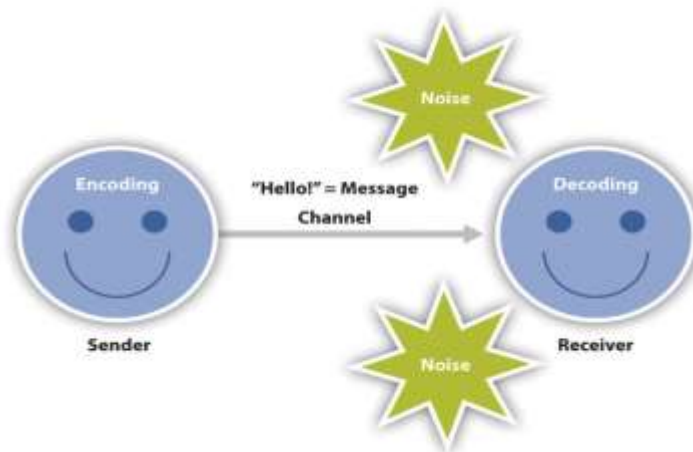
- **Symbols** (Includes any material objects that promote social status, such as jewelry, cars, clothing etc.)

The importance of non-verbal communication is much bigger than we would expect, in fact Dr. Albert Mehrabian and his colleagues published a study claiming that only 7% of the messages meaning coming from verbal communication, the remaining 93% comes from non-verbal communication, which is 38% voice and 55% body language, as he refereed to it to. This study has been questioned many times, different scientists coming up with different numbers ranging between 60% and 90%, which in my opinion just proves the fact that non-verbal communication has a massive impact in day to day communication

Communication is a complex process, and it is difficult to determine where or with whom a communication encounter starts and ends. It can sometimes help considering different communication models. Models of communication simplify the process by providing a visual representation of the various aspects of a communication encounter.

Some models explain communication in more detail than others, but even the most complex model still doesn't recreate what we experience in even a moment of a communication encounter. Models still serve a valuable purpose for us because they allow us to see specific concepts and steps within the process of communication, define communication, and apply communication concepts. When you become aware of how communication functions, you can think more deliberately through your communication encounters, which can help you better prepare for future communication and learn from your previous communication. The three models of communication we will discuss are the transmission, interaction, and transaction models.

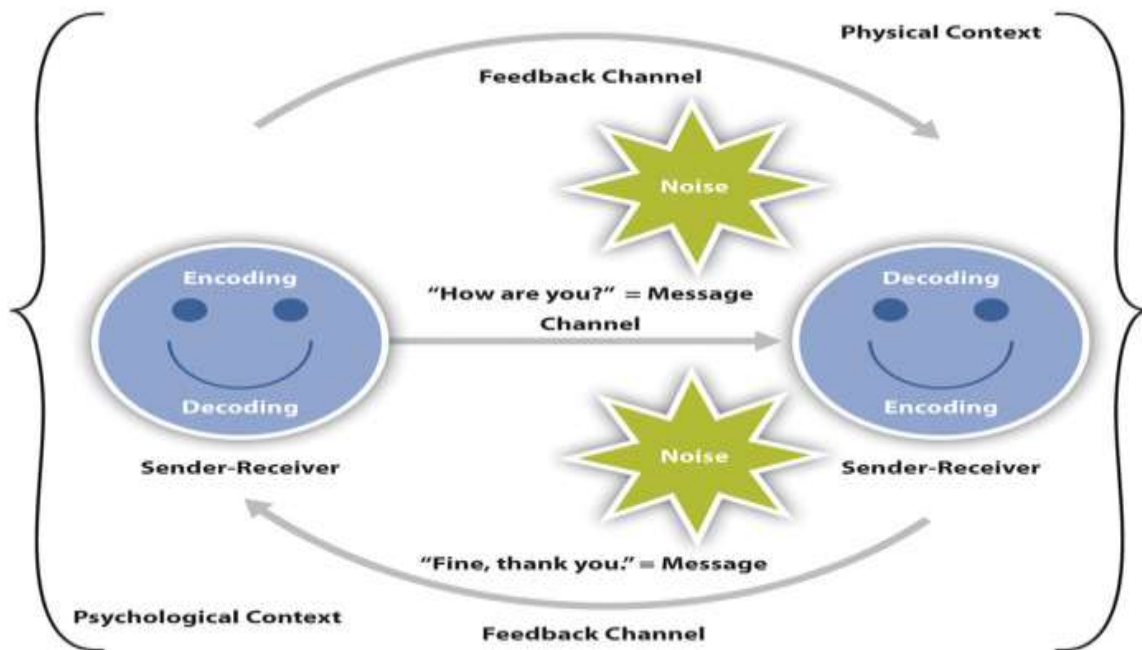
1. Linear model of communication



The linear or transmission model of communication describes communication as a linear, one-way process where a sender transmits a message to a receiver. This model focuses on the sender and message within a communication encounter. Although the receiver is included in the model, this role is viewed as more of a target or end point rather than part of an ongoing process. We have to assume that the receiver either successfully receives and understands the message or not. The scholars who designed this model extended on a linear model suggested by Aristotle centuries before that included a speaker, message, and hearer. They were also influenced by the advent and spread of new communication technologies of the time such as telegraphy and radio.

Think of how a radio message is sent from a person in the radio studio to you listening in your garden. The sender is the radio announcer who encodes a verbal message that is transmitted by a radio tower through electromagnetic waves (the channel) and eventually reaches your (the receiver's) ears via an antenna and speakers in order to be decoded. The radio announcer doesn't really know if you receive their message or not, but if the equipment is working and the channel is free of static, then there is a good chance that the message was successfully received.

2. Interactive model of communication

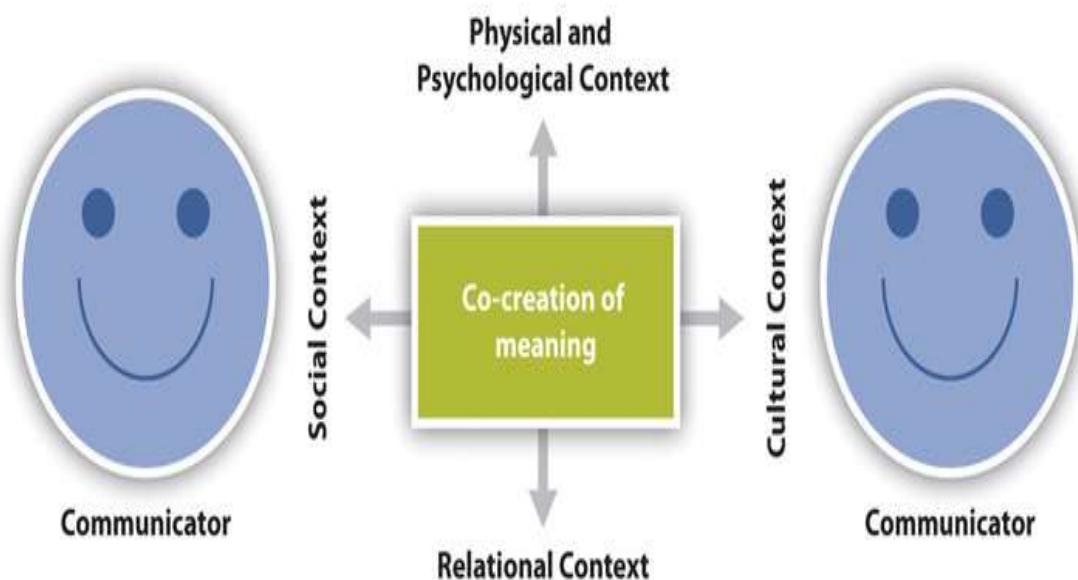


The interactive or interaction model of communication describes communication as a process where participants alternate positions as sender and receiver and generate meaning by sending messages and receiving feedback within physical and psychological contexts (Schramm, 1997). Rather than illustrating communication as a linear, the interactive model incorporates feedback, which makes communication a lot more interactive, a two-way process. Feedback includes messages sent in response to other messages. Each participant alternates roles as sender and receiver in order to keep a communication encounter going. Although this seems like a perceptible and deliberate process, we alternate between the roles of sender and receiver very quickly and often without conscious thought.

For example, your instructor may respond to a point you raise during class discussion or you may point to the bed when your mom asks you where the remote control is. The inclusion of a feedback loop also leads to a more complex understanding of the roles of participants in a communication encounter. Rather than having one sender, one message, and one receiver, this model has two sender-receivers who exchange messages

The interactive model takes physical and psychological context into account. Physical context includes the environmental factor, and lighting of a space influence our communication. Imagine the different physical contexts in which job interviews take place and how that may affect your communication. Feedback and context help make the interaction model a more useful illustration of the communication process, but the transaction model views communication as a powerful tool that shapes our realities beyond individual communication encounters.

3. Transaction model of communication



The transaction model of communication describes communication as a process in which communicators generate social realities within social, relational, and cultural contexts. In this model we don't just communicate to exchange messages; we communicate to create relationships, form intercultural alliances, shape our self-concepts, and engage with others in dialogue to create communities. The roles of sender and receiver in the transaction model of communication differ significantly from the other models. Instead of labeling participants as senders and receivers, the people in a communication encounter are referred to as communicators. Unlike

the interactive model, which suggests that participants alternate positions as sender and receiver, the transaction model suggests that we are simultaneously senders and receivers.

The transaction model also includes a more complex understanding of context. The interaction model portrays context as physical and psychological influences that enhance or impede communication. While these contexts are important, they focus on message transmission and reception. Since the transaction model of communication views communication as a force that shapes our realities before and after specific interactions occur, it must account for contextual influences outside of a single interaction. To do this, the transaction model considers how social, relational, and cultural contexts frame and influence our communication encounters.

NONVERBAL COMMUNICATION

As verbal messages are being communicated, an equally important process of communication is taking place on a nonverbal level. Nonverbal cues from a speaker such as smiling, eye contact, or fidgetiness help listeners interpret the meaning behind the words a person is using to communicate a message. Listeners perceive these messages subconsciously and often have a difficult time articulating why they arrived at a certain understanding of a person's message. As the title of Malcolm Gladwell's (2005) book *Blink: The Power of Thinking Without Thinking* suggests, this process of rapid cognition takes place in the blink of an eye and often outside of awareness. Mehrabian's (1981) seminal research on the importance of nonverbal communication

suggests that messages, especially those that express feelings, are overwhelmingly understood through nonverbal cues. The following percentages represent the relative contributions of the verbal and nonverbal components that a listener uses to interpret a message:

- 7% from verbal cues (words)
- 38% from vocal cues (volume, pitch, rhythm, etc.)
- 55% from facial expressions (smiling, frowning, etc.) and other body movements
(arms crossed, eye contact, etc.)

Written Communication

Written communication involves any type of interaction that makes use of the written word. Communication is a key to any endeavor involving more than one person. Communicating through writing is essential in the modern world and is becoming ever more so as we participate in what is now commonly called the information age. In some ways, effective written communication is even more important than spoken communication. Unless it is being recorded, regular speech does not last. However, written communication is a record, and people may refer back to it later. This means that in addition to creating a connection with your audience, you need to consider the lasting impact of what you write. Think about how it will be perceived by your audience initially, as well as the impact it will leave.

Advantages of written communication

- It is suitable for long distance communication and repetitive standing orders.
- It creates permanent record of evidence. It can be used for future reference.
- It gives the receiver sufficient time to think, act and react.

- It can be used as legal document.
- It can be sent to many persons at a time.
- It is suitable for sending statistical data, chart, diagram, pictures, etc.
- Order, allocation of work, job distribution, etc. in written form reduce ambiguity and help in fixation of responsibility.
- Uniformity in work procedure can be maintained through written communication.
- It is easy to send unpleasant or bad news through written communication.

Active Listening

Active listening is the key to accurately understanding what another person is saying. It requires effort and discipline. Yet group members are often preoccupied or distracted, and thus do not give 100% of their attention to one another (McKay, Davis, & Fanning, 1995). Instead, listeners may be busy comparing themselves with the speaker.

Communication skills, such as active listening and assertiveness, help make information processing more transparent. Actively trying to understand and interpret the verbal messages of others takes work. Simply asking another person to provide the evidence that led to certain conclusions can be very enlightening. Similarly, it is helpful to others when we describe the specific data and interpretation of that data that led to our conclusions

Communication in the workplace

Good communication is an essential tool in achieving productivity and maintaining strong working relationships at all levels of an organisation. Employers who invest time and energy into

delivering clear lines of communication will rapidly build trust among employees

In many team discussions, there is too much talking and not enough listening. To test this hypothesis, try monitoring your next interaction with friends, family, or colleagues. People are often more interested in delivering a message than receiving one. This is certainly true in meetings where emotions are running high. What happened the last time you had a disagreement with someone or were in a tense or stressful situation? Why did your voice rise in volume and pitch? Why did your words hasten? It was probably because you wanted to make sure you got your point across before it was too late. This chapter emphasizes the fact that communication is critical when it comes to leading people, working in teams, and facilitating interpersonal dynamics.

In conclusion

In my conclusion, communication is not just words it is a mixture of tone and body language. You can effectively utilize your voice tone and body language to convey your message across You should be careful in accepting a “yes” response because when people ask do you understand if you really misunderstood he or she say what but you say yes to him or her then you also don’t know what he or she say just now but you accept people already. So that, communication is very important no matter what living creature also have communication even though a pig or dog also got communication. They use their own communication, you just don’t know it

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