

Team work and communication

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INTRODUCTION

Communication skills is related to those skills of the individual which enables them to move information from one person to another. Communication of the most important aspects wh nisation to transfer useful information from one party to another (Armstrong,2019). Communication helps the organisation to established coordination between different departments of the organisation. Effective communication skills of the individual helps them to established good relation with other persons. It makes the speech of the speaker impactful the minds of the audience. This report is based on the communication skills and their importance. Different models of the communication are describes in this report. It states different types of communication skills which helps the organisation and individual in many aspects. It also contains example of poor communication and different factors which improves the same. ich should be present in the organisation because effective communication helps the organisation.

TASK

Models of communication

There are different types of models and theories of communication are present which helps the organisation and individual to improve their communication skills (Lee and Doran, 2017). These models provides systematic information related to different aspects of the communication. Shannon and Weaver model of communication and Berlo's SCMR model of communication are the two models which are popular in present scenario and the brief discussion related to these models are given below.

Berlo's model of communication

This models of communication was proposed by David Berlo in 1960 with an aim to describe different factors of communication in front of world. This model of communication focuses on the encoding and decoding of message before it passes to receiver from sender. There are four components of this model of communication such as sender, message, channel and receiver. The brief discussion related to these components are given below.

S- sender

It is related to those person person or individual which sends the message. It is very important party of the communication because it is the origin of the message and the quality of the communication are depends on the sender of message. It is required for the personality of the sender what it has effective communication skills because the poor communication skills

decreases the quality of the message (Marguet and Ogaz, 2019). The brief discussion related to the skills needed in sender of the message are given below.

Communication skills :-

- **Attitude** :- The attitude of the sender decides the impact of the communication on the minds of the receiver.
- **Knowledge** :- It is very important for the sender to have a knowledge related to which the message developed by them.
- **Social systems** :- There are many factors are came under this section such as religion, belief, tradition and may more which the sender always keep in mind while framing message.
- **Culture** :- It is the important aspect that sender consider while framing message. It creates many problems if there is cultural barrier between sender and reciever of the message.

C- channel

It related to the different mediums of the communication which is used in the process of communication. It is one of the most important aspects which decides the success and failure of the communication between the sender and receiver. It is the criteria which decides the authenticity of the message (Connors, 2020). There are many mediums of communication are present such as television, telephone, internet and many more. It depends open the sender that which medium of communication is favourable for them. In the human being, the senses of them become the channels for communication. The brief discussion related to these senses are given below.

- **Hearing** :- The human being receives the message with the help of their hearing capacity.
- **Seeing** :- It is required for the non verbal message, which human being understand by seeing them.
- **Touching** :- There are many messages need touching to be decode.
- **Smelling** :- The information related to food and other material are transfer through smelling.
- **Testing** :- It is provides medium for the process of communication.

M- message

It is related to the core part of the process of communication and it is related to the actual information which the sender wants to transmit to receiver with help of mediums (McMahon, 2021). It is very important for the success of communication that the parties of communication considers all factors affecting communication. The brief discussion related to these factors are given below.

- **Content :-** It is related to the whole matter which is present in the message. The content must be authentic and quality bases.
- **Elements :-** It is related to the non verbal aspect of the communication which are attached with the message such as gesture, sign language and many more.
- **Treatment :-** It is related to the way on which the receiver conveyed the message it also effects the feedback of the receiver.
- **Structure :-** It is the important part of the message that it develops on the basis of proper structure such as formal structure.
- **Code :-** It is related to the form of the message under which the message are send to receiver.

R- receiver

It is related to those person which receive the message and for which the message are developed. It is one of the most important part of the process of communication because the process of communication become ineffective without the presence of the receiver (Davidson and Sanderson, 2021). There are different skills which requires to be present in receiver and the discussion of these skills are as same as sender of the message which are written above.

Shannon and Weaver model of communication

Shannon and Weaver model of communication

The linear communication by Shannon and Weaver was published in 1946 and explains the scheme of one-way communication. Sending and receiving messages. And the things that can affect him on his way to the recipient.

The elements of the model are:

S- source of information

T-transmitter

C-channel

N-noise

R-recipient

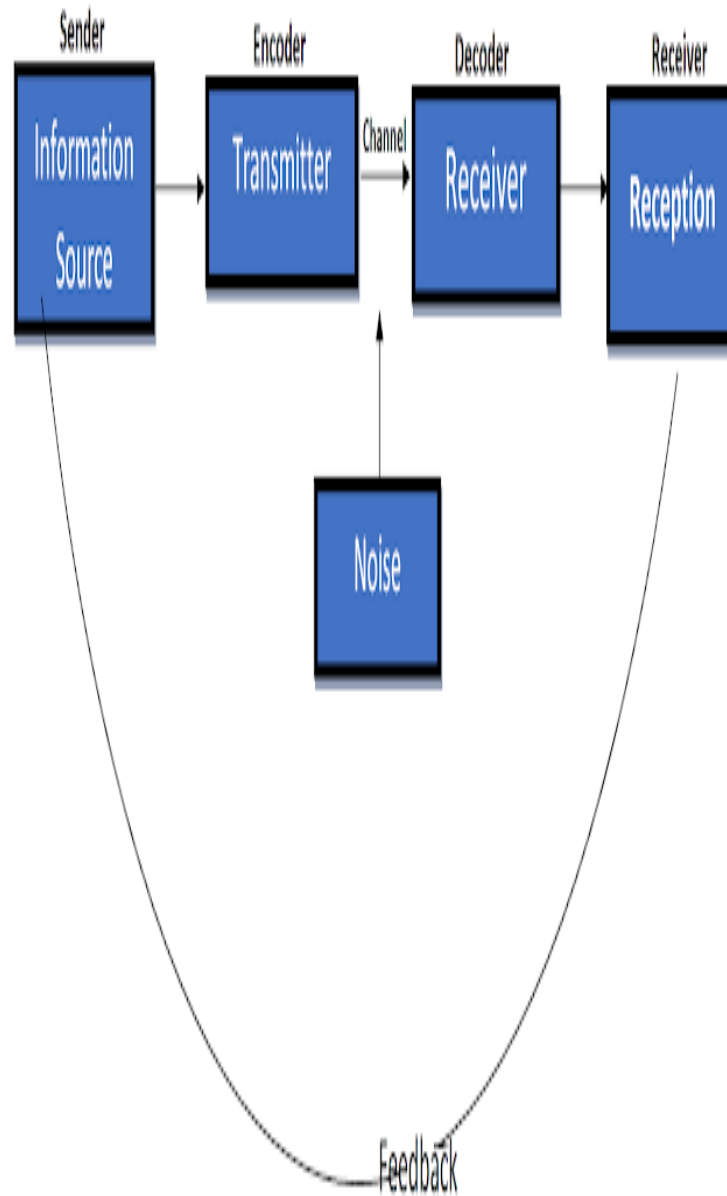
F-final destination

ONE -WAY LINEAR COMMUNICATION DOES NOT SEQUIRE FEEDBACK

- 1. Source of information -the one who wants to transmit the information.**
- 2. Transmitter-is the person who converts the massge in to signals that are sent to the recipient.On this communication is important to choose the right words,body posture,gustures,facial expressions.With them he encodes the information and then it become a message.**
- 3. Communication channel-is the system that takes the message from the sender and helps to transmit it to the recipient.**
- 4. Noise-this is everything that worsens the work of the channel.And changes the message.**
- 5. Recipient -the person to whom the message is addressed.But it will be understood by the recipient depending on his condition,understanding and attitude.**
- 6. Final destination-**

THIS MODEL IS USEFUL FOR COMMUNICATION IN A SIGNIFICANT NUMBER OF BUSINESS SITUATIONS.

Shannon and Weaver Model of Communication



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Communication skills to be present in the individual

There are many communication skills which should be present in the speaker to attract the other peoples and develops effective relation with them. The brief discussion related to these skills are given below.

- **Active listening :-** It is important for the individual to become good listener for the development of communication skills in them. The listening abilities of a person helps the process of communication completed effectively because the message which sender wants to transmit are effectively transferred to receiver due to their listening abilities.
- **Friendliness :-** It is required for the leader of communication to develops friendliness relations with their followers which enables their followers to listen their messages and suggestions effectively and the aim of communication become fulfilled (Firth, 2017). These relations helps the leaders to influence the behaviour of followers with their communication skills.
- **Confidence :-** It is the most important ability which every individual holds in their personal traits because it enables the person to impact on the minds of audience with their effective communication skills. The speaker must be confident about their words.
- **Giving and receiving feedbacks :-** It is very important for the sender of the message that it provides considerable options to the receivers to provide their feedback. This framework helps to develops effective communication skills because of dynamic and innovative ideas from the receivers side.

Example of poor communication

This example is based on the poor communication mediums in my friends office. My friend is working on the financial consultant company which is situated in the London, united kingdom. The main operations of this company is to make all the financial activities of different company which outsources their financial work. He is on executive post and needs proper communication medium to contact with their top level management to solve their queries about the work (Ginsburg and Bain, 2017). In the particular organisation there are no modern and advanced technology related to communication are present which creates many problems in workplace. Their traditional methods of communication makes difficult and time consuming for the business operations.

Suggestions to improve these poor communication

There are many ways which the management of the above company can apply to make their business communication framework effective and achieve the goals of the organisation easily and the brief discussion related to these ways are given below.

- One of the most important aspect which company use to improve the communication framework in their organisation is to employees new and advanced technology for the communication in the organisation.
- It is important for the organisation to organise various activities which enables the employees of organisation to interact with other employees and workers and develops healthy relations with one another.
- There is requirement for developing communication skills in the employees of the organisation and it can be developed by organising different programmes under which the experts develops effective communication skills in employees by their lectures and seminars.
- The involvement of modern and advanced technology in the organisation requires huge investment which the company can manages by short term and long term borrowings.
- One of the most important work for effective communication is the culture followed in the organisation (Keats, 2019). The managers of the company can change the culture followed in the organisation by their collecting and continuous efforts.

CONCLUSION

This report concludes the importance of communication skills to be present in the personality of the individual because it enables them to develops healthy relations with other peoples. The Borle's model of communication are successfully concluded in this report under which the statements reflects various components of communication. This report also concludes Shannon and Weaver model of communication, an example of poor communication and the suggestions to improves the same.

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