

UNIVERSITY OF WALES TRINITY SAINT DAVID

Communication – assignment 1

Module: Effective team working and communication

Module code: BMSW4002

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Table of Contents

Introduction	3
Communication.....	3
Different types of communication.....	3
Verbal communication.....	3
Nonverbal communication.....	3
Written communication	4
Communication styles.....	4
Analytical communication	4
Listening.....	5
Active listening.....	5
Models of communication	5
Shannon-Weaver model.....	5
David Berlo's model -.....	6
Schramm's model	6
Workplace communication.....	6
Challenges/barriers in communication.....	7
Falling to limit distraction.....	7
Bias	7
Falling to be an active listener	7
Solution/strategies for effective communication.....	7
7c's of communication	7
Conclusion.....	8
References:	8
Apendix:	9

Introduction

The purpose of this report is to analyze and inform what types of communication models exist. Is communication at work important and what are the challenges.

Communication

It is important that have good communication skills. It will probably take a long time to improve and have better communication. The information must be sent and received correctly for effective understanding. Communication means to transfer information, messages between two or more people. To exist communications should be having sender and receiver. However, the message can be transmitted in different ways such as: by voice (speaking verbally), by writing(verbally), watching, by gestures and symbols (non-verbal communication) (Maund, Schriek and Tinkler, 2017).

Different types of communication

Depending on how the message is sent, different types of communication can be recognized- verbal and nonverbal communication. However, the message must be received, which means that there must be good listening.

Verbal communication is the words that are exchanged when communicating between two or more participants in a conversation - speaker and listener. If words are not transferred correctly, their meaning will be misunderstood. In verbal communication, it is important what words we choose to use so that the information is understood correctly. If the speaker has good speaking skills, the information will be conveyed and understood correctly. Verbal communication includes two communication rules – regulative (deciding when, where, and how to communicate) and constitutional rules (give the meaning of communication, types of communication) (Maund, Schriek and Tinkler, 2017).

Nonverbal communication counting any communication except words. Nonverbal communication supports and gives more power to words. This communication can show a person feelings and emotions without his or her permission. It is difficult for many people to control them and it usually takes time to learn how to do it. Even when we do not use words, communication continues non-verbally (Riggio and Friedman, 1983, p. 899-915).

Nonverbal communication takes 60%-70% of our communication. The importance of non-verbal communication depends on the receiver ability and how he interprets them. The

meaning of words can be change by non-verbal communication such as: body language, gestures, face mimic, tone of voice, posture, eye contact (Riggio and Friedman, 1983, p. 899-915).

Nonverbal communication presents the individual personality, such as emotional and professional condition, character. Depending on culture body language can conflict with verbal words. The message may be misunderstood or in other words have two meaning. (Maund, Schriek and Tinkler, 2017).

Written communication- Written communication includes any word transmitted in writing. At work this communication is the most used. The head of the business must have communication skills and encourage employees to use and improve it. At work have to introduce ourselves in writing and the work we do. It is important to choose the words carefully and structure them in correct sentences. The transmission of information in writing, business emails should be clear, correct, complete, concrete, concise, consideration, courteous. Depending on how they are written, information can be understood in different ways, an important practice for better results (Inc, 2018).

Written communication is legal proof of communication. In writing, the feedback received may or may not be received later. Written communication before sending must be read again when it is ready, to check for spelling, grammar and some other errors. There are different requirements and skills for different written communication such as writing letters, emails, reports, CVs, formal or informal letters. Included words that may or may not be used. Through written communication one can express feelings. It depends on word usage and font size. Sometimes writing is not the best way to share information. If the message needs more power, it is better to meet face to face and the inappropriate communication can be visual.

Communication styles

Must think when the transmit information is no interest to the listener. He is not active in listening, is distracted and the attendance is somewhere else. In this situation, information sharing may not be well represented.

Analytical communication – to keep attention, need to use a positive phrase and be clear understandable for analytical consideration. Keep aside emotional language. **Personal communication** - appreciate the emotional language to make relationship, be more friendly and smiley. **Intuitive communication** - this is a global picture that explains the short step by

step and reaches the final. **Functional communication** - explains in details step by step through the final.

Listening

Hearing is the process by which sounds are received. Listening is the process by which listener verbal and nonverbal information is received and understand the meaning. Effective listening is important for interpersonal communication between a friend and the workplace (Maund, Schriek and Tinkler, 2017). Listening is not only about hearing and receiving the message, but also about how it is verbal transmitted, what nonverbal signs were used. However, listening is a process that involves the listener deep in the conversation. According to the way we listen, we consider active listener and passive listener. The passive listener receives the message without comment or attention. Active listener shows attention and gives a feedback. Is actively involved into communication and understand the message (Skillsyouneed, 2019).

Active listening involves listening to all senses. In addition to receiving the information, the listener must show that actively involved in the communication. This can be demonstrated through verbal and nonverbal communication such as: confirm with "Yes", shake your head, smile, eye contact, posture. Depend on culture some of nonverbal signs cannot be seen. With this feedback from the listener, communicating the speaker is easier (Skillsyouneed, 2019).

Models of communication

There are some types of models who look at how the information was transferred and understood from the receiver- The Shannon – Weaver, Berlo's, Schramms.

Shannon-Weaver model – This model from 1948 is call Mathematical model. It is a linear model who research how noise can affect to the receiver information. The model contains: sender, encoder, channel, decoder, receiver, noise. Sender is the original information source. Encoder is changed the information to a signal. Channel is the device which deliver signal. Decoder is changing the signal in to information. Receiver is the end point to get through. Noise is any side effect on the information. There is some problems at this model, such as: with different type of channel some information cannot be received, the meaning of the message can received different, there is no feedback.

David Berlo's model - Again, this is a linear model that looks at the factors that effect on each different elements of communication, forming communication more effectively. The pieces of this model are sender, message, channel and receiver. Here is not a noise effect and no feedback included. The quality of the information transmitted depends on the different personal skills hold by the sender and the receiver. Communication skills, if are same to the sender and recipient, the information will be sent and accepted correctly. If these skills are going different, the message will not be understood correctly. It is the same with the different degrees of knowledge, behaviour, culture. Message- that is the exactly information which need to be transmitted from sender to the receiver. It can be by video, text, pictures etc. Channel - this includes human senses for receiving information such as: hearing, seeing, smelling, touching and tasting. Receiver- similar to the sender skills, only better if have additional listening skills (Bisnesstopia, 2018).

Schramm's model- this is a circle model that includes a sender and a receiver. Here the sender is also the receiver and the receiver is the sender. Depending of encoding information can have a problem with the continuing message. Feedback can be used to verify that the message has been received correctly (Study rotunda, 2017).

Workplace communication

Proper communication is important for good customer service, personal attitude and behavior are included. The positive person has good nonverbal communication skills. With facial expressions and eye contact, the employee indicates that he is welcome and open to questions and answers. Underline some important communication skills and showing them in the interview.

At the workplace, as a cleaner, communication is made between a colleague and a customer. Communication must be clear and personal. It is unprofessional for an employee to share non-personally information. Good service is about trust and honesty. It is responsibility to maintain feedback to improve customer service. In the event of a channel problem or language barrier, the message may be misunderstood or missing. About that always need to be sure that the information is correct understood.

It is possible that people from different cultures work in one workplace or work is related to communication with many and different customer. Every culture has a different way and understanding of courteous communication. Need to take this into account and not be too

critical when the employee is not yet familiar with a particular culture. For some, looking in the eyes is offensive and disrespectful. For others, standing too close to one another causes concern. However, tone of voice and intonation in some is a bit loud.

The world is open to be in touch with numbers of cultures. Always should have a respect and patience to get ready to understand and learn new culture.

Challenges/barriers in communication

There are some barriers that prevent the listener from receiving all the information.

Sometimes, instead of listening to the speaker, things from the environment distract us, we may think of other stories, different actions are planned. Thus, the speaker's message was not fully understood and accepted.

Falling to limit distraction - can be external distraction which includes any noise like talking, phone, fly bug. It can be and internal distraction which includes personal problems. **Falling to focus on the message** - because of distraction can lost the focus of message. Due to misunderstanding of the meaning of specific words (jargon) or explain with too many details, we are also losing focus on the message.

Bias- if the listener has enough knowledge and feel strong, is not an effective listener. An effective listener must stay away from bias and be present.

Falling to be an active listener - There are three types of listening: informational, critical, empathetic. Listening to information - listening is practical when you learn something new. We gain different new knowledge and skills, tasks that we need to accomplish. There is no place for criticism, notes with important supporting information can be recorded. Critical listening - this is listening when the listener has to review the message in detail. Critical listening is more active than informative listening. This is where decisions have to be made and problems solved. It is important for critical listening that are not be bias. This will open new ideas. Empathic listening - involves understanding the speaker feelings and emotions. It is not just about understanding them, it is deeper (Maund, Schriek and Tinkler, 2017).

Solution/strategies for effective communication

7c's of communication are list to help better send and understand the information, proper communication. Will guarantee that the communication is effectively. They are clear, correct, complete, concrete, concise, consideration, courteous (Jargons, n.d.).

First for better communication need to calm and to have an idea what have to say. Need to work on nonverbal messages, which shows more than words. Avoid all distraction it is possible. At workplace to be honest and respectful, is advantage. Can be promoted if listening effectively. Know yourself, evaluate your professional context, interact with others, step back and reflect.

Conclusion

In the workplace, communication skills are essential for personal and professional development. Improving the quality of transmitting and receiving information will show good results. Due to the clash with new and different cultures in the community, listening and understanding are important.

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Appendix:



Effective Team Working and Communication – Term 1 BMSW4002 In-class exercise 1

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 you Task 1 (part of the Assignment for this module).

Student Name: Anita Dimitrova Student ID: 1817350

Ex.1. Read the following passage and answer the questions.

The professor and the village people

A Professor of English at a well-known Welsh University lived in a large house not far from a little village. He never went into the village, but shopped in the town near the University because he had nothing in common with the village people, who were largely uneducated and did manual jobs. One night, the professor fell asleep while smoking his pipe and the pipe fell onto the carpet and started a fire.

When the professor awoke and saw the house on fire, he rushed into the village, screaming:
‘The edifice is being consumed by a great conflagration!’
‘The edifice is being consumed by a great conflagration!’

The village people looked at him and continued doing what they were doing.
‘Don’t you understand?’ He said. ‘The edifice is being consumed by a great conflagration!’
They ignored him.

When the Professor returned home, he saw that his house had been completely destroyed. He sat down on the ground and wept. The next day, he went into the village crying. ‘Why, oh why didn’t you help me? My home has been destroyed by the fire. I came and begged you last night.’ He wept.

‘But Professor, why didn’t you say that your house was on fire? We would have helped.’

Q1: Why didn’t the village people help the Professor?

Q2: What should he have done to get them to help him?

Q3: Whose model of communication do you think can explain this situation?

Q4: Why?

Q1: The village people didn't help because they didn't understand the message meaning, the words from the Professor.

Q2: He should told them shortly and understandable that his house is on fire.

Q3: Berdo's model

Q4: The attitude, knowledge, sender (Professor) + message & village people (uneducated) no feedback

Lecturer's signature: _____ Date: 24.07.2019

1 | Page

Effective Team Working and Communication – Term 1
BMSW4002
In-class exercise 1

Ex.2. Read the following brief and write a business email according to the instructions.

You are Director of Communications at your company and you would like an employee, Jack Daniels, to join your Communications Training team.

- Tell JD why you are writing
- Say what you have observed and like about his communication skills
- Tell him why you think he would be an asset to the team

Dear Jack Daniels,

I am writing to you to inform you that

Would you be happy to join in our communication training team?

We have observed your communication skills, and we believe that they are exactly what we looking for.

We appreciate your communication skills, the way how you listening and understand all the task and ability to learn other people with a ease at the communications training team.

Please, contact if you interesting.

Yours sincerely,
Anita Dimitrova

Lecturer's signature: _____ Date: 24.07.2019

2 | Page

Student Name: Anita Dimitrova

Student ID: 1817350

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 following passage and answer the questions on the next page.

Case Study: A Day With The Chief

Mark is a top-performing salesperson at a pharmaceutical supply company. As a reward for his performance, he is treated to a trip to the corporate office in California to meet the chief executive officer, Ms. Mills. Ms. Mills is known around the office as the "Wicked Witch of the West" because of her short and sometimes abrasive demeanour.

Mark's co-workers share "horror stories" of their encounters with her, stating that she rarely makes eye contact, never smiles, and dislikes being approached unless she initiates the conversation. Although he is excited to travel, he is also nervous about what he and Ms. Mills might talk about. He prepares by thinking about how he can share his sales strategies and techniques. On the day of the meeting, he waits patiently for Ms. Mills' assistant to call him into her office. When he is escorted in to meet her, he is shocked to see a petite woman behind the large desk smiling back at him with kind eyes. He approaches, shakes her hand, and waits for her permission to sit.

Ms. Mills is nothing like the horrible person they made her out to be. Ms. Mills asks Mark several thoughtful questions about why he is successful, ways the staff can be supported, and how the company fits in with his professional goals. Mark feels more and more comfortable as she leans forward to listen intently to what he is saying. Mark loosens his tie, crosses his legs, and begins sharing stories of how he feels his immediate supervisor has dropped the ball on more than one occasion and that the team would be better if more money were allocated to incentives and bonuses. Mark immediately sees Ms. Mills' eyes begin to squint and her brow furrow. She stands up abruptly and says in a gruff voice that their time is up and that her assistant will show him out.

Lecturer's signature: _____

Date: 14/8/19

1 | Page

1. Given the professional context, what would you have done the same and/or differently if you were in Mark's position?
2. Do you think Mark accurately evaluated the context? Why or why not?
3. What communication factors led to the change in the chief executive officer's disposition?
4. How could Mark improve his communication skills?

1. Mark is a top-performing salesperson. That is mean he got a very good skills and knowledge for this job. He doesn't ~~not~~ pay attention on his colleagues information, because they was not specific when, why. He was nervous without reason.

2. Mark not evaluated the context. He pay attention more to ~~non-verbal~~ non-verbal communication from the chief. He should not change the comfortable position. Not good active listening.

3. Mark changed his non-verbal communication such as loosens tie, crossing legs, and speaking about his shag stories. He behave informal.

4. Mark ~~also~~ has to improve his active listening skills.

Lecturer's comments: _____

good attempt, you could have explored more on what are the active listening skills

Lecturer's signature: _____

Date: 14/8/19

2 | Page