

***Effective Team Working  
and  
Communication***

**(BMSW4002)**

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# Table of Contents

|                                                                                                      |    |
|------------------------------------------------------------------------------------------------------|----|
| INTRODUCTION.....                                                                                    | 2  |
| MODELS OF COMMUNICATION.....                                                                         | 3  |
| 2.1 Shannon and Weaver (1948) model of communication...3                                             |    |
| 2.2 Schramm (1954) model of communication.....4                                                      |    |
| 2.3 Berlo (1960) model of communication.....6                                                        |    |
| COMMUNICATION SKILLS.....                                                                            | 7  |
| 3.1 Verbal Communication.....                                                                        | 7  |
| 3.2                                 Non                                 Verbal<br>communication..... | 9  |
| 3.3 Listening.....                                                                                   | 10 |
| CONCLUSION.....                                                                                      | 10 |
| REFERENCES.....                                                                                      | 11 |

## **INTRODUCTION**

Communication is a phenomena which is a part of day to day lives and all the different activities that are conducted in a day of a human being. The individuals make use of communication and different conversational practices for exchanging information amongst each other and for sharing their views (Gharaveis, Hamilton and Pati, 2018). It is an important concept that is used in the world for interacting and sharing ideas. There are several barriers which occur and hinders the messages being transferred and the motive behind them. Thus, the concept of effective communication is important and separate from just communication. In the report below the communication practices and concepts are elaborated. At first three models of communication are discussed that are Shannon and Weaver (1948), Schramm (1954) and Berlo (1960). In the first model of Shannon and Weaver a case study is used of Maria and Pedro for elaborating the model. Moving along communication skills will be explored with their types such as verbal and non verbal and active listening.

## MODELS OF COMMUNICATION

Communication is a defined term which is used by people for sharing and understanding the messages of people for the purpose of getting work done effectively. There are different ways of communication which are used by different cultures of people for transforming their ideas and views. There are few models of communication provided by experts that are elaborated and examined below in the section for effective outcomes to be seen on teams and making them work together as one unit of several experts (Wong and et. al., 2016).

### 2.1 Shannon and Weaver (1948) model of communication

**Shannon and Weaver (1948)** – This is a mathematical theory of communication that argues and states that the conversation in which human beings are engaged can be broken down into six key elements. These concepts are **sender, encoder, channel, noise, decoder and receiver**. After a few years another stage was added that is of receiving **feedback** from listeners after the message is transferred. The Shannon and Weaver model is a linear model of communication that develops a framework through which sends and receives messages by senders and receivers can be analysed. This model of communication is famous for its efficiency to explain how messages and opinions shared can be misunderstood due to

mixing and misinterpretation taking place between sending and receiving the message.

This model will be explained through the case study of Maria and Pedro who were working in a nursing home taking care of patients in need for healthcare services. The supervisor calls a meeting of all staff in the morning and tells them what they have to do for the day. She is English and speaks very quickly to us, who are mainly foreigners and do not understand her. When she is finished speaking, she leaves the room and a lot of confused nurses. We do not get to ask for clarification, which could be dangerous because one of our duties is to give medication to the patients and we need clear instructions (Gharaveis and et. al., 2018).

According to this case a clear understanding through the model is provided that is the sender and the receivers language difference is the barrier. Along with it the noise and speed of messages being transferred was too high which hindered the delivery of the information. Moreover, after conducting the meeting the supervisor just leaves without asking for feedback and any further clarification which also created the lack of teamwork and which was affecting the effectiveness of communication and conversation being done in the meeting at the workplace.

## 2.2 Schramm (1954) model of communication

**Schramm (1954)** – This model is related to communication that take a place between sender and receiver. Sender is a person

who sends their messages and information whereas a receiver is a person who receives the messages which are sent by the sender. According to this model, there is a need to have proper communication between sender and receiver so they can share their views and complete the assigned task. Schramm believes that individual's knowledge, culture, background are playing important role in communication as people are from different culture then they share information in their ways. This can help to complete the working and sharing of information. This model has different parts such as:

**Sender:** The person who sends messages (Gross and et. al., 2016).

**Encoder:** The person who turns the messages to be sent into codes. In other words, this provides understanding of thinking about the right words to say in what order messages are communicated.

**Decoder:** Such person gets encoded messages which are sent by encoder and converts them to understandable language.

**Interpreter:** This person works to understand and analyse messages. The interpreter and receiver are the same people who understand the messages.

**Receiver:** This is the person who gets the messages.

**Messages:** Are defined as data sent by the sender and information is obtained by the receiver.

**Feedback:** This is the process of acknowledging the received messages by receiver.

## SHAPE

*(Source: Schramm model of communication)*

### 2.3 Berlo (1960) model of communication

**Berlo Model of communication (1960)** – This is also a communication model which was introduced by Berlo in 1960. This model focuses on encoding and decoding that happens before the sender sends the messages and before the receiver receives messages respectively. This model is mainly involving sender, messages, channel and receiver (Cooke, 2016).

The components of this model are as defined:

#### **Sender:**

**Communication skills:** These are skills of a person that affect the communication process. If the sender is having good communication, coordination and understanding skills then it can communicate properly with others.

**Attitude:** This behaviour of sender and receiver creates an effect of messages that might change the meaning if they have different attitudes.

**Knowledge:** This is important because it can help to increase the understanding in sending the messages and encoding properly.

#### **Messages:**

**Content:** This thing is used for sending the messages from beginning to end.

**Element:** This is a non verbal thing that tags along with content such as languages, signs and gestures.

**Structure:** This is the way in which messages are structured and arranged which affects messages.

### **Channel**

This is defined as medium uses to send the messages such as telephones, internet, social media etc. This also involves hearing, seeing, touching, tasting and smelling of messages (Mohanty and Mohanty, 2018).

### **Receiver:**

This is the person who receives and gets the messages as having communication, attitudes, social system and knowledge to receive messages in the same tone in which the sender sends.

SHAPE

*(Source: Berlo model of communication, 2019)*

## **COMMUNICATION SKILLS**

### **3.1 Verbal Communication**

Verbal communication is a tool of conducting conversations with people by using words and sound. The verbal communication is an effective source of interaction in which through sound and words messages are expressed in the best way possible. Verbal communication sender makes a sound and gives out words which are evaluated by the receiver and accordingly feedback is given (Grover, Porter and Morphet, 2017). Through verbal communication senders express their feelings to the receiver by sharing their thoughts, ideas and opinions. A speech, discussion, presentation, debate, oral

interaction and conversation are all forms of verbal communication. There are few barriers to it in which sometimes the speaker speaks very fast leading to lack of clarity and understanding, resulting in misunderstandings and miscommunication. Verbal communication does not provide any evidence for the future which is a disadvantage of the method. There are two types of verbal communication which are as follows:

**Oral/Spoken communication-** This is a form of verbal communication which takes place between two or more individuals where they by way of speech or discussion express their opinions. Oral communication is also known as spoken conversation too which is performed either face to face or by any electronic device such as telephones, videos and others. Oral communication takes place in formal and informal ways depending upon the relationships of the individuals and on the topic of the conversation being conducted (Acai and et. al., 2017).

**Written communication-** The next method of verbal communication is in a written manner. Written communication takes place when people or groups of individuals are talking and interacting with one another through words without sound. That is when messages are sent and received in written format it is known as written communication. It is more effective as no confusion is created and thoughts, ideas and opinions are expressed clearly. Common language plays a vital role in

conducting written communication because if the senders and receiver do share the common languages the message sent will be irrelevant to others.

### 3.2 Non Verbal communication

Non verbal communication is a communication skill and a tool which is also known as manual language in common. Non verbal communication is the process of sending and receiving messages and conducting communication by way of gestures, signs, body language, facial expression and postures. Non verbal communication was recognised centuries ago as a critical and most important aspect of communication. Through determination of non verbal communication the phenomena of communication and conversation for sharing information and opinions was enlightened. Verbal and non verbal communication processes are interdependent and most effective when used together by the individual's (Rosen and et. al., 2018). Types of non verbal communication are as follows:

**Facial expressions-** The earliest form of non verbal communication which was conducted and still practised by humans in offices, normal day to day lives and in personal areas is facial expressions. The individual makes several expressions for making others understand what they are feeling. Mostly this form of communication is adopted by disabled people who are not able to communicate with sound and words that are verbal.

### 3.3 Listening

Another communication skill which is must for the individuals working in an organisation or in their general lives require to conduct effective communication and conversations is to listen. According to the principle of communications as well, listening is one of them. Listening refers to the practice the individual has to develop as a receiver. One has to be a good listener to conduct effective communication because if the person is not listening then they are not able to answer properly to the message. A listener can be an Active listener or a Empathetic Listener (Logan, 2016).

**Active Listener-** Active listening is undertaken as the procedure in which an individual tends to secure important information from various groups. It also tends to pay effective attention to the conversation and also takes time to understand what the speaker is saying. Active listening focuses on an individual as what is going in the mind.

### **CONCLUSION**

The above report is developed upon teamwork and communication which are two different aspects but interlinked with one another summarising that communication plays a vital and most influential role in developing coordination and cooperation in a team, leading it to become an effective team and work together. Communication tools are the one which are used by human beings in day to day lives in personal and

professional settings as well. In the report communication models and their use are acknowledged in relation to teamwork and effectiveness of conversations. In the same communication skills are identified too, formal and informal are two ways people communicate with one another. In which skills required are bifurcated into verbal, non verbal communication and active listening. These are three skills and capabilities which make an individual effective while interacting with others in office, home and in any get together.

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*Illustration SEQ "Illustration" \\*Arabic 1: Schramm model of communication*

*Illustration SEQ "Illustration" \\*Arabic 2: Berlo model of communication, 2019*