

Effective Team Work and Communication

Module Code: BMSW4002

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Date: 04 May 2020

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Introduction

When asked what communication is, the common answer is the transfer of knowledge from one person to another through different means of transfer (Adler et al., 2016). Communication can happen at minimum between two people and at maximum a group of people or a large gathering. The entire process of communication can be broken up into three parts, the sender, the receiver and lastly the actual message. Communication can be verbal or non-verbal. Good communication is necessary for the running of any working business. It is impossible to run a successful business without communicating with the staff and business partners. Through successful communication the effectiveness in the work is increased and turns a business prosperous (Choren, 2015). There are certain advantages of having effective communication at any workplace.

The first and most important advantage of good communication is the creation of successful teamwork among the people. This helps the team members to effectively distribute teamwork and complete tasks on time. One main aspect of communication in business is that it helps in getting feedback from customers due to which a business owner is able to improve his/her business and remain successful (Hargie, 2016). The last aspect of good communication is that it helps in the enforcement of the laws and regulation that are implemented in the workplace.

Being a worker of an Amazon Distribution Center it is important to communicate with Customer and colleague. Regarding the retail industry, the importance of communication is incredibly significant. The first thing in which communication is very necessary is the handling of delivery routes. Driver guidance, taking feedback and taking care of their needs is a fundamental part of our job, and continuously helps improve the effectiveness of parcel delivery routes. It is also very necessary in the training of fellow staff members. As a lot of the

communication that is done in the workplace is verbal, the strategy of communication that is most suitable for the workplace is to practice active listening. This allows the person to enhance their listening skills and then communicate easily.

Types of Communication

Throughout the history, people have tried to perfect the art of communication. This has led to the creation of various communication ways, but there are two ways of communication that have remained same throughout the history. The two main types of communication are verbal and non-verbal communication.

Verbal Communication

Verbal communication refers to the process of exchange of knowledge between two or more people through voice transfer or simply speaking with one another i.e. with the help of words. Verbal communication depends upon the pitch of the voice spoken and the maturity that is shown on the face when the information is spoken (McKee, et al. 2013). Verbal communication is a more direct form of communication, in which all the information is exchanged directly and the sender does not have to wait for the receiver to answer. Instead direct communication is done and feedback is also given at the same time. Verbal communication is the most widely used form of communication.

Nonverbal Communication

Nonverbal communication is the type of communication that is not done through words. This can include communication through facial language, body language, sign language and simple gestures, all the ways that do not include any speaking. Nonverbal communication is dependent to how a person is feeling at the time. For example, is a person is feeling extremely

angry then their facial expression will convey a different message and if a person is happy, they will convey a completely different message.

Effectiveness of Different Communication Types at Workplace

Effective communication is the interactive process which needs the efforts and skills by the person who sends the message and the person receiving the message. All the parties involved in the communication process must use their skills and efforts efficiently for the effective process of communication at workplace. The communication effectiveness involves the responsibilities of senders and receivers and listening skills. Active listening and participation in the communication process makes it more effective (Lunenbergh, 2010). The communication effectiveness helps in the organization in the effectiveness of organizational functions and activities, and effectiveness leads to the effective performance as well (Lord, Clark-Carter, and Grove, 2016).

Verbal communication is major part of communication, but non-verbal is crucial at the same time as well. The body language, posture, gestures, eye contact and facial expressions are integral part of the non-verbal communication. It is suggested that the communication is interpreted in different manners if not delivered properly (Nurmaxamatovna, 2019). The communication is effective and accurate when a person has awareness of emotions and involves the understanding of their signals which is non-verbal when they are sending the message to others. The verbal communication along with the non-verbal communication is the most effective way of communicating with the employees.

In our distribution center, we interact with the Amazon delivery drivers on a daily basis. Communication is very important with this type of job where we need to interact with them

directly. We have to use both verbal and non-verbal communication at this stage. The use of proper non-verbal communication however is more effective for making the drivers comfortable with the work environment we are providing them. This requires our gestures, postures, eye contact, and body language to be appropriately used so that they feel comfortable and follow our guidance's.

The end customers are more concerned on how their purchases are being handled by the staff. This not only includes the quality of the services but the communication ways as well. The verbal communication along with non-verbal communication is what effective at this level of job. The customers notice the way drivers are speaking to them and understand what they are required to do. Here the listening power is also an effective tool. The customers also notice the non-verbal gestures and postures and hence the effectiveness of these postures and gestures make the job more effective.

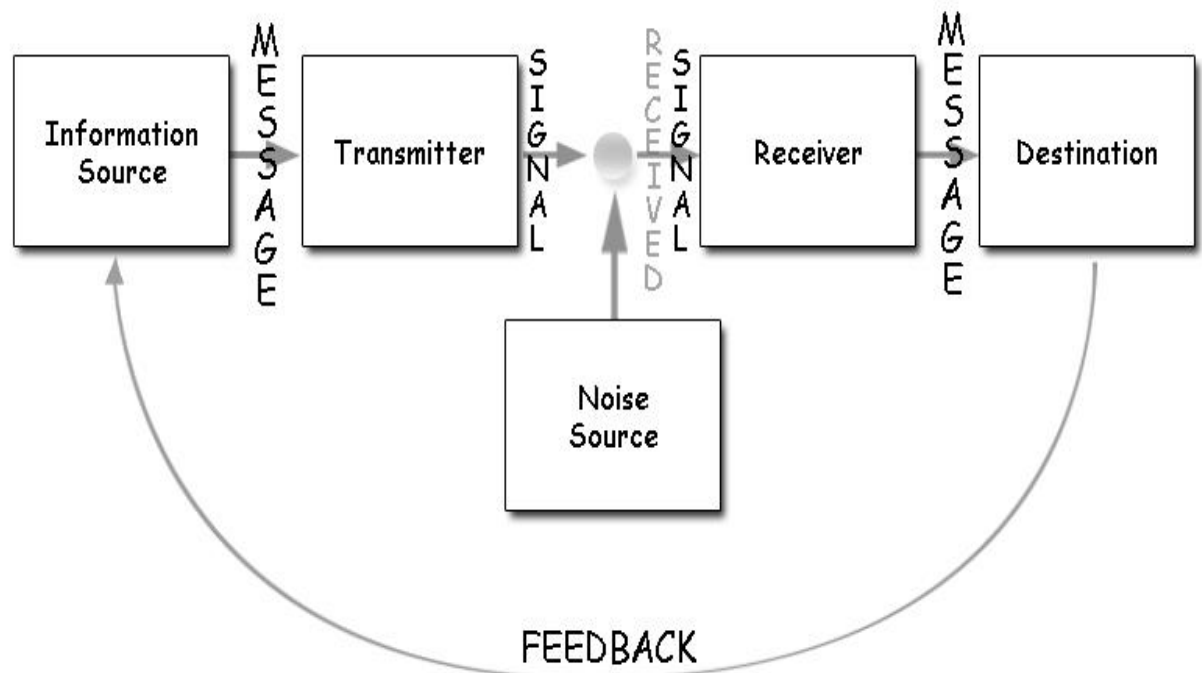
Communication Theories and Models

Shannon-Weaver Model of Communication

Shannon-Weaver model of communication is the model that provides the detailed discussion on the problems of communication. This provides the clarification and simplification of the structure of communication that offers new insight into the process. This model explains the information flow process. The model reflects a medium which is often direct and one directional (businessstopia.net, 2018).

As per this model, the sender encodes the message to send it to the collector through a medium or technical medium like phone and transmit. The sender changes over this message into codes which the machine encodes. The message is sent by a specific medium in codes. The

recipient needs to unravel the message before understanding and interpreting it. The receptor machine decodes the message in the greater part of the situations. The medium can have noise and the receiver probably won't have the ability to decode that may make issues during the communication process (Al-Fedaghi, 2012).



SMCR Model

Berlo's model identified various models which will influence the correspondence. He portrayed the variables that influence the individual parts in the correspondence making the communication proficient and compelling. This model spotlights on encoding and translating which happens before the sender sends the message and the receiver gets the message respectively. The Berlo's Model has four parts that are utilized to clarify the procedure of correspondence. This incorporates the sender, message, channel, and recipient (Berlo, 1960). These components are:

Sender

The sender is the person who initiates this correspondence and is the original source of the message. The message is sent to the receiver through the source. There are various variables which relates to the sender including communication skills, attitude, knowledge, social system, and culture.

Message

The message is the element or the content that involves the communication by the receiver or source of the message. The message comes in different forms. It can either take the form of direct voice, the audio message, text message or video message. The main elements of message involve the element, composition and context.

Channel

Channel is termed as the medium by which receiver gets the message which is sent by the sender. The message is sent by various channels which are used for the communication including the telephone, internet or any five senses responsible for the flow of the communication and affect the effectiveness of the channel.

Receiver

A person that gets the message which is initially sent by the other person is receiver of that message. The model believes that all the other factors and the pattern of thinking must be in a way that communication becomes effective for sender and receiver.

Implementation of Communication Theories and Models in the Workplace Scenario

In the current scenario of business, the retail industry is a very complex and critical work that requires a lot of communication among staff. There are many communications models that

can be implemented, but in this scenario the Shannon and Weaver model of communication shall be implemented. In this section what this model is about shall be discussed as well how this can be implemented in the retail industry.

The Shannon and Weaver model was first given by Shannon in 1948. Shannon argues that all types of communication can be broken up into 6 parts and that these parts are necessary for any type of communication to happen, later a seventh part was added by Weaver in the model which completely changed the model. This model is also called the mother of all theories, as this was one of the first theory that was specifically given for communication. The 7 parts of communication according to Shannon are

Sender

Sender refers to the person that has started the communication, and also choose the channel of transfer and the actual message. The sender is not always a person but rather the source of the information

Encoder

Encoder refers to the actual machine or the person that transfer the information from the sender to the receiver. The Shannon model was created with keeping machines in mind. In today's environment the role of encoder can be applied to cell phones and computers.

Channel

A channel is also the medium through which the information is transferring. In the case of emails the channel is internet and, in the case of phone calls the channel is satellite signals.

Decoder

A decoder is the person or device that converts the information back into understandable form. In regards to this model decoder usually refers to a device such as a phone or mobile.

Receiver

The receiver is the actual person, to whom the message is sent.

Noise

Noise refers to any type of interference that results in stopping the transfer of information. Noise can be both a mechanical problem and human.

Feedback

Feedback refers to the reply that is sent by the receiver to the sender.

This model can be implemented in the retail industry in many ways. The first way it can be implemented is in the teaching of the staff; the training can be done by someone from another location. Another way is simple communication among employees on different floors of the building; the employees could communicate via intercoms or mobile phones. The last part is that this model can be used during staff meetings.

Conclusion

The report is aimed to explain the importance of communication in the workplace. Firstly it described the communication, importance of communication at workplace, explanation at workplace and the communication strategy. Secondly it explains the different types of communication, verbal and non-verbal and the effectiveness at the workplace. Furthermore it explains different models and theories of communication and the use of those models used in the workplace. The report concludes that at workplace the communication is effective when verbal and non-verbal communication is used appropriately for the effectiveness of communication at workplace. It describes different theories of the communication as well. The Shannon-Weaver communication theory and SMCR theory are also explained. Both the theories explain the

sender, medium, and the receiver of the message with different aspects like coding, noise and the type of message. In addition, the report also related these things with our workplace which is Amazon Distribution Center. At the distribution center we can use both communication like verbal or non-verbal for the effectiveness of our job which is to prepare delivery routes and dispatch them efficiently.

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