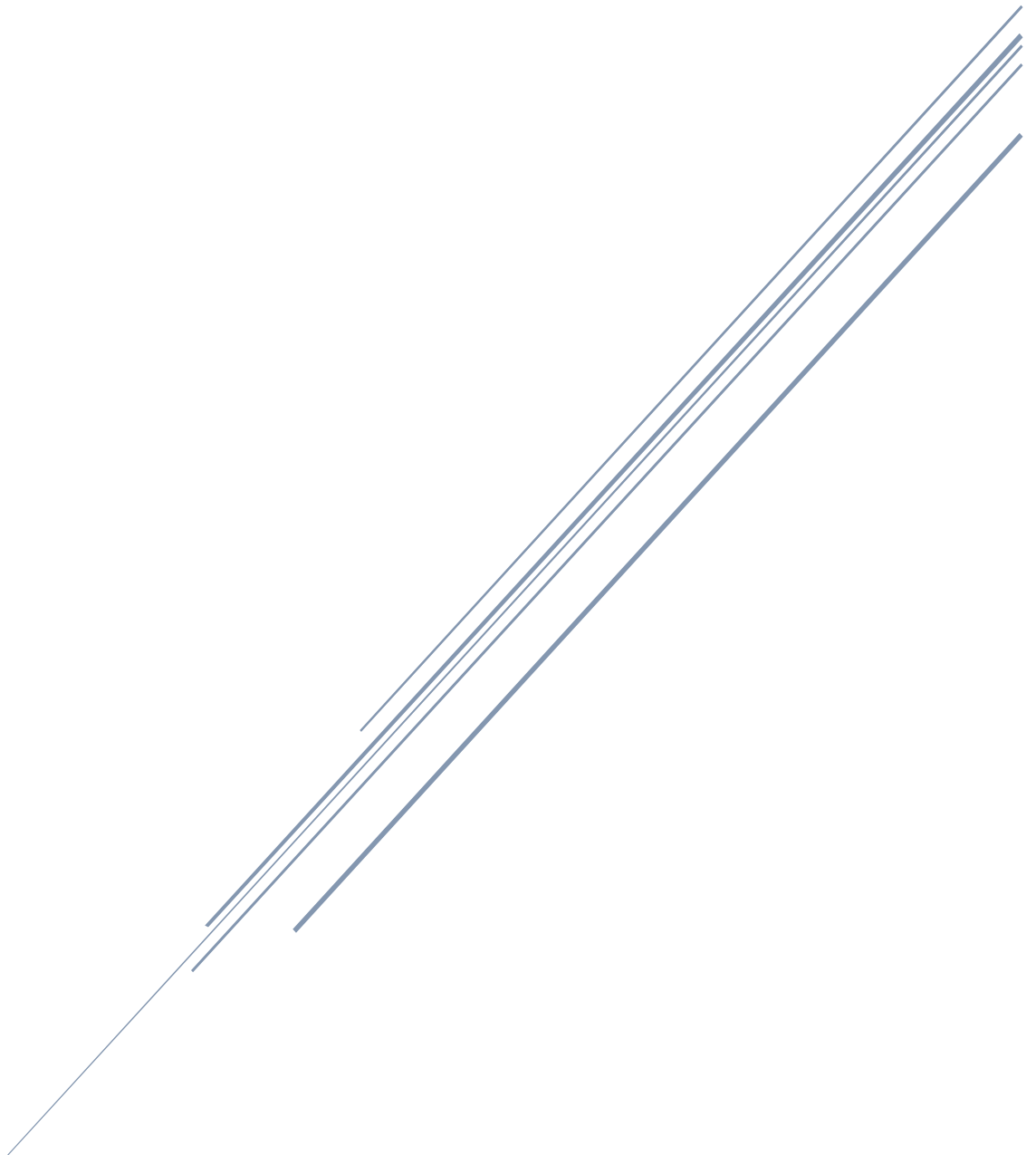


EFFECTIVE TEAMWORK AND COMMUNICATION BMSW-4002

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Introduction

The purpose of this report is to clearly explain communication models, explain case studies and analyse communication errors in my workplace and how this communication can be improved.

The report aims to detail Shannon and Weaver's communication models, Berlo's communication model and Schramm's communication model, in each of them I will analyse a case study, give examples and try to analyse if it is possible to improve it.

I will also explain the verbal, non-verbal communication skills, in which I need to analyse an almost study.

Also, the ability to communicate in writing and active listening.

Models of communication:

1. Shannon and Weaver's

Brief information about the model.

This model of communication was created by Claude Shannon and Warren Weaver in 1948 both from United States.

Two gentlemen who argues that human communication can be broken down into 6 key concepts: sender, encoder, channel, noise, decoder, and receiver.

I will resume the 6 key concepts:

- **Sender** or "information source". They are the person / think / object who has the information to begin with.
- **Encoder** is the machine / person that converts the idea into signals that can be sent from the sender to the receiver.
- **Channel** of communication is the infrastructure / the medium that gets information from the sender and transmitter through to the decoder and receiver.
- **Noise** interrupts a message while it's on the way from the sender to the receiver and could interrupt our understanding of a message. **There are two types:**

-**Internal** happens when a sender makes a mistake encoding a message or a receiver makes a mistake decoding the message.

-**External** happens when something external (not in the control of sender or receiver) impedes the message.

- **Decoder** Decoding is the exact opposite of encoding. Shannon and Weaver made this model in reference to communication that happens through devices.
- **Receiver** is the endpoint of the original Shannon and Weaver model of the technical communication process. This is the step where the person finally gets the message, or what's left of it after accounting for noise.

Case study

In the case study, the problem would be the bad reception of the message by the receiver, since due to the noise a message was interpreted different from the one that was sent in such a way that despite having a good message and a reception successful, the message changed its meaning, surely the external noise was the cause of the misinterpretation of the word kitchen by chicken.

To solve the problem, you should have confirmed the message, since both the sender and the receiver did not take external noise into account.

Examples of poor communication in your workplace and how communication can be improved.

I am Quality Control in a sushi factory, and I am working night shift in the rice room, place where the noise its extremally.

Not long ago I was absent for five minutes, during that time our team leader came to confirm the amount of rice to produce that night. My colleague understood a bigger quantity, I was surprised, and I tried to ask him if he its sure about the quantity and said yes very confident.

That night we produced 300kg of rice extra ...

We improved our communication taking notes, correcting the plan.

2. Berlo's

Brief information about the model.

David Kenneth Berlo was an American communication theorist.

The components of Berlo's model **S-M-R-C**:

- **Source**, communication skills, knowledge, social system, culture, attitudes.
- **Message**, elements, structure, content, treatment, code.
- **Receiver**, communication Skills, knowledge, social system, culture, attitudes.
- **Channel**, seeing, hearing, touching, smelling, tasting.

In this model, the use of communication skills is applied to this theory.

Communication skills should include listening, speaking, reading, and writing. It is important to know how to, effectively communicate, to apply this model.

The use of attitude, knowledge about the information that it wants to send its very important for the effective role of this model. Also, the source needs to be aware of the culture, religion, beliefs, and values of the receiver.

Case study

In the case study of Berlo, we can see how there is poor communication from sender to receiver since the message, despite being clear, is not adapted to the characteristics of the receiver, so that although there is a clear message, there cannot be a good one. interpretation by the receiver who, in this case, ignores the message due to his lack of communication skills. Later, when it is expressed with a message adapted to the receiver, there can be effective communication. What the teacher would have had to do to achieve successful communication would have been to have used language in his message that the recipient could understand due to their limited communication skills.

Examples of poor communication in your workplace and how communication can be improved.

As an example in my work to expose a bad communication I am going to tell a case that happened to me recently, my colleague practices Islam, he was praying in front of my locker and I needed to get my work uniform, I asked him to move a little to access but he ignored me, I thought he didn't understand me, another colleague just came in and explained that when you pray you can't speak. In this case the sender sent an understandable message to the receiver but for cultural reasons there could be no response, in this case there was a lack of cultural information on the part of the sender, me.

The company should report this type of action with a statement due to the multi-cultural nature and thus avoid errors of communication and understanding.

3. Schramm's

Brief information about the model.

This model is also known as the Osgood-Schramm model of communication, proposed in 1954 and have its origins in the Shannon and Weaver model. This model is a circular or cyclical model that consist in all the essentials elements of the communication.

The basis of this model is that the message it understood between the sender and receiver. It suggests that communication is a two-way path with the message continually passing between the sender and receiver, the basis for this model is that the message should be understood between the sender and receiver. The sender becomes the receiver and vice versa.

This model states that two elements are required to send a message that is the sender and the receiver, and both must encode and decode the message. This is crucial for the effectiveness and correct interpretation of the message.

Elements of the Schramm model of communication include Encoder or Sender, Decoder or Receiver, Interpreter, and message.

Case study

In this case, according to the Schramm model, the problem is in the receiver's decoding the message. Since the receiver sends the message correctly, and reaches its destination correctly, but the receiver cannot correctly decode the message. To solve the problem, it would be necessary to find out the reason for the decoding failure, in this case is the noise outside, the solution would have been to isolate oneself from the noise and ensure that the message is well understood.

Examples of poor communication in your workplace and how communication can be improved.

As an example, in my work it usually happens that we send messages with shortened words to minimize the time in the elaboration of the message, so in several situations it happens to us that the sender's message reaches the receiver and the receiver interprets another meaning of the message, producing a bad communication between colleagues. To avoid this type of problem we have created a table with the meaning of each abbreviation and thus avoid bad decoding

Communication skills

1. Verbal communication

Verbal communication is voluntary and linear, you must think, process and articulate before start to deliver your message. That is the reason what make it a conscious process.

If you understand the language and words, it's easier to decode the message.

The channel of communication is the human voice, per example when we have a face-to-face conversation or over the phone, through an audio recording by our applications like WhatsApp ...

2. Nonverbal communication

Nonverbal communication can happen when all the parts can see each other's, is a continuous process but not well thought out and normally involuntary and not linear.

That kind of communication uses multiples channels of communication including your all body expressions like, facial expression and one very important the tone of voice.

Case study

In the cases that we have seen in class, the first being that of Mark and his boss, Alana Brown, I can determine that body language was essential in communication, since at first, due to the prejudices he had about his boss, they put him in a more receptive position due to the feeling of having to carry on a conversation with formal language, as his boss was friendly, showing signs of friendship, Mark took a different stance and used less professional verbal language and non-verbal language where he made it clear his overconfidence, losing professionalism and feeling friendly, clearly the boss saw these non-verbal signs and did not allow that kind of attitude.

As for the second case, Max, overwhelmed by the excess of information, is not able to assimilate the number of messages he receives and because of them he makes a mistake that causes Tamara to despise him. In this case, the error was verbal, since he confirmed that he had received the message correctly and did not carry it out. Max should have written the message down. Tamara's attitude is totally normal and sending the negative message of her interaction was more than justified.

3. Written

Written communication is an essential skill today.

Written communication is any written message that two or more people exchange. Written communication is typically more formal but less efficient than oral communication. Examples: emails, text messages, reports, job descriptions, faxes, or news releases.

Effective writing allows the reader to understand everything he is saying.

Effective written communication has an obvious goal that it conveys to the reader. Describe in clear words what you want the reader to do or know.

Tone can help make your writing more effective.

Make it easy for the reader to understand what he is saying, regardless of their familiarity.

Active voice strengthens your writing and makes your statements easier to understand. Active Voice also engages the reader and holds their attention.

Correct punctuation, spelling and grammar are crucial. As well as being easy to read and professional, a professional tone, particularly in formal communications, makes the reader trust and respect you.

4.Active listening

Active listening is a skill to listen carefully to the person with whom a conversation is maintained. This communication skills is to listen carefully and target actively to any individual or something is being communicated. It's a skill highly valued.

When put into practice active listening, not just about hearing the message or information, but to fully and actively attend to what is being revealed.

In active listening involves three important elements:

- **Issuer:** A person who shows the message or communication to be effectively captured by the receiver.
- **Message:** The information issued by the issuer and must reach the receiver correctly and consistently to be easily assimilated.
- **Receiver:** The person receiving that information.

Transmitter and receiver change roles during the conversation, and that show different messages to each other.

It is essential to show interest, empathy, use reinforcements communication, paraphrasing the message received and ask about the communication received.

Active listening shows that the person who put it into practice cares to understand and hear what happens.

It is important because it allows empathize with emotions, situations and behaviours by other individuals. It also allows to get into the skin of another person and that it can express what she feels sincere and clear. With active listening is intended to better know the people and understand what is happening around.

Conclusion

In our day to day, we can see that when time is invested in communication it is more likely to also improve the results and impact of our actions: having more motivated professionals, better work environment, higher quality in our tasks, and even facilitating a decrease in perceived stress levels.

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