



Mohammed Khaled

2019271

BMSK4002

Effective Team Working and Communication

Have you learned how to communicate effectively to boost teamwork? TEAMWORK coming together is a beginning, Keeping together is progress! And working together is a success! - Henry Ford. So what does any company require for it to be a success? Good teamwork requires great minded people, people who think alike and can get along doing what they love the most, not focusing on the quantity but rather quality. Although it does depend on how strong the relationship is between the team, if they have had face to face interactions the connection may make the team more resourceful and stronger as a team. So it all depends on how the team is communicating. In the UK and USA alone they are losing over \$62.4 million a year in productivity due to communication barriers, So what is communication?

There are many definitions of communication, like:

- Google definition: “the imparting or exchanging of information by speaking, writing, or using some other medium” and “means of sending or receiving information, such as telephone lines or computers.”
- [Merriam-Webster Dictionary](#) definition: “the act or process of using words, sounds, signs, or behaviors to express or exchange information or to express your ideas, thoughts, feelings, etc. To someone else.”

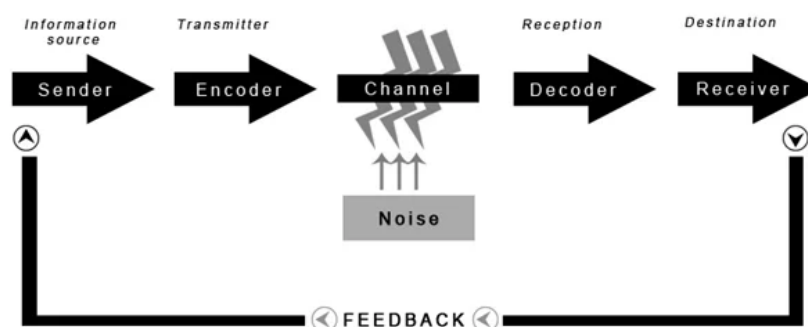
Communication is one of the most important aspects of human activity, every day in our day to day in the office or our personal life. How we talk and the path we take can tell a lot about someone. So turning up late or even an extra long break at work are signs of having something else on your mind or not hitting our targets can say something else



too. Once we master the communication cycles the way we talk, write and know our way around a computer we don't usually give communication a second thought but the signs are surely all around us, once we see the world from another point of view we will then truly be able use it to our advantage. Communication can be a very complex subject due to various noise, culture differences, sender, receiver. When we try to understand it, this can overcomplicate things and so to put it in perspective it is now used and referred to as communication models.

Shannon-Weaver communication model

Claude Shannon and Warren Weaver created this model of communication in 1948. The reason this was created was to initially improve communication but the problem with this model was the impact of noise started occurring. Before we go further into what the model actually is we need to understand the concept behind it.



SHANNON-WEAVER'S MODEL OF COMMUNICATION

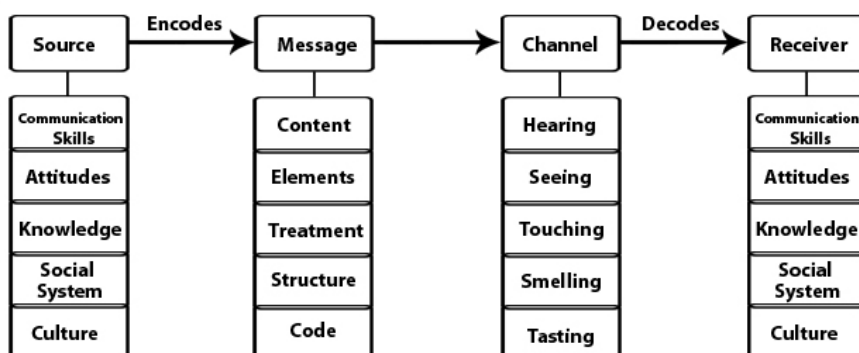
The model deals with various concepts like Information source, transmitter, Noise, channel, message, receiver, information destination, encode and decode. The sender usually creates and sends the message. Whereas the encoder translates those messages and turns it into signals. The sender's message is formed into waves or binary data to simplify the message and to make sure the message flows through the cables or satellites. For example from my personal view when working in an office environment we tend to deal with a lot of clients on a day to day basis by telephone this allows us to speak on from wherever we are and our voice turning into waves and they are able to hear us as it transmits through the cables. The decoder then acknowledges the signal and forms it into a message. As the message is converted into waves and binary data it allows the receiver to decode the message in a way where they are satisfied with the message and allows them to fully understand what the



message is so there is nothing affecting the effective communication between the sender and the receiver. One thing that can impact this model is noise from traffic, crowd noise and thunder. These are some of the features that can cause this model to have a downside and cause distraction for the receiver to receive the message. For example in a work meeting if there was an assignment deadline but during the discussion i received a text message and missed what was spoken about, so misreading an email or being distracted when someone is speaking to you are examples of noise. We also communicate a lot through telephones speaking to Client on a daily basis out of the majority of them calls we take will be dropped or some sort of noise interference, this could have an negative impact for the firm as if there are a lot dropped calls means they were not able to assist everyone the way they would have wanted to.

Berlo communication model

Berlo's SMCR Model of communication



The Berlo communication uses the SMCR model and is also not so different from the Shannon weaver model. This model however was put together by David Berlo in the early 1960s. Berlo's model includes a number of factors under each of the elements: Source or sender creates the message that is meant for the receiver. The receiver then acknowledges the message sent by the source. Because the source and receiver can be exchanged with each other the things that affect them are the same, let's take a look at a few: communication skills how well can the sender communicate the message to the receiver, if the sender does not have very communication skills then the receiver may not get the right message but if the receiver is a poor communicator then they may misunderstand the message. Attitude is a very common trait for verbal communication, what's your attitude towards the audience or customers? Having the right attitude may help the message get through to the receiver and be accepted. For example, at work it is the employees duty to complete the work given and the managers duty to oversee things



and to help the employees to do it right. Knowledge is a very important factor in Berlo's communication model, as if both sender and receiver are not up to date with the topic of the message and are not familiar with it the message loses its value and may not understand the message. For example in an office environment the manager needs to know which tasks come beforehand and prioritise which task employees should carry out first. Social systems can also be a main factor where communication takes place so the environment and the situation can also affect the message. There are a variety of different aspects in society or workplace such as culture, values, religion and a general understanding of society can help understand the message. Another example would be making sure that the information we have received is correct for the Client if we submit their case with false details could prove to be denied. So the initial call with the Client or upon receiving cases from other companies we just don't who really is behind the screen most of the time or on the other line, if they have good communication skills, how good their listening and written skills are, so majority of the time if something does not look right to me I will make sure that i get in touch with the client and double check the information is received and ready to submit.

There are many ways to craft a message, one of them is content through words in an email or visual presentation. Elements can include a variety of things to understand the message like the language being used, gestures or body language. Treatment the way the receiver receives the information can also have an impact on the reader's understanding. How the message is structured can also impact the understanding of the message, is it organized in the right manner if the message is clear from the sender then the receiver will have no problem understanding the message. For an example I work in a legal firm so part of my job is to Encode and Decode emails from Clients, other businesses in relation to the company, so in this case I will be the receiver to make sure that I understand where the message is coming from and using the companies data to locate the matter and either solving the issue or forward it onto other parts of department.

Channel– It refers to the five sense organs. Five senses

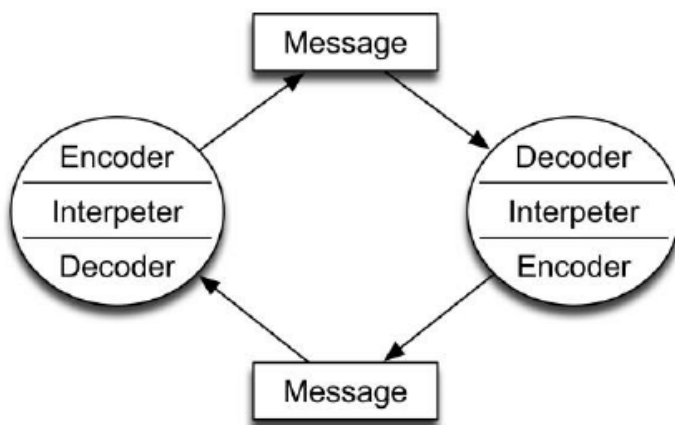
- Hearing - The use of ears to receive messages, interpersonal communication
- Seeing - Visual channels by watching tv so in this case the message is being received via movie or advertisement..
- Touching - The sense of touching can also be a form of communication for example when buying produce you feel them to see if they are still of value and would it taste better, or by touching or hugging your loved ones.



- Smelling - this is also a very important sensor. The sense of smell can also be a form of communication for example if you smell gas at home means there is a gas leak somewhere or by smelling which food is being cooked.
- Tasting - the tongue can taste the food if it tastes funny means it's probably out of date, or two people can share a meal and have different things to say about it, which shows that tasting is a form of communication too.

For us to make use of Berlo's communication model both sender and receiver have to be on the same level of communication so they can both understand the topic of the message conveyed.

Schramm communication model



The Schramm communication model is less used than others. The encoder in this case is who sends the message, the decoder is the person who receives the message and the interpreter is the person trying to interpret the message to the receiver. This communication model focuses more on the message rather than sending and receiving it. It is also known as a circular model as the message can go into two directions. Once a person receives a message they can then send a message back to the sender, they can continue to send and receive messages this shows that Schramm communication is not linear but circular, messages are equal. This communication model involves sending,



receiving and interpreting, the benefit of this is that the process takes place in a cycle over and over again. It also shows that this communication is complex due to the interpretation as it does not focus on sending and receiving but rather how to interpret the message.

Why is Verbal and Nonverbal Communication Important?

In this day and age businesses and any surroundings communication is a necessity to get by, we can communicate in various types either verbal on non verbal communication. Through Verbal communication we are able to leave notes on the Client's files to make sure any employee picking up that call will have the notes from the previous calls made from the Client. Verbal communication involves words that may be spoken or written, as we are now in the new era of digital technology and under the covid circumstances many of us office workers have been working remotely so we have been communicating as well as regular updates on the company via written communication to convey the message so this is an example of verbal communication as these meetings would have been taking place face to face so non verbal communication. Through verbal communication we are able to make sure that we have conveyed the correct message of what I intend to do or for sharing my knowledge with others. The key important issue to make sure is any missing information or any misunderstanding that may arise between our team. We resolve it via video telecommunication so we are face to face or plan a training session on the subject to clarify the situation.

Non verbal communication is very important and can have a very good impact. This mode of communication includes facial expressions, gestures, body postures and eye contact. When working in an office turning up on a Monday morning walking in a professional manner the way we make eye contact, our facial expression can say a lot about how our day is going to go. By smiling or even just having a little bit of fun with the colleagues we will make sure we are maintaining our relationship which is very effective on how well we carry out our duties. Lack of listening can also come across as disinterest so when discussing with colleagues or managers if they are making eye contact with you means they are not listening to you, so to avoid this I Always make sure I am making eye contact with the people having face to face conversation with. Also the use of my voice, pitch and speed when talking to make sure I am not talking too fast or too slow so If I paused in between words or by repeating some words to make sure the relevant message is getting across.



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

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