

Effective Teamworking and Communication - BMSW4002_LON

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1. Introduction

Communication is a process where individuals share information through emblems, signs, or attitude. Communication is also essential for a team in order to collaborate and cooperate, it is satisfying, improves the morale, and production. Thus, people, teams and businesses achieve more results when communicating effectively (Cooks-Campbell, 2022).

The transaction from a good communication to a poor communication can be very fast and if not notice, could generate issues.

There might be barriers in communication that could interfere with the message, generated from individual's different backgrounds, experiences, or cultures. Communication barriers may lead to a poor team's productivity or morale. (RTO, 2022).

Poor communication may lead the team to confusion, frustration, with the result of having an unproductive and uncollaborative staff. (Khan, 2021).

Therefore, to achieve a successful and effective communication both parties should understand the same message.

2. Models of Communication

There are three type of communication models:

- **Linear model of communication:** This first model mainly involves the sender and the message. The receiver is intended only as the final point and is not meant to actively participate inside the conversation.
- **Interactive model of communication:** In this second case, the communication works and comes from both the sender and the receiver. When the message is sent and received, feedbacks come along as well. So, the communication evolves to a two-way practice.
- **Transaction model of communication:** This last model of communication represents the simultaneous activity of both the sender and the receiver. They are both intended as communicators, so they communicate and exchange information withing diverse cultural contexts.

(Ashman, 2022).

2.1. Claude Elwood Shannon and Warren Weaver (1948)

This is a linear model of communication and was the first to appear, “mother of all models”. It focused more on technological as they both were working for a telephone industry.

This model shows that communication occurs when the message has been sent and received. Provides an understanding of how information is transferred.

An aspect that needs to be highlighted is the noise that can distort a message or make it not understandable.

There are some limitations that must be noticed. The model reflects the time when it was created (1948) when types of communications were a little different (telegraph, first telephones were invented). This model doesn't account on non-verbal communication, the message interpretations, and feedbacks.

As in the case of study of Maria and Pedro physical noise was involved such as the building site where Pedro was working on, so he misunderstood what Maria really meant.

The S/M model's does not really explain how misunderstanding could have been avoided.

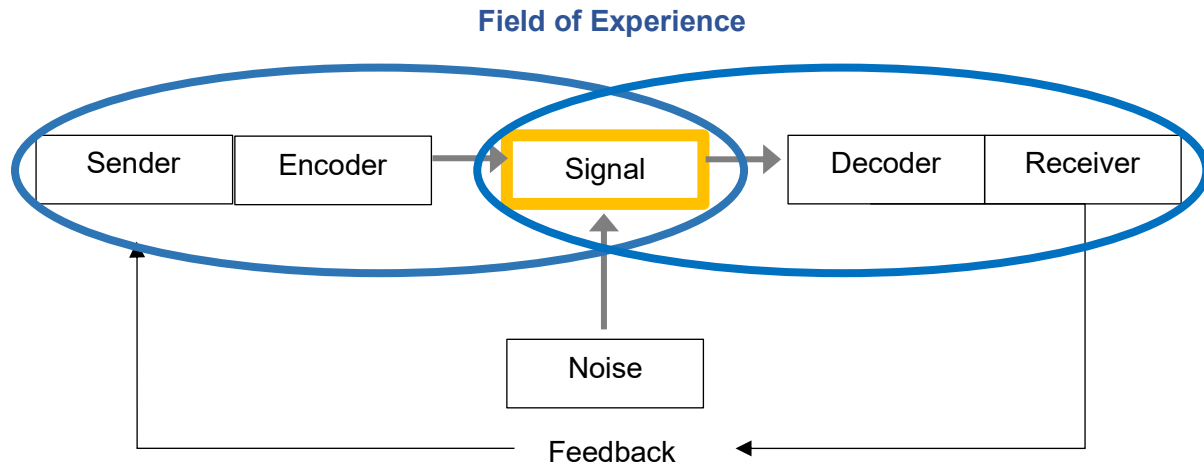
(Businesstopia, 2018).

2.2. Wilbern Schramm (1954)

This model is based on the communication between the sender that encodes the message and the receiver which decodes the message. The model shows that the individuals should share a field of experience, meaning that they should have the same knowledge or background otherwise the message could be interpreted in different ways.

The communication in this case occurs when the sender receives the feedback from the receiver, otherwise the communication will result ineffective.

Thus, Schramm communication is a two ways process which involves both individuals.



In this case as per Pedro and Maria if this model would have been followed the misunderstanding could have been avoided with a call back from Pedro asking the wife's if she really meant what she said.

(Moodle, 2022).

2.3. David Kenneth Berlo (1964)

This model of SMCR is similar to Shannon and Weaver model of communication, but more complex. It doesn't have feedback or room for noise. Sender – Message – Channel – Receiver are the four main components of Berlo's model to explain the communication process. These components are then affected from different factors, which are focused on the Sender and Receiver communicational skills, attitude, knowledge, social system, and culture.

As in the case of study of the professor and the village people, things could have gone differently, if the village people had more communicational skills and knowledge the professor could have been helped to extinguish the fire in his house. Or the attitude from the professor which assumed that the village people had that type of communicational skills.

(Moodle, 2022).

3. Communication Skills

Being able to communicate effectively is very important. Communication is what allows us to share information with others and understand the message that is sent to us. Communication is basically the transfer of information between people and individuals. It can be written, vocal, visual, or non-verbal, most of the time is a combination of those.

3.1. Verbal Communication Skills

This type of communication uses words and writings. Clarification and reflections are techniques that verbal communication uses, to make sure that what you hear and understand is what was actually meant.

Oral Communication

When communicating you should be clear and use simple words making sure your body language is reflecting what you are saying and using words that say what you mean. You should always look at who you're talking to in the eyes, to demonstrate you're telling the truth. When talking, try to put yourself in the other's shoes, be natural and respect them.

For example, in the case of the professor and the village people, when he was shouting words that the villagers were not understanding. If he had changed the words he was using, the villagers would have helped him.

Written Communication

Communication by writing is the oldest form of communication. When writing to a person, you should acknowledge who you're sending it. To ensure you're using the right language and to make sure to send the message in a formal writing.

(Skillsyouneed, 2022).

3.2. Non-verbal Communication Skill

This type of communication uses expressions, body language, and gestures. Most of the times we use these skills instinctively and unconsciously, as they are silent signals we send and receive in any conversation we have. They send very strong messages either positive or negative. Even when we are not verbally speaking.

- **Facial expressions:** Our facial expressions are very explicative and direct, they have no cultural, age or language restrictions.
- **Body movement and posture:** How we act and move, impacts a lot on what we are communicating and on how it is perceived.
- **Gestures:** Among different cultures, gestures change. So, using them carefully and respectfully, avoids misunderstandings.
- **Eye contact:** Eyes are extremely communicative, they can captivate and attract, as well as they can be hostile and suspicious.
- **Touch:** Touches always enhance communication, and they can be so diverse. From simple handshakes to warm hugs, or little shoulder pats and grips over the arm.
- **Voice:** The tone of voice always makes the difference when communicating. It states and sets the type of communication we want to establish, whether it is affectionate, sarcastic, or critical and urgent.

(Segal, et al., 2022).

For example, in the case of study of Barry and communication barriers. Barry faced language barriers as the employees where from different cultures, so a lack of English had to be considered. He could have used body language or gesture to let the team understand what he meant. In addition, as a motivator he could have stopped and listen to the employees needs to understand where they were struggling and how he could have helped them.

3.3. Listening

There are different reasons why we listen to others, for a simple information or a better understanding of anything you may need or might just to support.

Listening is crucial in communications and vitals for business of all size. There are different types of listening:

- **Informational:** would be the moment when you're listening to gather information.
- **Critical:** it's listening to decide what must be done.
- **Emphatic:** it's the ability to understand other people feelings, patiently listening to their message and concentrate on their feelings.

3.4. Active listening

Listening actively is the fastest way towards problem resolution. It can optimize the process of understanding information and critically thinking on solutions. (Doyle, 2022)

There are many ways how active listening can be improved. Hearing the other individual is not enough. Therefore, not getting distracted or bored and paying attention on what the other person is saying, is the key in active listening. In this way the full message is communicated. Body language can be a way to keep the focus on the worlds and shows the speaker you are actually listening. (Mindtools, 2022).

In the case of study of Max the Multitasker. Max was distracted from a call with another client and forgot to write down the new date which was agreeing with Tamara. Max could have avoided the mistake by calling Tamara back to confirm what she said. Or instead, Tamara could have waited until Max was finished with his call. Empathy was missing from her side too.

Thus, being attentive and listening what people are saying helps to build positive rapport and avoid issues.

4. The advantages and disadvantages of communication technology

Communication technology involves using technologies which includes emails, phones, and social media. Technologies simplified socialization and businesses, facilitating the

communication between people, and allowing companies or individuals to break distance barriers by using emailing or video conferences to manage the business.

4.1. Advantages

There are many advantages in communication technology:

- **Speed:** sending and receiving messages immediately
- **Costs:** expenses are reduced when using internet
- **Globalization:** it has united people and countries
- **Language barriers:** using technology to translate helped breaking the barriers
- **Geographical barriers:** internet allowed people to communicate in real life from different locations
- **Education:** people can learn on online education platforms even from long distances.

4.2. Disadvantages

Communication technology possess some defects:

- **Personal contact:** loosing contact while communicating which is vitals to support the message
- **Miscommunication:** includes misunderstanding a voice message or a call, like in the case of study of Maria and Pedro
- **Security risks:** information can be hacked
- **Addiction:** to social media or any technology.

Technology is constantly improving and beneficiating communications, businesses, and socialization in the world. Thus, personal contact has been lost which is essential in communication. Therefore, communication technology is favored among people for its benefits with no cares of the disadvantages.

(Bohatala, 2021).

5. Conclusion

The report begun with effective team working and communication by explaining how different models of communication work. And with actual examples and case studies, was demonstrated how every single one of them impacts on the problem-solving process. Specifically, when issues arise within teams.

It was mentioned how non-verbal communication and listening are another core part of the whole communication process, together with the introduction of communication technology.

This is all to say that despite old-fashioned ways of communication seem quite obsolete, they still are very direct to the point. And the communication is mainly established to resolve issues and get effective feedback. When it comes to new tools and ways of communication, which suit more our current times, there's way more details to pay attention to. And this makes the communicative practice more articulated and difficult to understand; on the other hand, communication technologies development allowed communities to grow and connect.

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