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**Certificate in Higher Education: Skills for the Workplace in
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**Effective Team Work and Communication
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Introduction

Communication is a process where one person can share any information or idea with another through verbal conversation, writing any later or phone and internet media. From a recent business, perspective communication is a core value for every organization's management strategy. To ensure effective management of the organization is strong communication and networking is a must. The main aim of this study is to find out the model of communication and communication skills about the real-life working experience in any organization. This study will discuss some communication models like Schramm's model of communication, Shannon and Weaver model of communication, Berlo's model of communication etc. As a human resource manager of Unilever, the whole study will be discussed in comparing the real-life experience.

Models of communication

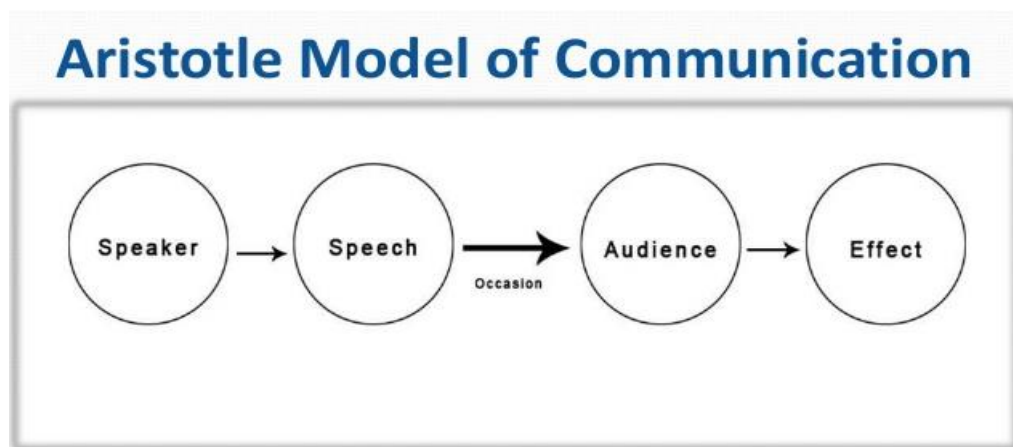
The model of communication is divided into five types they are,

1. Aristotle model of communication
2. Berlo's model of communication
3. Shannon and Weaver model of communication
4. Schramm's model of communication
5. Helical model of communication

The models of communication are discussed below,

Aristotle model of communication

This model has mainly emphasized the role of a speaker within the organization. The central theme of this model is that the speaker mainly gives the information to his audience (Luhmann, 2019). The audience will carefully accept the information and apply it in their work sector. This model highly promotes one-way communication techniques.

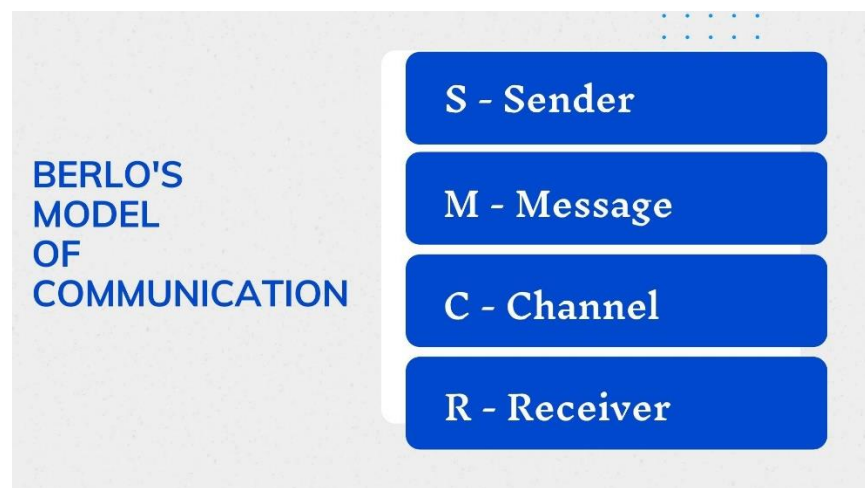


Source: Businesstopia

As a human resource manager, I have to work with these techniques. Sometimes, I have to give the workers information about our organization, our goal, and work strategy to achieve our organizational goal easily (Rogers, 2016). Here I play the speaker's role, and the workers or staff in the organization play the role of the audience. Here the speaker has to play a role as leadership because his speech or information will work as the influence factors of the audience to ensure to reach a good. The main elements of this model are speaker, speech occasion, audience and effect (Hinde et al., 2018). For example, as a human resource manager of Unilever, we have to conduct and rewards giving ceremony to the employees who gave their best performance. Here the rewards giving ceremony is the occasion. And for the occasion, the speaker will prepare, and the audience will be the staff working in my organization. And this reward giving will highly motivate the employees who got the reward for their performance (Ng and Bradac, 2018). This is the effect. So, it can mention that this model highly promotes a one-way communication of the speaker or management authority of the organization to the audience or steps of organization workers.

Berlo's model of communication

Berlo's communication model is the simplest way of communication given by David Berlo and known as the SMCR model. According to this model and communication will make with the sender, message channel and receiver (Krauss, 2020). If I compare this with my communication strategy in my organization, it will be clearer. It's known to all that the senior authority mainly takes the major decisions of any organization for senior management like CEO, Managing director, Senior Human resources manager, General Manager etc.



Source: marketing91

The higher authority email id takes a decision that needs to follow by the workers. But the fact is the higher authority never directly communicate with the worker or staff here (Krauss, 2020). They need a medium or channel to communicate with workers. The human resource managers, marketing managers work as the channel to provide the information or direction of work to the employee level. That means the senior authority works as the sender, different managers of different departments work as channels, and employees work as receivers according to this model (McQuail and Windahl, 2019). That means it's a real workplace-related model that is reflecting the real scenario of the organization.

Shannon and Weaver model of communication

Shannon and Weaver model of communication is a model which mainly worked with the mathematical concept. This model is also known as the mother of all models of communication. This model emphasizes a linear process of communication within an organization.

Model is described by different elements like sender, encoder, channel, noise, decoder, receiver and feedback. They are discuss on below according to my work perspective.

Sender:

The sender is the source of information that can provide information through verbal communication, a message, or a letter (Maglaris et al., 2018). For example, any instruction of the food department of Unilever can give by the CEO of this organization. Here the CEO will play his role as sender.

Encoder

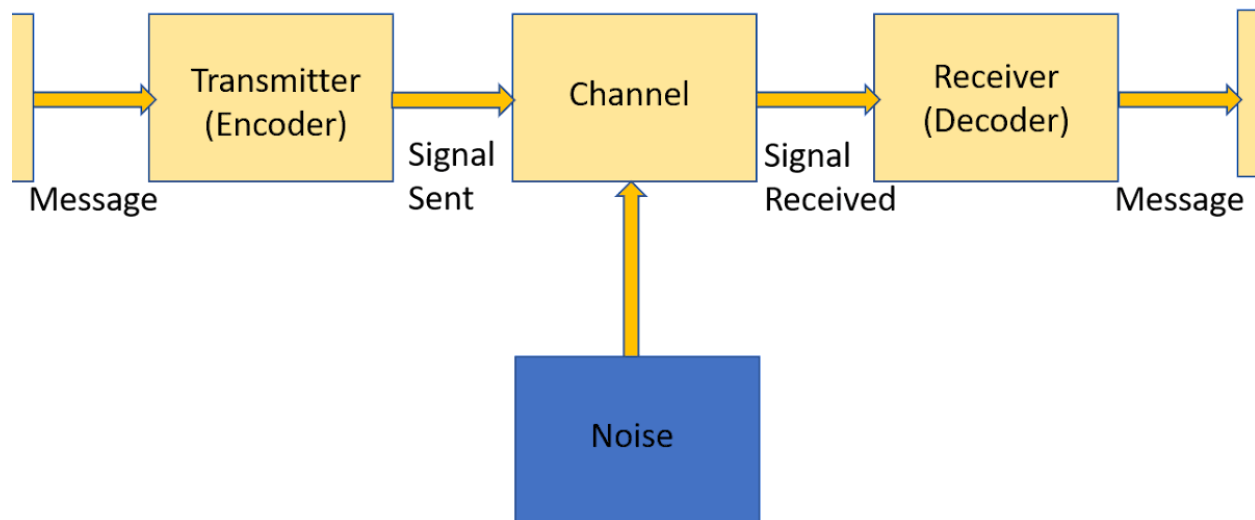
The encoder is an element that converts the information to the channel. For example, the instruction from CEO or managing director to the field level manager by email. That means here, the computer or phone can play the role of the encoder (Luhmann, 2019). But encoder always will be a mission it does not necessarily include can be a person also.

Channel

Channel mainly work as the medium to transfer the information from sender to receiver. Within an organization, the managers like human resource managers, sales and marketing managers

work as channels because they send information to their workers (Dobson et al., 2016). As a human resource manager, my role is like a channel of my organization because I have to collect the necessary information or target from the higher authority and deliver this information to the employee level.

SHANNON AND WEAVER MODEL OF COMMUNICATION



Source:communicationtheory.com

Noise

Noise is the term that refers to when the sender wants to provide information to the receivers. It is a missed interruption of the communication process. The noise can arise from both internal and external sources (Ng and Bradac, 2018). For example, if the CEO or managing director makes the mistake of sending the mail to the channel or manager, it will be the internal noise. And if the manager gets any verbal conversation in a crowded place, then it will not be clear to the managers who need to reach the employee will be known as external noise. For example, a manager working in the production sector has to work amidst a large noise if this noise interrupts the communication, which will be known as external noise (Maglaris et al., 2018).

Decoder

The decoder works as the opposite of the encoder. Encoder, the sender, send information, and by the decoder, the receiver collects the information (Rogers, 2016). For example, suppose a human resource manager provides the information he collected from senior authority. In that case, the medium will work as an if the manager provides the information through a message to all the employees, then phone or computer will work as the decoder.

Receiver

Receivers are the ultimate targets of the information which come from the sender. In my organization, if the CEO of Unilever provides any information important to the employee level, then the employees or workers will be the receiver of this information (Benkler, 2018).

Feedback

Feedback is the evaluation of the information which come from the sender. For example, when the CEO of Unilever provides any information about the regulation or policy about working hours and if this policy becomes accepted by the workers, the manager will inform the CEO that employees accept the policy (Dobson et al., 2016). This is known as feedback.

Schramm's model of communication

This model is known as the classical communication model, which provides that the communication process is mainly made with sender and receiver (Rappaport et al., 2017). The sender is the person who will give the information, and the receiver is the person who will accept the information given by the sender. This model emphasizes two-way communication, for the sender plays his role as a source of information, and the receiver provides the feedback of the information, which ensures a two-way conversation (Threefoot and Kossover, 2016). The main elements of this model are the source, message, receiver and feedback. For example, as a human resource manager,

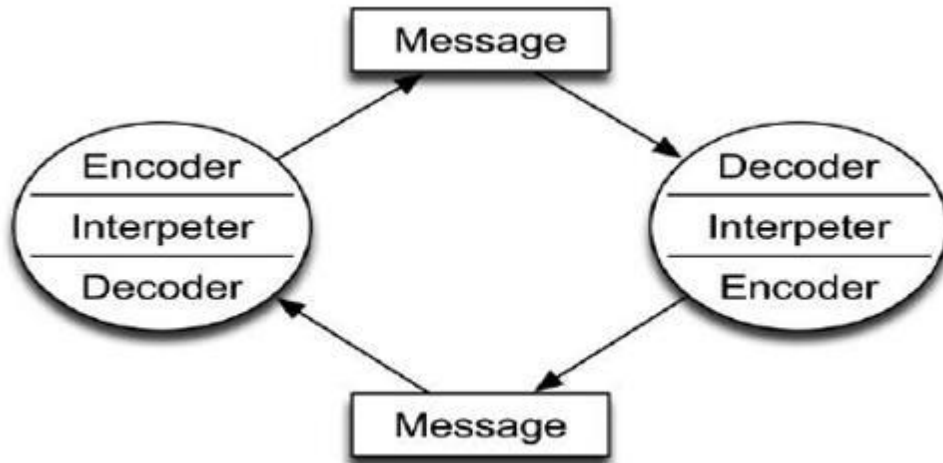


Figure: Schramm's Model of communication Source: QS study

I have to join different organization seminars with senior managers. Here, the senior managers are the sender of all information, and I play the role of the receiver (Kobayashi and Konheim, 2017). The information or direction given by the senior manager is the message, and when I give him the feedback, it will fulfil the two-way communication.

Helical model of communication

The helical model of communication is the model which emphasizes both linear and cyclic models of communication given by Aristotle model of communication and Berlo's model of communication (Benkler, 2018). The communication model is important for social interaction. For example, as a human resource manager, I have to communicate with the higher authority of the organization, the employees of the organization, my colleagues etc. That means I have to maintain communication with different levels of a person, which may vary at different times. As a human resource manager, experience in communication is also important, which is emphasized by this model (Hinde et al., 2018). So, this model of communication is related to the different sections of communication, which depends on the experience and continuation of social interaction.

An example of poor communication and it's the solution for improving through communication skills

I have a friend who works in TESCO as a human resource manager. I will discuss him as a weak communication example. Some features of my friend will prove his communication and communication skills (Rogers, 2016). For example, he always prefers one-way communication in any meeting or conference with his organizational employees. Even he doesn't give the participating audience proper scope about the discussing issue or any decision-making. It should mention that he is too talkative. So, when he started talking, he never prefers to interrupt another person in his speech (McQuail and Windahl, 2019). He also emphasizes the negative aspects of employees, such as employees who didn't meet any goals, didn't attend in proper time, didn't do much work, etc. That means most of the time when you worked include some negative words for his employee. He mainly focuses on works or goal achievement in his discussion, but he never focuses on employees' problems. He doesn't try to find the problem of work environment with impacting on workers activities. He gets angry sometimes during the meeting, so kinds of stuff feel scared to ask any question when they arise a question about the discussion. Another hand, he de-prioritizes the emotion and problems of the workers during works time (Luhmann, 2019). Not only with the staff under him, but also, he has a communication gap with the senior authority of his organization. He attends different meetings and conferences with higher management but never gives any opinion or feedback about the policy and activities taken by the higher authority. It needs to mention that he also doesn't have efficiency in online-based communication. And all these features of him is making a weak communication within his organization (Dobson et al., 2016).

Changing communication skills is not a complex task. One can easily change his communication skill through different initiatives by himself. For example, if the human resource manager mentioned above wants to change himself, he can easily communicate. In these cases, he has to follow a clear direction and communication model (Benkler, 2018). He has no idea about the model of communication because the model of communication provides a strong idea about how the components of communication ensure a strong communication network. He has to know different components of communication like sender, message, channel, noise, receiver, and feedback are equally important for strong communication. If he only gives information to his staff and it becomes difficult to understand them, the communication remains weak (Dobson et al., 2016). He has to focus on two-way communication where he can be a sender. Employees will have the

proper option to talk with him, and employees will give their opinion about their learning and understanding (Durgin et al., 2019). Another hand, the human resource manager has to learn about the efficiency of different online communication. And when he participates in a different meeting with the senior management, he has to respond in the meeting. That means the two-way communication with his staff and senior management can ensure a proper communication process and reduce his weak communication skill.

Conclusion

Weak communication highly impacts the organizational performance of a person. Knowledge about proper communication and willingness can turn from a weak communicator into a strong communicator. Since the present time, networking is an important aspect of organizational success. So weak communicators cannot be able to ensure a proper network to achieve organizational goals. In this sense, a weak communicator cannot be a good asset for an organization. So, every employee at each level has to try to increase their communication skill and ensure effective performance within an organization.

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