



Effective teamwork and communication (BMSW-4002)

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Introduction

In this report my intention it is to explain in detail the importance of the communication, using the models of Shannon and Weaver's, Berlo's and Schram, explain one by one every model, remembering the case study what we did in class and giving some examples about the poor communication in my workplace and giving some solution for the problems what I mention.

After I will try to explain four skills about the communication like, verbal, nonverbal, written and active listening.

I will finish with a conclusion and references.

Models of communication

Shannon and Weaver's

- Brief information about the model

Shannon and Weaver, both from United States created this model in 1948.

Shannon was mathematician and Weaver a electrical engineer.

People think that Shannon had a major merit in this project letting Weaver's in second place.

The model consists in 6 parts like:

- Sender it's the first person who start to send the idea, where source the information.
- Encoder it's the person o machine who convert that idea in signals and send it from the sender to receiver.
- Channel is the medium through the information its sanded, per example the sound throws the air.
- Noise its when the information can't arrive clearly because its there any sounds that interrupt the good listening, per example the noise of the vacuum.
- internal** is when the sender doesn't encode good the signal, or the receiver don't decode the message good.
- external** is when the fault it's not in control by the sender and receiver.
- Decoder it's the opposite of encoding and per example happens thought today's day our mobile devices.
- Receiver is the final responsible for the model of Shannon and Weavers, who receive the message what can be clear with success

or not, because the noise interrupted that message and arrives a part or similar.

- Case study

Chicken/ kitchen

Here the problem was the noise, decoding the message by the part of the receptor.

The sender encodes the message good but the receiver because the internal noise its not able to decode correctly and they confuse those two different words with totally different information.

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

I am receptionist in Gordon Ramsay Restaurants, my colleague speaks Spanish like me and when we can, we communicate in Spanish.

Our manager told me in English to tell her to go in break in half an hour.

When I giver her the message in Spanish she understood to go in break 30 minutes and not in 30 minutes ...

So, she left...and my manager asked me explications...because in that moment we was very busy...

Berlo's

- Brief information about the model

David Kenneth Berlo was an American communications theorist born in 1929 and have 93 years right now.

He taught at Michigan State University and later served as president of Illinois State University.

In 1960, David Berlo expanded on this linear communication from Shannon and Weaver model and created the SMCR Model of Communication.

Source it's the start of the communication process and the person who encodes the message, there are many factors that affect the source like, communication skills, attitude, knowledge, social system, culture.

Message is the package of the information that is send from the sender to receiver, that message can be influenced by the content, elements like gestures and signs, treatment what refers the way of the message, structure, code may include the text, language, video, music.

Receiver the person who receive and decode the message and needs to be in coordination with the sender.

May lead to a disrupted communication process like, loss or distortion per example a message constantly sanded in a circle of people. Noise which I explained before.

Channel the way what may involve vision, sound, smell, taste, touch and senses.

- Case study

In this case study, the source its poor because the teacher doesn't adapt his hight knowledge to be understandable for his neighbours and normal people what have a poor knowledge of cultured words.

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

Our communication skills can be improved, sometimes I don't understand what exactly my manager want me to do, and I need to double check to be sure that I am doing the right thing. And the miss thing here it's the message because the language. The solution its by time improve my English and my communication skills.

Schramm's

- Brief information about the model

Wilbur Lang Schramm was born in Ohio 1907-1987 and is considered the founder of the field of Communication Studies. He was a journalist, writer and academic.

Schramm's model was influenced by another theorist called Osgood. Schramm's Communication Model was first suggested in 1954, and it was based on the Shannon-Weaver model. Charles Osgood first proposed it.

Schramm Communication model is cyclical (feedback) between the sender and receiver.

Wilbur Schramm is a determinate process to establish relationship between persons who have the same interest in 3 components, the source, the message verbal or not and the receiver.

It's not unidirectional, it's bidirectional because there it's a constant process of communication between receptor and sender, they changed their position during the process of communication.

There is more than one message sent, various groups of messages verbal and nonverbal.

The encoding of the message uses a lot of codes what interactive with the message sent.

He recognizes that in every medium of communication provides specific characteristic of communication.

- Case study

In this case Maria and Pedro confuse the word kitchen by chicken, Maria it's the sender who encode the message correctly but because the noise the interpreter in this case Pedro can't decode correctly the message and he understand totally different another word, that she will wait him in the kitchen.

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

Last winter I was asking my manager for holidays, he listen to me, but he didn't answer. In this case the feedback was missing and the message from my side the sender was send, encoded, decoded and received but because he doesn't say nothing and don't show any signal the feedback its missing.

Communication skills

1. **Verbal communication**

Is the part of the human communication process that occurs through the verbal message, including oral and written.

To communicate we use pitch and tone, we are aware with the formality what we use in each case and the most important is the content, what we want to say.

When we speak, we communicate more than just a content of words.

The meaning of a word or a verbal message can be denotative or connotative.

-Denotation is the explicit meaning given to words. It is the basic association that a word has for most of those who know the language.

-The connotation. It is the secondary association that a word has for one or more members of a linguistic community. It is the emotional and value meaning that the word suggests

2. **Non-verbal communication**

Nonverbal communication can be intentionally or not intentionally some people don't have perfect control over their body language, like facial expressions, posture, gesture and physical touch and eye contact. It's important can control our body expressions to be in concordance with our message.

3. **Written communication**

In short, written communication refers to the transmission of a message through written symbols, words would be spoken rather than written down. The nature of written communication means you can consciously choose and edit words to convey better.

Whenever two people exchange scripts, either a written letter, a text message or an email, you are communicating in writing.

There are many advantages of written communication that make it the most common and effective way of personal interaction.

First, it allows the sender to carefully prepare a message to reach a large number of people. It is also the best choice of long or complex communication when information is transmitted, allowing a thorough preparation in a way that can not verbal interaction.

To transmit information in any format it is essential to research the benefits of each to decide which best suits your message, the key is to define it as quickly as possible to the beginning of your message.

You write clearly help your reader understand what he is saying and shape ask any questions for further clarification. You can write clearly using simple language and adjust to concrete and specific information.

In the format you are using, which explains its conciseness point is crucial, if you use too many words you are likely to lose interest.

You should think about what tone, language and format is most appropriate for the media you are using. Writing with empathy will involve your readers and show them that you care.

Writing in a logical order is a subtle but crucial skill to master to help your reader to get the information they need.

Once you have corrected your writing to check for spelling and grammatical errors, you should take a deeper look at the tone and structure of your communication.

In conclusion I can say that written communication is a cornerstone of almost all work environments. It is a powerful tool that can be used to share information with many people in a matter of minutes.

How to write a piece of communication is very important. It has the potential to attract and persuade external stakeholders.

Whether you are required to produce written communications at work every day, or much less often, learning these skills can enrich your life in general, are strong qualities that can help you get what you want in all areas of their life.

4. Active listening

Be a good listener it's a good skill and the most important wherever you go. Like a example our best friend or our parents, brothers and sisters are special in our lives because they listen us and like this they give us support.

To use that skill effectively you need to pay attention and show that you are listening. Listen and don't interrupt the speaker. Demonstrate respect and don't judge what he or she its saying, and after give feedback, asking questions and more.

Conclusion

Communication today is essential for our work and personal life. As technology has advanced and has perceived communication, we communicate constantly be it by phone, with text messages, voice recordings and social networks.

We have a greater interaction with people and the environment, either directly or indirectly.

Through this information boom that we receive our beliefs, attitudes and ideas are influenced.

Communication is necessary, it allows you to gain people's trust and at the same time it opens many doors and allows you to bond with people.

Having studied communication models, whether they are Shannon and Weaver's, Berlo's or Schramm, has helped me realize that analysis is very important since it helps you to know how the transmission of information works, and if it fails, to know where our communication has failed. message.

Today we have more than 7000 living languages, but finally we are very similar individuals separated by cultures, even so we communicate in the same way, daring the voice, hearing, writing, gestures, senses...

Communication tools allow us to express ourselves efficiently in such a way that our message is understood, and we can have a successful communication.

Good writing, listening and speaking skills both verbally and non-verbally will improve our quality of life.

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ALISON DOYLE

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