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Effective Team Work and Communication - BMSW4002

Effective Team Work and Communication - Assessment 1

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Communication: communication is a very important skill every individual should have not only for a professional environment but in their private life and it takes time, practice and lots of experience to improve.

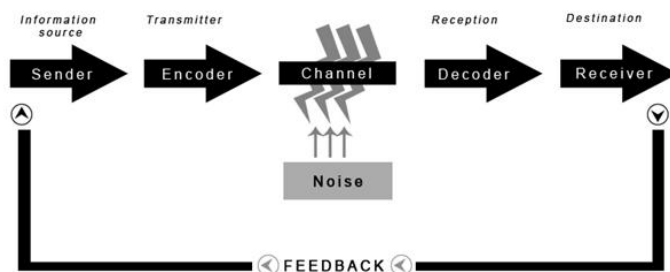
Communication is the passing of information from one individual to another individual, a team or an organisation and it can be made in different ways. Communication can be verbal, nonverbal, written and visual.

1. Verbal communication: this is the way of communication most popular and used every day by most of the global population. It consists of at least one individual speaking to another individual, group or bigger organisation of people in order to pass information, to communicate an idea, to express a feeling, etc
2. Nonverbal communication: this is the way of communication that doesn't require speaking. It aims to transmit messages through nonverbal ways such as eye contact, posture, facial expressions, facial expression, body language, posture, etc.
3. Written communication: this is another way of communicating very common and popular, it involves the need of written words. The communication passes from sender to receiver through a written message: an email, a letter, a note, a bill are examples of written messages meant to pass the information from sender to receiver with use of written communication.
4. Visual communication: this way of communication is less used or noticed. It delivers information from sender to receiver through visual messages like graphs, graphical representations, diagrams, etc.

There are more models of communication, in this essay I'm going to discuss some of them that we discussed in class.

1. Shannon and Weaver model of communication

Shannon was an American mathematician and electronic engineer and Weaver was an American scientist. In 1948 they formed a team to write an article in "Bell System Technical Journal" called "Shannon-Weaver model of communication". This article aimed to teach how to develop the communication between sender and receiver and analyse the factors that could create interference that affects the communication, calling those processes "Noise".



SHANNON-WEAVER'S MODEL OF COMMUNICATION

Sender: the information source that selects the message.

Encoder: the transmitter that converts the message to send into signals.

Decoder: the place where the signal gets received and transformed back into a message.

Receiver: the final destination of the message.

2. Schramm's model of communication

Schramm's model of communication is inspired from the Shannon and Weaver model of communication and it was proposed in 1954. Like Shannon and Weaver model of communication, Schramm's model of communication aims to describe the way a message

passes from a sender to a receiver. It describes it as a two way path with a message travelling from sender to receiver.

Elements of Schramm's model of communication:

Source: in Schramm's model of communication the sender is called "source". The source is the one that composes the message and sends it to the receiver. The message has to be clear and legible for the receiver.

Receiver: the receiver or decoder is the one meant to receive the message from the source and understand it by decoding it. The receiver and source have therefore to speak the same language of communication.

Message: it is the content that has to be communicated and it can be any kind of information such as text, audio, image, video or any combination of them.

Feedback: it happens when the receiver transmits information based on what it has received from the sender making this way the sender to become receiver and the receiver to become sender.

3. Berlo' Sender - Message - Channel - Receiver model of communication

David Berlo's sender - message - channel - receiver model of communication is an extension to Shannon and Weaver model of communication and it was made in 1960. Berlo analyses more in detail every single component of Shannon and Weaver model and the factors that could affect them in the process in order to make the communication more efficient and clear.

The four main components are sender, message, channel and receiver.

Sender is the originator or source of the message. The sender has to follow some factors when transmitting a message:

- Communication skills: ability to read, write, speak and listen. It affects communication in a direct way. An individual must be able to communicate effectively therefore to speak and to pronounce correctly, to take adequate pauses in between.

- Knowledge: an individual trying to transmit a message must have knowledge in the subject and context.

Message is transforming thoughts into words in a language that both the sender and receiver understand. It has to be clear, direct and to explain the concept in simple but effective way.

Channel is the medium used to transmit the message, for example letter, email, phone, internet, etc.

Receiver is the final destination where the message must arrive. The receiver must speak and understand the language used to create the message in order for them to fully understand it correctly.

Berlo's model of communication has also some flaws:

- The concept of feedback is not considered so the effect is not considered
- The concept of Noise or any other barrier in the process of communication is not considered
- It's not a two way model of communication therefore it is only linear
- Both sender and receiver must be on the same level which in real life it rarely happen

In the following rows I will make an example of communication, possible elements that could create "Noise" during the communication and possible solutions.

Case 1: example of bad communication in private life.

Marta is home and her husband Mario is at work, he is a chef at a restaurant. Marta is trying to tell Mario about the shopping list he should get on his way back from work. Marta didn't consider turning off the TV near her and Mario has the radio on in the kitchen while talking on the phone to each other. Also Marta was born and raised in Bulgaria therefore she has a Bulgarian accent, at the same time Mario was born and raised in Spain therefore he has a Spanish accent. And at the end of the day Mario arrives home with some of the products that Maria asked on the phone, some products that she never mentioned and missing some of the products she asked him to get from the shops on his way home.

Analyse: the communication on the phone between Marta and Mario hasn't been efficient because of the "noise" factors. The TV on while Marta talking on the phone and the radio on near Mario's head while talking to the wife has created interference in their communication. At the same time the fact that both of them have different accents when speaking English has made the communication on the phone less efficient than expected. Mario was still paying attention to other elements around him while talking on the phone which made him not pay all the attention to Marta making him not focus properly on the message that was being transmitted to him. As a result, the message transmitted hasn't arrived from sender to receiver in efficient ways because the source and the receiver didn't consider the noise factors that could interfere.

Case 2: example of bad communication in a professional environment.

The number of cases of people infected with CoronaVirus is increasing therefore the manager of a nursing home decides to organise a meeting in order to discuss the new rules to put in place. Due to the new regulations from the government, the meeting can take place only online so the management decides to use Microsoft Teams as an online platform to have the meeting. Due to the short time some of the employees won't be online at the time that has been proposed, others won't even know about the meeting in place because on annual leave before the meeting has been decided and still on annual leave at the moment of the meeting. Also, due to difficulties in using modern technology some employees won't be able to get through and connect to the platform. As a result, the new rules put in place during the online meeting have arrived to half of the employees creating confusion and frights between the people working for that nursing home.

Analyse: the management has chosen the channel of communication that was the best for the situation and the type of receivers by choosing an online meeting at the time and on a date when not everyone was available making it so half of the staff haven't been able to attend instead of sending a communication via email and/of post making sure that everyone has access to it at any time and in any circumstance. Also due to the language used during the meeting some of the participants that attended could not fully understand the terminology making so that the message delivered has not been understood properly by everyone making the communication not effective.

Communication in the workplace. Does it apply in this environment? How important is it?

Like in many other situations in our daily life, good communication is very important in the workplace, vital we could say. Good communication skills make the difference between a winning team, a team where the members that form it work together and perform at their maximum potential and a team that has issues and difficulties not only to work but too keep the team itself together.

Having good communication skills in a team means that every member of the team must be able to communicate (be able to speak, to read, to write and to listen and understand) the same language, that every member is able and willing to listen to every other member of the team with the same interest and devotion, that the ways and channels used to communicate are always the most clear and the most direct according to the situation and to the resources available at that precise moment.

Advantages and disadvantages in 2022.

In 2022 the technology has arrived at a point when communication can be done between people that are on opposite places on the globe in less than one second and in any way preferred, in fact the sender of the message can choose between communicating verbally (for example via voice call, audio message, etc) or in written (for example via chat, text, email, etc) depending on their needs (for example an individual can send a group message to the team while attending a meeting with customers). Devices in fact nowadays are portable and connected to fast internet connections making it so that we are always and almost everywhere only one click away from the receiver of the message.

Meetings: CoronaVirus has taught us a very important lesson. Many things from our daily life could be made faster and more practical than we were doing them. It showed us that many meetings and tasks could be done without the need of physically travelling to a certain place but that they could take place online saving time, energy and resources for everyone achieving the same result.

Impact on the health: the possibility to work and have meetings remotely is affecting the ability of people to socialise and make connections with other individuals out of the online platforms in

real life, making many individuals feel lonely affecting their mental health. Online communication is affecting not only people's mental health but their physical health as well due to the fact that people tend this way to do less physical activity.

Conclusion: communication is very important, especially in a professional environment. Good communication skills require time, energy and practice in order to develop but they are vital for the well-being of a team that aims to grow and be successful. Good communication skills can help solving problems in a group avoiding unnecessary misunderstandings that would waste the team's energy and time instead of focusing on solving problems that are real.

While good communication skills are a very good skill to have, the way we use it is very important. While online meetings reach the same result they don't have to be a substitute to real life meetings. Communication has to be done in a way that it delivers the message from sender to receiver in an efficient way avoiding through to limit the human to human interaction.

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