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**EFFECIVE TEAM WORKING AND
COMMUNICATION**

BMSW4002

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INTRODUCTION

Schwartz (2007) state that Communication is the heart of knowledge transfer. This report briefly explains and analyse communication in my workplace. The research is done by focusing on the definition of communication, brief explanation of three models of communication, the methods of communication applied in my workplace/organisation (Haling Park Nursing Home), the challenges of communication and how the challenges can be improved with a conclusion.

COMMUNICATION – Definition

Communication is the process of passing information from one person to another, it is the activity of conveying information, allowing access between people of various races with the aid of a medium (Miller, 2005). Hojat (2007) state that it is naturally designed for human beings, infants and adults to form interpersonal relationship and this is achieved by verbal and nonverbal communication. There are three basic component of communication, the sender, the information, and the receiver.

The sender has the thought or information which he wants to send to the receiver, he puts it in words, this process is called encoding and then sends to the receiver, when the recipient receives the message from the sender, he decodes the message, understand it and replies the sender. A feedback is gotten from the sender who must have understood the message (Junepa, 2019).

MODELS of COMMUNICATION

A model is mostly used to portray any idea, thought or nation in an easy way through diagrams, pictorial presentation and others. A process is easily understood through a model. It makes learning easy (Management study guide, 2019).

Berlo's Model of Communication

Berlo's model of communication considers the emotional aspect of the message. It operates on the source of communication, the encoding of the message, the message itself, the method of delivery of the message, the decoding of the message, and the receiver of the message (Stead, 1972). Berlo's model can be summarised as the SMCR model which is

S – Source

M – Message

C – Channel

R – Receiver.

Source

The source (sender) is the person transferring the information to the receiver, the source can only send message to the receiver proficiently through communication skills that is, attitude, knowledge, social system and culture. Good communication skills requires the sender to be able to pass on the message effectively (Kikoski, 1999). The speaker (source) is expected to be direct and avoid repeating words, and checking his accent.

Message

The process where the speaker puts his thoughts into words creating a message is called encoding (Stead, 1972). The message constitute the following:

Content: it is the main pillar of any message which is usually easy, simple, direct and clever words to create an impression on the receiver or listener.

Element: the message must be accompanied by different expressions like body language, facial expressions, and gestures to get the attention of the listener because talking alone cannot bring a difference in the communication

Treatments: the way one expresses the message is called the treatment of the message. If an employee has to be sacked, the employer has to be commanding and not casual. The senders must know how to handle the message being conveyed.

Structure: the message has to be well formed to enable the receivers get it rightly.

Channel

Channel is the method in how the message is transmitted from sender to receiver. It could be in form of texting, seeing, smelling or touching. That means all five senses are channels which helps people to communicate with one another

Receiver

Receiver: this is when the receiver gets the message sent and knows it and able to respond rightly which is known as decoding. The Berlo's model of communication expects the receiver to be on the same level of understanding with the sender by having good communication skills, right attitude and be on the same social and cultural background which is sometimes not feasible or real situation (management study guide, 2019). Impression is created in the mind of the receiver

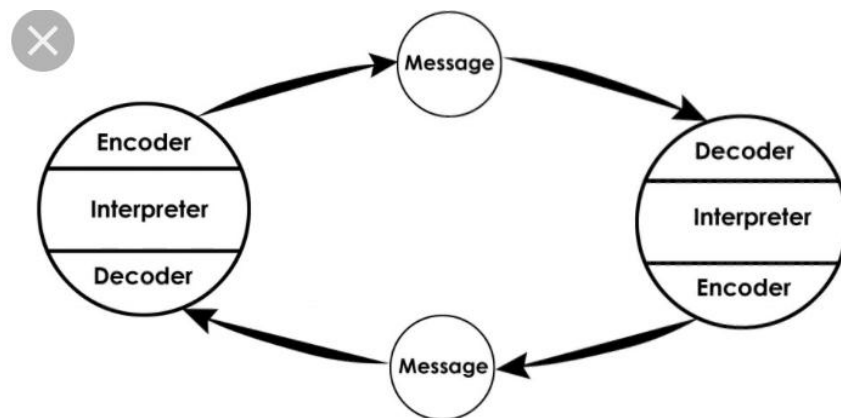
Shannon – Weaver Model

In 1948, American mathematician Claude Shannon, published an article titled “mathematical theory of communication”. Afterwards, Warren Weaver, electronic engineer collaborated with Shannon to improve the theory of communication to what is now known as the Shannon-Weaver theory of communication (Bowen and Targowski, 1987). Shannon and Weaver combined these variable source, encodes, message, channel, decoder, receiver, noise and feedback (Bowen and Targowski, 1987). The message which is encoded begins with the source goes through the channel to the receiver who decodes it and give feedback. Shannon-weaver theory of communication evaluates the communication base on the efficiency of the channel, and attention is focused more on the component of the communication process and reaction (Bowen and Targowski, 1987). It is important that a proper means of sending must be chosen. It could be through written, verbal, audio, video and others (Flensburg, 2009). As the message moves, noise will be considered. This noise is the distractor and can change the whole meaning

of the message that the receiver misunderstands what is been sent. Noise comes in different forms like physical or semantic (Bowen and Targowski, 1987). Before the message gets to the receiver it has to be decoded in a way that the receiver understands. The receiver is the one whom the message is sent to.

Schramm's Model of communication

This model involves the sender encoding the message and the receiver decoding the message (McQuail and Windahl, 2015).



Blythe (2010)

Blythe (2010) describe it as a two way circular communication between the sender and the receiver. The sender encoding the message, the receiver understands and decodes what the sender has sent creating effective communication (McQuail and Windahl, 2015).

Schramm makes it clear that except the sender gets a feedback from the receiver the communication is incomplete and ineffective. It is until the message has reached the receiver and the receiver responds to that message showing that the message was clearly understood that communication is complete (Duncan and Moriarty, 1998).

MEHODS OF COMMUNICATION: CASE STUDY – HALING PARK NURSING HOME

In the Haling Park Nursing Home, there are four methods of communication. Between the employer or senior staff and other employees, phone calls when a staff has to take a sick off or a staff being requested to work on extra shift. Then phone calls from relatives of the resident to get some information about their relative. Verbal communication is also between the residents and the staff. This is important especially for those suffering from dementia. They like having someone to communicate with them. The verbal communication must be polite, clear, direct, correct, complete, concrete, concise, and courteous to be very effective.

Nonverbal communication: this style of communication is used in this organisation especially with the residents. It is the act of body language, gesture, and facial expression. This organisation deals with the elderlies, those who are sick, have dementia and have challenging behaviours. By looking at their faces and observing their body language you can tell their mood and this will enable you know how to deal with their situation. In the same way, they many look at your face which helps them in their mood and gives them assurance. For instance, if you give a smile to one who is confused, the mood changes or sometimes as a staff/carer, you make moves with your body or gestures to brighten the mood of the residents. The body language is used also to support the verbal communication.

Written communication: Writing is commonly used through text messages, emails, letters, reports and charts, the organisation have written down policies that govern the workforce. Emails are sent to staff and to other professionals who contribute in the social and health care of the residents. Reports are written to guides the behaviour, medical, eating of the residents.

Visuals: Visual is the art of using photographs, drawings, sketches and videos to convey information. It is used to remind and create memories, sometimes to keep the residents active by giving sketches and they colour. Visual like the videos are used for training of staff.

CHALLENGES OF COMMUNICATION IN WORKPLACE

Cultural difference: In this 21st century, organisations are becoming multicultural, especially because businesses are now going across the globe. Hence, diversity in the workplace becomes a challenge for the employers and employees as they are required to communicate as one organised team. The problem of cultural difference could be how people perceive others' body language and gestures (Khalid, 2015).

Ego and attitude: Often times, employees are discouraged working in a team due to one teammate's ego and attitude. One person wants to be in control over discussions and not accept contributions. This results into bitterness, friction and misunderstanding resulting into poor outcome in a task (Gary *et al.*, 2010).

Language barrier: Language is essential to communication (Ali, 2018). The rapid increase number of migrant patients and overseas trained staff can bring communication errors when they are both speaking their different language. According to Hull (2015), Health care practitioners may be responsible to provide care to patients irrespective of their ethnicity and linguistic ability, nevertheless, language barriers obstruct their ability to provide competent and patient centred care to their patients.

HOW TO IMPROVE THE CHALLENGES OF COMMUNICATION

To improve the challenges of communication putting into consideration the various barriers such clients' sensory problems (sight, hearing and speech impairment); confusion/dementia; non-English native and many others, the following should be considered;

Think about what you want to say. Exhibit a good first impression, make your listener feel welcome and accepted. Remember vulnerable people feel threatened and insecure. Start the conversation by saying a warm hello (Hall and Andrzejewski, 2008). Let your information be accurate. Inaccurate information can often be confusing and hinder understanding, repeat and rephrase words when necessary.

Setting the pace and tone. Initiate and keep the conversation going in the right path, use right words, ask open questions to allow the listener the chance to talk and avoid one-word answer to help your client to be a part of the conversation at his or her own pace. Understand that disability impact communication (Heritage, 2005).

Active listening. Be an active listener, pay attention to what the other party is saying. Listening skill is a vital tool to observe the level of understanding from the part of the care receiver and co-workers. Acknowledge that you are still part of the conversation, show empathy to let the person know you understand how they feel and think (Lynch and Mendelsohn, 2013).

Exhibit eye contact, good facial expression, posture and proximity. Use eye contact, to express interest, and that you are paying attention (Bentley, 2018). Maintain a lean forward posture to show you are interested and involved (proximity).

CONCLUSION

Communication is the key for any effective and efficient job in the workplace and everywhere in general. Studying communication broadens a person's knowledge on how to behave rightly. To succeed, the barriers should be addressed and the right model should be put into consideration.

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Time allocated: 1 hour. Please return your paper to the lecturer upon completion. It will be returned to you at the next session. You will need to include a scanned copy of this exercise in the form of an appendix together with you Task 1 (part of the Assignment for this module).

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Ex.1. Read the following passage and answer the questions.

The professor and the village people

A Professor of English at a well-known Welsh University lived in a large house not far from a little village. He never went into the village, but shopped in the town near the University because he had nothing in common with the village people, who were largely uneducated and did manual jobs. One night, the professor fell asleep while smoking his pipe and the pipe fell onto the carpet and started a fire.

When the professor awoke and saw the house on fire, he rushed into the village, screaming:

'The edifice is being consumed by a great conflagration!'

'The edifice is being consumed by a great conflagration!'

The village people looked at him and continued doing what they were doing.

'Don't you understand?' He said. 'The edifice is being consumed by a great conflagration!'

They ignored him.

When the Professor returned home, he saw that his house had been completely destroyed. He sat down on the ground and wept. The next day, he went into the village crying. 'Why, oh why didn't you help me? My home has been destroyed by the fire. I came and begged you last night.' He wept.

'But Professor, why didn't you say that your house was on fire? We would have helped.'

Q1: Why didn't the village people help the Professor?

Q2: What should he have done to get them to help him?

Q3: Whose model of communication do you think can explain this situation?

Q4: Why?

1. They didn't help because they didn't understand the professor. There was no formal back and language barrier.

2. He should have decoded and spoken in clear terms for them to understand. They were not on the same level to understand his what he meant.

3. It is the ~~Shannon-Weaver~~ Berlo model

4. The information source wasn't clear. They didn't understand him and his body language didn't say the situation

Lecturer's signature: _____

Date: 24/2

Ex.2. Read the following brief and write a business email according to the instructions.

You are Director of Communications at your company and you would like an employee, Jack Daniels, to join your Communications Training team.

- Tell JD why you are writing
- Say what you have observed and like about his communication skills
- Tell him why you think he would be an asset to the team

Subject: Appeal for Staff
Address: JD@gmail.com
Hello JD, how are you doing?
I am writing in connection of ~~amplification~~
Communication Training team and how
to improve on the team.
I would like to ask for one of the employees
called Jack Daniels to join my communication
training team.
This is because he has good communication
skills that will help the team immensely.
Jack Daniels has good listening skills. He
is able to listen and also knows how to be
respectful to people. He is also good
in body language uses his eye contact to
get information across. Jack Daniels is
very good in using visual tools in sending
the right information. He is very concise
in his communication and will be a
big asset to the team.
I hope my explanation meets your kind
approval of releasing him to my team.

Yours Sincerely
Eton Larry

Lecturer's signature: _____

Date: _____

Student Name: EDON LARRY Student ID: 1818179
Time allocated: 1 hour.

Please return your paper to the lecturer upon completion. It will be returned to you at the next session. You will need to include a scanned copy of this exercise in the form of an appendix together with your Task 1 (part of the Assignment for this module).

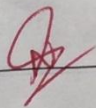
Ex.1. Read the following passage and answer the questions on the next page.

Case Study: A Day With The Chief

Mark is a top-performing salesperson at a pharmaceutical supply company. As a reward for his performance, he is treated to a trip to the corporate office in California to meet the chief executive officer, Ms. Mills. Ms. Mills is known around the office as the "Wicked Witch of the West" because of her short and sometimes abrasive demeanour.

Mark's co-workers share "horror stories" of their encounters with her, stating that she rarely makes eye contact, never smiles, and dislikes being approached unless she initiates the conversation. Although he is excited to travel, he is also nervous about what he and Ms. Mills might talk about. He prepares by thinking about how he can share his sales strategies and techniques. On the day of the meeting, he waits patiently for Ms. Mills' assistant to call him into her office. When he is escorted in to meet her, he is shocked to see a petite woman behind the large desk smiling back at him with kind eyes. He approaches, shakes her hand, and waits for her permission to sit.

Ms. Mills is nothing like the horrible person they made her out to be. Ms. Mills asks Mark several thoughtful questions about why he is successful, ways the staff can be supported, and how the company fits in with his professional goals. Mark feels more and more comfortable as she leans forward to listen intently to what he is saying. Mark loosens his tie, crosses his legs, and begins sharing stories of how he feels his immediate supervisor has dropped the ball on more than one occasion and that the team would be better if more money were allocated to incentives and bonuses. Mark immediately sees Ms. Mills' eyes begin to squint and her brow furrow. She stands up abruptly and says in a gruff voice that their time is up and that her assistant will show him out.

Lecturer's signature:  Date: 14/8

1. Given the professional context, what would you have done the same and/or differently if you were in Mark's position?
2. Do you think Mark accurately evaluated the context? Why or why not?
3. What communication factors led to the change in the chief executive officer's disposition?
4. How could Mark improve his communication skills?

1. In the professional context, I would have done differently if I was in Mark's position. This is because I would have taken into consideration what I was told about Ms. Mills attitude towards people. Again, being a professional, I have to comport myself by sitting rightly, remaining properly dressed and not putting myself on the same level with her. I would not talk about my immediate supervisor. That was a very unprofessional way Mark showed.
2. No, Mark didn't evaluate the context because he became more comfortable, loosens his tie.
3. The communication factors are non verbal communication, ~~body language~~, body language and active listening on her part which led to the change.
4. Mark could improve his communication skills by taking some training courses, by learning to listen and step back and reflect.

Lecturer's comments: good attempt. 3rd question answer
bit clear. need to be a

Lecturer's signature: _____



Date: _____

14/8