

Effective Teamworking and Communication (ETW)
Module

Report

Models of Communication and Communication Skills
Task 1

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Introduction

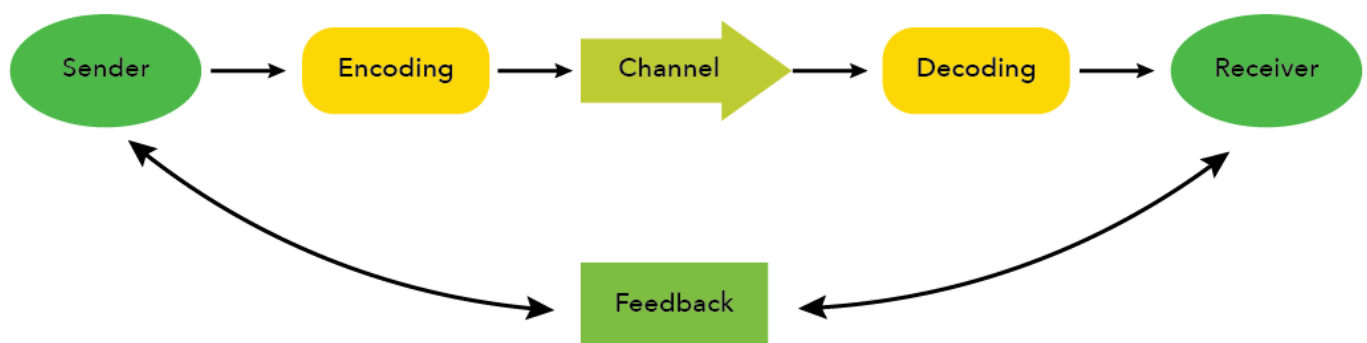
Communication is an essential skill in everyday life, from talking to your family and friends to being able to communicate with your boss and colleagues at work. It is very important in the world of work not just to talk to your team leaders and employees in the staff room but as well as being able to have a basic conversation with a customer, in person or over the phone.

With that being said communication sometimes has barriers and could be really difficult at times which if not met the expectations it could result in losing your job at your workplace. Poor communication can occur from lack of knowledge of the topic, language barrier, background noises, connection problems, eye contact and other.

Before we go in detail of the channels of communication, we need to know the skills of communication and the most important ones are verbal communication, non-verbal communication, written communication, listening, visual communication. You also have to always be active listening and be able to have the ability to listen empathetically as well.

There are 7 ways to channel communication, and they are: verbal-when talking face to face, telephone - talking through a technical object. There is also voicemail-leaving a voice message when the receiver didn't answer a call, e-mail -sending a digital message, online. Letters are also-written by the sender and sent to an address and media -which is mostly used in this generation, for example: Facebook and Instagram.

The channels of communication go through 4 steps that allows communication to actually function properly as seen in the graph below. To go into more detail about the graph above it explains that the sender is the person plans to send a message either digitally or speaking verbally.

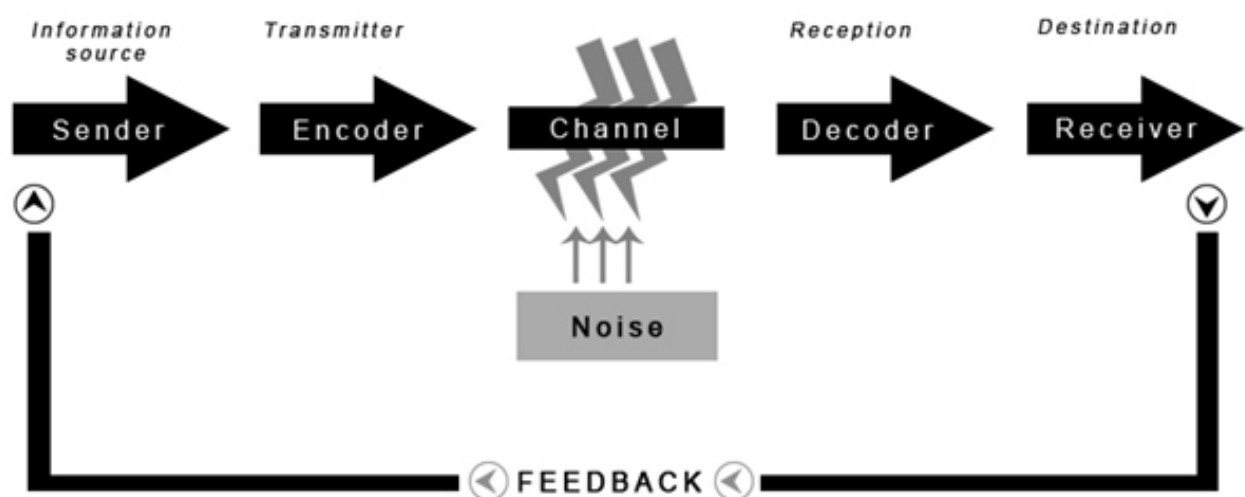


When the sender sends a message it goes through encoding, the channel, then it indicates the message before it reaches the receiver. For example, if someone was to send a message in French then when he goes into channel it realises that the receiver speaks English and the decodes before it reaches the receiver. The feedback is in the middle and it acts with the receiver and the sender.

Models of Communication

There are 3 models of communications, the first one being “Shannon and Weaver “model which dated back all the way in 1948/49 and was given the title to be “A mathematical theory of communication”.

Shannon Weaver concept includes a few parts that explain her theory of communication and it can easily be seen in the graph below.



SHANNON-WEAVER'S MODEL OF COMMUNICATION

Going in more details about what we can see above let us start off with the sender that is the person who makes the actual message and then chooses to channel it and send the message to the receiver. In short, the encoder and the decoder are the ones that uses machine to convert the message when its being sent and before its received, so it translates the message from the signals. The channel is the one called medium that is used to send a message. Receiver is where the message' final destination is.

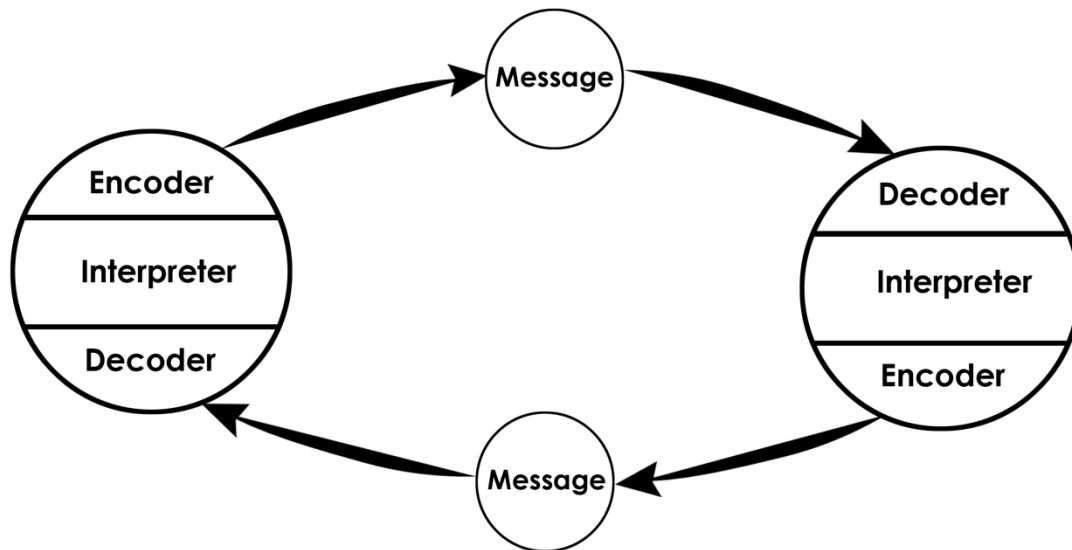
An actual example of where we can use Shannon Weaver theory is by looking at the “Maria and Pedro’s” case study where they had an issue and misunderstood the sender’s message which was Maria where she stated that she wanted Pedro to buy a chicken when he comes home. However, because Pedro works in construction, he wasn’t able to receive the message correctly because of the Noise in the background from the construction.

This is where we can clearly see that Shannon Weaver model make sense as when the sender (Maria) send the message - in the channel there was noise so when it went to the sender (Pedro) it was misunderstood.

This misunderstanding could’ve been avoided if Pedro wasn’t in a loud environment and if Pedro could have asked Maria to repeat herself to make sure he understood the message correctly.

This unfortunately happens often to me in general because there are always possibilities to have noise in the background and as an example at my workplace, I experienced that once when I was talking to a team leader on the phone and misunderstood that they wanted me to come to work on Monday when they meant Sunday, luckily, I asked for confirmation and got the right message, but this is to show Shannon Weaver model truly describes that noises are a big issue when communicating.

Second model of communication “Schramm’s” started being used since 1954 and it was used to describe communication as a process between an encoder and decoder. Shramm thought language barriers, religion, experience and knowledge are the reason why communication had problems in being interpreted.



As seen in the image above Schramm was trying to explain that interpretation is a big cause of misunderstanding a conversation when communicating with each other. As the message might be very difficult to understand as the interpretation wasn't properly managed so the "M" which Schramm stated that it stands for message from the receiver and sender can respond accordingly.

Schramm's model of communication started after Schramm decided to start his own idea of how communication is also based of people's interpretation - that being a very different idea from Shannon and Weaver model where they state that noise causes misunderstanding. Schramm's model is circular which means it works the same way round when its decoded, interpreted and encoded the message from the sender to receiver and back to the sender. This means it is a communication between two people then in just one direction.

Referring to the recent case study to properly understand Shramm's model we can tell that Pedro easily could have phoned Maria again and check if she really meant kitchen in the first place as the second time it could've hopefully be interpreted correctly.

The third model of communication is Berlo's and it was rolled out in the 1960 but started being acknowledged in 1964 and it was stated to be similar to Shannon and Weaver model as it didn't include feedback to the sender. Berlo's model focuses on the source, encoding message, channel, decoding and receiver but each of these components is affected by many factors.

Each of these factors that are capable to influence the sender which we can see in this diagram is the source are also as applicable to the receiver. To be able to process this in the best way possible we need to understand the communication skills like reading, listening, speaking and other. The attitude you have when you communicate is very important because if you are bored or not listening the whole purpose of communicating was in vain. It is similar to Shannon weaver as it bases on reasons why there is issues

People say knowledge is power, but we can see through 'The professor and the village people' case study that wasn't the case as this case study is about a very well-educated person that lived not far from the village that suffered a great incident because of his knowledge.

The village people were largely uneducated like the professor, and because of that when the professor had an accident that his house was on fire he run down to the villagers for help and spoke in words that were not in the villager's vocabulary. As a teacher he should've lowered his vocabulary and explained himself in a simpler way for the villagers to understand which would've resulted in them helping save his house from the fire.

We can see through this case study that having knowledge didn't benefit the professor because he ended up with destroyed -burned down house. Berlo's model does not explain the barriers of communication unlike Shannon Weaver model for example which makes each of the models' vital examples of how communication works.

I have experienced issues at my workplace when it comes to knowledge barriers and that relates to Berlo's model when he talks about source and channel as there is language barriers at my workplace that happen often because of the diversity of the people around and it also relates to the visible part when for example my manager indicates an object that is workplace appropriated and then he signals where the item is, but I still struggle sometimes to understand because of the way you formulate the words as well as my knowledge barrier as a foreigner.

Communication skills

To understand how communication works we first need to know the three most important aspects of communication that everybody has to go through which are verbal, non-verbal, listening. Verbal communication is about oral communication when you speak to a person face-to-face, on the telephone and written words.

This can be very important especially in the workplace when you go for your first interview do you need to be able to verbally communicate and have an appropriated CV written which requires verbal communication. Always practice your verbal communication for example you can do that by practising on a piece of paper or talking to your friends and family members.

Non-verbal communication is about body language and the way you express yourself without actually opening your mouth and saying words this can be seen through facial expressions body movements and they're all vital especially if you are going to an interview. You need to have open body language meaning you need to look friendly and welcoming so people can approach you being comfortable as first impressions count most that relates to non-verbal communication.

Your body language is very important as it lets people see how you are feeling without you actually saying anything to them just by your facial expressions and hand movements.

Appearance matters because I need to pay attention to your face change, signs and signals you give out to people without realising.

When it comes to listening skills, it is however how are you process information body movements and signals that the person, you're talking to gives out.

To be able to actually process effective communication we have to pay attention to the informational, critical and the empathetic part because for example if it is new or old information you would have to take that information process it and give it your opinion in your head before you would speak out and say something that you did not mean to say.

Empathy is needed when speaking people otherwise, they will think you do not appreciate them and to do that you have to be yourself in their shoes meaning in their situation to be able to fully understand them.

What is communication in general it is the way we all connect with each other. One bad thing to do is to listen selectively meaning you would take the information that only you think it's important and that's not listening. Presuming people's actions in the words is bad listening and it is called adaptive listening you shouldn't do.

Hearing and listening are different as hearing can be related to queueing cars across the street however listening it's when you actually pay attention to the person that is talking to you processing the information then giving them feedback showing that you care.

Conclusion

To sum up all this information – communication is a vital skill, and it is used every day. Without it or if used incorrectly, it could create many issues from a fight with your sibling to losing your job.

People use communication at work and that is how businesses run smoothly, it is an everyday skill required and looking through this report there is much more to it than talking to your friends on the phone. It requires practice and effort but, in the end, you will be able to give presentations in front of a whole crowd clearly and formally.

It is a necessity that we perceive communication in a high demand of knowledge as it provides companies, families, friends and relationships with the chance to explain themselves correctly and have the opportunity to get the help, directions and information they desire.

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