

Effective Team Work and Communication

Module code: BMSW4002

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Submission date: 04 May 2020

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Introduction

Broadly speaking, communication is a process to exchange information through different channels, signs, and symbols with numerous groups of people. In a more specific term, communication is sending and receiving information and ideas with a different group of people through using symbols and signs (Adair, 2009). The significance of communication in the workplace is a vital thing without communication the work can't get done by other people. Communication is the fundamental essence in any workplace setting. With communication, employees get the direction from the higher authority and being an influence to get things done in the organizational settings. It is important to note that without written, verbal, and non-verbal communication work can't be done in the workplace settings. As an employee, I need to use communication to get my work done. I have to ensure my assignment and need to share a message with subordinates. While also I need to get the messages from the top authority and share the messages to lower authority levels. In all the aforesaid performance of my activities, I have to depend on different communication models coupled with different strategies (Dalley, 2010). I use verbal communication to get the message clearly understood with my subordinates while I also depend on non-verbal communication techniques to influence my subordinates. Additionally, for sharing formal messages and information to the subordinates, I am used to utilizing written and visual communication.

Different Types of Communication

Generally speaking, communication is a very common thing and a fundamental prerequisite in every workplace setting whatever the nature of it (Blanchard, 2000). There are different types of communications. Most common types of communication are verbal, non-verbal, written, and visual communication (Dalley, 2010). Besides these, there are some other types of communications. The following figure shows the basic classification of communication.

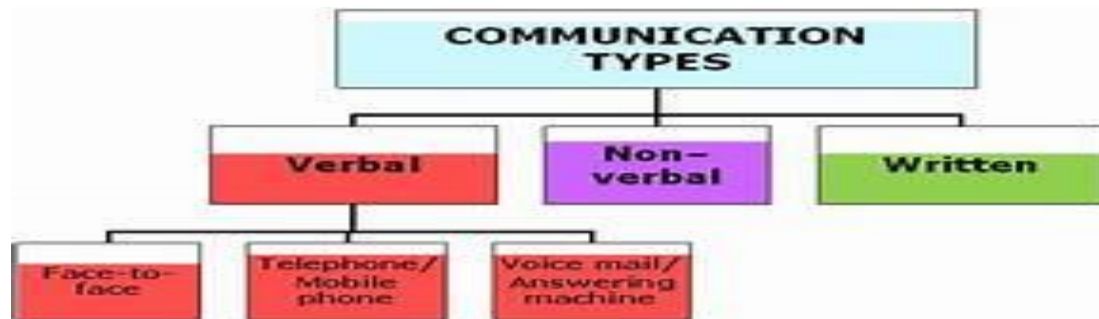


Figure: Classification of communication

Source: (Adair, 2009)

Written form of Communication

The Written form of communication is the main and formal communication in any organization. Written communication is the written form of any message communicated to another party. The most used form of communication in any organization is written communication (Adair, 2009). Email is the most powerful mode of written communication used in every organization in today's business world (Blanchard, 2000). In my organization KFC, email is used as the formal communication way for all employees in the organizational hierarchy. But with the advent of the internet and other social communicating technologies, written communication is exploited with the use of WhatsApp and other chatting alternatives available (Dalley, 2010).

Verbal Communication

Verbal communication is also considered as oral communication. The main essence is here in verbal communication, the message of what people want to share is done orally among people. The prime advantage of verbal communication is that the sender has the flexible option to clarify the messages what he or she wants to share. Thus, its nature tells us that verbal communication is very quick than written communication (Adair, 2009).

Non-verbal Communication

Non-oral communication is the way to communicate with people without orally communicated with the people. There are gestures, postures, body languages, signals are used in non-verbal communication (Dalley, 2010). It is also known as interpersonal communication. In KFC, it plays an important role to share message employees.

Visual Communication

Visual communication is used in the medical industry. The use of image, color, typography, illustrations, visualizations is a perfect example of visual communication. At present visual communication plays an important role in any organizational context. Visual communication is used in KFC to explain a concept among employees(Dalley, 2010). Thus, the main advent of visual communication is the presence of something in a colorful way that explains the concept in a lucid way.

Verbal and Non-verbal Communication

The most common form of communication types in any organization is the vocal and non-verbal communication. The following figure demonstrates a snapshot of verbal and non-verbal communication.

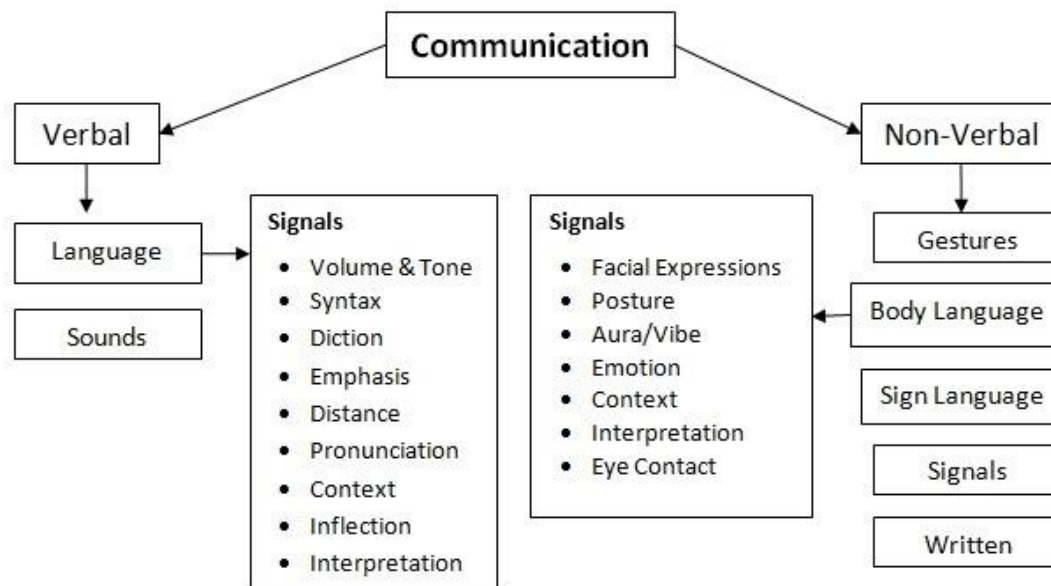


Figure: Verbal and non-verbal communication

Source: (Ercegovac, 2008)

Verbal Communication

The most common type of communication in any organization is oral communication. It is what executives want to share his or her subordinates orally(Dalley, 2010). The basic quality and skill that a manager need to have is verbal communication. In our organization KFC, managers need to

convince people to get things done by other people. To convince and inspire others, oral for instance, verbal communication plays the most powerful role(Ercegovac, 2008). In verbal communication, language and sound are the most powerful issue to communicate with others. The issues are important in languages are the distance, syntax, emphasis, diction, pronunciation of communication. In the organizational hierarchy, the employees who are in the higher hierarchy, they need to show more verbal communication skills(Dalley, 2010).

Non-Verbal Communication

The issue in communication with others the word and message are called non-oral communication. It is also known as interpersonal communication. In a team or workplace setting, a manager must need to have the skills of non-verbal communication. Other than that, a manager can't be the favorite manager of his or her teammates(Ercegovac, 2008). The common issue is non-verbal communication is the gesture, posture, body language, and signs used in communication. The body languages which are most important in non-verbal communication are the eye-contact, gesture, posture, interpretation, context, emotion, and facial expressions.

Verbal or Non-verbal: The Most Effective One?

Vocal and non-verbal communication both are the two most common powerful communication mediums in any organization. There is no way to say that oral communication is more significant than non-verbal communication. In other words, non-oral communication is more important than verbal communication(Ercegovac, 2008). Both of the two are equally important in any organizational context. In my organizational context, both verbal and non-verbal communication plays an equally important role to share messages and convey things to others. In fine, both oral and non-verbal communication is an effective way to communicate with people in any organizational setting(Blanchard, 2000).

Different Communication Theories

There are numerous theories used to explain the essence of communication. In the following section, it is discussed different theories of communication.

The communication model of Shannon Weaver

In 1948, Shannon coined his most famous model of communication in his article of a mathematical model of communication. The model is painstaking as the mother of all models (Alvesson, 2016). The following figure demonstrates the Shannon Weaver model of communication.

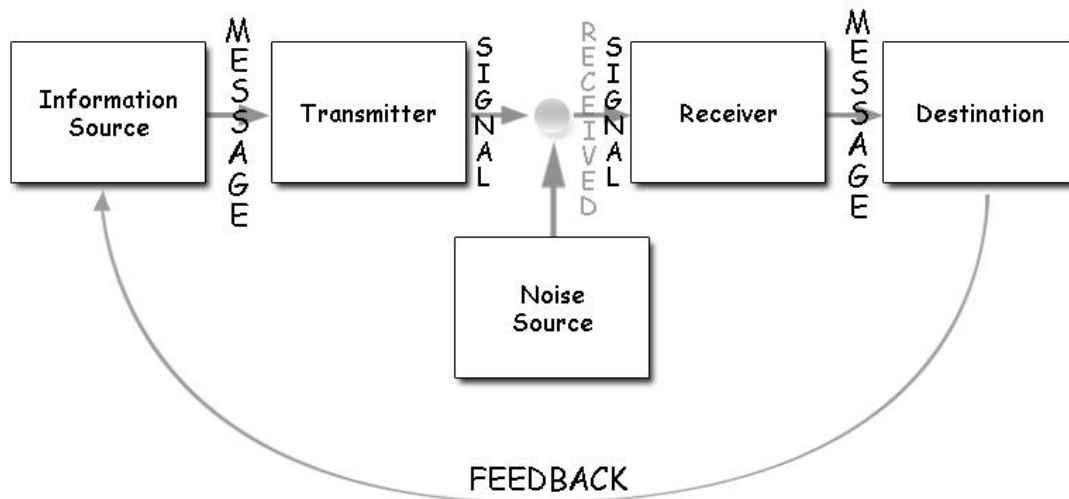


Figure: Communication model of Shannon Weaver Source: (Morgan, 2016)

The main components of it are the information source, transmitter, receiver, destination, and noise. The sender sends the message through the coding of messages while through the transmitter it is reached to the receiver and after getting the messages to the receiver, feedback can be sent to the sender of the message. After all, there is a noise in the communication channel (Alvesson, 2016). The latter, it is used as the most effective mode of communication in all types of organizations. There are two levels of distraction that can be caused in the Shannon weaver model of communication. One is a semantic problem and another one is a technical problem. In KFC, it is used as the most effective way of communication among employees. The messages are sent from the sender that is decoded by the receiver and interpreted by the receiver. The most important aspects of it can be the best source of communication in any organization (Morgan, 2016).

The communication model of Schramm

Another most famous model of communication is the Schramm model of communication. It is come to know in 1954. The following figure demonstrates the Schramm model of communication(Alvesson, 2016).

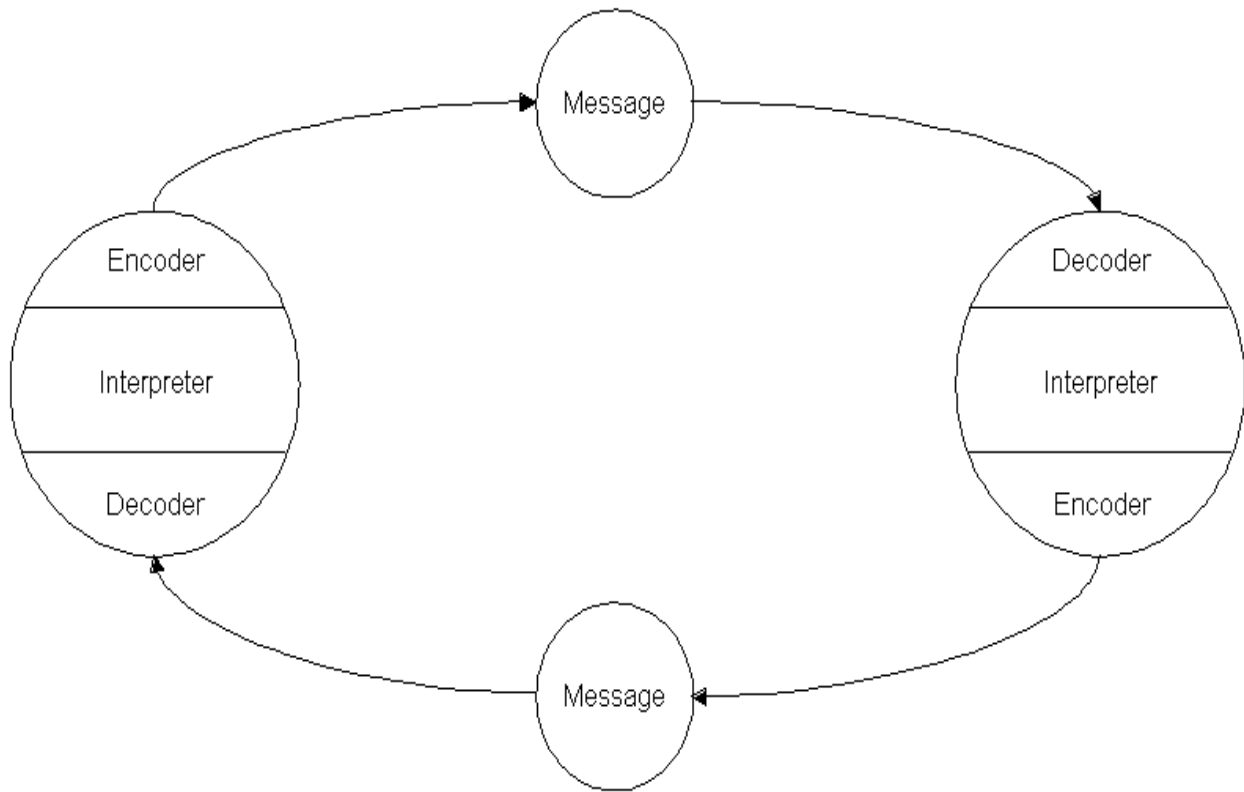


Figure: The communication model of Schramm Source: (Maund, 2017)

In the Schramm model of communication, the sender is recognized as the encoder, interpreter, and as well as decoder. While the receiver also is recognized as the encoder, interpreter, and decoder. Both the sender and receiver act as the encoder, interpreter, and decoder in the communication channel(Maund, 2017).

In KFC, the subordinates, as well as the managers, need to understand the expected message shared with others and among themselves. The common essence of message sharing is that it should be received and understand by the opposite parties(Alvesson, 2016).

The Communication Model of Berlo

In every message transmission, there is the main component of the components that are the source, message, channel, and receiver. The model is known as the S-M-C-R model. The elaboration of S-M-C-R is the sender, message, channel, and receiver. It is based on the Shannon Weaver model of communication (Morgan, 2016). The following figure shows the Berlo's model of communication.

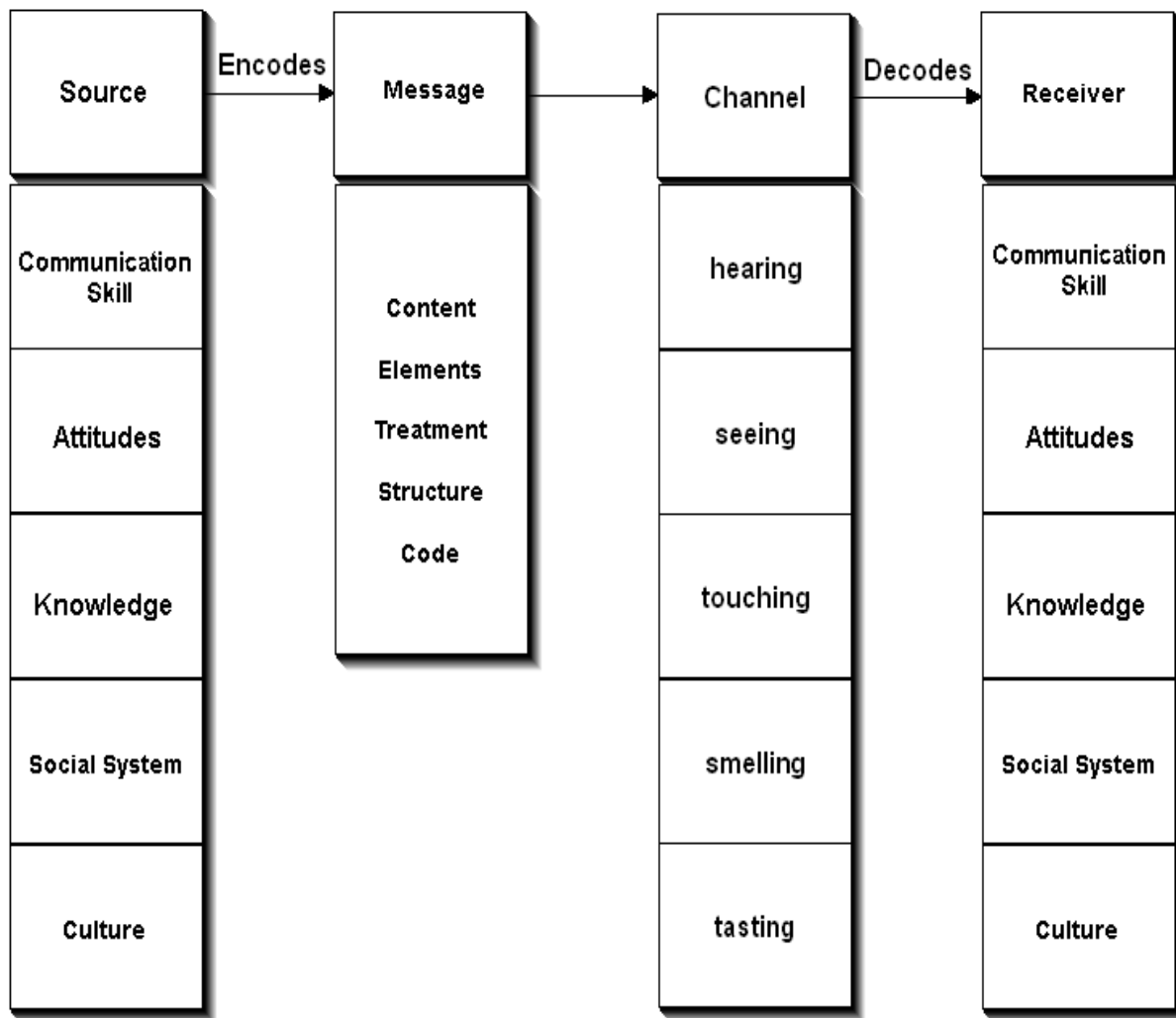


Figure: Berlo's Model of Communication

Source: (Maund, 2017)

The main components in the Berlo's model of communication are the dispatcher, message, channel, and receiver. While different stimuli affect the components of communication. The main characteristics that can affect the sender are the attitude, knowledge, culture, and social system

while the receiver can also be affected by these factors of the social system(Morgan, 2016). In contrast, the message can be interfered with by the content, treatment, structure, code, and elements. The channel can also be interfered with by hearing, seeing, smelling, touching, and testing.

Considering everything Berlo's model of communication plays an important role to communicate the message with parties. Here the possibilities of misinterpretation are also considered that is the perception, attitude, social system, and culture(Maund, 2017).

Communication Styles Used in KFC

The communication styles used in KFC are a common type of communication. The sender is the manager who leads the messages to the subordinates with his own words while the earpiece of the message is also read and gauge the message with his own cultural and philosophical bracket(Morgan, 2016). In this case, sometimes the cultural background, attitudes, and perception of both the sender and receiver can distress the message. The channels used in KFC are the formal and informal channels of communication. The main essence of communication in KFC is to convey the messages to the subordinates while inspiring the subordinates to get the things done by other people(Tuckman, 2012). Whereas the sender and receiver play as the most powerful role in the communication channel.

Conclusion

Communication is the method of distribution and getting numerous information and ideas with people through using the different channels of communication. Without communication, the performance of activities in any organization is beyond imagination. Thus, communication is a vital part of any organization. There are diversified types of communication used in workroom settings(Maund, 2017). The verbal, non-verbal, written, oral, formal, informal, and visual communication. All types of communication are necessary for the accomplishment of work in any organization. Verbal communication is an oral transformation of any information to other people while non-verbal is the gesture and posture used in the communication process(Ercegovac, 2008). Visual communication is performed with the utilization of color and different illustrations. Written communication is backed by the support of record the messages for future proof. Thus, all these communication techniques play a energetic role in the workplace setting. There are different

models of communication that helps people to get the communication process understood clearly. Shannon's model is the mother of all models(Tuckman, 2012). Besides the Shannon model, there are also other models used in the communication process.

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