

Effective Team Work and Communication (BMSW4002_LON)

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Introduction

Communication is the process of interaction. It is vital for there to be interaction or communication taking place as it helps in business processes to be initiated and easier for development to take place. In this entire research, several verbal and non-verbal communication skills with multiple different types of communication models shall be highlighted. Apart from all of this, the impact of technology as it has risen in the global market shall be highlighted in the perspective of communication as well. The ways in which technology is making interaction simpler while also making it difficult in some aspects shall be highlighted here in this research.

Investigation

1) the three models of communication taught in class

Shannon and Weaver model: This is a communication model with several steps present within it. In this method, the centre is the individual who think up of the message or information which he wants to convey through a specific channel. Once the message is decided upon, the type of language, style, tone is decided upon. This message once created is used to be communicated through a specific channel such as mobile phone, face-to-face interaction, or other means. It is then transferred and an effective means of attempt is being made to make a feature of the receiver who tries to interpret the message and has an opportunity to extract meaning from it. This directly helps in interaction to take place and individuals are able to have the opportunity to share feedback in order to create effective methodologies of communication interaction (Little, 2016).

This type of communication can be implemented when emails are being circulated, meetings are being conducted and much more. This directly helps in making sure that interactions are taking place through a give-and-take this is an in accordance with the notices, delegation orders and much more being conducted, feedback is being attained that can directly help in changing the work circumstances in which operations is operating. These are all important as they can help in making sure that changes in the future performance is being attained and much more emphasis towards development and growth is being attained effectively. All of these types of factors are essential as they help in enabling there to be much more focus being created for the future (Barnlund, 2017).

Schramm model of communication: This is one of the simplest forms of communication models being implemented as it has only two parties who already have an understanding of all of the factors of communication present. This is a method in which the sender and receiver are interacting in a sample tedious manner and it is the responsibility to exchange ideas and give feedback to one another. It is important for this type of method to be implemented as this helps in face-to-face interactions between subordinates and their employers and the clients taking place individually. This is an important method as this can directly help in making sure that information is being created through the background knowledge of an individual and it is being

exchanged to another and similar processes being used to create a new message (Fogel, 2017).

In a business circumstance, it can be highlighted that this type of interaction takes place much more predominantly amongst supplier and employer or employee and consumer. All of these types of factors are very prevalent in trying to use this type of communication method this directly helps in making sure that personal and ongoing development bond is created that helps in making sure that growth is being attained for an individual on an ongoing basis.

Berlo model of communication: This specific form of communication has 4 stages present within it that includes of the source, the message, the channel and the receiver. All 4 of these were after one another as in the first stage, an individual thinks about what type of communication style, attitude, cultural approach must be used. In accordance with all of these factors, a message is created with focuses upon leveraging all of these factors and using inappropriate language, tone, and much more in order to make sure that an ideal message is created (Klyukanov, 2020). In the third channel, utilisation of either email, personal interaction, and more is focused upon. All of these factors are important in order to help reach the fourth stage whereby which, it is easier for there to be interaction being created and there being a heightened level of feedback scope being provided that can directly help in making sure that efficiency is being raised.

In a business circumstance, it can be highlighted that these types of factors are utilised with planning to create interaction with clients at large. When trying to focus upon targeted marketing campaign being created, and STP strategy in tandem to this type of communication method is important as it can help in making sure that improved cultural penetration through focus upon attitude, correct language, and more is emphasised. These are aspects that can help in improved level of interaction to take place at a higher capacity creating much greater impact on the business circumstance and help in yielding better revenue (Piller, 2017).

2) the communication skills discussed

multiple communication skills are relevant in order to help create an effective environment in which an individual is able to interact with more people and learn from them.

Verbal communication skills is one of the biggest approaches that an individual must learn about as this can directly help in delivering speeches and connecting with other team members much more easily. Focusing upon using different languages, multiple types of attitudes, and an appropriate mindset is all an effective methodology of verbal skills being used effectively (Back *et al.*, 2020). Having a positive mindset is also effective in verbal skills taking place effectively and having a higher impact. A result of verbal skills being used correctly is that it helps in making sure that interaction is taking place and more employees are open to speak about different issues that is operating within the organisation. In verbal skills, correct utilisation of words, having proper sentence structure, being able to deliver the correct tone in the message are all important aspects. Managerial heads, employees and every involved is able to take advantage of this form of communication skill abundantly in different types of businesses.

Non-verbal skills for an individual can take place in the form of body language, gestures, and others. It can be highlighted that even without speaking, individuals are showing signs of how they are feeling and what type of attitude they possess (Eaves and Leathers, 2017). It can be mentioned that being able to have a positive body language and attitude is important as they can help in making sure that it is easier for there to be personal and impersonal relationships being initiated and it must be able to create an effective relationship with another individual. The correct form of body language also helps in making sure that other people feel report when trying to have good connections being established. These are important as they help in making sure that interpersonal bonds and interactions taking place that directly help in initiating and achieving better results at an extended capacity.

Active listening is the strategy through which an individual hears all of the words being spoken by another individual. It is important for active listening to take place as it helps in making sure that the attention of individuals is directly placed in the communication process. It is important for there to be this type of interaction taking place at an ongoing basis as it helps in making sure that the focus is helping in understanding minute

aspects of what another individual is saying. As a result of this, any type of hidden feelings, and other motives is directly understood in the process of communication as this helps in making sure that relationships are becoming better than trying to interact and it is easier for there to be improved communication and relationships being created. All of these factors are important as they help in making sure that an ongoing communication process where respect is being used with integrity is being communicated at all times (Hargie *et al.*, 2017).

Empathy skills for communication can be highlighted as the ability of an individual to be able to focus towards enhanced methods through which it is easier for there to be focus to be given towards emotions being leveraged in an appropriate manner. Empathy skills is important for the business as an individual has the capability of creating much better report and a personal connection through communication. Empathy can be used also to help professionally and personally when they are facing depression and other types of issues as well. This type of communication skill important as it helps in making sure that no form of business that is being communicated towards the mindset and of another individual and better communication skills is helping in improved brand building to be created (Bucata and Rizescu, 2017).

3) the advantages and disadvantages of technology in communication.

Technology has unlocked new types of communication methodologies which was not present earlier in face-to-face and traditional forms of interaction. Textual communication through a network of social media channels have been created presently which was not present earlier. It is because of this, that it can be highlighted that forms such as Facebook, LinkedIn and others are operating as a means through which personal and impersonal relationships are being created that is directly helping in making sure that it is easier for there to be improved level of interactions taking place. These are all important advantages processes that is helping in what processes being simplified as well as more companies are using these types of social media platforms in order to push and market the business into the front of the users that are present on these types of platforms (Braithwaite and Schrod, 2021).

Another advantage of being able to use technology in order to communicate in the form of video calling features that have emerged as well. Presently businesses,

education institutes, and much more companies are focusing upon video interaction as this is directly helping in making sure that the quality of work and the way in which interactions taking place are much more fruitful in nature. Location-based barriers are being eliminated, cultural differences are being changed and overcome through translation features being available online, and much more work is being performed. All of this is important as they help in making sure that an improved level of transition is presently being initiated and it is easier for there to be much positioning being created that directly help in making sure that a higher base of clients is being active and it can be easier for there to be much faster integration into the society being created (Sellnow and Seeger, 2021).

However, several different types of disadvantages of communication online are also present as privacy can be compromised for any individual at any time to delegate. Similarly, face-to-face interaction and personal bond being created is being minimised at a higher capacity. One more disadvantage is that Internet issues can be a work hurdles for businesses as an individual might not be able to communicate all of the different developments that are taking place in a work process. As a result of this, DK of any kind can create problems for oriented work. Another disadvantage of communication is that immense reliance upon shaping using social media is created owing to which, personal and impersonal communication are being mixed (Vespa and Wilson, 2016).

Conclusion

In this entire communication study, emphasis upon multiple different types of communication aspects has been highlighted here. Several different methods of communication models being implemented in a workplace circumstance has been highlighted here in this research. Apart from this, the verbal, non-verbal, empathetic, listening skills that help communication to be initiated has been highlighted here in this assessment as well. The role of technology and how it is helping in eliminating location-based barriers and expensive communication methods has been also highlighted here in this assessment in order to showcase the relevance of this type of interaction.

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