
EFFECTIVE TEAM WORKING AND COMMUNICATION

REPORT

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Module name: Effective team working and communication

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INTRODUCTION

What is communication?

- Communication is the exchanging of information by speaking, writing or using some other medium. Also, means of sending and receiving information. (*By Oxford Dictionary*)

In this report I am going to show my understandings of the lessons in my module. Here I will provide information of the models of communication, the skills of communication, the advantages and disadvantages, examples of poor communication in my workplace and I am going to refer on case studies learned in class.

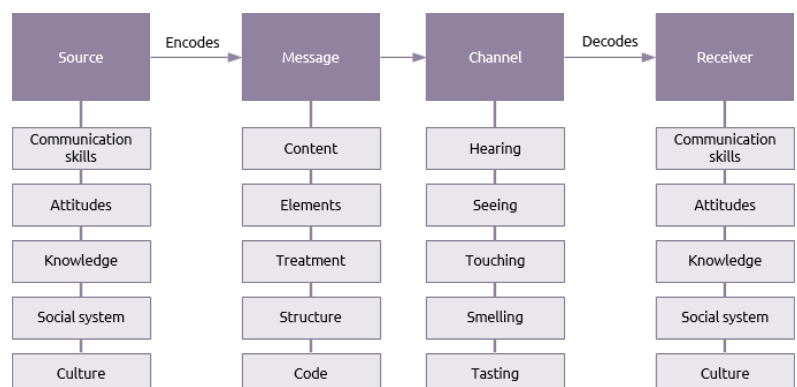
The communication is the process of how we exchange the information with other individual through a common system of symbols, signs or behaviour such as body language, facial expressions, language etc.

THREE MODELS OF COMMUNICATION

Berlo's model (1960)

Berlo's model of communication also known as the SMCR model due to the four components source, message, channel and receiver is a linear form of communication because there is not existing feedback from the receiver which can make close the conversation. Each components have factors who are affecting them, and they are:

- Source – communication skills, attitude, knowledge, social system, culture.
- Message – elements, content, treatment, structure, code.
- Channel – seeing, hearing, touching, smelling, tasting.
- Receiver – communication skills, attitude, knowledge, social system, culture.



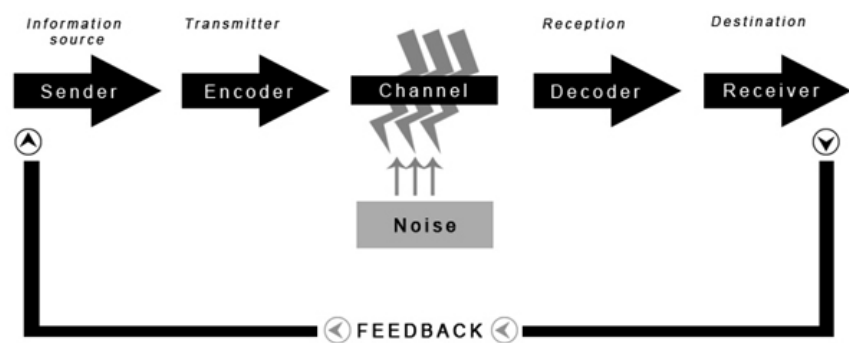
The effective communication in this model is happening when the sender (source) and receiver has similar factors to understand the information. For example, if the sender has a different attitude than the receiver, the information can be interpreted different due to the not long-lasting impression on the listeners. (*Prachi Juneja, n.d.*) Another example which I can

give for this model is from the case study about the professor and the villagers. In short text, he is living next to a welsh university far away from the village where the people there are uneducated and unemployed. One night there is a fire in his house, and he is running to the village to ask for help saying 'The edifice is being consumed by a great conflagration' but the people didn't understand him and ignored him although he meant that his house is consumed by a fire. The misunderstanding here is happening because his communication skills are poor. He is not speaking proper English like the people in the village, because he is a professor and living next to a welsh university makes him to talk with welsh accent and words. Therefore, the people are uneducated, and they don't know this language, they didn't understand him. In my opinion he should speak in English so he can take the help he needed.

Shannon and Waver's model (1948)

This model of communication is designed to develop the effective communication between individuals. The factor which is affecting the communication is the noise. Before the model was developed to improve the technical communication but after got applied in the field of communication. The model contains the following elements:

- Source (sender).
- Encoder (transmitter).
- Channel.
- Decoder (reception).
- Receiver (destination).



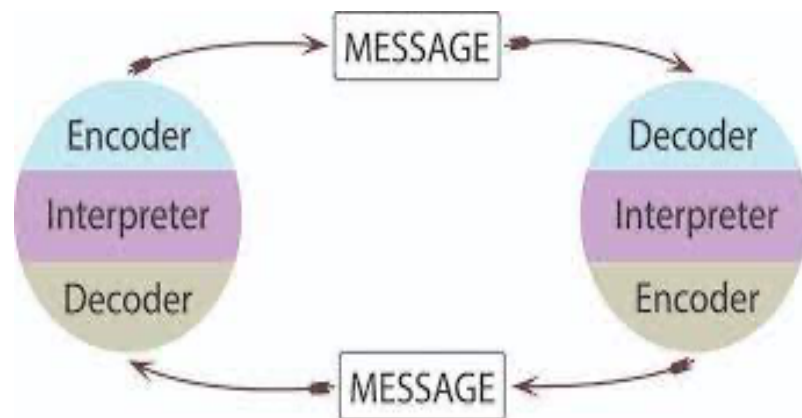
SHANNON-WEAVER'S MODEL OF COMMUNICATION

This model follows the linear way which ends with feedback from the receiver, which may be affected by noise and can distort the feedback and be not understandable. (*Communication Theory, n.d.*). This model refers to the case study about Maria and Pedro. In short way, Pedro is working in the construction area, and he is receiving a call from Maria who is saying to him when he is finishing work to buy a chicken on the way home. After he is coming back home, he is going straight away in the kitchen and Maria is asking him if he bought the chicken, but he understood her that he has to wait her in the kitchen. This misunderstanding is happening due to the noise around Pedro which is distracting him of listening Maria carefully what she is saying. That's why he understood kitchen instead chicken, because they are similar words which can be mistaken easily.

Schramm's model (1954)

This model of communication is a two-way process where the sender and receiver can send and receive information which makes it cycle version. The important factors in this model are the encode and decode of the messages because without these factors, the flow between two individuals who are communication is not going to be effective. (QS Study, n.d.).

This model also refers to the Maria and Pedro case study because here the decoder (in the case Pedro) couldn't use his listening skills to decode the message of Maria so it can make sense due to the distractive background noise of his workplace.



COMMUNICATION SKILLS

The communication skills that we studied in class are verbal oral/written skills, non-verbal skills and listening skills.

Verbal (oral) communication skills

The verbal oral communication is the use of our language to convey the information. These skills demonstrate not only our speaking abilities but also the way of how we deliver and receive information in speaking and written interactions. Moreover, they help us to concentrate on our communication, not what words we are saying, which will help us to develop non-verbal techniques such as body language. (Indeed, feb.23,2021).

Verbal (written) communication skills

The written communication is expressing ourselves clearly using the appropriate language, constructing argument and writing reports for example. We may be aware first to who we send our letter. For example, if it's our employer, our language in this letter must be formal. If it's for a friend, it can be informal. It really matters how our letter is going to be structured because it can make a better vision in the eyes of our reader. (Wighan and Leigh college, feb.8,2022).

Non-verbal communication skills

This type of communication is the process of sending and receiving information without spoken or written words. In the non-verbal communication we can send messages by our body language, eye-contact, posture, facial expressions etc.

While using these skills of communication, we need to represent them with clarity, which means the words and our body language have to say the same message, otherwise our receiver can understand us wrong. (*Richard Nordquist, 29 June, 2020*). In the case study where Mark is failing his interview in front of Mrs Brown, where his behaviour was unexpected due to his thinking, that he is not stressed anymore. He was untying his tie and giving suggestions for Mrs Brown's company of how to improve it. This is a good example that the wrong body language and the poor knowledge can represent our words in different way.

Listening skills – we need to pay attention of what our receiver is trying to say, because the listening is one of the most important things of the skills we can have. The way how we listen can bring effectiveness and build strong relationship with others to who we want to send our message.

ADVANTAGES AND DISADVANTAGES OF TECHNOLOGY COMMUNICATION

One advantage for the communication technology is the speed. Due to the fast sending and receiving of messages our communication is efficient and reliably in the work and social life as well. Thanks to the internet, we have now the opportunity to have a face-to-face call across different locations provided by many platforms and social networks such as WhatsApp, skype etc.

Also, an advantage is the globalisation. This benefits the communication while is uniting people around the world which makes for businesses to trade easier. People can share information easily and quickly by email, breaking down language and geographical barriers. One more advantage for the online communication is that students can educate over the internet while accessing learning materials through e-platforms such as Moodle. Thanks to the online communication, people from different cultures can communicate and build relationships. This also helps to increase awareness for lots of business around the world.

As advantages, the technology communication has disadvantages as well. One of them is the loss of personal contact. Before the technology to grow up so much, people were used to communicate with body language, facial expressions and eye contact which through the internet is difficult. All these factors can lead to misunderstanding and miscommunication due to the wrong conveyed message. Another disadvantage is the security. Nowadays there are lots of signals for data leaking, cyber-attacks and personal information hacked by fraudster which can have access to all our online banking and documentation. Last but not at least, we are all addicted now to the social networks which cause to us a lack of education due to the communication terms. (*Bohatala, web. N.d.*).

REFER TO A CASE STUDY

The case study which I chose to refer is about Max the multitasker. In this case is explained how Max is organising events and working like a receptionist so he can earn enough money for his sick mother. One day one of his old customers Tamara is asking him if he can organise her parents' 50th wedding anniversary for which he agrees with her, yes but unfortunately her father went hospital, so she had to change the date. She called him to explain, but him without too much listening he agrees with her while he is doing another work. When the day came for the event, he didn't organise anything which led for Tamara to be disappointed of him. This issue happened because Max is working in two places at the same time which is not allowing him to have enough time for his tasks. One of the ways to prevent this problem is when he takes more people to work for him. The other way is him to manage his time management properly and while talking with customer on the phone, to stop doing the other tasks. This case refers perfectly to the Schramm's model of communication. We have two objects which are doing communication – Max and Tamara. Because of the work and perhaps some noise, he didn't decode his message correctly because his listening skills were not active at this moment due to a lot of work he was doing.

EXAMPLES OF POOR COMMUNICATION IN THE WORKPLACE

I am currently working in a warehouse as a picker. The picker is sorting out the products for all stores. While I am doing this, I am using a Talkman and a gun (scanner). With the help of them I know where to place my product. We have lots of PPTS which are loading and out loading lorries. While they are using their horn, there is a lot of noise which makes my job harder when I am trying to listen to Talkman. Another example is, when I am working, and a colleague come and ask me something I have to answer him which distract me of the Talkman, and I am losing time which cost a lot. One more example with Talkman, because it is a computer, sometimes there is a problem in the headset and the mic so when I am talking, the Talkman don't understand me which is losing my time again and can lead to a mistake of my pick. In my workplace usually it's too much noise, not only from the horns, but also from the fans which are working in the chilled zone. Also, that is another problem for the headset to understand me and for me to understand the computer which only can lead to unhappy customers and losing my job.



SUGGESTIONS FOR IMPROVEMENTS

In the opinion of *Kennet H. Cohn* being an active listener is one of the improvements for the communication. Active listening is when we listen with all of one's senses which is related only 8%. The rest of the content is based on body language and the tone of voice. To improve our listening senses Kenneth is suggesting eliminating physical barriers like desk between the person and us which we are speaking to. Also, to acknowledge the person who we are listening to with our own body language and eye contact. Paying attention to the process of the action is one of the improvements for communication also said him. We need to be aware of our attitude, emotions and knowledge so our receiver can get our message correct. The challenges in the communication such as age, sex, ethnicity or race can be avoided when we do different training backgrounds. Building a team culture is one of the suggestions of Kenneth as well as all individuals to come up with clear expectations and accept their responsibility to achieve the goal and understand the roles of each other. Building the team culture is also based on the empowerment of the team where everyone is contributing ideas for the team as a whole as they should be empowered to work for their goal. Also, the positive reinforcement where team members must encourage one another so after they can celebrate the milestone to sustain team communication. (*J. Oncol Pract*, 2007)

CONCLUSION

In this report, I explained all my understandings for the communication following the table of contents. In times of rapid changes as nowadays, the conflict in the team is just inescapable. It's good to know how to deal with effective communication and in case the improvements for it because it minimises the opposing consequences when it does happen and helps to prevent it from happening. Choosing the right channel for effective communication is very important because if we chose the wrong medium can undermine the message.

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