



University of Wales Trinity Saint David

EFFECTIVE TEAMWORK AND COMUNICATION

BMSW4002

**Certificate of
higher
education
skills for the
workplace**

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INTRODUCTION

Communication

Is exchanging or sharing of information by writing or speaking to successfully convey ideas and emotions.

This includes this type of communication.

Verbal communication; telephone, face-to-face, media. Non-verbal communication: how we dress or act, body language, even the tone of voice. Written communication; social media, books, letters, e-mails. Visualizations: maps, charts, and graphs, etc.

Importance of communication in the workplace

From my point of view communication is very important in the workplace because many problems can be avoided and solved before this can cause many misunderstandings between co-workers.

Models of communication

2.1 Shannon and Weaver (1948)

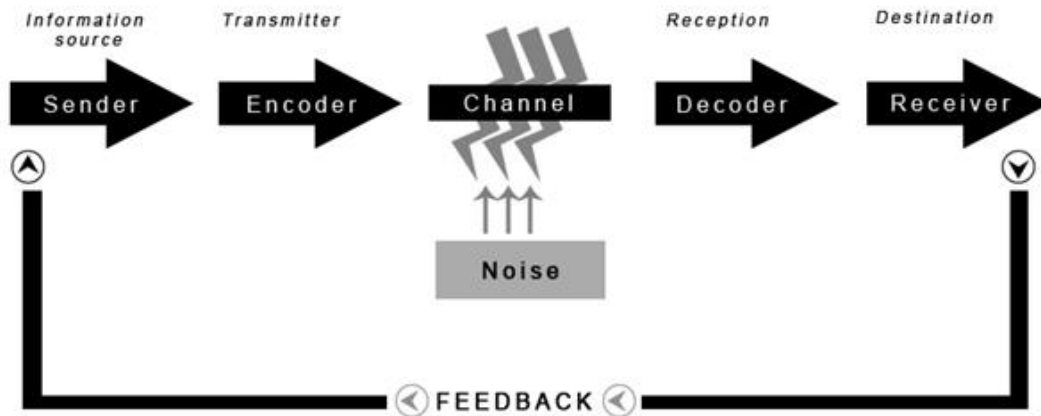
2.2 Schramm (1954)

2.3 Berlo (1960)

(Communication Theory, 2011)

2.1 Shannon and Weaver (1948) This model is more focusing on the communication between sender and receiver. This model was created to improve the technical communication, also this is about the factors that are simulating communication process named "Noise". This model must deal with information

source, transmitter, Noise, channel, message, receiver, channel, information destination, encode and decode.



SHANNON-WEAVER'S MODEL OF COMMUNICATION

(Management study guide,2015)

In this model I will present the case of study of Maria and Pedro. (Appendix 1)

In this case Pedro works in a building site which can cause lots of noises. This model explains better the situation because the "Noise" affects the channel, so Pedro misunderstood the situation. This situation could be avoided if Pedro would have asked Maria to repeat what she asked him, but instead he just said "Okay" so when he got home, he realised that he understood completely wrong, and Maria was disappointed.

In my opinion in this case many things can cause misunderstandings, but they only can be solved if the person is focusing more on what transmitter is sending to receiver but sometimes happen that the noise is stronger and then it creates different surroundings.

To conclude this, I would say that this model is focusing more on the noise that goes to the channel and does not reach the destination.

In the next paragraph I will include my own experience at the workplace (appendix 3)

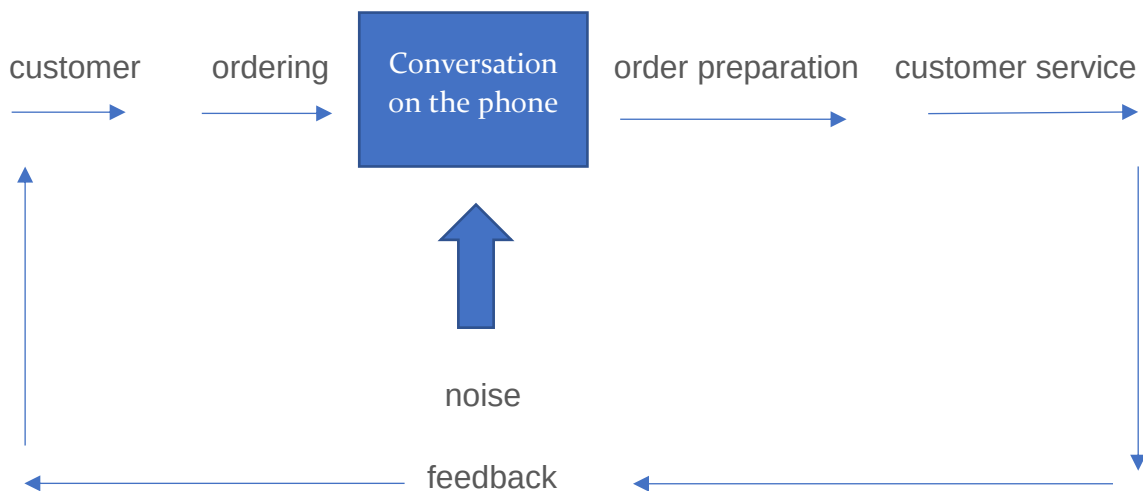
In my own case I think the model of Shannon and weavers it really explains the best my situation because the misunderstanding that was created in a shop it was because of the “noise” as the customer was more focused on the conversation that he had on the phone.

He was more concentrated on the conversation on the phone, and that created between me and the customer misunderstandings, as he ignored my question, and he replied only “yes”.

After he hung up the phone it was too late as the sandwich was already toasted the cheese was melted and there was no option of “going back”.

This problem could have been avoided, if he could if hang up the phone before entering the shop or at least before starting his order.

I have created a diagram to understand and explain better this case.

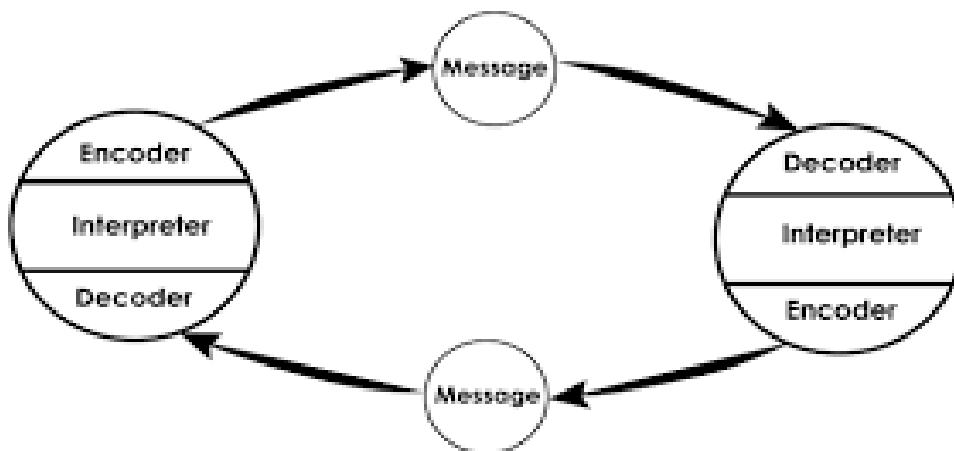


created by Author.

To conclude my own case at workplace I would say that the sender and receiver they must go over the noise to be able to reach a common goal, in this case, me that I must complete my mission in customer service and customer to receive his food.

As I already presented the case of Maria and Pedro, I will also use same case of study for the next model of communication as the situation will be very different so than we can compare these two models. (Appendix 1)

2.2 Model of Schramm (1954) This model is more focusing on feedback and on what speaker intends to convey. The most two important factors on effective communication and without this, the information can never flow are encoding and decoding.



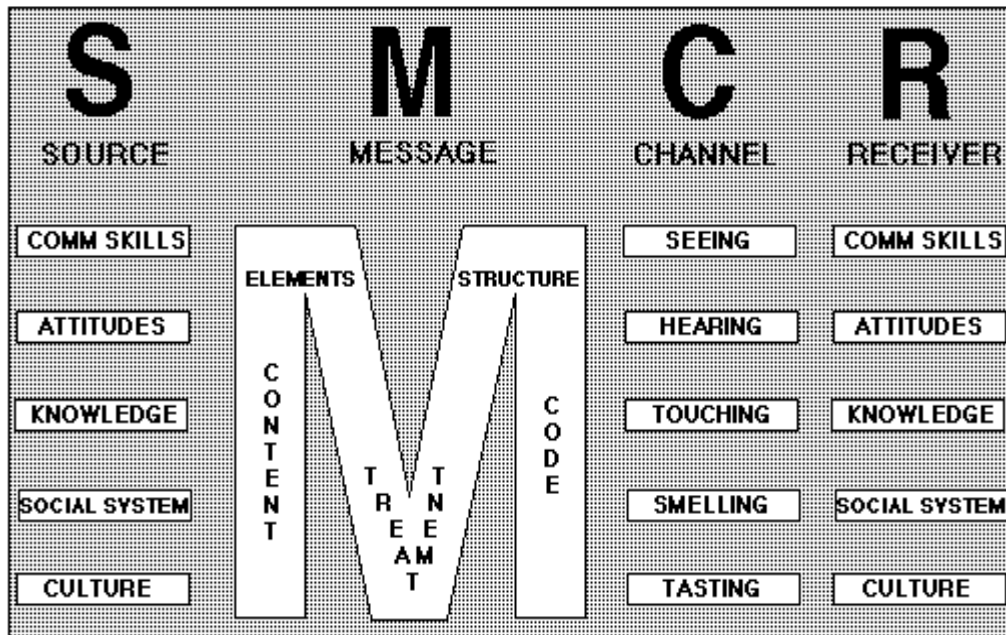
Schramm's model of communication

According to this model in this case everything goes in a circle as it is very important for sender that message is passed correctly to the receiver. This model

is more focusing on feedback what did not happen in Maria's and Pedro's case, as the message was sent by transmitter but was not received and there was no feedback, because Pedro did not understand the message. I think this could be avoided if Pedro would've walk away from noises that where around him, so then he could have understood that Maria is asking him to buy a chicken, then the message would have been transmitted successfully and he could have gotten a feedback.

In my opinion the d Shannon and Weaver and Schramm's models of communication is that both are similar by focusing firstly on the noise but the difference between them is that Schramm's model is focusing on encoding and decoding so then the receiver could get a feedback as that is very important step of the message that was sent by transmitter.

2.3 Berlo's Model of communication This model is more focused on: encoding and decoding; source, message, channel, receiver, also considers aspect of emotional message.



In in this model of communication I will use the case of study professor and the village people. (Appendix 2)

In this situation in which professor was in the village people did not help him because they did not understand the message he transmitted in the night when he is house was on fire, the way that professor was talking to the people could be considered a jargon by everyone from the village.

Before the incident he considered that he did not have anything in common with the village people as they were uneducated into his eyes. If before that he would have been interact with them probably someone could recognize him and help him, but to everyone he looked like stranger and, they did not understand his expression in words.

To conclude this model of communication I think the situation that happened between professor and village people and the factors that were influenced by, was the culture between different people, in this case professor and village people.

Communication skills

Methods of communication

3.1 Verbal

Verbal communication is very important as this is something that every employee need as this will improve many different individuals and groups such a, employees, clients, customers. The verbal communication has different context that can include group meetings, interviews, training session, presentations.

(Doyle ,2020)

3.2 Non-verbal

This communication this includes gestures displayed through the body language (kinesics), also the physical distance between the communicator's (proxemics), facial expression, the tone of the voice. S.O.L.E.R this has an important touch in nonverbal communication as this will explain in detail the essential parts of communication.

S- stand for sitting squarely this wants to tell us that we should watch the person in the face while we have a conversation.

O- open posture, this wants to teach us that while talking to someone to keep arms close and not to look like defensive or anxious.

L- lean forwards to show that we are interested in what the person in front of us is talking about.

E- stands for eye contact this teaches us that we should keep an eye contact to show that we are listening to what the person has to say, and we are not trying to make them feel uncomfortable.

R- this will teach us how to keep our body language relaxed and this will show the person that we are relaxed and not in the rush.

(Education,2021)

3.3 Listening

Listening is the ability that will show as a result an effective communication listening is very important as this skill can lead to a better communication, successful leaders, better customer satisfaction.

(skillsyouneed,2021)

The effective communication is very important in my work place I can see that can improve the team, business organization and the level between management and the employees.

Also, the listening is very different from hearing, if you listen to someone who is talking many misunderstandings can be avoided and less problems would come up.

At workplace meetings are very important as you can listen to everyone's opinion and the problems that are in the team, how can this be fixed, and how can be avoided.

Everyone has right to say their opinion as this is very important for the business, everyone can express their feelings and they can talk openly and discuss about different matters.

In the meetings the person in charge can see everyone face to face and can see their gesture and when they describe the situation that happened in the workplace either was good or bad.

Conclusion

This report is based on understanding communication and discuss difference between the theories that I have mentioned on the beginning. I would like to say that these models of communication are created in a good way to help each person that knows about them to understand better how to communicate to others and how to use the gesture, when to listen, how to talk to the person that is in our front and how to improve ourselves in a better way to impress everyone that is around us.

the verbal communication also teaches us that do nonverbal communication will be always present in our moments when we are either focused, or angry, depressed, impressed and many different feelings.

In conclusion the communication will always be part of us, but it is important to understand how to use this verbal and non-verbal communication as these can easily lead to disappointing if the gestures are made without thinking, it is hard to control them sometimes, but it will be for own good.

Appendix

Appendix1

MARIA and PEDRO

Pedro works on a building site and Maria is his wife.

One day Maria phoned Pedro.

'Hello, Pedro, when you're coming home, see if you can get me a chicken.'

'Okay,' replied Pedro.

When he got home, Pedro took off his boots and coat and went into the kitchen.

'Maria, where are you?' He said.

'Here – in the sitting room,' she said.

When Pedro went into the sitting room, Maria said, 'Where is the chicken?'

'What Chicken?' Asked Pedro.

The one I asked you to get on your way home.'

Oh, no! I thought you said when I come home I will see you in the kitchen!

Q: Why do you think Pedro misunderstood Maria?

Q: Whose Model of Communication explains this confusion and why?

Q: How could this have been prevented?

Q: Whose Model of Communication explains how it could have been avoided?

Appendix 2

THE PROFESSOR and THE VILLAGE PEOPLE

Lloyd b. 7/19

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.'

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

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

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

Q: Why?

APPENDIX 3

My own experience in workplace (Subway restaurant)

A customer came to buy food he was talking on the phone, I was tired and it was very busy day ,he started to order a chicken sandwich so I asked him if he wanted cheese and toasted, the customer replied “yes”, after that I ask him if he can choose his salad on a sandwich than he hang up the phone and realised that the sandwich was with the cheese so in that moment he said he did not wanted the cheese because he has allergy and he will get sick, and asked me to make another sandwich to him. In that moment I told him that he will have to pay for that sandwich with the cheese as well, otherwise I will not serve him anymore.

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