

Effective Teamworking and Communication (BMSW4002_LON)

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Introduction

Communication can be defined as the process of exchanging ideas and thoughts with another individual (Keyton, 2017). It is important to conduct communication in a business circumstance as it helps in improved interactions and objectives to be performed and obtained. Multiple barriers to communication are present that includes of location-based barriers, cultural barriers, language barriers, and others. Throughout this assessment three different types of communication models shall be elaborated, and focus will be given towards understanding all of the skills that are required in communication to effectively interact well.

Analysis

1) The three models of communication taught in class

Three different types of communication models are presented, that can help in understanding how the process of interaction takes place. In the context of the workplace, these three models will be evaluated and an understanding of what type of noise takes place in these types of interaction and how feedback is initiated shall be understood in this research.

Shannon and Weaver model of communication

This is a communication model that is created to have an effective interaction between a sender and receiver. Multiple stages are presented within this entire model that includes of the sender encodes the message in the second level and uses a channel in the third level to transmit the message. In the fourth level, noise or disturbance can be present that can disrupt the message which is being sent. The receiver records the information in the fifth level and finally receives it to understand what is being shared. In the final stage of feedback in the seventh layer, a communication is sent back to the sender in order to fulfil this entire circle.

In the case of business interaction, this model can be used in order to understand all of the ways through which email interactions and other types of text-based information is communicated. Formal leaves, sharing project details are all strategies that is investigated here in this type of communication model being implemented in real-life scenarios (Hovland and Lumsdaine, 2017).

Schramm model of communication

This communication model focuses towards a two-way interaction message system whereby which, a sender and receiver is exchanging information with a much barriers in between. In this type of conversation, face-to-face interactions takes place when this type of model is being utilised. The sender is using an encoding, interpretation and reporting process in order to create a message and send it to the receiver. On the other hand, the receiver is deporting the decoding, interpreting it can import in his own message and send it back to the sender through a feedback process.

In a business circumstance, it can be highlighted that in face-to-face interactions and meetings this type of model is put into action. Employers can directly interact with employees and exchange messages simultaneously on matters of evaluation, client project, and much more that helps in performance to be increased. This is important for time being saved when utilising a communication-based approach (O'Rourke, 2019).

Berlo model of communication

In this communication model, various compounds in four states are used in order for an introduction to take place. The four compounds of this framework include of source, message, channel, and receiver. In the source stage, communication skills, attitude, knowledge, cultural entrances and other aspects is a major factor to understand the sender. This centre uses all his background information to create a message through which specific treatment of language, elements of the business circumstance, the port and keyword

utilisation and other aspects is prioritised. This directly helps in creating an all-round and methods to be delivered. The channel is a stage where personal touch, targeting strategy, understanding of what a good reaction will have is all considered.

Once the channel or medium through which the message is being transmitted is considered, the receiver who has his own knowledge, culture and communications that tries to interpret a message which is being delivered to them. In the case of a business circumstance, this type of communication model is used in advertising environments to create campaigns. Being able to understand content, cultural aspects, treatment of messages, how it will be received aspects of being able to help marketing stay successful. These are important as they help in selling goods and services (Schiller, 2019).

2) The communication skills discussed

There are four different types of communication skills which are present that directly help interaction to improve. All four of these types of skills will be elaborated here to have a professional knowledge about how they are used and how they can be improved in a business circumstance.

Verbal Communication Skills: Being able to deliver a speech, interact and connect with other individuals is one of the most important aspects of business communication. Being able to use the correct formal tone, language, and ability to interact with a lot of individuals facilitates in having a wide perspective of knowledge through which better speech is the management is facilitated. This is important as an individual can use leadership and communication in tandem with one to another to create the correct choice of words that can motivate and provide direction. As a result of this method, the correct pitch can help in making sure that unity is maintained amongst individuals while working in an organisation (Waisbord, 2019).

Non-Verbal Skills: Communication focuses upon being able to utilise rated towards and interaction abilities to communicate through emails, messages, and other types of communication skills. In addition to writing, body language, facial expressions and gestures are also a part of non-verbal skills that directly helps in interactions to be conducted without speaking one to another. This is important as it helps in making sure that it is easier for there to be interpersonal communication to be initiated. These are important in the work from home situations as a directly facilitate in being able to connect with a lot of employees much more abundantly through group messages, multiple emails, and more being shared. It can be consigned is nature as well and can facilitate in being able to create an effective methodology through which it can be easier for there to be interaction is being initiated much better. This is important as it helps in writing skills to improve and being able to frame sentences much better that helps in thinking processes to be much easier to be expressed (Mehrabian, 2017).

Active Listening Skills: Active listening by paying attention towards the other individual is staying at communication is important. Being able to anticipate the aspects which is being discussed is important as it can help in making sure that much more investment into the conversation is taking place. Not paying attention to the mobile phone, focusing upon the words, special and other aspects of an individual is an important aspect of helping in creating active listening methodologies (Thussu, 2018). Moreover, being able to have a clean hygienic demeanour is also important to make sure that interactions and interpersonal communication and bonds is being created much more appropriately as well. This can help in making sure that active participation in communication strategies is being enabled and it can be easier for there to be much more bonds being created. In active listening, paying attention to the eyes and understanding how the communication is going is an important aspect of interaction as well. All these help in making sure that much better bonds by verbal interaction is taking place.

Empathetic Listening Skills: Empathy skills require an individual to be able to understand the perspective of other individuals. To be able to use empathy in a strategic manner, it is extremely essential to be able to communicate and understand the way in which other people are being affected presently by different ideas. Therefore, when trying to use empathy in trying to listen to the other individual, being able to evaluate the emotions, mood swings, and other aspects is important as all of these factors can directly help in evaluating the ways through which it can be easier for there to be higher empathy being created and much more bonds being initiated while the communication is taking place. Listening to the problems of other individuals and showcasing a human aspect in communication is important to be able to make sure that effective bonds are being created (Leiss *et al.*, 2018).

3) The advantages and disadvantages of technology in communication.

Technology has improved immensely so that people can presently be able to video calls, text, email, connect with others through stickers, emoji, and other types of new forms of communication which were not present a few decades ago. Presently, all these types of changes have created new types of interaction strategies that are helping people to connect more. Messaging platforms, social media networking websites, are all methods through which interaction has become more heightened. People can presently message one another and have formal, informal interactions much more easily.

The advantage of technology in education is that it is making it seamless for any type of interaction to take place easily. However, the negative aspect of communication and technology is that for work circumstances, it creates immense pressure on employees. Employers have access to employees through their mobile phones immediately, being able to use such technology for there to be effective internal processes through which over time is being close to employees has become much

more prevalent. It is because of misuse of technologies such as this, higher pressure on employees is being created presently (Cornelissen, 2020).

Another disadvantage of technology and communication is that more people are directly connected with their mobile phones, tablets and laptops and all times because of which, eyestrain is being created and there is a higher level of problem for individuals who have power in the eyes. Personal interactions have diminished and lots of items has elevated. Apart from all these disadvantages, a big advantage of technology is that it is cheap and readily available, and more individuals can use technology in order to connect with one another. Since smart phones and the Internet has become very easy to operate, more individuals are taking advantage of this and making it a seamless process to interact with one another. Apart from just messaging, video has become easily achievable as well and more people are able to take advantage of various video platforms to connect seamlessly. A big barrier of location has been eliminated presently and personal and professional interactions and relationships is being created much more easily over time (Samovar *et al.*, 2016).

Technology focused communication has also created businesses presently online that can sustain without having off-line products and services which is directly facilitate in much more employment opportunities to be created. Presently, new types of jobs, such as social media marketer, writing online, being able to solve marketing skills, are all important job options that have been created which were not present earlier and which is directly helping in enhancing the margin of these being created. All of this is important as they are helping in making sure that it is easier for there to be a higher level of growth through communication taking place presently. All these factors are making sure that technology is evolving and is at the present direction where reverting back base of the distal communication will not be as relevant. The seamless way in which the entire world is presently being communicated is the biggest aspect that is irreversible in the future (Radovic and Salamzadeh, 2018).

Conclusion

In this above communication assessment study, multiple aspects of teamwork, efficiency, and various models has been discussed. Multiple different skills that are required to operate effectively in the communication dynamic has been highlighted. Skills such as verbal, non-verbal, and active listening have all been shown. Apart from this, channels of communication model, and others have been evaluated and explored in the case of businesses in this research. Focus on advantages and disadvantages of technology for communication has been highlighted in this assessment as well.

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