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1.0 INTRODUCTION

This report will be showing the different models of communication such as Shannon and Weaver, Berlo and Schramm, the efficiency of communication in a work setting, how management and employees work in a verbal and nonverbal environment and more so write about the in-class exercises done like Maria and Pedro, email to Mary December and a case study at my workplace. It has also helped me understand when and how the concept of communication theories were proposed and how I should apply them in my daily life effectively.

1.1 communication

The connotation of communication is when information is traded and shared to form a meaning (Kanu, 2014). Codes are created through which meanings are translated. Through communication, interpersonal skills, team-working, active-listening, responsibility, patience, empathy and leadership arise (Maund, 2017). These skills are required organisations and it increases efficiency, self-esteem nevertheless, even obligation for the employees.

The conventional methods of communications are informal, formal, non-verbal, verbal and written communication (Maund, 2017).

1.2 Verbal communication

Is about language expressed from one individual to another and can be either written or verbal communication. This information has multiple layers through which it is transferred; it could be through reading or phone call (Hanes, 2018).

1.3 Non-verbal Communication

Is when information interpreted is by giving cues using body language, it is an important skill to possess (Maund, 2017). Use of facial expressions, individual fidgeting with their hands, smiling, body posturing. Nonverbal communication can also be formally expressed through speeches, presentations and informal discussions such as; individuals having dinner, in a beauty parlour or on phone (source; author).

2.0 Effective Communication in a Business Organisation

Connection between employer and employees is important in any organisation because it plays a significant role in the setup of customer relations, marketing development and the management of their staff (Richards, 2019).

Managers must be assertive and transparent with the way they communicate with their staff because clients interact and communicate more with the employees and they do the groundwork.

Communication between employees and employers must be accurate and summarised to help them deliver the message and get feedback from their customers hence this builds a strong management (Maund, 2017).

The in-class exercise required us to write a formal email to Mary December asking her to join a training in nonverbal communication skill. This was a good example of effective communication. See appendix 2

2.1 Communication between Management and Employees

Communication between managers and employees is vital as it is the only way to give each other feedback so to serve a purpose in the organisation or a business.

Active listening is a valuable skill to possess in a work environment because individuals absorb information, and it leaves room to analyse facts before giving an opinion to each other (Maund, 2017).

There must be time set up for regular communication between management and employees; like having phone calls, emails or virtual communication using skype, WhatsApp group or else a face to face chat and managers should be reachable (Vdovin, 2017).

Proxemics is important because this is whereby space is given and must be respected (Maund, 2017).

Personal awareness should be recognised as a factor of emotional intellect. Individuals should be aware of their feelings and being in control of them (Katherine, 2019).

Leadership in Action is when leading is visible by example as people will charge you by the character you portray. Leadership in action, you walk the talk, if not that you live it to the discussion maker (Briggs, 2020).

3.0 Model of communication

Shannon and Weaver revealed a model of communication in 1948. In perception to their theory the sender was the source and had the main role and had an intention of expanding communication and decreasing noise. This model was a straight linear, the sender being the source forwarded a message and chose a channel where noises such as weather and voices from people could be heard (businessstopia, 2018).

Maria (sender) and Pedro (receiver) the in-class exercise taken it was evident that when Maria rang (channel) Pedro who was working at a noisy building site (environment) asking him to buy chicken (encode) Pedro did not hear the message and when got home he went to the kitchen (decode) looking for Maria. He misinterpreted the message, instead of chicken, Pedro heard as if Maria had said kitchen.

It was a one-way fixed communication; there was no feedback from both sides they could have texted messages because Pedro's work environment was not suitable phone calls. (see Appendix 1)

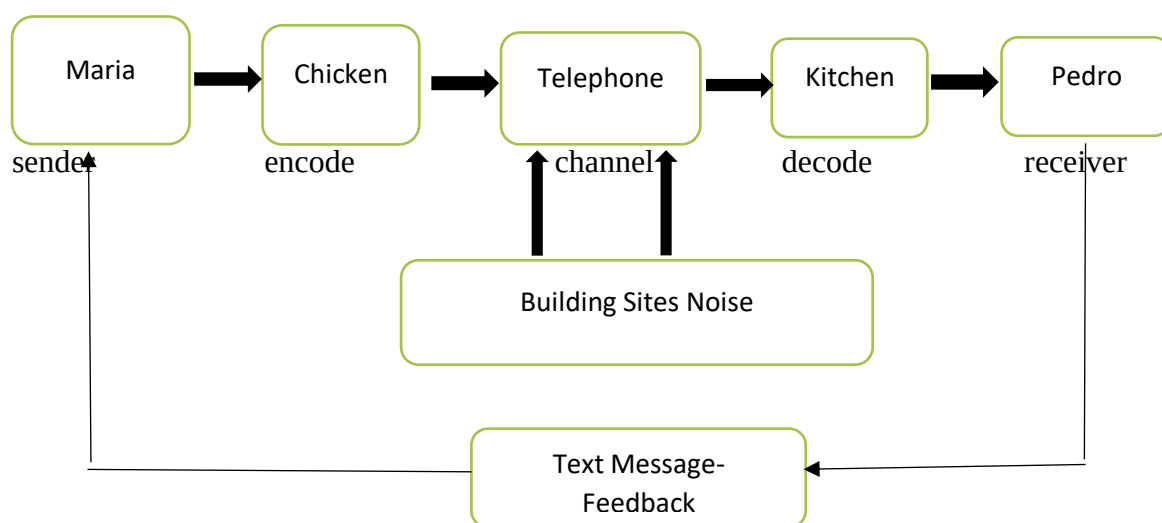


Figure 1: Shannon and Weaver Model of Communication- Maria and Pedro's case; By Becky Namuli

Schramm projected another communication theory contrary from that of Shannon and Weaver in 1954 whereby the receiver had the subordinate role.

His model was a circular linear meaning that communication would not be good if it was not interpreted in words and carried forward to others (Juneja, 2001). The encoder sends the message, the decoder receives it, the interpreter evaluates that message thereafter, the receiver sends feedback.

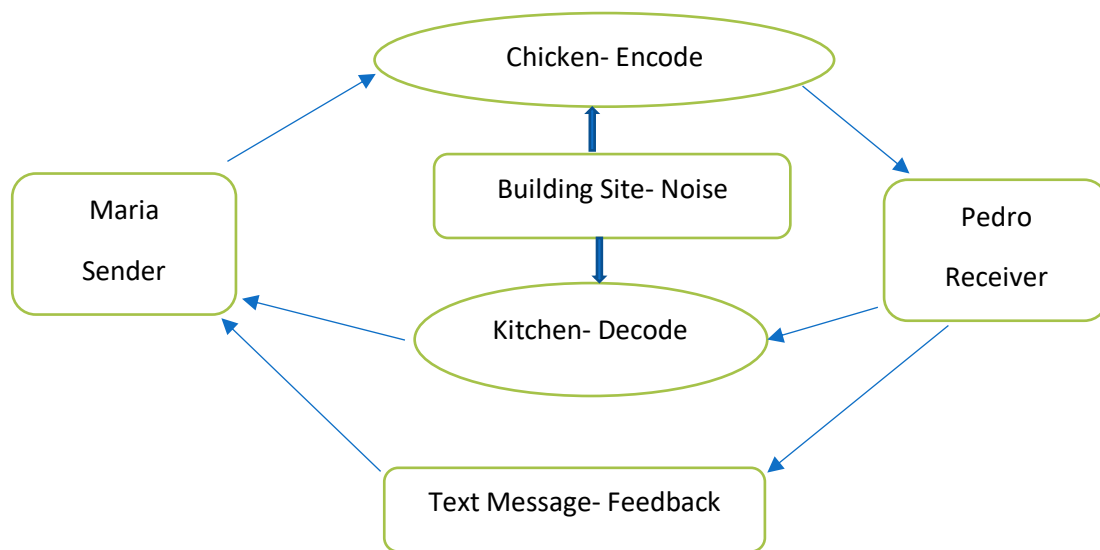


Figure 2: Schramm Model of Communication; By Becky Namuli

Berlo's Model of Communication

This theory was proposed in 1960 and its known as the SMCR model because of its four mechanisms namely; source, message, channel and receiver.

Source is where messages starts before it is forwarded to individuals who are being communicated to but could face challenges by the way its delivered due to its content, social background, culture or knowledge (Praxis, 2019).

Message must be overt with quantity and accuracy from the sender. It can be delivered through various means such as; telegraphy, audio, video or media (Anon., 2016) .

Channel is the skill to convey a message through seeing, hearing, touching, smelling and tasting. Communication can be transferred through e-mails, video conferencing or newsletters (Maund, 2017)

Receiver is the person (decode) or group that the message is intended to (Praxis, 2019).

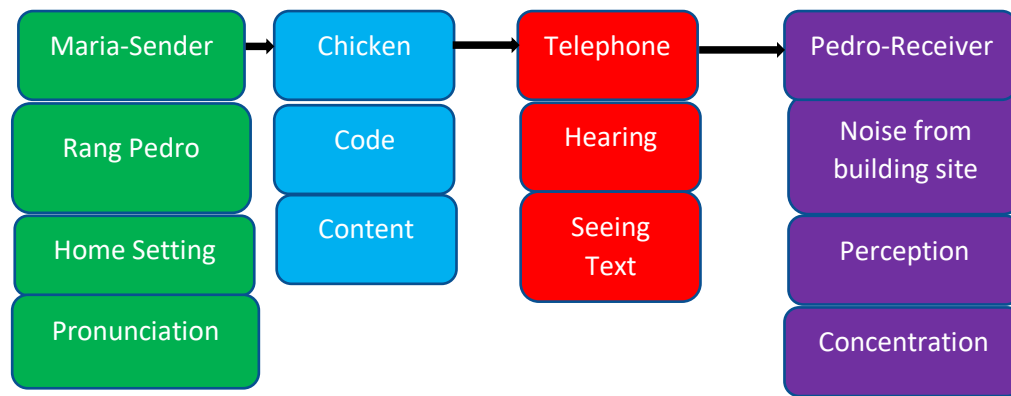


Figure 3: Berlo's Model of Communication: By Becky Namuli

3.1 EFFECTIVE COMMUNICATION AT MY WORKPLACE/ BERLO

Dimensions a voluntary organisation which started in 1976 in the United Kingdom and supports people with learning disabilities, complex needs and autism. Our heart is of everything we do, and we want every person we support to have a great life, with excellent outcomes.

I have worked for this organisation for five years, it is challenging but also gave me a profound reason to be more understanding, have empathy, being more appreciative and finding joy in small things.

Queen's Lodge is one of the short breaks service in Crawley, part of outreach 3way. We provide respite for guests with learning disabilities and autism and could be used as a stepping-stone into independent living.

I work at Queen's Lodge where we offer our clients with differing needs; one-to-one, regular or one-off support for up to twelve people from the age of 18 and above.

Effective communication is important at Queen's Lodge because we work as a team. Our communication network starts from the manager to administrator through different channels of communication; see diagram below.

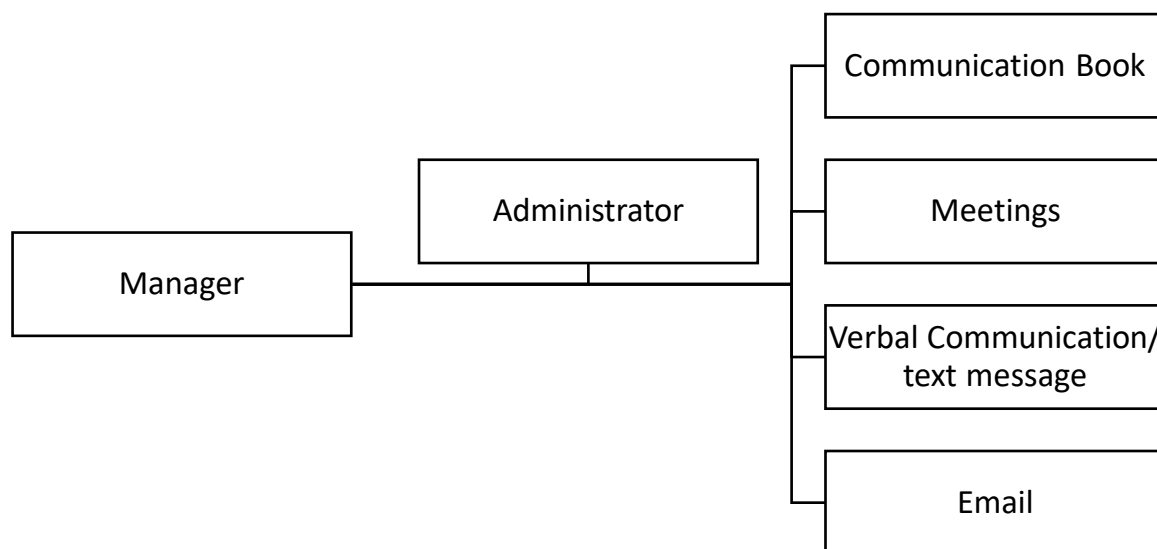


FIGURE 4; BY BECKY NAMULI

In our communication book; messages are written and in case of emergency, we all use emails, text messages and reporting on the portal using iplanit. Meetings are conducted periodically whereby we talk about the challenges and outcomes in our service.

Case study at my workplace when there was poor communication between staff/ Berlo.

At our service we start at 3 pm every day except weekends, the people we support go out for day service at their respective day centres. Every afternoon when we come on duty, we start with our daily handover from the administration.

One afternoon, my colleagues on duty and I started our chores as usual, one prepared dinner while the rest of us were welcoming the guests to the service. Mr J is non-verbal, partially blind with a learning disability and had a one-to-one member of staff that afternoon. She decided to take him out for a walk a few minutes after his arrival at 4 pm. Mr J was already tired after his routine at the day centre.

When they came back, Mr J was a bit agitated, dinner was ready, Mr J ate very well, and he was supported with his hygiene and was brought back to the lounge to sit with his peers. An hour later, Mr J stood up to go to toilet as reported by his peers, he was unsupervised.

His one-to-one she was also away running errands and I was busy booking in medication; I was not aware of the commotion. His one-to-one came to me asking whether I knew where Mr J was, and I didn't have a clue. We started panicking, calling out loud for Mr J but there

was no answer. We searched the premises but could not find him, eventually we found him in an inner room next to the male toilet facing the wall. He was stuck in a dark unfamiliar place; alone. He was assisted to the lounge, reassured and was given a warm cup of chocolate after that ordeal. Moral of the day is that we all should have been observant and considerate of Mr J because of his condition (partially blind), documented his whereabouts every single time as per his care plan and gave each other feedback.

4.0 Conclusion

This thesis has proven that without the traditional model of communication from the founding peers, there would not be the advanced technology we all are enjoying today. Shannon and weaver had a straight linear model, not effective at all, Schramm a circular model was a start of modern technology and Berlo's model was the effective one and it's still being referenced to in workplaces.

5.0 Appendices

Becky - B. 1912621

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? *Becky, because there was a lot of noise, so the miscommunication was caused by getting feedback using wrong*
 Q: How could this have been prevented?
 Q: Whose Model of Communication explains how it could have been avoided?
 Schramm model - It could have been avoided by

①
 ② Poor listening (communication), there was a lot of noise in the background coming from the building. The environment was not suitable for
 ③ By getting feedback from Maria, that could have prevented the situation.
 ④

HELLO! My name is... **BECKY**
 What's your name? **ABA. AMINATH**

Do you go to the gym? Nah Ivan	Do you have a pet? Nah Jim	Do you speak a language other than English? Yeah Ivan	Do you play a musical instrument? Yeah Ivan	Do you like sushi? Jam, La
Have you got a sister? Andrew	Have you visited France? DEWAN	Do you own a Samsung phone? AMINATH	Do you read a British Newspaper? OGO	Do you go to the cinema? JAM, LA
Do you have dangerous snakes in your country? AMINATH	Do you collect something as a hobby? FARIDA	Do you like poetry? Shekura	Can you drive a car? SAFO	Do you sing when you're having a shower? ROSEEN SHEKUREH
Do you play football? STAVE	Do you have a brother? OGO	Have you ever had a bad dream? FARIDA	Have you been to Birmingham? DEWAN	Can you swim? FARIDA
Have you met a famous person? OGO	Are you a good cook? FARIDA	Do you have a bicycle? IVAN	Do you like cricket? DEWAN	Have you visited the London Eye? LACEA CAMILA

Becky beharry - 6/13

Dear Mary December,

I am pleased to inform you that you have been chosen to join a training course in nonverbal communication skills.

I observed that you needed some improvement in the nonverbal communications, and I do think that it will be beneficial to you and the organisation in general.

This course will help you in future to have a better relationship with the people we support and colleagues plus your CV. I do hope you will the training effective and good luck.

Yours sincerely

Director of Communications

Becky Namuli

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