

University of Wales Trinity Saint David

Effective Team Work and Communication (Report task 1)

Module Code: BMSW4002

Student Name: Alexandru Iulian Rotariu

Student ID: 2114156

Lecture: Saqib Shamim

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Introduction

The transmitting and receiving of information is referred to as communication. It could be between two or groups of individuals, and it can take place in person or over the phone. Good communication eliminates conflicts and misunderstandings, develops rules and regulations to help society structure itself, assists individuals in finding and keeping jobs, gives information and direction, and passes down traditions and values (Communication Theory,2010). The report covers some of the fundamental theories of communication, such as Shannon and Weaver, Schramm Berol, and fundamental aspects of communication, such as verbal communication, non-verbal communication, active listening, and empathetic listening. The report introduces the disadvantages of technology in communication and a case study of poor communication in the workplace.

Shannon and Weaver (1948)

Claude Elwood Shannon was an electronic engineer and mathematician, and Warren Weaver was a scientist, they came up with the Shannon and Weaver model when in 1948 published A Mathematical Theory of Communication in the Bell System Technical Journal. The model originally was a linear communication model that examines how messages are sent and received through devices and six fundamental concepts: sender, encoder, channel, noise, decoder, and receiver. However, after some criticism of the methods' linear structure, Warren decided to add the seventh element, feedback, converting it from linear to cyclical. The module can be used through face-to-face conversation as well.

The sender (Information Source) is the first step of the model. They are the people or things who have access to the information. For example, the sender can send the message in writing or through the telephone.

The encoder (Transmitter) is the second step of the model. The encoder is the device that converts sender signals into signals that can be received by the receiver. For example, telephone and computers,

Channel is the third step of the model. It is the system that transports data from the sender and transmitter to the decoder and receiver, it is referred to as the medium. For example, some of the channels could be the internet, radio, and phones.

The fourth step of the module is the noise. Noise could disturb communication between the sender and the receiver when it travels from the sender to the receiver during message delivery. For example, buses, vehicles, and other types of noises interfere with the transmission of the message across the channel.

The fifth step of the module is the decoder. The role of the decoder is to decode the message for the receiver. Usually, in this part of the module, devices help decode the message from binary digit into clear information to the receiver. For example, telephone and computers,

The sixth step of the module is the receiver (Destination). The receiver is the recipient of the communication sent by the sender. The message would be both understandable and incomprehensible. This is dependent on whether there was any noise or if the sender and receiver made any mistakes.

The feedback is the final step of the model. The feedback helps the sender to understand if its message was understood by the receiver. However, is not necessary for every situation. (Shivendra Tiwari. 2022).

Schramm (1954)

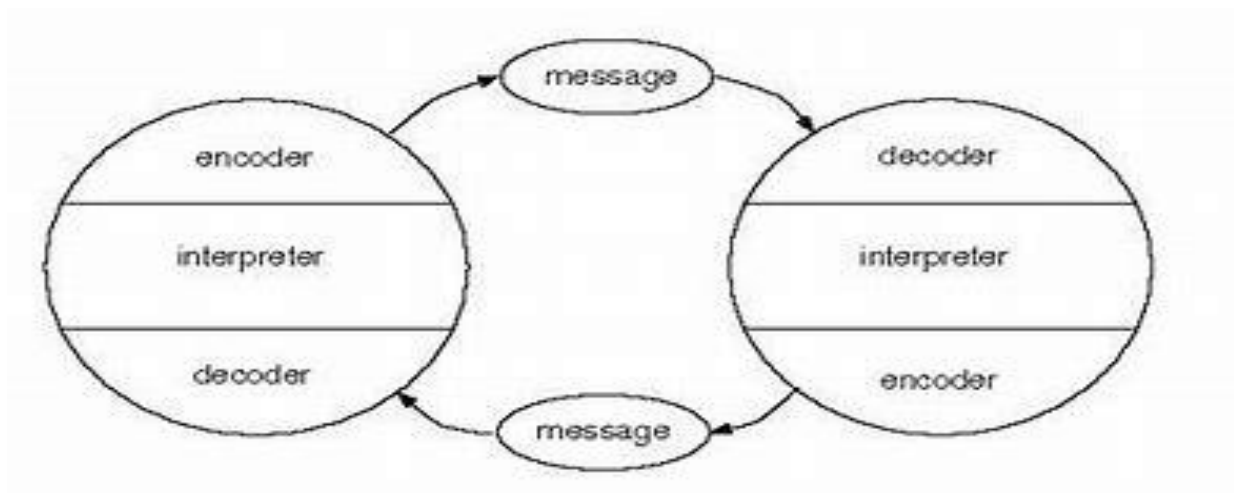
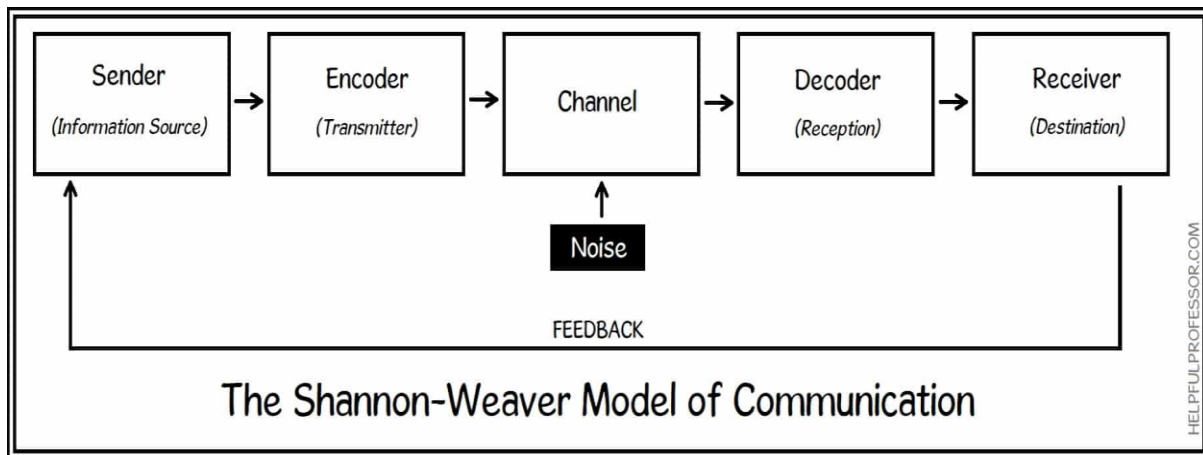
The Schramm Model of Communication, which is based on the Shannon-Weaver model, was initially proposed in 1954. This model explains communication flow traditionally. It suggests that communication is two-way, with the message passing back and forward from the sender and the receiver and that the message should be understood by both the sender and the receiver. The model includes nine elements: sender, encoder, decoder interpreter, receiver, message, feedback, and medium and semantic noise.

(1) The sender or source is responsible for delivering the main concept or message to the receiver and it must be as clear as possible. (2) The encoder is the individual who converts a message into codes for transmission. We must use the right terminology and the best sequence to send our messages. (3) The encoded message from the encoder is decoded by the decoder. To decode the message into a language that the receiver can understand. We must utilise writing and listening skills in order to make sense to us. (4) The person in charge of decoding and translating the message is known as an interpreter. The receiver receives the communication after it has been solved. The receiver and the interpreter are the same people, and the message could be misinterpreted as well. This depends on how the encoder sent the message. (5) The receiver is the individual who receives the information or message from the sender and is responsible for decoding and comprehending the message. (6) The message is the information or message delivered by the sender to the receiver and what the recipient drew from the message or information received. (7) The feedback helps the sender in collecting information from the receiver if the message was delivered correctly and clearly. (8) The medium or media is the channel through which the message is transmitted. (9) Noise happens when the sender and receiver of the communication misinterpret the message, or when the communication process is disrupted by interference and interruptions. (Hitesh Bhasin, 2022).

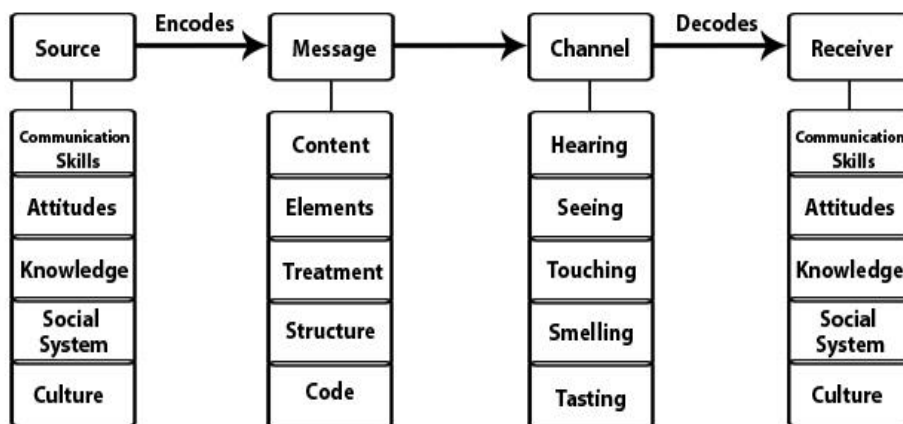
Berlo (1960)

In 1960, David Berlo presented his theory of communication, which is also known as the Berlo Model of Communication or SMCR, because it contains four main components to explain the communication process: sender, message, channel, and receiver. However, other components in the model have an impact on these four elements and there is no feedback.

The Berlo theory begins with the sender. The sender is the individual who sends the message and starts the process of communication. However, the sender could be influenced by several factors, including communication skills, attitude, knowledge, and the social system of the sender. The last element for the sender is the encoder. The encoder is the transmitter of the message, and the encoder is where the message begins. As a result, the message is encoded by the source. The next step in the model is the message. The message is the content that the sender sends to the receiver. However, it can be influenced by several elements, which are content, elements, treatment, structure, and the code of the message. The third part of the module is the channel. The five sense organs are represented by the channel: hearing, seeing, touching, smelling, and tasting. When we communicate naturally, whether over the phone or in person, we tend to rely on our senses. The senses allow us to receive the message, whether it is negative or positive. It all depends on how the message was sent. The decoder comes after the channel. The decoder is the one who receives and decodes the information. The last step of the module is the receiver. To appropriately communicate with or answer the sender, the receiver must consider all of the sender's knowledge or abilities. Finally, whether the communication goes well or badly depends on whether the sender and receiver have comparable levels of knowledge and abilities. (businessstopia ,2018).



Berlos's SMCR Model of communication



Communication skills

Verbal communication (spoken and written)

The use of written or spoken words for communication is known as verbal communication. These words are used to express or transmit the ideas, thoughts, or messages of someone, whether in written or spoken form. To deliver your message, information, and thoughts as clearly as possible to someone, you will need to know how to utilize the two methods of verbal communication skills.

Spoken communication, direct communication, telephone communication, speeches, dialogues, and presentations are all examples of how this could be done. Using simple languages, speaking slowly and clearly, and picking words that express precisely what you want are some of the strategies for better verbal communication.

Written communication requires the transformation of spoken communication into written form. It may be done through sending letters, SMS, reports, circulars, bulletins, and other forms of communication. Your words should be precise in order to express your message effectively. In written communications, it is essential to utilize correct and formal language. (Shivendra Tiwari, 2022)

Non-verbal communication

Non-verbal communication happens through facial expressions. In body language, the message and thoughts sent through facial expressions and body movements provide information to the person who is being communicated with. Here are some examples of different types of body language.

A facial expression can reveal a lot of information. For example, if we smile at someone, they will receive positive energy from that smile. Direct eye contact with the other person during the conversation is important because it shows that we are paying attention to the person that speaks. Positioning is important because we need to keep a reasonable distance from the other person without invading their personal space. Posture sends a positive message when the person demonstrates attention by standing up straight. (BBC Bitesize)

***Listening* - Active listening**

The act of listening carefully and responding to a discussion is known as active listening. Active listening has two purposes: one influences you, and the other affects the person to the one you are listening to. The active listening goal is to organize how you listen and respond to others.

Paying attention is one of the keys to improving the active listening we can do this by not distracting ourselves with social media or watching something else. Asking questions is also a good thing in the active listening because we are showing the individual that we are interested in knowing more information and having clarification regarding the topic of the information. Sharing ideas or opinions could be another good way for demonstrating interest in the subject of the conversation. (RingCentral UK Blog, 2021)

Empathetic listening

Empathetic listening is the process of making an emotional connection with another person. Empathy involves imagining yourself in other people's perspectives and understanding their emotions.

It is essential to consider the speaker's feelings because demonstrating to a person that we value their feelings will make them feel understood. Creating a comfortable space for sharing is very important because, in a quiet place, it will be easier for a person to confide in you and show emotions. Paying attention to the body language of a person is necessary because we need to understand if the person feels comfortable with us. Let them guide the conversation and wait to speak is important because we must provide time for a person to express their thoughts and feelings during a conversation and wait for them to ask questions or opinions from us. Being encouraging helps the speaker not be shy to share personal information. (Indeed Career Guide)

The Disadvantages of Modern Technology

One of the first disadvantages of modern technology in communication is that hackers can steal personal information such as phone numbers, document details, home addresses, bank accounts, and email addresses. Hackers can use these data to buy online, sell your personal information, or commit fraud, with serious consequences for the victim, such as legal problems or losing money. Another negative is cyberbullying. It happens more on social media platforms, and its purpose is to destroy the reputation of a person by sharing embarrassing videos, pictures, or fake information about the victim. The consequences of cyberbullying are devastating for the victim, with suicidal thoughts, depression, anxiety, and low self-esteem. The last problem with our society is that people tend not to talk anymore face-to-face, but people tend to talk more on social media. Insecurity, depression, lack of motivation, and anxiety about being between people are some of the disadvantages of social interaction.

Case study (refer to Maria and Pedro)

I have a colleague and we both work as kitchen porters in a very busy restaurant. The job is easy we have to wash all the items in the kitchen and put them back in their own places. One day we were working, and the manager came to us and said that he bought some new plates, and we have to put them outside and then he went away. During the work shift, we did not know where to put the plates that he bought because he did not explain to us where to put them outside. In the end, he got angry with us because we did not put the plates in the right place. In the example of Maria and Pedro, if there were feedback, the confusion may have been avoided. Similarly, our manager should have questioned if we knew where the plates were to be placed. As a result, there will be less misunderstanding. My workplace could be improved if we used the Schramm model of communication because the model suggests that the information should be understood on both sides and for its cyclic communication, where the receiver and the sender have the possibility to understand the information better through the feedback passing back and forward.

Conclusion

Many people these days have issues with communication and understanding other people because of a lack of understanding of how communication works. Learning about communication and how it works by understanding how the information begins and ends could create better work and social environment for everyone. Understanding body language and people's behaviours could help society be more empathetic towards each other and help each other rather than ignore these fundamental aspects. The use of technology in communication can be very dangerous if it is used too much and not with caution.

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