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Effective Team Working and Communication

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Table of Contents

Effective Team Working and Communication	1
The Shannon -Weaver Mathematical Mode, 1949.....	2
Schramm’s Model of Communication,1954	3
Berol’s Model of Communication	4
Verbal and non-verbal Communication.....	5
The Advantage and Disadvantages.....	6
Conclusion.....	7
References.....	8

1. Introduction

This report is to demonstrate knowledge and understanding of communication techniques and the understanding of three communication technology models that were created, in 1900 named Shannon and Weaver, Wilber Schramm, and David Berlo the four case studies, and to find out about the advantages and disadvantages in communication. We all use our communication skills for both internal and external communications in our daily lives. In most cases, we Telephone bulletin boards, emails, social media, employee manuals, and memos to communicate the exchange of ideas,

2. MODELS OF COMMUNICATION:

2.1 Shannon and Weaver

(*Shannon and Weaver's*) The Mathematical Model of communication was created in 1949. The messages, the channel, and the receiver are the four key ideas in this communication. The sender is the encoder, which transmits the messages to the decoder, which then delivers the messages to the receiver. The model had limitations that interfered with communication when the sender sent signals to the recipient without receiving a response. These interruptions cause disadvantages in the communication of any one of the expanding ranges of electronic communication channels, an art museum, or a text message. The receiver of the message must decode the symbols to interpret the message and comprehend the sender's meaning. When the recipient fully comprehends the message, communication is meaningful to the message sent by the sender. However, things do not always go as planned. Numerous issues may obstruct such as noise and impede the process.

In the *case study of Maria and Pedro*, Maria phoned Pedro requesting him to get her a chicken, when he is coming home, Pedro misunderstood Maria and thought she said kitchen because both words sounded familiar. (*Shannon and Weaver's*) The model explains this confusion. The noise in the channel causes misunderstanding. It could have been prevented if Pedro had responded back to Maria with his interpretation. (Wilber Schramm) the model explains how it could have been avoided if it was two-way communication between Maria and Pedro.

2.2 Wilber Schramm

After studying (*Shannon Weaver's*) concept of the communication approach, (*Wilber Schramm*) created his model of communication in 1954. He believed that for communication to be effective, there must be communication between the encoder and the decoder.

He underlines that input from the recipient is necessary for communication to be full. According to (*Wilber Schramm*) communication between the first and second parties is truly a two-way process.

Everyone agrees that communication is influenced significantly by knowledge, experience, and cultural background. Messages are frequently interpreted differently by people from different cultures, faiths, and origins.

According to this communication model, when a sender passes on the information to the receiver, the receiver must interpret it in the desired form the sender wants and give him the feedback or respond accordingly. Any communication where the sender does not get the feedback, the communication is not complete and thus ineffective

2.3 David Berlo

From (*Shannon Weaver's*) Model of Communication, (*David Berlo*) created the Sender-Message-Channel-Receiver (SMCR) model of communication in (1960). He discussed the elements that impact each part of communication and improve its effectiveness (1949)

The model also emphasizes encoding and decoding, which occur before the message is received.

Four essential components make up the (*David Berlo*) Model, which describes the communication process. Sender, message, channel, and receiver are these terms. different elements have an impact on each component.

3. COMMUNICATION SKILLS.

A person's communication abilities are a factor that influences the communication process. The ability to communicate, present, read, write, listening is all considered communication skills. In the case study between the professor and the village people, The Professor's house was on fire he was shouting for help, and the villagers could not comprehend the words the professor used so they were unable to

assist him in stopping the fire from destroying his home. The disadvantage was their education limitation, he should have adjusted his words for them to understand him.

There are factors of barriers that affect communication skills, an individual will need to overcome those barriers to communicate effectively. These are four of the factors.

Language: Even while speaking the same language, there can be communication problems due to dialects and accents, which can make it difficult to understand one another.

Cultural; It is crucial to be mindful of cultural differences, misunderstanding of meaning can create conflict and stress.

Technology: communication hurdles resulting from technology occur when people lack the necessary equipment or knowledge

Knowledge gaps, a lack of education, and problems translating intellectual.

All these factors can be overcome by having a polite attitude while learning about different languages, working towards accommodations of cultural differences, and sharing knowledge.

3.1 Verbal and Non-verbal Communication.

It is crucial to be conscious of both our own and other people's verbal and nonverbal cues. Verbal communication is the use of words and tone by a speaker, non-verbal is using body language. One of the most popular ways people speak to one another is through verbal exchanges. Hundreds, if not thousands, of spoken remarks are made among team members as they collaborate to identify challenges and manage projects. Depending on the situation, a team member may be conveying a message directly or through insinuating hidden meanings or even numerous layers of meaning in a single sentence.

There may be several interpretations and frequent misunderstandings since members frequently lack a clear comprehension of one another's intentions when they make remarks. When a group is first forming, team members must discover the best ways to communicate with and comprehend. In addition to verbal communication, there is also nonverbal communication going on that is just as significant. A speaker's nonverbal clues, such as a smile, eye contact, or touching in deciphering the meaning hidden in

the words they use to convey a message. These signals are picked up by listeners unconsciously, and often struggle to explain how they came to a certain interpretation of a situation.

Verbal and non-verbal communication has increasingly taken place in a digital environment. The use of emojis has become more and more popular on social media. Today, you will look at emojis, memes, and GIFs and try to deduce if they are worth being a part of your social media marketing efforts, as well as teach you a thing or two that will help you use these graphics without embarrassing yourself.

Case studies: a day with the Chief

Mark received an invitation to meet with the company's chief executive officer, Mrs Brown, he was eager to travel to California but also anxious about the encounter.

He had heard that she was referred to as the Wicked Witch of the West. When Mark first met Mrs Brown, it was clear from his demeanour and look that he was anxious. Mark grew at ease as he discovered that what he had heard about Mrs Brown was untrue after meeting her.

Mrs Brown questioned Mark about his methods for doing his job and how he persuades people to buy their goods. She also inquired about the business and its compatibility with his professional objectives. rather than providing an accurate response, he chose to disparage the London office and his direct boss. Mrs Brown strained her eyes, realizing that his reply had little to do with the subject. given the professional setting of the inquiry. with the conversation, as a top salesman, he should take the lead to a more accurate understanding of the messages that are communicated, he should have answered the direct question. Many people confuse the terms hearing and listening. As a professional important for you to understand the contrast between these expressions. The ability to differentiate between various sorts of material and messages.

According to (*Bostrom*) page293, the lack of genuine interest in hearing among speech communication scholars has prevented progress in our understanding of listening during the past 20 years. There is not a single definition of listening that is acknowledged; therefore, many aspects of the act have escaped precise explanation and comprehension. The information delivered orally was the clear operational definition of good listening, even though it spanned the last four decades. The importance of listening in the process of communication an individual success in communicating rests in part on possessing good

3.2 Listening.

Effective listeners are the foundation of effective communicators. Making wise decisions requires listening to people and comprehending their viewpoints. Whether you're listening to a family member talking on the phone, a friend on Skype, or your class instructor. One of your most important life skills is listening to someone who needs your assistance and support.

Even while experts frequently emphasize how crucial listening is for communication. Accurately understanding what someone else is saying requires active listening. It calls for discipline and effort. However, group members are frequently preoccupied or distracted, which prevents them from paying close attention to one another. Reflecting on myself at work, a team member would be saying something to me, and I would respond by answering ok, but not really listening, he or she would then say you are not listening in response, and I would say I am listening Without giving any eye contact. they would respond and say "Will you pay me some attention.

Listening Skills

Case study Max the Multitasker

It is a huge duty for anyone operating a business in event planning and organisation to ensure that all their clients are satisfied. Max decided to establish a company from his house where he received inquiries from clients, and made reservations for events like weddings, birthdays, and other anniversaries since he was extremely excellent at arranging and organizing them. Because he was strapped for cash, he did all the work himself and relied on happy customers, to spread the word about his offerings rather than investing in advertising.

Tamara was one of the happy clients, now she asked him to organise her parents' 50th wedding anniversary for 150 guests

Tamara called him two weeks later When he replied, he stated he was talking to another customer, but she insisted that all she needed to do was move the party forward a week earlier agreed-upon day. They decided on a new date after Max remarked that it wasn't an issue.

When the day finally arrived, Tamara, her parents, and their guests arrived at the venue only to discover that another party was already underway. Tamara was not happy, she called Max to ask what had happened. Max apologised and expressed his regret, he said he had forgotten to enter the new date in his diary. It is not a good attempt to carry on a discussion with someone if you need to attend to an

important situation. You must reschedule your discussion, if Tamara had listened to what Max was saying to her and waited for him to complete speaking with the other client and then spoken to him to update the booking for a week early, then maybe Max would have written it down while speaking to her.

4. The Advantages of Communication Technology

Communication technology is more often known as information communication technology (ICT)

To send and receive information more conveniently and quickly than ever before, communication technology refers to the use of communication tools, networks, and apps. It has really aided organisations and the people who work in them in getting what they need in real-time. The ability of businesses to communicate worldwide now, however, without investing a lot of money has aided small firms in competing on a level playing field with larger ones in the global market

And increased internal productivity: The usage of contemporary technical software in companies has contributed to a rise in the internal productivity of many businesses today. For instance, email services make it possible for businesses to communicate with many clients at once, database systems make it simple to store business data, spreadsheets help staff members, easily create daily reports and analyses, and printers make it simple for staff members to create documents, all of which save the business time and money.

It enables companies to reach the worldwide market quickly and easily via the use of various internet services. This is due to the use of information technology in today's world. Businesses can now simply and swiftly sell their goods and services utilising internet marketing services, which has allowed them to increase their consumer bases more than before. Additionally, regardless of their location, various businesses may do commerce with one another, which has aided in the growth of the global economy. Overall, the world's economy has been able to unite into a single autonomous system because to the usage of information technology in business today.

The disadvantages elements:

On the Internet, private information may be readily stolen and distributed. This may result in losses to one's personal life as well as financial losses. Like the previous issue, identity theft is the hacking of people's personal accounts to cause financial damages. In the past, the hacker has uploaded

Nowadays, employees in firms rely too heavily on technology, which has increased workplace lethargy. Employees don't need to recall anything or use their entire brains while at work; instead, they use their computers to store data, create reports, and analyse data. This can be extremely dangerous, especially if a computer makes a mistake and the employee doesn't notice it, and it could end up costing the company a lot of money.

things that have harmed the personal lives of individuals on several personal Twitter and Facebook pages. This is a risky drawback of social media; thus, all users are encouraged to safeguard their accounts and personal information to prevent mishaps.

Conclusion

My knowledge and comprehension of communication and technology abilities that are so important to our daily lives have risen because of this module and subject. Success in any workplace depends on having the ability to communicate intellectually. For both internal and external to grow inclusively and function effectively, communicating with more understanding helped me to motivate and inspired team members to work more productively.

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