

Effective Team Work and Communication Module code:

BMSW4002

Assessment 1

Name

ID

INTRODUCTION

Communication is that procedure through which plans, opinions, information, thoughts and ideas are transmitted between various organizational parts or some of the times to those who are not inside the organization as they are specifically willing in knowing regarding the information and the business.

Communication is realized as most essential management function inside any organization. the significance of it cannot be over emphasized at any time. It is ensured through business communication presence that sense of professionalism is there in the business. When the communication is good then it means that message is clearly received and sent and understood as well. Therefore, it will be likely responded by the receiver in a positive manner.

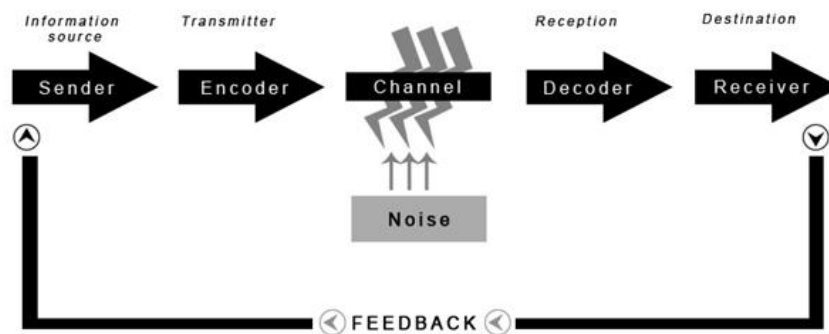
Which this happens, it means that effective communication has been done of the message. When poor communication is received by the user from any employee then, possibility is there of unfavorable response being given by him to the firm. This might happen if clear understanding is not possessed by the person who is listening to the message from that individual who is telling or saying.

MODELS OF COMMUNICATION

Shannon & Weaver's model

The process of communication takes place when certain elements are present, and this has been depicted efficiently in 1949 by Shannon and Weaver within their model. Modern communication models in a larger number have ultimately followed that structure which Shannon and Weaver has set (Uzundag and Küntay, 2018).

Development of this particular model has been done so that effective communication can be developed between receiver and the sender. Numerous concepts are dealt through this model such as decode and encode, information destination, channel, receiver, message, noise, transmitter and source.



SHANNON-WEAVER'S MODEL OF COMMUNICATION

Sender: Desire message is selected by information source or originator of message.

Encoder: the transmitter through which message is converted into signals. Message of the sender is transformed into signals such as binary data or waves that prove to be compactable for the message to be transmitted through satellite or cable. For instance, conversion of voice in telephone is done into signals and through cables it is transmitted (Chasanah, 2020).

Decoder: signals reception place, through which signals are converted into message. Actually, reverse of encoding process. Those waves or binary data is converted by the receiver into a message that proves to be understandable and comfortable for receiver. Otherwise, exact message cannot be received by the receiver and ultimately, effective communication between receiver and the sender will be affected.

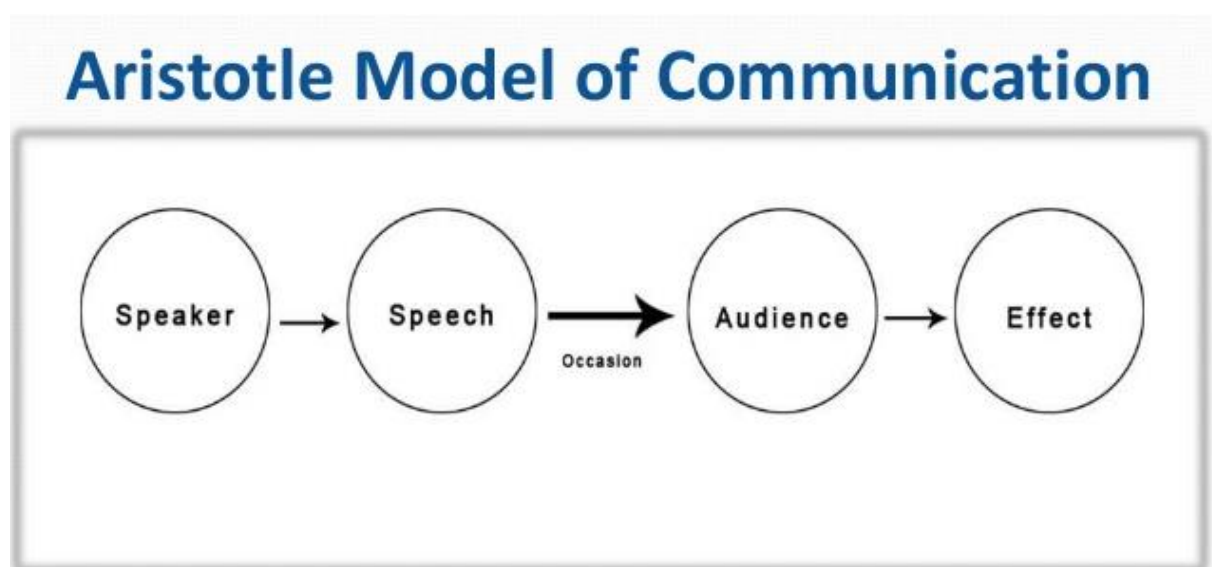
Receiver: message destination form sender. Relying on the message that is decoded, feedback is given by the receiver to the sender. In case the noise distracts the message, flow of communication will be affected between sender and the receiver.

Noise: transfer of message is done to the decoder from the encoder through channel. Throughout this procedure the physical noise might affect or distract the message such as sound of the horn, noise of the crowd and thunder or the channel might get distracted because of encoded signals throughout trh process of transmission because of which process of communication is affected or correct message is not received by the receiver. Interference that might take place in communication is usually categorized in 4 categories and they are (Back, Fromme and Meier, 2019).

- Physical noise: this can be stated as environmental distraction just like a louder unwanted sound, uncomfortable or threatening physical surrounding throughout the process of communication, other things appearance because of which individual can be distracted.
- Physiological noise: it can be stated as biological influence within an unwanted distraction form just like being tired, feeling unwell and hunger and anxiety as well throughout the speech in addition with several other body reactions that take place in strong emotions or anxiety.
- Psychological noise: it takes place in a certain biased form just like knowledge of them regarding utilized coding, existing knowledge of them and cultural background that might ultimately result in misinterpretation of message leading to frustration being felt in a certain extent by the sender.
- Semantic noise stemming due to the utilization of words that have dissimilar meanings ultimately leaving enough chance of misinterpretation throughout the process of decoding (van der Vleuten, van den Eertwegh and Girolodi, 2019).

Aristotle's Model of Communication

Aristotle model is specifically concentrated towards speech and the speaker. It can be divided broadly within five primary elements and they are effect, audience, occasion, speech and speaker.



Aristotle's mode of communication revolved specifically around speaker as this theories major concept is that, significant role is played by the speaker in communication and he/she is realized as the only one by whom responsibility is taken to influence the audience of her/his through public speaking. Speech being delivered to the audience is the role of the speaker. Audience is passive and speech ultimately makes them influenced. Through this, process of communication is made one way, such as to receiver from the speaker (Nuraina and Mursalin, 2018).

Speech is required to be prepared and organized beforehand by the speaker in accordance with the situation and audience that is being targeted.

If model is concentrated towards interaction of audience in communication, then concept of feedback is not there.

Speech is required to be clear and in addition to this, effective non-verbal communication must be done by the speaker with audience such as eye contact.

COMMUNICATION SKILLS

The capability of effectively communicating with staff, colleagues and superiors is significant regardless of size of the firm and the industry. In digital age, it is required by the workers to get acknowledged regarding the way in which messages must be effectively received and conveyed through phones and in person, through social media and through emails as well (Lai, DiCerbo and Foltz, 2017).

Top 10 Communication Skills

Several top skills of communication are there which are seen by the hiring and recruiting managers in cover letter and resume. Such skills are required to be highlighted and they are also required to be demonstrated through the job interviews. Skills like these are required to be consistently developed when hiring is done so that clients, teammates and boss are inspired.

1. Listening

Being a listener who is good is realized as the most efficient manner in which one can become a good communicator. It is usually not likes by one to communicate with that individual who

specifically cares regarding placing in two cents & not taking time when other person has to be listened. When any individual is not efficient at listening, then it might become difficult to comprehend what is required to be done (Rohim and Umam, 2019).

2. Nonverbal Communication

Body language or nonverbal communication consists of voice tone, posture, eye contact, gesture and body movement and facial expression as well as breathing and muscle tension.

Becoming capable of utilizing and understanding nonverbal communication ultimately assists when others have to be connected, and what you actually mean has to be expressed, when challenging situation has to be navigated and when better relationship has to be developed at work or at home.

3. Awareness of Communication Styles

Four major styles of communication are there, that might be encountered by one within the place of working and it has been suggested by Zangerl that awareness must be gained by the professional regarding them on a whole so that effective communication can be done (Purwanto et al., 2020).

They consist of:

Passive: passive communicators prove to be quitter and true feelings are usually not expressed by them. They usually act agreeable or indifferent, relying on the conditions so that peace can be kept.

Aggressive: aggressive communicators are considered to be opposite from communicators that are passive and emotions are usually expressed by them. They might prove to be abusive or intimidating while other are being interacted.

Passive-aggressive: aggressive or passive communicators are willing to appear aloof, specifically when they are annoyed or upset. So it is sure that they are considered to be angry and confrontation is usually avoided by them, what is actually thought by them is not clear.

Assertive: assertive communicators prove to be considerate and usually they express themselves in direct and clear way (Buduneli, 2020).

4. Persuasion

Being capable of persuading others proves to be advantageous within the place of work, those employees are valued by the employers by whom proficient persuasive skills are demonstrated as enhanced productivity can be resulted because of it. Skills consist of making others convinced so that a desired action can be completed or to behave within a particular manner, so that the end goal can be attained. .

5. Confidence

Great significance is there of this within the place of working as more chances are there of opinions and ideas being responded by the people if with confidence they have been presented. Demonstration of confidence can be done through good gesture, voice tone and eye contact. It assists in preparing when argument has to be done or presentation has to be given.

6. Empathy

Shared understanding regarding emotions of others is involved in empathy and it is considered to be essential while communicating within the place of work. When it is understood by the individual that what and how an individual is feeling, it can be assessed by them that how they can be efficiently communicated and most appropriate approach can be chosen (Nastasiu, 2017).

7. Open-Mindedness

A communicator who is good is required to get involved within the conversation with open mind and flexibility. One is required to be open towards understanding and listening to view point of the other apart from ignoring the message right away.

8. Feedback

Becoming capable of receiving and giving responses within a proper way is considered as an essential skill of communication. Those ways must be consistently searched by the supervisors and managers through which constructive feedbacks can be provided to the employees, either through weekly status update, phone calls or emails.

Communication is realized as two-way Street, ability is there in the strong communicators to accept and provide feedback. Solutions to problems and answers to questions are offered through

good feedbacks. Betterment and improvement is the major objective of feedbacks (Blackmore, Kasfiki and Purva, 2018).

Supportive environment is required to be established by the management in which information can be passed by the workers without any fear to their seniors along with being certain that it will be accepted by the management whether it is unfavorable or favorable or good or bad. Moreover, participative environment must also be established by them.

POOR COMMUNICATION AND RECOMMENDATION

Information is shared by the employees with their management when it is felt by them that treatment is given to them as being the participants being legitimate within the firm. Major concentration of the management is required to be towards the reduction of harsh regulatory policies, complex reporting procedure & encumbering paper work as employees are discouraged because of this from actively taking part. It is required to take actions so that subordinates can be encouraged to actively take part (Uzundag and Küntay, 2018).

It is required to be ensured by the management that contradicting information is not given by them. If good information climate has to be developed within an organization, it is required to be made sure that source is trustable and information is true due to the reason that great significance is there one being capable of transferring the accurate information. Defenses are required to be lowered by the supervisors, team leaders and managers so that information sharing can be encouraged within an honest manner such as a way in which endorsement of truth is done. Proper actions are required to be taken so that intention of communication can be followed.

CONCLUSION

It is required by the firms to concentrate towards communication in a greater extent so that job satisfaction can be effectively enhanced within the place of working. Incomplete actions are led when good communication is lacking. Ultimately, it happens that staff is out of touch of the management which is required to be motivated by them for effectively operating the firm. Sales of the firm might also decline in case the communication is not good. Ultimately poor decisions are also made by the firm because of which the firm's progress is also impacted.

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