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Module code: BMSW4002

Module name: Effective Teamwork and Communication

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Date:

Report

Effective Teamwork and Communication

Assessment 1

Introduction: In this report I am going to be explaining the models of communication learnt during class and I am going to give examples of poor communication in the workplace. I am going to be presenting different solution and improvements to successful and effective communication. I will be using websites, reports, and other links to portray my opinion on the communication models.

Models of communication:

- 1.Shannon and Weaver's Model of Communication
- 2.Berlo's Model of Communication
3. Schram's Model of Communication

Shannon and Weaver's Model of Communication

The Shannon and Weaver's model of communication is a mathematical theory which portrays that human communication can be broken down into six key concepts. The six concepts are sender, encoder, channel, noise, decoder, and receiver.

The model conveys how messages are distorted in the process of communication.

Sender – this is known as the information source, also known as the person who the message begins at, the source chooses the message he would like to send, who he would like to send the message to and how they would like to send the message. Such as through verbal communication or through written communication such as an email, text, or Fax etc.

Encoder – the encoder is the person or machine that converts the message into signals which will be sent from the sender to the receiver. The signals turn our messages into binary numbers such as 1s and 0s.

Channel – The channel of communication is the infrastructure that gets the information from the sender and transmitter through to the decoder and receiver if we are speaking to someone verbally, we do not have a channel except the sound waves from our voice.

Noise – The noise is conveyed is the part that distorts the message. There are two types of noise external and internal voice. The internal noise is when either the sender or receiver makes a mistake in interpreting or sending the message such as misspelling a word in a text message or misinterpreting a message you have received. External noise happens when neither the sender nor the receiver has a fault, and the message is distorted through the channel.

Decoder – The decoder transmits the messages from binary numbers and waves into a way that the receiver could understand.

Receiver – This is the final stage where the person finally gets the message or what is left of it.

The final stage is feedback this is when the other person responds to the message this closes the communication loop.

The advantages of The Shannon and Weaver Model communication is that it removes noise in the process for effective communication and it is a two-way process which makes it applicable in general communication.

The disadvantages are that feedback is taken as less important and due to its nature, it encounters some difficulties when applied to human communication because it is applied to technical communication.

In conclusion the Shannon and Weaver's model of communication is a process that breaks down communication for effective communication, it explains how messages could be distorted due through the process and how messages are converted into signals and numbers.

Examples: An example of Shannon and Weaver's Communication model is a businessperson sends a message via phone text to his worker about a meeting happening about their brand promotion. The worker does not receive the full message because of noise. It goes like this:

Businessperson: We have a meeting at the office ("at 8 am" goes missing due to phone network disruption or noise)

Worker (feedback) : At what time?

In this case the sender is the businessperson, the encoder is the telephone network company, the channel is the mobile network, the noise is the missing information during the transition, the decoder is the mobile phone and the receiver is the worker. The feedback lets the businessperson know that the message reached incomplete.

Another example of Shannon- Weaver model of communication is

Thomson calls his assistant and says, “come here I would like to see you”. During his call, noise appears (transmission error), and his assistant receives “I want” only. The Assistant asks Thomson (which is feedback) “what do you want Thomson”.

Sender: Thomson

Encoder: Telephone (Thomson)

Channel: Cable

Noise: Distraction in voice

Reception: Telephone (Assistant)

Receiver: Assistant.

Due to transmission error or noise, The Assistant is not able to understand what Thomson was trying to say.

Reference: [Shannon and Weaver Model Of Communication - Businessstopia](#)

[Shannon and Weaver Model of Communication \(communicationtheory.org\)](#)

Berlo's Model of Communication

The Berlo's Model focuses on the emotional aspect of the message. It includes four processes source, message, channel, and receiver.

The source is the person, the person sends the message to the receiver. For the source to send the message they must have communication skills this includes being able to speak clearly and having the ability to read and write. The source must also convey messages with attitude, knowledge, and culture.

The message is the substance which could be sent verbally or as a written message such as a text or email or other media. The facts that affect the message are content which is the thought that must be put into matter of script of the conversation.

The channel refers to how the information is received from the sender to the receiver which is usually through a phone, computer, or another source of technology. The five senses are the channel that help human beings communicate with each other.

The receiver is the person who receives the message from the sender. All the other processes must be coordinated for effective communication.

The advantages of Berlo's Model of communication are that this model is still being used in some cases of purer forms of communication such as face to face communications and the model forms a basis for higher communication models.

The disadvantages of Berlo's Model of communication are that there is a lack of feedback which affects reliability, it is a complex model which affects understanding and also it requires people to be on the same level for effective communication to happen.

In conclusion the model is a concept to understand various elements of the communication model along with the factors which affect them. The model can be used for designing and understanding basic communication processes.

Example: An example of Berlo's Model of Communication would be conveying a message through advertisements. For example, someone watching television and there are many adverts about hair care, cars and many more things, the advert must include knowledge and attitude, so the message is clear and effective so the receiver which is the person watching the advert and the receiver's feedback on whether they have understood the message clearly would be for them to show interest in the product or buy it. This would be successful communication.

Schramm's Model of Communication

The Schramm's Model of Communication is a circular model that consists of all the essential elements for effective communication. The model suggests that communication is a two-way path with the message continuously passing between the sender and receiver, the model includes encoder, decoder, and message.

The source of the message is the sender. The source must be clear when sending the message and must be able to portray why it is important the decoder which is the person who receives the final message should read it. The sender has to make sure that the information which will be processed is clear, relevant, and accurate.

The recipient which in this case is the decoder is the person to whom the message is sent, whether the person is able to understand the message varies as it depends on several things such as interpretation, knowledge, attitudes, and skills. Communication is successful and effective when the recipient receives the correct message from the source.

The message is the information being sent from the sender to the receiver. A message could be either verbal or non-verbal. A message may contain verbal content such as speech, sign language, emails, or phone calls. A message can also consist of non-verbal content such as behaviour, gestures, body language etc.

The advantages of Schramm's Model of communication are that this is the first model of communication which is not a linear model. The concept of noise is included in the communication model which helps to understand the problems which may occur during the decoding of the message by the sender also since there is a feedback system means that the sender can understand if the message has been received, interpreted, and understood by the receiver through the reply known as the message the sender will receive from the sender.

The disadvantage of the model is that the model assumes that encoding and decoding takes place on its own without any outside interference. In addition, this model cannot deal with complex communication processes or various levels model.

To sum everything I have mentioned above, Schramm's Model of Communication has more practical usability than the other models and this model is considered as an emergence of classic elements and modern elements like semantic noise and feedback.

Example: A phone conversation. For example, you have not spoken to a close friend for a while, and you call them on your way home. You take turns updating each other on your weekend and other things. Before you hang up you promise to chat again soon, this is a two-way system of communication.

Key terms:

Noise – Noise in communication is any source of interference or signal which distorts the message sent from the sender to the receiver which means that there is an unsuccessful communication.

Encoder – The encoder is the sender of the message for example the person who has started the process and has sent the message to the receiver

Decoder – The decoder is the person receiving the message or what is left of it

Message – The message is verbal or non-verbal content which is being sent from the encoder to the decoder

Poor communication in the workplace

Poor communication is the inability to convey your message to the other person. There are many reasons for poor communication for example knowledge and being clear on what you are trying to say. If you are having a face-to-face conversation with someone and you are not speaking clearly or if you are not getting straight to the point of what you are trying to convey then the other person will find it hard to understand and interpret what you are saying and they will give you a response based on what they have understood which may not be what you are expecting and this means that the communication has been unsuccessful. Another reason for poor communication is 'noise' this usually occurs due to signals or excessive interruptions in conversation, both verbal and non-verbal. Poor communication occurs when there are language barriers, emotions and attitudes. When trying to convey a message you must use the correct emotion and attitude for example if you are authoring an email and you include text in capital letters the person receiving the email may think that you are portraying that you are angry while you may not have that intention this is unsuccessful communication. Another example would be in verbal communication, for example if you are on a phone call with a manager or colleague and you are explaining a set of instructions to them however at the same time you are speaking to someone else about the same thing then the person you were originally on the phone call with will receive the wrong instructions this is also unsuccessful communication as the decoder which in this case is your manager or colleague, has not understood what you were trying to convey to them due to the interruption of the conversation which is the other person you are talking to. These are examples of poor communication which is also known as unsuccessful communication because the idea you originally had of conveying the message to the decoder has not gone through due to 'noise' which is interruptions.

