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- ❖ **SHAKIRA YASMIN AKTHER- 2130089**
- ❖ **LABLI BEGUM- 2121373**
- ❖ **MIHAELA BIRGAU – 2133440**
- ❖ **ANA BALTEANU- 2132981**
- ❖ **MODULE:BMSW4002**
- ❖ **LECTURER: AKASH PURANIK**



Content

Communication

What are the benefits of effective communication to Tom, his project team and to Amazon?

What model or models of communication should Tom apply and why?

Chosen model of communication for tom!

Barriers of communication

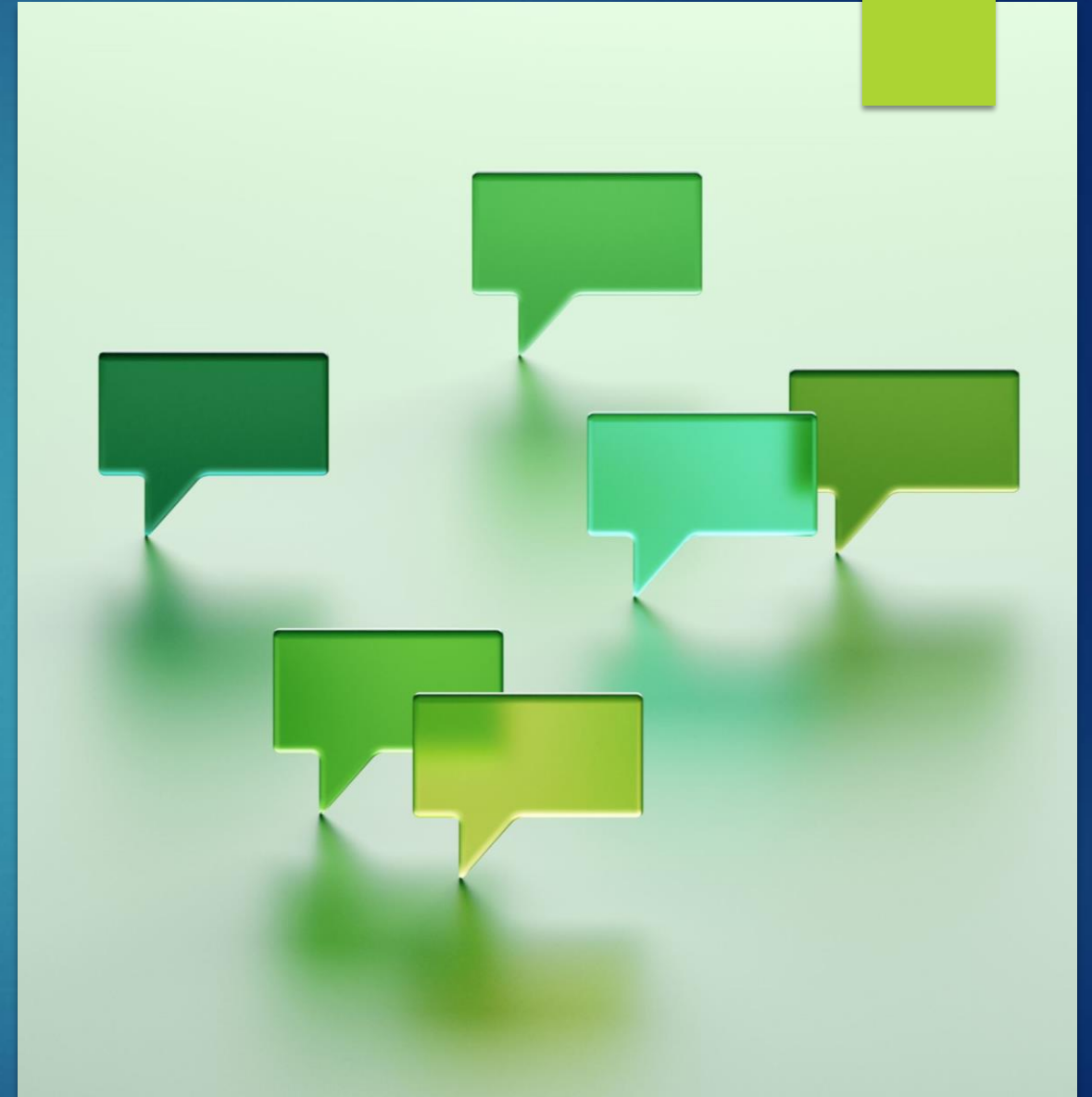
The negative impact on the team

Discuss the channels of communication to be used by Tom to improve communication?

Reference list

communication

- ▶ The imparting or exchanging of information by speaking, writing, or using some other method
- ▶ Karl.(2000) said " when we communicate, we make things common"
- ▶ Ensure both sender and receiver have a clear understanding of what is being implied
- ▶ Here are a few examples:
 - ▶ Sending a text / email
 - ▶ Writing a letter
 - ▶ Active listening
 - ▶ Eye contact
 - ▶ Phone call



What are the benefits of effective communication to Tom, his project team and to Amazon?

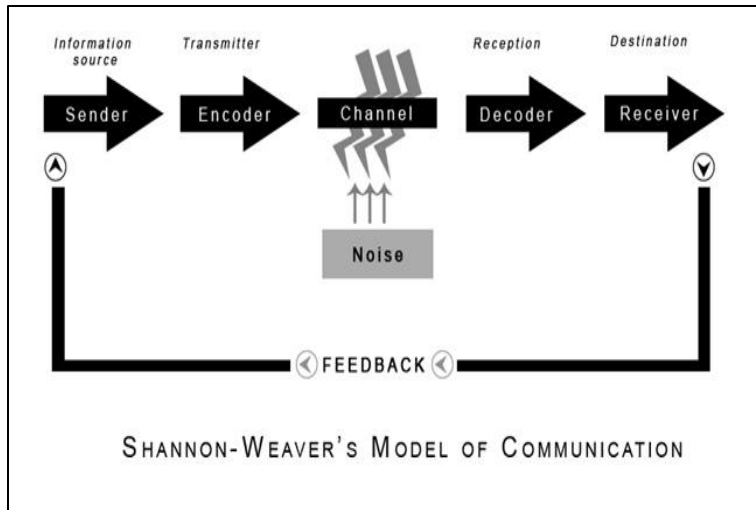
Promotes trust

Promotes team members loyalty

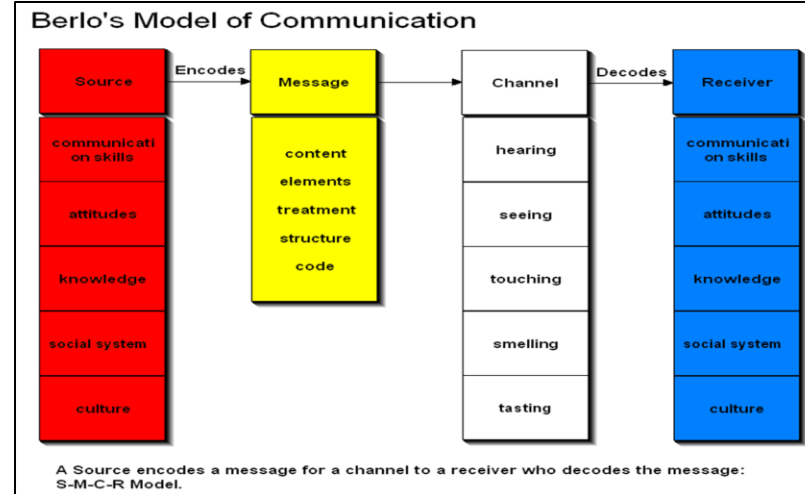
Resolves any issues

Higher performance and productivity

What model or models of communication should Tom apply and why?



(Figure 1.) Shannon- Weaver model deals with various concepts like Information source, transmitter, Noise, channel, message, receiver, channel, information destination, encode and decode

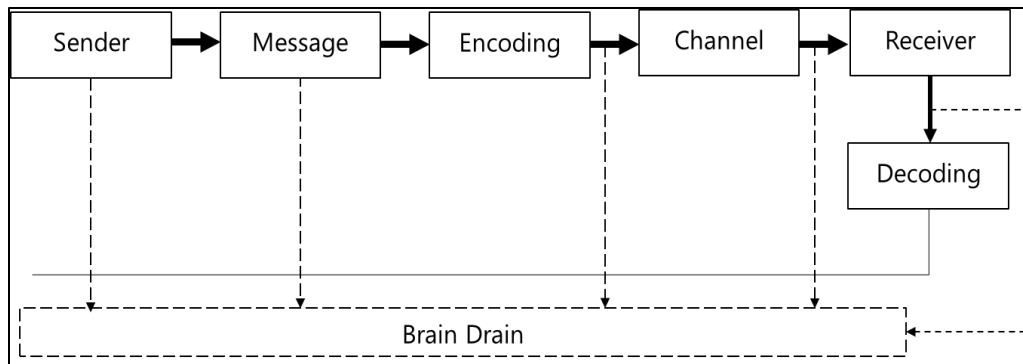


(Figure 2.) Berlo's Model has mainly, four components to describe the communication process. They are sender, message, channel and receiver. Each of the component is affected by many factors.

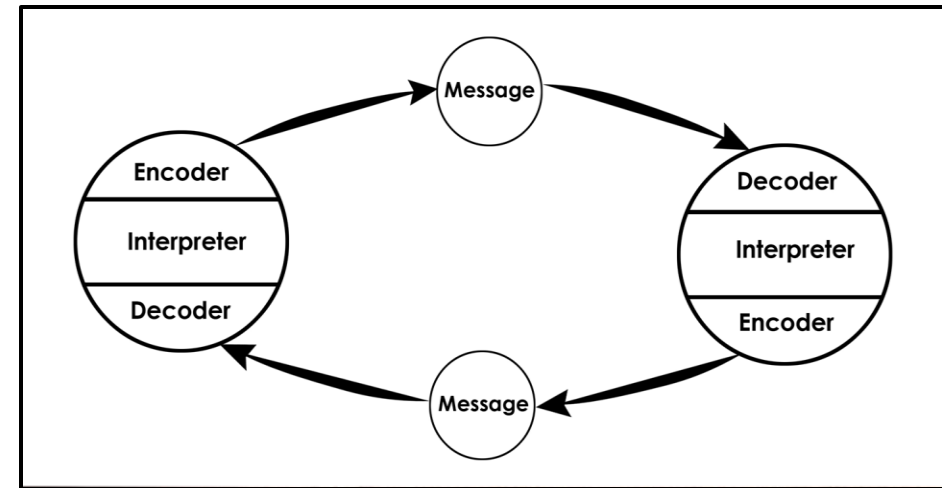


What model or models of communication should Tom apply and why?

Generic Communication Process Model



Schramm's Interactive Model



"Four models of communication and the best model one for tom's problem would be....."

(Figure 3.) Schramm model is a process as a two-way circular communication between the sender and receiver. Wilber Wilber Schramm proposed the model of communication in (1954) the model of communication

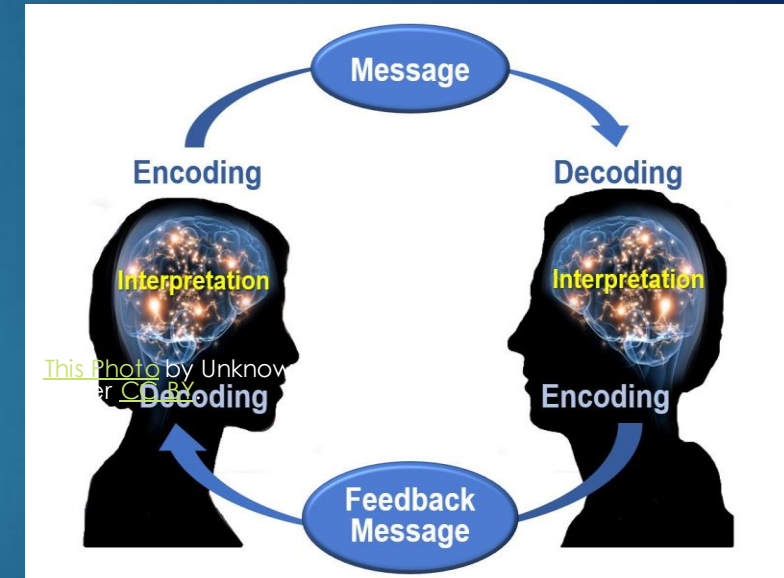
Chosen model of communication for Tom and why?

Schramm's is a circular two-way communication model, an extension of Shannon-Weaver's one.

We have chosen this model because:

- It emphasises encoding and decoding the message
- Communication is incomplete unless sender receives a feedback from recipient.
- Encoding starts communication by converting the thought into content.
- Decoding helps the receiver understand the message.

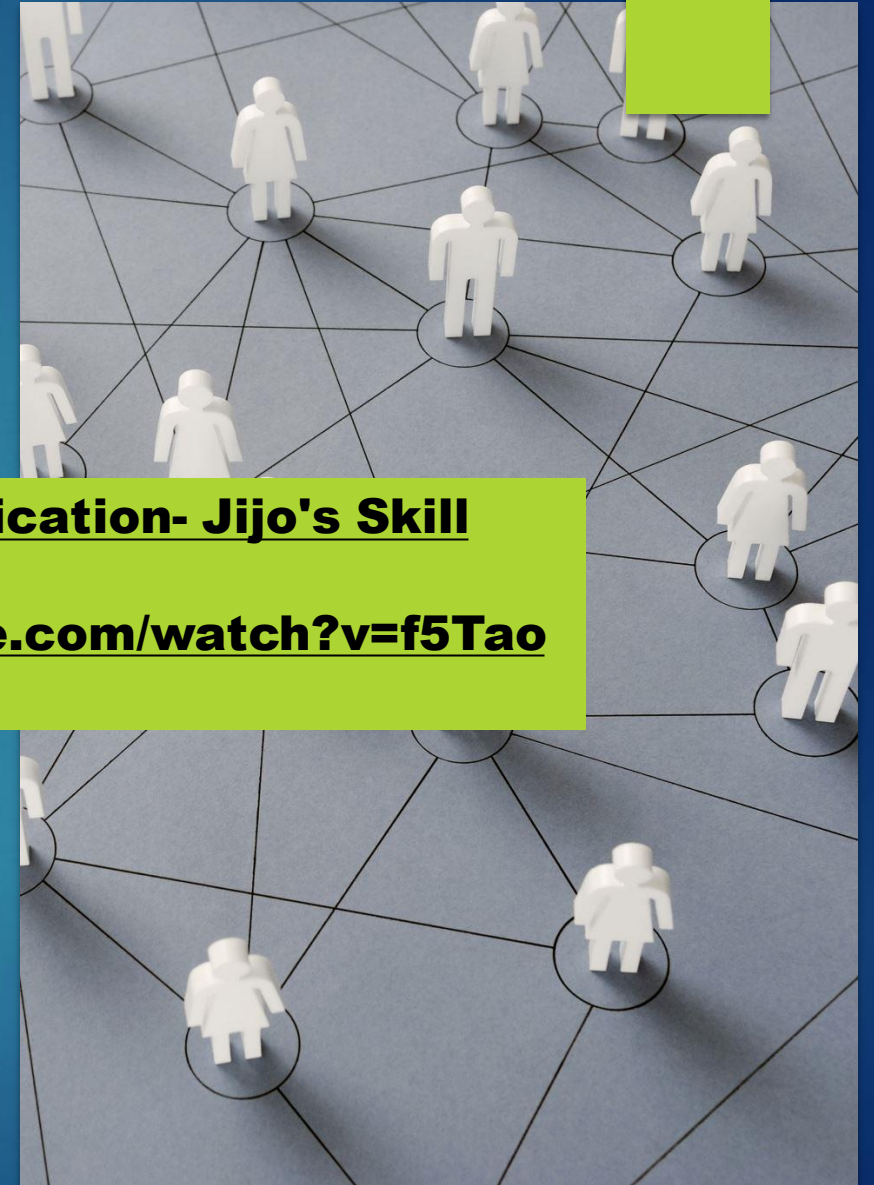
This will be useful to Tom because it will make sure that the employees clearly receive the message that Tom wants to give



Barriers of communication for Tom and the team

- ▶ Language
- ▶ Perception
- ▶ Poor channels of communication
- ▶ Social
- ▶ Behavior / attitude

Barriers of communication- Jijo's Skill Factory (2017)
<https://www.youtube.com/watch?v=f5Tao6KHV5w>



Which communication barriers have or can negatively impact the project team?

Negative impact on the team

- **Language-** tom not able to understand the language can affect the team communication
- **Perception-** tom and the team may have different point of view which may lead to lack of motivation to work
- **Poor channels of communication-** tom had lack of resources order to reach out to his team
- **Social-** spencer and mihaela lack of interest in the project and they also have their own interest which affected team efforts and communication
- **Behavioural/attitude-** lack of proper training to lack of awareness and willingness; regardless, it can affect the work-flow and morale of the whole team

the channels of communication to be used by Tom to improve communication?



Libraries (2010)-"Types of Channels of communication are verbal communication involving listening to a person to understand the meaning of a message, written communication in which a message is read, and nonverbal communication involving observing a person and inferring meaning."

Discuss the channels of communication to be used by Tom to improve communication?



To improve channel of communication the key elements are- Robbins and al. (2000) function of communication control, motivate, emotional expression and providing information

- ▶ **Face-to-Face:** tom needs to allow some kind face to face Meetings – this allows for him to see body language, facial expressions, and other nonverbal communication especially with mihaela and spencer who lack interest in the project
- ▶ **Video Conferencing** – tom needs to set time and date for video conference to retains their ability to read facial expressions while increasing flexibility from office and this would allow team to be on board with targets, deadline and meetings
- ▶ **Phone Calls** – tom needs to make frequent phone calls as it removes the visual component, it allows for lengthy discussions whilst maintaining expressivity through tonality of voice and this would be good vocal reminder for team
- ▶ **written** – tom needs to send emails as its quick and efficient, also reply and respond to team member allows for planned formality and can be sent to multiple people at the same time and this would allow tom to have more formal interaction with his team

reference



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Teamwork Evaluation	Team responses.
Who was in your team?	My team is made by Labli Begum, Mihaela Birgau, Shakira Akhter and myself
What were the key strengths of your team?	The key strenghts of my team were the will to work and help each other
What were the challenges that you overcame as a team?	A challenge that we had was not being able to meet or video chat each other because of our different schedules, and a tiny bit of language barrier with one of the team member
What would you do differently if you worked as a team again?	If we had to work again I would try and schedule some meeting before or after class to try and exercise
How would you rate your team working? Out of 10?	I would rate us a 8.5