

EFFECTIVE TEAM WORKING AND COMMUNICATION

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Introduction

Communicating efficiently proves the effectiveness of the applied communication skills, which involve speaking, listening, empathizing, and observing. Significantly a communication skill enhances understanding of all possible differences in communications that could interfere with the process of communication. When barriers of communication threaten to interfere with the communication circle, the sender and receiver of the message should consider using communication models and alternative skills. Models of communication are systematic representations of the communication process that helps in enhancing understanding of how communication works and the appropriate way of using communication. Significantly, an effective communication model forms a general perspective in the communication process by breaking down complex communication into simple units besides keeping all the involved components in order. The transition from the conventional way of communication to a technology-oriented one demonstrates the improvement and effectiveness in the skills and models of communication; therefore, this report explores three models of communication, communication skills, and the advantages and disadvantages of incorporating technology in communication.

Three Theory of Communication

Communication theory plays a significant role in understanding components and relationships of the communication process by representing new thoughts and ideas on various communication aspects, which enables the sender and receiver of the message to plan for a well-organized communication system (Fulk, 2017 np). The standard communication theory includes Shannon and Weaver's theory of Communication, Schramm's Model of Communication and Berlo's Theory of Communication.

Shannon and Weaver's theory of Communication

Shannon and Weaver's theory of communication is referred to as the "mother of all models." because, among all the theories of communication, Shannon and Weaver is the most integrated theory as it consists of message, sender, medium, signal, noise, receiver, encoding, decoding, information destination, and probability. Shannon and Weaver's communication theory is linear as it provides a framework used in analyzing sent information. This theory is best known for its effectiveness in explaining how information can be mixed up or misinterpreted in encoding and decoding processes. Although this theory is a straightforward communication model, some criticisms follow [Shannon and Weaver's](#) theory assumption that communication in the model is turn-taking since an individual can send a message and is received simultaneously (Keyton, 2017, pp 513). The linear model is associated with some advantages in the communication whereby the model helps an individual to focus on noise interference and communication channel that could ruin the main message in communication and enhances eventual decoding.

Schramm's Model of Communication

Schramm's theory of communication defines conversation as the process of exchanging information between senders and receivers through channels or mediums. This theory offers a classic approach and explanation of communication as it refers to communication as a two-way traffic, meaning that there must be a sender and a receiver in every complete circle of communication. According to Schramm's theory, in a communication circle sender and a receiver can be the same in what is referred to as intra-personal communication. The theory comprises three major elements, which explain communication as circular, whose sender and receiver of the sent information can be one person. According to Schramm's theory, a message is encrypted and transmitted to a different or the same person; upon receiving the message, the recipient should decrypt it, interpret and encode it before sending the message in the circular. The theory discusses three elements of communication: the Encoder element; according to Schramm's theory, the source of the message is the sender and the party who sent the message; thus, it is upon the encoder to be clear when sending the message for the easy interpretation. Further, the message sender should ensure the information shared is useful, accurate, and relevant (Keyton, 2017, pp 517). With the above responsibility, the message sender aims to make sure the recipient can easily encode the message; thus, the recipient should know the sender. In this theory, the success of each communication relies on the sender and recipient's ability to bring across information in a clear way. The second element is the decoder; according to Schramm's theory, the recipient can be an individual or a group of individuals, and the process of decoding a message can be impacted by several factors, for instance, how the recipient is conversant with the context, cultural aspects among others. Schramm's theory defines decoding as a psychological process. The third element is the message; Schramm's theory defines a message as information. In addition, the theory argues that circular information can be communicated through words or symbols. Message can as well contain verbal content or non-verbal content.

Berlo's Theory of Communication

Berlo's communication theory believes that a complete and effective circle of communication can be achieved when the sender and recipient of the message are on the same level. In Berlo's Theory, the message might not have the same influence as intended if the message sender and recipient are not similar; thus, a receiver must develop good listening skills for effective communication. Regarding psychological context, mental and emotional situations and stress, among other psychological factors, can influence communication effectiveness (Fulk, 2017 np). The pros of the interactive model include its contribution to enabling the mode used to reflect on the surroundings and its contribution to ineffective communication. The cons are centered on its inattentive in economic, social, and political realities; in other words, the interactive communication model does not consider how an individual's identity can inform communication with each other.

Communication Skills

Communication skill refers to proficiency used in communication to enable an individual to speak suitably with a broad variety of people considering the effectiveness of speaking, listening, observing, and empathizing. Communication skills allow people to participate in a conversation and understand the appropriate way of communicating with each other. Additionally, communication skill enhances sharing of ideas, thoughts, and feelings without conflicts and compromise. The following are common communication skills.

Verbal Communication Skill

Verbal communication skill involves using common language in transmitting information from the sender to the receiver. This communication skill uses more than speaking abilities and demonstrates how an individual delivers and receives messages in speaking or written interactions. Verbal communication skill comprises intrapersonal, interpersonal, small group, and public communication. In verbal communication skills, a speaker is free to rein over words of his choose. In verbal communication, word variation contributes to solving the complexity of communication because the word used is based on the sender or receiver variant.

Non-Verbal Communication Skill

Nonverbal communication skills include facial expressions and gestures, among other applicable signs that enhance the transmission of messages from the sender to the receiver without verbal language. Nonverbal communication skills complement verbal communication; notably, in communications, gestures and posture carry a deep meaning to the conversation and help participants understand how each one feels about a certain issue. In addition, a nonverbal communication skill gives participants of a communication a valuable message regarding a particular situation (Hargie, Dickson, and Tourish, 2017, pp 93). Thirdly, the skill plays a significant role in improving the ability of communicators to relate, engage, and establish meaningful interaction. Therefore, a good understanding of nonverbal communication skills enables both sender and receiver involved in a communication circle to develop a strong relationship.

Written Communication Skill

In communication, written communication skill is often used to enhance exchanging of messages between two or more people in writing. Different from other skills of communication, written communication skill seems more formal but inefficient; it provides records and references. In the modern information age, written communication is a basic skill because following the influence of technology in communication, many communication models today occur through writing.

Visual Communication Skill

A visual skill of communication refers to visual elements such as presentations, videos, and chats, among others, used in sending and receiving information. Visual communication skills in facilitating information sharing involve visual aids in sending and receiving a particular message; visual aids are viewed for the thoughts, ideas, and information communicated (Hargie, Dickson, and Tourish, 2017, pp 112).

Listening Skill

Listening skills in communication refer to the ability to receive and interpret messages and is a critical element of every effective communication. Without listening ability in a communication circle, a message can easily be misunderstood. Listening in communication is a soft skill that enables people involved in sending and receiving information to understand the conveyed message clearly. Listening skills in the context of communication comprise speaking skills. Having good listening skills, apart from enhancing understanding, contribute to making an individual a good communicator and improves someone's experience of speaking to others because active listening in communication builds trust, knowledge, enhances identification of the problem, and resolves conflicts (Hargie, Dickson, and Tourish, 2017 pp 161). Applying the above communication skill simplifies sending, receiving, and interpreting certain messages in a communication circle.

Advantages and Disadvantages of Technology in Communication

Following the current transition in technology, technological skills are incorporated into many aspects of human life. For instance, in communication, technology is a critical tool that has changed the nature of the communication process, providing alternatives to effective and efficient communication. The use of technology in communication makes sending and receiving information easier, efficient, and quicker.

Advantages

The benefits associated with the use of technology in communication are endless; firstly, technology has improved the speed of the communication process. Messages that before the technology used to take days, months, or years to reach receivers today, due to the use of technology in communication, reach the inboxes of the receivers within seconds; this has been enhanced by the use of wireless signals, cables, and satellites among other electronic devices (Llopis-Lorente 2017 pp 4). Secondly, technology has improved communication clarity. The use of video, megapixel images, and quality audio technology has improved clarity in communication. Due to the use of technology in communication, conversation transparency has been enhanced; thus, those involved in a communication circle benefit from receiving the exact content the sender shared. The third advantage is convenience; modern technology in

communication has contributed to paving the way for easier and faster ways of sharing the message. The fourth advantage is centered on proximity; following technological advancement, the world has been made a global village where everyone feels connected through technology (Turdiyevna, 2019, pp 83). The other advantages include dissemination; today, certain information can be shared efficiently using technology through social media platforms. This advantage has been boosted by social media platforms where people interact and share information.

Disadvantages

Technology in communication makes communication less personal; communicating through social media platforms lacks privacy in most cases, and shared information ends up being disclosed to the wrong hand. Secondly, the use of technology in communication has resulted in distraction from real life; for instance, coming close to an individual engaged in a heated communication can make you feel lonely, disrupting the relationship between people involved in a conversation. Thirdly, incorporating technology into communication has increased the potential of misunderstanding between communicators because when people communicate through phone or any other gadget, they lose nuances offered through body language and voice inflection (Choi, Nam, and Kim, 2019, pp 147). Talking via technology gadgets, the people involved in a conversation lack access to emotions and feeling expression; this disadvantage can distort the clarity of the information conveyed.

Case Study: Pedro and Maria

This scenario explained with Shannon and weaver's model of communication explains the misinterpretation of the nature of human communication. A message is encoded by the sender and sent to the recipient via a technological channel, such as the telephone. Therefore, due to external factors such as noises, interruption, bad connection and so on, the message may be misinterpreted.

Conclusion

During communication, the information sender focuses mainly on the receiver's response because that is what keeps communication on continuity. An effective communication process gives less focus on taking and concentrates more on listening to note the emotions of each communicator. Observing communication skills and models enhances understanding of shared instructions resulting in effective communication. Significantly, effective communication, especially in the working environment, contributes to improving confidence, clarity, respect, empathy, and open-mindedness surrounding, among other importance, hence improving the status of an organization. Above advantages in communication have been boosted by the use of technology in communication skills; modern technology has changed old-fashioned communication to faster and more efficient communication.

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