

Programe: CertHE Skills for the Workplace
Module: Effective Teamwork and Communication
Module Code: BMSW4002
**Assignment Title: Effective Teamwork and
Communication Assessment 1**

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1. Introduction

Communication is an important process that allows people to express their feelings and ideas. It can be conscious or unconscious, intentional, or unintentional (Patrichi, 2013).

As team members communicate with one another both verbally and nonverbally, it plays an important role in defining their collective life. The communication patterns among members clearly show that team goals, structure, and norms are in place. Interpersonal interaction is essential for completing tasks and managing relationships (Griffith and Dunham, 2014).

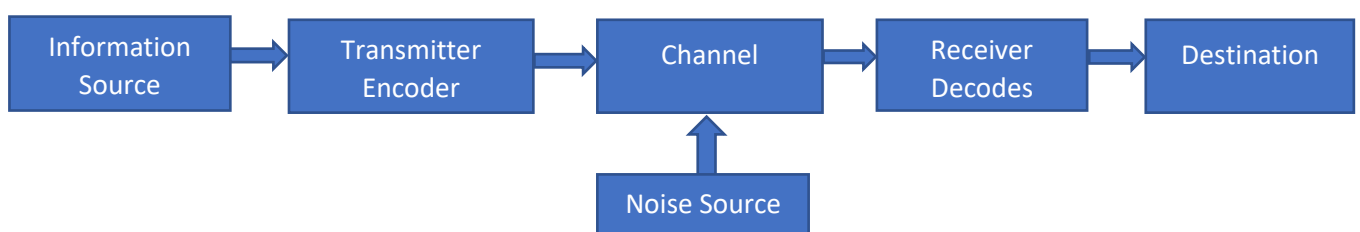
Effective communication in the workplace is critical to the success of a business. It helps build relationships within the company and with clients, and it helps employees be more engaged and effective. On the other hand, when teams fail to communicate effectively, the results are bad for the business. Gartner research shows that 70% of business mistakes are due to poor communication. A communication barrier is anything that prevents one from receiving and comprehending messages sent to another to convey ideas, thoughts, or any other type of information. These various communication barriers obstruct or interfere with the message that someone is attempting to send. There are numerous impediments to effective communication that can arise. This occurs because the sender's message may not be understood exactly as intended. During the communication exchange, it may become distorted. These various types of communication barriers can occur at any point during the communication process (VEDANTU, n.d.). It can occur as a result of workplace bias, stereotyping, and generalisation. This means that clear instructions and conversations are essential to preventing mistakes from happening. (Zambas, 2019).

2. Models of Communication

2.1 Shannon and Weaver (1948/49)

The Shannon and Weaver Model of Communication is a mathematical theory of communication that contends human communication can be broken down into six fundamental concepts: **sender, encoder, channel, noise, decoder, and receiver**. (Drew, 2019)

Figure 1 (The Shannon-Weaver Mathematical Model, 1949)



Case Study

Pedro works on a building site and one day his wife Maria called him and asked him to see if he can get a chicken when he comes home, Pedro replied okay. When he got home Maria asked him where the chicken is. Pedro then told her that he heard kitchen instead of chicken.

Shannon and Weaver (1948) explains this by identifying the physical noise as the cause of miscommunication.

The misunderstanding could've easily been avoided if Pedro gave Maria feedback and asked her why they would have to meet in the kitchen or if he had called her back when the noise from the building site was reduced.

Work Example

One day I had to meet one of my work colleagues in London to pick up some paperwork. As I was traveling by train, we agreed to meet in a coffee shop around the train station. When I arrived, I called her, and she gave me directions to where I will find her. She kept saying to me that she is in a coffee shop next to the Travelodge. Because of the busyness of the station and the music that was playing i heard “the coffee shop next to the traffic lights” my response was “okay, I will be there in 5 minutes” I ended up walking in the wrong direction for a good 10 minutes looking for a coffee shop next to the traffic lights.

I think this is a good example showing how the background noise and not paying full attention to the transmitter (encoder) can distort an entire message and its information. I could've avoided the misunderstanding if I had called my colleague once I was out of the station paying full attention to what she is saying and maybe asking her for clearer directions.

2.2 Schramm (1954)

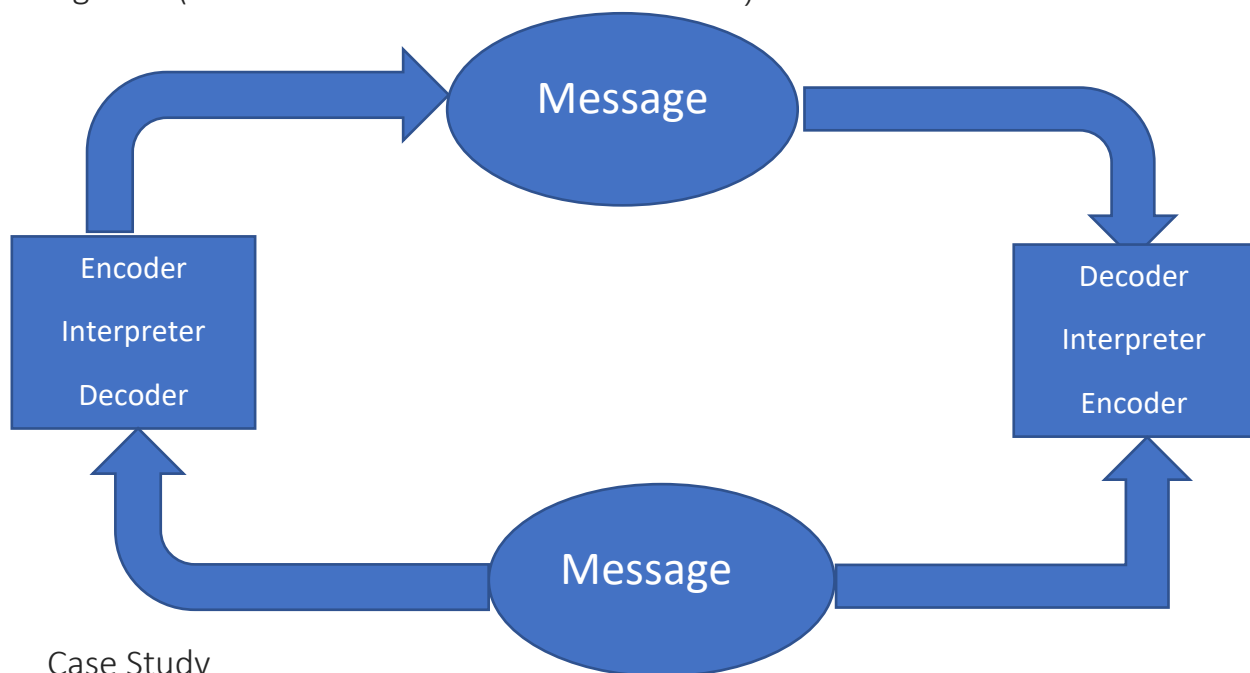
Schramm's Model of communication involves a cyclical exchange of messages between **sender** and **recipient**, as well as **feedback** or **acknowledgement**. (Bhasin, 2022)

Information is transmitted two-way in the Schramm model, so it is up to the receiver to determine what the speaker was trying to communicate.

According to Schramm's model **encoding** and **decoding** are two very important aspects of an effective communication. (Bhasin, 2022)

Schramm's model of communication differs from Shannon and Weaver model because of its ability to incorporate both ancient and new components, such as semantic noise and feedback, into a single system. (Bhasin, 2022)

Figure 2 (Schramm's Model of Communication)



Case Study

Pedro and Maria – Shramm agreed that the noise could distort the message but argued that for the communication to be complete, the receiver should send **feedback** to the sender. Pedro could have phoned Maria back to ask her whether she really did mean “ Kitchen”.

Work Example

There was a time at my workplace when we had a group chat with the entire staff including our boss where we had to discuss the overview of that particular day including what we could have done better and what we could improve the next day, there was also a lot of constructive criticism however not everyone in the group was open for criticism. Sometimes, when we cross the line, misunderstanding kicks in which led to trouble. This is what happened during that time. If only my colleagues had the same fields of experiences, and knowledge they could've prevented the argument from happening.

2.3 Berlo (1964)

Berlo's SMCR model is similar to the others but, like Shannon and Waver it is linear and without feedback. Interference on 'noise' might be caused after the message is sent. This noise disrupts the message and causes the receiver to receive the message only partially or not at all. Factors that might influence the sender are also applicable to the receiver.

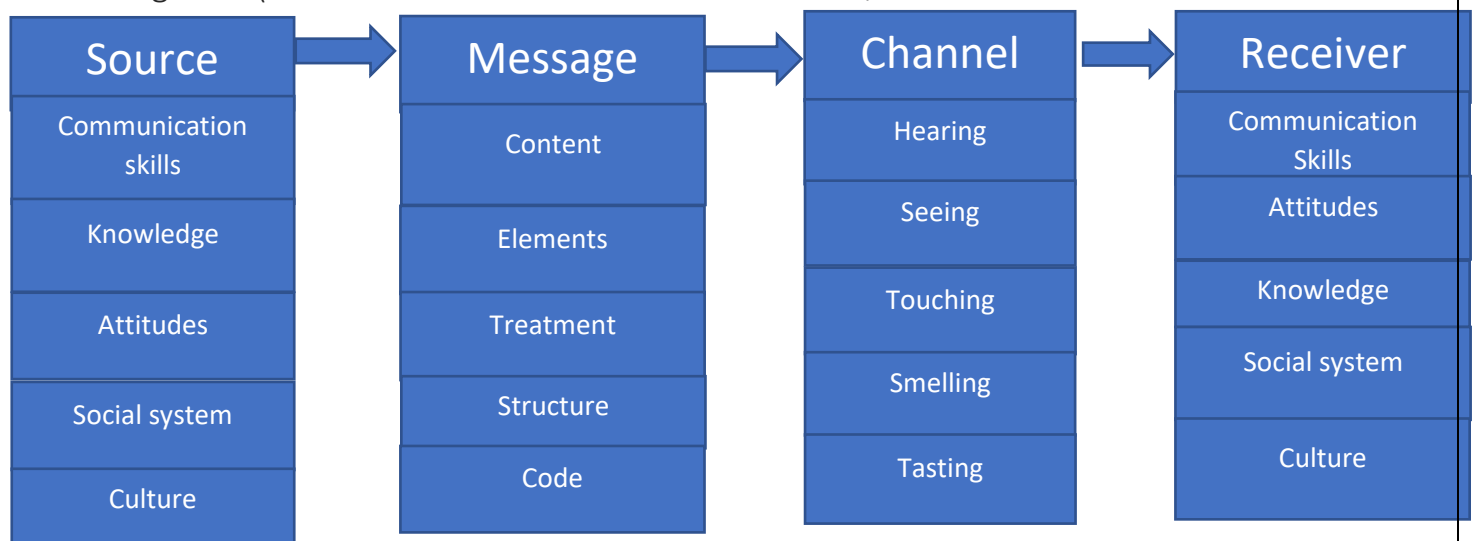
External noise, like in Shannon and Weaver's model. May be caused by background noise during phone call, for example. **Internal** noise might be caused by differences between sender and listener in:

Communication skills: Reading, listening speaking, language differences.

Attitude: Bored, not listening, assuming things.

Knowledge: differences between sender and receiver which might result in language which the receiver does not understand. E.G, if sender uses difficult words, which makes it difficult for the receiver to understand the message. (moodle.uwtsd.ac.uk, n.d.)

Figure 3 (Berlo's Model of Communication SMCR)



Case Study

The professor and the Village People

An English Professor at well-known Walsh University lived in a large house next to a little village. He never went into the village and did his shopping into the town near his university due to people being uneducated and did manual jobs he felt that he didn't have anything in common with them. One night he fell asleep while smoking his pipe and the pipe fell on to the carpet and started a fire. The professor awaked and rushed into the village screaming that 'The edifice is being consumed by a great conflagration!' the people didn't pay attention to him, so nobody helped him. His house burned down and the next day he returned into the village and asked the people why they didn't help him. Their response was that he should have said that his house was on fire, and they would have helped. (Lloyd b. 7/19)

Berlo (1961) did not mention feedback but extended the definition of noise to mean internal noise created by differences between sender and receivers. (Knowledge, Communication skills, Education Culture and difference in the senses)

In this case study there is a knowledge difference between the professor and the village people. Although he thought that they are uneducated people and low class he went to them and asked for help using uncommon spoken English therefore they couldn't understand him. The misunderstanding could have been avoided if the professor would have used common English and simply say "Help, my house is on fire".

Work Example

Working as a waitress in a café in London typical customers would be construction workers coming in for breakfast and lunches. Sometimes I had difficulties understanding their language as they used cockney slang so when they were ordering food, I misunderstood their orders and I had placed the wrong orders. For example somebody ordered a" chipbutty " and I didn't understand what it was so instead of asking him what it was I bought him a ciabatta. I could have easily avoided these misunderstandings by double checking with the customer and maybe ask him to use common English when placing the order.

3.0 COMMUNICATION SKILLS

3.1 Verbal—spoken and written, choice of words tones and pitch.

Verbal communication is one of the most common forms of communication among individuals. (Griffith and Dunham, 2014)

Tone of voice can express a person's emotions, if they sound high pitch that can mean they are interested and optimistic, if they sound low then it could mean they're feeling down or dissatisfied.

3.2 Non-Verbal Communication—facial expressions, body language, gestures, eye contact, signals.

A nonverbal communication process is equally important to verbal communication. Observing nonverbal cues from a speaker, like smiling, eye contact, or fidgetiness, can help listeners interpret the meaning behind what an individual is saying. (Griffith and Dunham, 2014)

Unless people learn to control their emotions, their voice will be the first channel through which their inner state is revealed. When someone is excited or upset, for example, they will raise their voice.

Case Studies

A Day with the Chief – In this case study we see how Mark the salesman used communication skills in the wrong way while talking to his boss which was also the CEO of the company. First, he already had a preconception idea of her and judged her even before he met her expecting her to be the 'Wicked Witch of the West' just because his colleagues had described her so. After he met her, he realized that she is nothing like he expected her to be and like his colleagues had described her. She welcomed him in a friendly manner and with a smile on her face. During the conversation Mark has gotten a little too comfortable and he forgot his place when he started to use his body language and gestures like loosens his tie, crosses his legs in an unprofessional manner, he also started to badmouth his immediate supervisor and requesting a salary rise sending the wrong signals and being very unprofessional.

3.3 Listening

Active Listening- paying attention and not doing other things.

Listening actively is the key to understanding what another person is saying. Discipline and effort are required. (Griffith and Dunham, 2014)

Listeners may instead be comparing themselves to the speaker, mentally rehearsing what they will say next, daydreaming about a previous experience, or wishing they were somewhere else. They may also be speculating about what is going on in the speaker's mind (mind reading), filtering out parts of the speaker's message, or jumping to conclusions and offering premature advice.

Empathic Listening – listening and trying to put yourself in the speaker's shoes.

An empathic listener works to prevent the speaker from becoming defensive. Listen patiently to what the other person has to say, even if you disagree with it, to practice empathic

listening. It is critical to demonstrate acceptance, but not necessarily agreement, by nodding or inserting phrases like "I understand" or "I see." (www.mindtools.com, n.d)

Workplace Example

According to Cindy Lamothe (2019) empathic listening is more than just paying attention. It's about making someone feel seen and validated. At my workplace for example a customer tried on a wedding ring, that ring wasn't available in their size at our brunch store. The customer got really upset they really wanted this ring but didn't have time to wait. I emphasized with them, and I went the extra mile to see if I can help them, I called a few other brunches and found one in a nearby store.

4.0 THE ADVANTGES and DISADVANTAGES of TECHNOLOGY in COMMUNICATION

The use of technology can significantly improve team efficiency and increase productivity, but they need to be actively managed (Griffith and Dunham, 2014). Technology has many benefits when it comes to communication, including the ability to strengthen relationships, create a lot of jobs for society, and save time.

One of many advantages of technology in communication is that it can strengthen human relationships. Nowadays, many applications such as WhatsApp, Telegram, Facebook, and others have been developed to help people communicate with their friends and family more easily.

Disadvantages

Social Isolation-Online social networks can be elaborate, but they can also unexpectedly lead to social isolation. (Suleman, 2019)

Privacy Issues-Another potential disadvantage of communicating through technology is the loss of privacy. Your Internet communications may be insecure, allowing third parties to read email conversations or intercept instant messages. (Suleman, 2019)

Depression- social media can also cause depression as people often share their unrealistic lifestyle. (Suleman, 2019)

Addiction- is also another disadvantage especially for children as they can loose track of time they spend on social media (Suleman, 2019).

5.0 CONCLUSION

In conclusion, communication is an active process that occurs on a daily basis. A deliberate, intentional, and ongoing exchange of ideas and gestures is required for effective communication. Communication is like art always evolving and progressing. It requires effort, empathy, active listening, and positive attitude.

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