



Effective Team Working and Communication (BMSW4002_LON)

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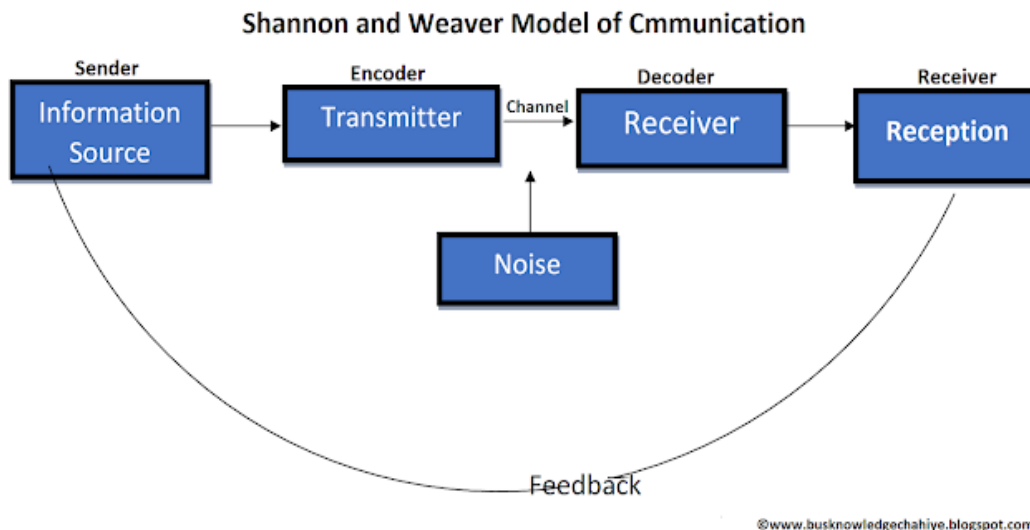
Introduction:

In this report, I will illustrate my grasp of the communication models, communication skills, and the advantages and disadvantages of communication technologies addressed in class, as well as refer to any case studies completed to demonstrate how this benefited my comprehension. In addition, I will provide examples of bad communication in my workplace and recommend methods for improving it.

Models of Communication:

Shannon and Weaver (1948/49)

In many ways, Shannon's (1948) model of the communication process represents the birth of the modern field. It developed a general model of the communication process for the first time, which could be utilised as a common ground for professions as disparate as journalism, rhetoric, languages, audiology, and speech sciences. Part of its success can be ascribed to its structuralist reduction of communication to a collection of fundamental components that explain not just how communication occurs, but also why communication occasionally fails. Good timing was also essential. It was time to recognise communication as a profession, and Shannon's model provided as compelling an argument as any. The model's continuous importance in reading comprehension is immediately obvious. While most students take an introductory communication class, it is one of the most important aspects of communication that they learn. Furthermore, it is one of just a few fundamental communication assertions featured in both mass communication and interpersonal communication introductory texts.



Shannon's model, depicted in the picture, divides the communication process into eight separate components:

- 1) A source of information. A person who produces a statement, presumably.
- 2) The communication that is both transmitted by the source of information and received by the destination
- 3) It's a transmitter. A telephone equipment that converts an audio signal into an electrical signal and amplifies it for transmission over the phone network to meet Shannon's needs. Transmission can be easily generalised within Shannon's information theory to encompass a wide range of transmitters. At least two transmission layers are included in the most basic transmission system, which is associated with face-to-face communications.

- 4) A signal that flows across a channel. Numerous parallel signals may occur, just as in face-to-face conversation, when sound and gesture contain various communication systems that rely on different channels and modes of transmission. There may be several serial conversations, with voice and/or gesture transformed into electronic impulses, radio waves, or words and pictures in a book.
- 5) A carrier or channel is represented by the small unlabelled box in the centre of the model. The most often used channels are air, light, electricity, radio waves, paper, and postal systems. It should be noted that the various degrees of transmission indicated above may relate to several channels.
- 6) Noise is defined as secondary signals that obscure or confuse the signal being transmitted. Given Shannon's emphasis on telephone transmission, carriers, and reception, it should come as no surprise that noise is limited to noise that obscures or obliterates some aspect of the signal within the channel. This is a fairly narrow and even deceptive definition of noise by today's standards. Today, at least some media are sufficiently noise-free that compressed signals with the bare minimum of information and with little risk of signal loss can be built. Shannon's solution to noise, redundancy, has been largely overtaken by a minimally redundant alternative:

error detection and correction. Today, we use noise as a metaphor for problems with effective communication.

7) A recipient. Shannon saw the receiving phone as an instrument. In face-to-face communication, a set of ears (sound) and eyes are employed (gesture). There are several tiers of television receivers, including an antenna and a television set.

8) A destination. A person who consumes and analyses the communication, presumably.

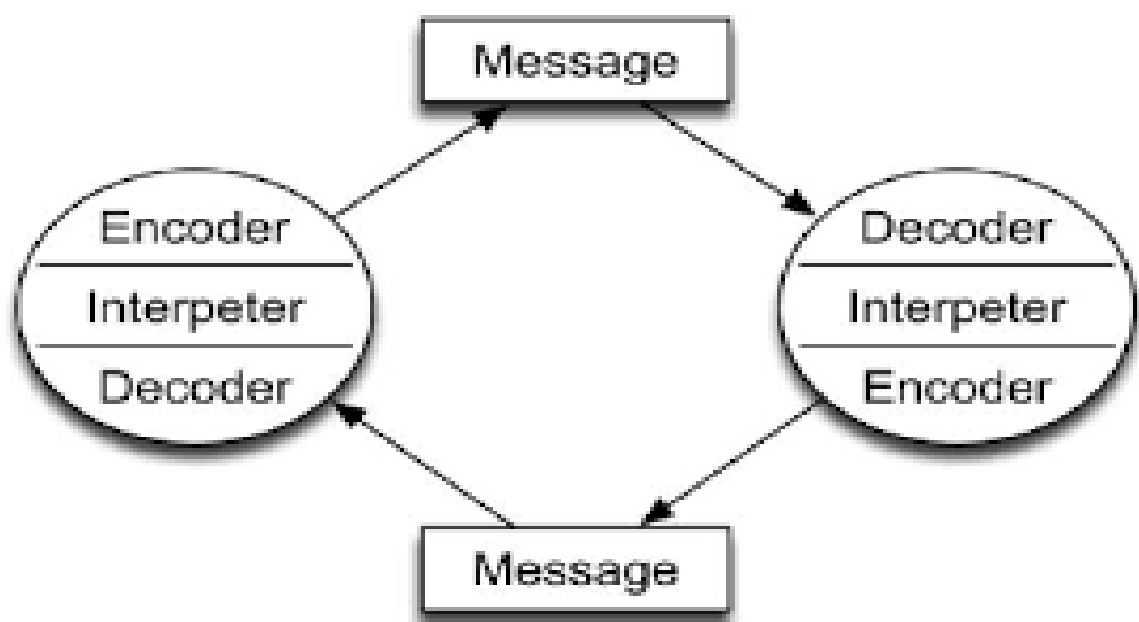
The Shannon-Weaver model is illustrated with a phone call. The sender in this scenario is the person who makes the call, and the encoder is a telephone that turns the message into a format that can be transmitted through wires.

Schramm (1954)

Because it assumed that communication was always linear, the Shannon-Weaver model was criticised. Wilbur Schram (1954) believed that considering the impact of messages was crucial. In Schramm's idea, communication is understood as a process between an encoder and a decoder. Most importantly, this approach takes into account how people interpret the message. Schramm believed that a person's background, experience, and competence all have an

impact on interpretation. Furthermore, Schramm believed that communication was carried through a medium. Furthermore, the decoder will be able to send feedback about the message to indicate that it was received. He claimed that communication is incomplete unless the receiver responds. According to Schramm's paradigm, encoding and decoding are required for effective communication. Communication that lacks decoding or feedback is useless or incomplete. In comparison to prior models, the role of feedback in Schramm's paradigm is a significant breakthrough. According to Schramm, communication is a dynamic interaction in which two parties exchange messages. In other words, the communication process does not end in the receiver's mind. Instead, after receiving a message, the communicator provides feedback in the form of a new message in the form of an idea, encrypts it, and returns it to the original sender, where the process is repeated. People continually decode and analyse their surroundings in order to assign meaning to them and encode possible reactions to them. Linear transmission models are those that lack a feedback loop, such as the Shannon-Weaver model. They differ from interaction models, which are also known as non-linear or circular transmission models. Schramm criticises the concept of a passive audience, which is prevalent in linear models of communication, and instead contends that the audience should be viewed as a complete

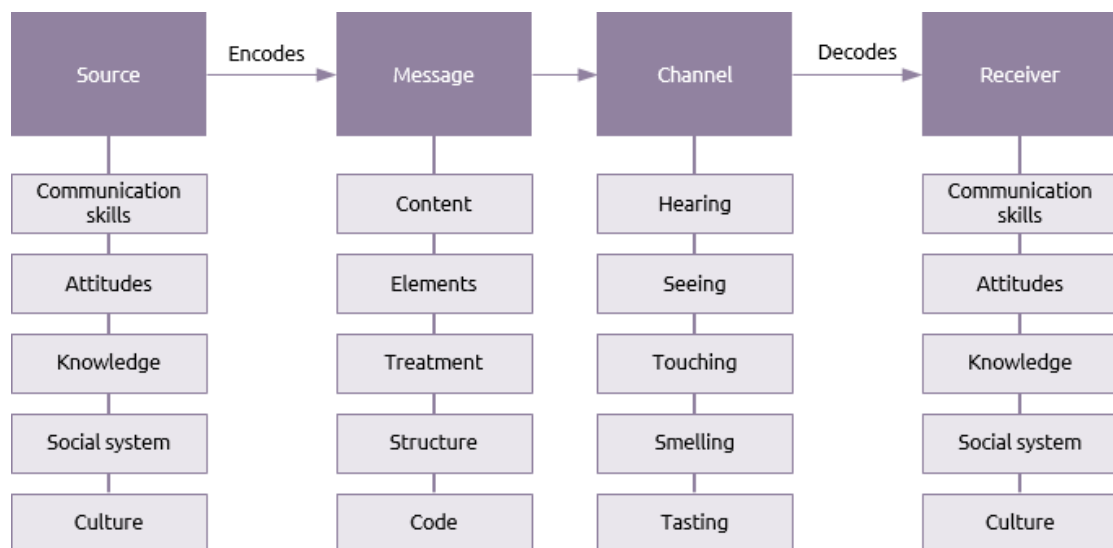
collaborator. Feedback is an important part of many sorts of communication. It can be used to confirm that the message was heard and to lessen the impact of noise. For example, the communication could be twisted or misconstrued by the receiver end route. In such cases, the feedback loop enables you to identify whether such errors occurred and, if so, to repeat the message to ensure that it is understood.



Berlo (1964)

Berlo's SMCR model is like the others, but unlike Shannon and Weaver, it is linear and lacks feedback. After the communication is sent, there may be interference or noise. This noise interferes with the message, causing the receiver to receive only a portion of it or none. The same elements that influence the transmitter influence the receiver. As in Shannon and

Weaver's approach, background noise during a phone call can produce outside noise. Internal noise may be caused by differences between the sender and the receiver. The S-M-C-R Model of communication is clearly illustrated by watching the news on television. The newsreader acquires and conveys information to the audience. The message is the news, the platform is television, and the audience is the recipients of the message.



Communication Skills:

Verbal

Verbal communication is defined as oral communication with words spoken out by you or others. Nonverbal communication, on the other hand,

is about what isn't expressed out loud: gestures, facial expressions, and body language. Written communication consists of words on a page. Everyday workplace interactions rely heavily on verbal communication skills. You'll use these skills to inform your employer about your job, share findings with stakeholders, and provide updates to your team. You'll also utilise them while responding to others, whether to clarify or provide comments. Employers prefer people with these qualities because they make better, more collaborative team members. It's no surprise that the development of remote work has reduced our amount of vocal communication with our co-workers. We don't conduct open chats while passing by someone's workstation or stepping out the door to buy coffee. Because we don't talk to our co-workers as much in a remote office, stretching this skill is critical when we do have the opportunity to engage with them orally. Verbal communication does not have to be simultaneous as well. You can verbally connect with team members asynchronously using platforms like Vimeo, Loom, or even voice messages, and they can hear your explanation, thoughts, and ideas even if you're not speaking to them in real time.

Non-Verbal

Your nonverbal communication cues—the way you listen, look, move, and react—tell the person with

whom you're communicating if you care, if you're telling the truth, and how effectively you're listening. When your nonverbal clues match what you're saying, trust, clarity, and rapport improve. If they don't, they can create friction, mistrust, and uncertainty. If you want to improve your communication abilities, you must become more aware of your own body language and nonverbal cues as well as those of others. Body language, facial expressions, gestures, eye contact, touch, space, and speech are the seven modalities of nonverbal communication.

Listening

Listening abilities are a necessary component of good communication. If you have strong communication abilities, you can begin to establish relationships on the job and in society. You will also be able to make more effective decisions and reach agreements with others more quickly. Miscommunication is virtually always the cause of misunderstandings. Poor listening skills can also contribute to poor communication. When people do not share their side of the story or actively listen to others, they make assumptions and misunderstand one another. As a result, it's easy to misunderstand or mishear something. Misunderstandings will continue to arise if communication listening skills are not developed. Empathy is essential for effective listening. As a result,

it would be best if you expressed yourself in the same way as the speaker. If the speaker's face is sad or delighted, your facial expressions and words should portray similar emotions. Empathy with the speaker necessitates focus and energy, but it allows for open communication and the building of bonds. Listening assists in keeping judgements to a minimum. When you are actively listening to someone, your complete attention is on the conversation. As a result, you make every effort to comprehend the other individual or group of people and eliminate judgmental views. As a result, you must listen to the speaker with an open mind because they are providing you with their point of view. As the lecture progresses, you may realise that the speech makes more senses. Active listening is the only way to provide feedback to the speaker. The purpose of feedback is to let the speaker know that you are actively listening. Feedback can be given verbally or nonverbally. For example, "okay, or I understand that" can be used for vocal feedback. You can also nod your head and make other suitable facial gestures to provide nonverbal feedback. Writing down what the speaker says also demonstrates your attentiveness.

Advantages and Disadvantages of Communication Technology:

Communication technology refers to electronic systems that are used to communicate between individuals or groups. Communication technology enables people or organisations that are not physically present in the same place to communicate with one another. Telephones, telex, fax, radio, television, and video systems are all included, as are more current computer-based technologies such as electronic data interchange and e-mail. The advantages and downsides are described below.

Advantages

We have speedier methods of communication during emergencies, we can communicate from anywhere in the world, long distance communication is easier for many people, and communication is simplified.

Disadvantages

Although digital technology has numerous advantages, it also has certain disadvantages. Perhaps you've had the desire to "unplug" from your gadgets, email, and social media. The internet, smart devices, and social media can all lead to information overload, low

productivity, job diversions, and misunderstandings among co-workers. Understanding these hazards and finding techniques to avoid them, on the other hand, will keep you productive and happy when utilising communication technology. Disadvantages of new technology include increased reliance on technology, typically high expenses associated with employing the latest technology, higher risks of job layoffs, closing of high street stores in favour of online company, and security issues related to data and fraud.

Conclusion:

The employment of any communication model is not a solution to the needs of organisational communication. Proper understanding and implementation help any communication model that a firm selects to adopt succeed. Furthermore, the organisational model is important in determining the model's performance. In other words, organisations should select communication models that are compatible with their organisational model. As a result of this understanding, businesses must employ models interchangeably to prosper. Using diverse models allows management to choose the best

communication model for a certain organisation, and by using the best model, the organisation will achieve its goals.

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