

UNIVERSITY OF WALES TRINITY SAINT DAVID

MODULE:
EFFECTIVE TEAM WORKING AND
COMMUNICATION

REPORT

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INTRODUCTION

This report is about communication. It is based on lessons learned from module Effective team working and communication as well as some own research regarding the topic. In this report is explained what communication is, following of analysing of three models of communication- on Shannon-Weaver, on Schramm and on Berlo. An example of poor communication in my own workplace, given in this report refers to the case study "Maria and Pedro" (Appendix 4), and to that how the noise, introduced in Shannon-Weaver model of communication, could affects the message and how it could be improved.

The report continues with introducing the communication skills, and why they are so important in our life.

Some advantages and disadvantages in using of the technologies in the communication are also introduced in this report.

The conclusion in the end of this report, give some inferences in generally.

MODELS OF COMMUNICATION

Communication is a process of sending and receiving a message using verbal or non-verbal (or both) methods. In any communication there are a sender, a receiver, a message, interpretations of meaning, and feedback. (Norquist, 2019)

Models of communication:

Shannon and Weaver model of communication (Chart in Appendix 1)

Shannon-Weaver model of communication is created as a linear model of communication and provides a structure for analysing how messages are sent and received and how they could be lost or distorted in the process between sending and receiving.

Shannon-Weaver's model of communication follows next steps:

1.Sender (Information Source)

The sender/information source is the person, object, or thing, who has an information to share. The information source starts the process by choosing a message to send, someone to send the message to, and a channel through which to send the message. The sender can send a message in different ways: by speaking orally, in writing, by body language, etc.

2.Encoder (Transmitter)

Next step in the Shannon-Weaver's model is the encoder/transmitter. Usually this is a machine, which transforms the information into signals (binary digits or waves) and send them from the sender to the receiver. Encoder could be the television, radio, telephone, computers, etc.

3.Channel

The channel is the infrastructure responsible to take the information from the sender and the encoder and transmit it to the decoder and the receiver.

4.Noise

The messages are transferred from encoder to decoder through channel. During this process the messages may distracted or affected by physical noise, which could affect the communication flow. In that case the receiver may not receive the correct message. There are two types of noise:

- Internal- when the sender makes a mistake encoding a message (missing word or wrong spelling word) or the receiver makes a mistake decoding the message (missing word or sentence in a text messages).

- External- when something, which is not under control of the sender or the receiver obstructs the message (poorly tuned radio, a lost letter, failed Internet connection, etc.)

5.Decoder

Decoder is the next step in the Shannon-Weaver's model. The process of decoding is an opposite process of encoding, where binary digits or waves should be transferred in a format that can be comprehended from the receiver.

6.Receiver (Destination)

This step of Shannon-Weaver's model is the step where the person finally receives the message.

7.Feedback

Feedback is the last step of Shannon-Weaver's model and take place when the receiver responds to the sender, close the communication line, and confirm they received the message. The feedback is not necessary step in every situation of communication. When we watch TV or listen radio, we do not send feedback to the people, who talk on them and tell them what we think. The situations when feedbacks will occur are in chat between friends, in writing a reply email, in the body language during a conversation, etc.

(Drew, 2021)

Example of poor communication in my own workplace

The following situation refers to the case study "Maria and Pedro" (could be found in Appendix 4 below), and gives an example, from my opinion, of that how the noise, described in Shannon and Weaver model of communication, could affect the message.

The situation:

Few years ago, I worked as part time cleaner for different clients in central London. One day until I was on my way to the next client, my phone rang. It was unknown number, and I was on a very noisy place, around Victoria Station, but I answered. That was a man, who introduced himself and said that he took my number from his colleague Anthony K. I knew Anthony, as he was one of my clients. The man, which name was Tom R., said that he and his girlfriend need a cleaner and ask me if I am interested of more job. At that time, I had some gaps in my program, so I said I am interested. He invited me for an interview and ask me when I am available to visit their home. I said that I can go on Tuesday, and he was agreed. I asked him to send me their address. The conversation continued around five or six minutes. Later I received a text message with their address and conformation for the interview. I was surprised as he confirmed Thursday as the day for that. I immediately sent text message to him back and explain that I cannot come on Thursday, and that I can come only on Tuesday. He confirmed then for Tuesday.

That situation gave me good experience, how the noise around me can affect the communication and the message could be distorted. Since then, in my communication to clients or friends, I always confirm, or ask for confirmation for every important agreement. Also, when I need to make an important conversation and I am on some noisy place, I am trying to find some quiet place, whenever is possible, or if not, then ask to call me later or to send me a text message.

Schramm's model of communication (Chart in Appendix 2)

Schramm's model of communication, also known as the Osgood-Schramm's model of communication is a circular model that contains all the essential elements of communication. The Schramm's model of communication contents the following keys:

Encoder – The person, who encodes and sends the message.

Decoder – The person, who receives and decodes the message.

Interpreter – The person, who perceives, analyses, or interprets the message.

There are an interpretation goes on from the message starting to ending, where only the message is received.

This model shows the communication as a two-way highway, where the information passes between the sender and receiver. One way of communication is when the message passes from the sender to the receiver, and another way is when the receiver sends a message back to the sender. The sender becomes the receiver. In this model of communication, both parties are required to encode and decode the message.

Elements of Schramm's model of communication:

1.Source

The sender is called the source of the message. The sender must be sure that the information in the message is relevant, essential, and precise. The message should be encoded properly, so the receiver can decode and understand it.

2.Receiver

The receiver is the decoder of the message. It is crucial that the receiver understands the information correctly. It is important that both, sender, and receiver, have common factors such as language, culture, understanding, etc.

3.Message

The message is an essential part of the communication. The message can be verbal or non-verbal, can be a text, audio, video, or a combination of them. The message is the communication that is passed between the sender and the receiver.

4.Interpreter

The interpreter analyses and interprets the message for the sender and for the receiver and is responsible that both parties understand the message correctly.

5.Feedback

Feedback is when the receiver transmits information, on base of the message he has received, back to the sender. Feedback can be seen as a message because it meets all the criteria of being a message. Feedback is essential for sender to understand that the receiver has understood the information correctly. This improves the effectiveness of the communication.

(Bhasin, 2021), (Communication Theory)

Berlo's model of communication (Chart in Appendix 3)

Berlo's model follows the SMCR model: **S**ource, **M**essage, **C**hannel, and **R**eceiver. For each element Berlo's model includes several factors:

1.Source/Sender

This is the first point in the communication, where the message creates. The sender/source is responsible for encoding the message in format that could be understand correctly by the receiver. The factors, which could affect the sender/ source are the communication skills, attitudes, knowledge, social system, and the culture of the sender.

2.Message

The message is the information, which the sender wants to send. The factors, affecting the message are according to content/s, elements, treatments, structure, and code of the message.

3.Channel

Communication is happening through the channel, and refers to the five sense organs- hearing, seeing, touching, smelling, and tasting.

4.Receiver

The receiver is the person who receives and decodes the message. The factors affecting the receiver are the same as to the sender- communication skills, attitudes, knowledge, social system, and culture.

An effective communication could be happened only if the sender and receiver have the same or at least similar level of understanding.

(Bhasin, 2021), (Communication Theory)

COMMUNICATION SKILLS

Communication skills are abilities that allow an individual to send and receive different kinds of information. Communication between the people is important and helps everyone to understand and to be understood by others, creating relationships, transmit ideas, developing another personal skills, etc.

Types of communication skills:

- Verbal communication skills.

Verbal communication skills include the oral (speaking) and writing skills of the person. An effective verbal communication could be achieved by:

- Clarity- Using simple language, speaking slowly and clearly, and choosing the correct words, depending on the situation.
- Empathy- Put yourself in the position of others.
- Sincerity- Be natural and respect the others.
- Eye contact- Always keep eye contact during the conversation.

The body language must send the same message.

When we send message in writing is important to know to whom we are write and to use an appropriate language- formal or informal. Formal language we use when we are writing to our employer, or to director of some organization. Informal language we use when we chat to our friends and family.

- Non- verbal communication skills.

In non-verbal communication we do not use words- our body talk instead of us (the body language). Using the body language, we can send messages all the time by our eyes, hands, or facial expressions, also by silence- space, touch, posture, and appearance.

- Listening.

The active listening is very important in a communication. Listening means paying our attention more closely to the person who is speaking to us. For that aim we must be concentrated to the message we receive- verbal or non-verbal, to gets its meaning and to react appropriately. To be good listener we must: be prepared, be interested, keep our mind opened, listening critically, resist distractions, try to help the speaker, back reflect, try not to interrupt.

(Notes, taken from lessons in class), (Indeed Editorial Team, 2021),

ADVANTAGES AND DISADVANTAGES OF TECHNOLOGY IN COMMUNICATION

Communication technology refers to all instruments, used to send, receive, and process an information. Some of the most popular communication technologies, used today, are mobile phones, radio, television, and Internet. Using verbal or non-verbal language these technologies transfer information to the people quickly and easily. There are plenty of advantages in using the technologies in communication, and of course some disadvantages as well.

Advantages.

The communication technologies, such as smart phones, computers, and unlimited Internet, give us opportunity to contact everyone across the world at any time by call, text message,

or email. Also, we can use them to make bank transfers, for shopping online, to sell online, to manage our business and day-to-day activities, to work from home, etc. That saves time and money. Through Internet we can find any information for any purpose at any time, quick and easy. Using the Internet and social media, we can find new friends, partners, or dream job. Internet offers innumerable options for face-to-face communication from different parts of the world through video conferencing.

Communication technologies are useful everywhere in our life and help it to become cheaper, and more efficient.

Disadvantages.

When we use the communication technology for some purpose, we share information, such as personal data, bank details, photos, etc. That can create several problems, such as to become a victim of scammers.

Using the communication technology too much in our life, reduce the direct contact between people and make them more asocial.

CONCLUSION

Communication is a very important part of our life. Everyone constantly communicates in some way: by talking, by writing, by singing, or by their body language. The models of communication, introduced in this report give a good explanation in detail, how the communication is happening, what can go wrong, and why the feedback is so important. For a good and efficiently communication are necessary good communication skills. The good communication skills give more opportunity to everyone to be more efficiently and realize their dreams.

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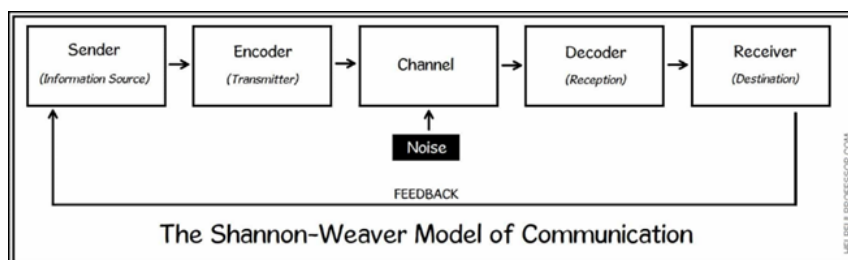
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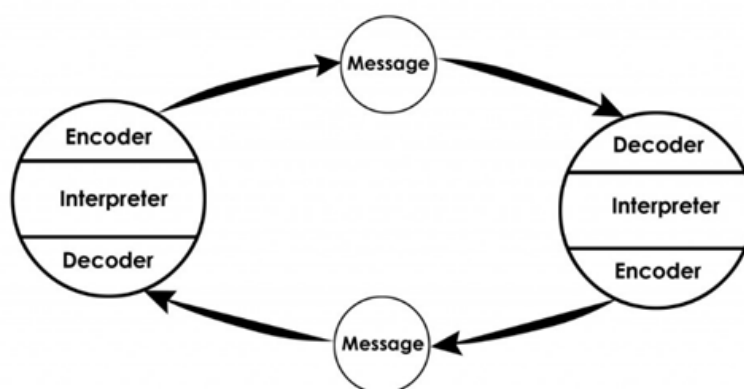
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Appendix 1: Shannon-Weaver Model of Communication (Chart)



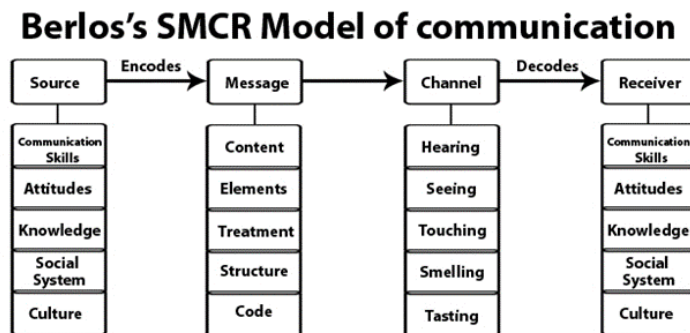
(Drew, 2021)

Appendix 2: Schramm's Model of Communication (Chart)



(Communication Theory)

Appendix 3: Berlo's Model of communication (Chart)



(Communication Theory)

Appendix 4: Case Study “Maria and Pedro”

MARIA and PEDRO

Pedro works on a building site and Maria is his wife.

One day Maria phoned Pedro.

‘Hello, Pedro, when you’re coming home, see if you can get me a chicken.’

‘Okay,’ replied Pedro.

When he got home, Pedro took off his boots and coat and went into the kitchen.

‘Maria, where are you?’ He said.

‘Here – in the sitting room,’ she said.

When Pedro went into the sitting room, Maria said, ‘Where is the chicken?’

‘What Chicken?’ Asked Pedro.

The one I asked you to get on your way home.’

Oh, no! I thought you said when I come home I will see you in the kitchen!

Appendix 5: Notes, taken from lessons in class

