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MODULE TITLE: EFFECTIVE TEAM WORKING AND COMMUNICATION

MODULE CODE: BMSW4002 TASK 1

ASSIGNMENT TITLE: EFFECTIVE TEAM WORK AND COMMUNICATION

LECTURER'S NAME: DR GULNAR ALI

COMMUNICATION MODELS

Communication is the process of effectively exchanging information involving two or more people. It emanates from a sender with a message through a medium to a receiver. Communication plays a very important role in the life of an average human being and organisations. Having a good understanding of the evolution of the communication process would enable one to communicate adequately. (Sharma, 2018, p. 50) Communication models clarify and throw more light on communication process. It is when an understanding is made from the information sent that communication would be said to be effective.

Before the advent of modern proponents of communication models, there were such models as Aristotle's model which was around 300BC and it is renowned as the oldest communication model and Harold D. Lasswell's Model of communication. In 1948 Claude Elwood Shannon and Warren Weaver came up with a model that happened to be the first to dwell on human communication. Their model came to be identified as the Shannon and Weaver model of communication. It is also referred to as, "mother of all models". The next model is that of David Berlo in 1960, his model is also referred to as the SMCR model which stands for Sender, Message, Channel, and Receiver, and the other model is the Osgood-Schramm's model of communication 1954.

Shannon and Weaver Model of communication:

This is one of the most recognised models of communication ever propounded, its proponents were two American mathematicians called Claude Shannon and Warren Weaver. This model which was created in 1948 is reputed for its simplicity and clarity and many students of communication see it to be very attractive and is widely accepted world wide. This model advances that there are five components, these are; Sender (Information source), Encoder (Transmitter), Channel (Pathway for messages), Decoder (Receiver) and Receiver (Destination)

Shannon and Weaver model tells us that the sender is the one who converts the message into codes and then transmits it through a channel to the receiver. The message is decoded by the receiver before he is able to understand it.

Berlo's Model of communication:

David Berlo's model of communication came about in the year 1960 and he explains in four clear steps. Sender, Message, Channel and Receiver (SMCR) Berlo tries to look at each part of the communication channel and the particular factors that affect and inhibit the effectiveness of the communication. (Businessstopia,2018)

Berlo in his model of communication tries to consider the emotional aspect of the message.

Berlo's model of communication posits that the speaker and the receiver must be at the same level of understanding before they can communicate effectively. This allusion most times is not tenable. It also excludes the concept of noise that interferes with communication. It is also built on the allusion that communication is one directional without feedback.

SCHRAMM'S MODEL OF COMMUNICATION

Wilber Schramm's model of communication propounded in 1954 leveraged on the Shannon and Weaver model of communication. For information to be assumed to be useful, it has to be put into words and relayed to other people. This model is also regarded as an interactive model because when the sender sends out a message the receiver shows he has made meaning from the message by giving feedback. In other words it is a two-way process of communication and it is when the sender receives feedback that the communication will be said to be complete. So, it could be said that the berlo's model of communication has feedback as its focal point. The present day situation where people respond to messages immediately aided with the advent of the internet. (Drew, 2020)

VERBAL COMMUNICATION

The passing of information to others through the use of words is called verbal communication. It can be in the form of written and spoken communication. Verbal communication is a very important aspect of communication between individuals in an organisation. Members of an organisation exchange so much verbal communication as they work together to solve common problems. A typical successful organisation always has a good flow of verbal communication amongst its workforce which comprises all the words used in communicating including both the spoken and written. (Maund, and Andrew, 2017).

If one devotes time to observe the verbal statements of each member of staff of an organisation, the verbal statements of each and every member of staff determines if they are supportive of what the organisational goals are or not.

NONVERBAL COMMUNICATION

Also important in the act of communication is the non verbal communication and it is as important as verbal communication. Non-verbal communication is the passing of messages through non-verbal or wordless ways of communicating. This is mainly noticeable through body language and it includes the following, eye contact, posture, tone of voice, body movement etc. The speaker puts his words through with such actions as smiling, eye contact or nervousness, tone and pitch of voice and signs. enhances the ease with which listeners are able to decode the words being used to communicate. Emojis are another example of non-verbal communication and they help in transmitting information from the sender to the receiver. Non-verbal communication at times can substitute for verbal communication and are well understood in such situations as when one uses his facial expression to buttress a point being made. There are four categories of non-verbal communication; they are, Aesthetic, Signs, Symbols and Physical.

OTHER COMMUNICATION SKILLS

Active Listening: Listening actively is a good tool in enhancing teamwork because this means listening without doing other things that could distract one's attention. So it is quite obvious that becoming a good listener is a tedious task but it is a worthwhile skill to acquire. (Maund, 2017, P. 52). Where members of a team do not listen to each other, the team cannot function cohesively. An active listener most times ends up as an effective worker and fellow workers hold them in high esteem. In the care industry, one has to have this quality of active listening to be able to function effectively. Being an active listener entails avoiding interruptions from such items as phones and paying attention to the speaker. Listening is a very crucial aspect of getting information and the bulk of the work of a healthcare assistant revolves around listening attentively to both your client, colleagues and managers.

Paraphrasing: This is a very good communication skill

Writing Skills: Good and eligible writing skills makes it a lot easier to communicate. Having good writing skills means that the person can write letters, emails, memos and reports. If one is unable to write correctly and keeps spelling words wrongly, your colleagues will find it very difficult to read duty reports written by you when taking over from you and most times they will avoid working alongside you at work. Indeed, poor writing skills will make readers of your report feel disappointed and not want to read the information contained therein.

Friendliness: Exhibiting friendliness at either the workplace or any other public place creates a sense of trust and understanding. There is no other place that friendliness is required more than in the care industry. Being friendly has a lot of positivity going with it and your clients, colleagues and managers will always give positive recommendations about you.

Confidence: Exhibiting confidence in your field of specialty at your workplace will make your fellow workers and clients take your views and submissions seriously. Confidence radiates and everyone around you will be keen to tap into this confidence being exhibited by you, As the saying goes 'confidence begets trust'.

Empathy: Being able to appreciate and understand what and how other people feel at any particular time helps one to communicate one's thoughts and feelings more effectively to others. (Baron - Cohen, 2020). With empathy we are able to put ourselves in a position to appreciate and understand when others communicate with us too. As a matter of fact, empathy is when you see and feel things the way the other person sees them.

Assertiveness: This means believing in what you are saying and remaining resolute in it without being too overbearing or being disrespectful to other people. One's assertiveness makes your listener pay more attention to whatever you have to say. This is more apt when you are in a position of carer to a client, he or she will take whatever information or instruction you give because of your carriage.

Calm and consistent: Wearing a calm and consistent disposition plays a very positive role when giving out information to both clients and colleagues. With a calm demeanour you are able to draw and retain the attention of whoever you are communicating with.

Paraphrasing: This is a very good communication skill and helps to confirm the information someone else has given to you. It repeats the information from the source to shed light on it in order to make sure it is well understood.

Respect: Showing respect to whoever you are speaking to is a very important communication tool. As a carer, I always show respect to our service users because I know this is a great communication skill that endears me to them and my colleagues. Having divergent views should not be a reason to show lack of respect by not paying attention and not trying to understand the other person's point of view, doing this will affect the work flow and definitely affect organisational goal.

Accuracy and clarity: Being a good communicator requires being clear and straight to the point at all times. It stands you in good stead to plan what to say ahead of time and this takes away anxiety and equivocation when dealing with either your clients or colleagues. I use this effectively in my day to day activities in my workplace.

Probing: When the listener tries to have a full understanding of what someone is saying, he decides to ask further questions so as to get more information. This gives him a clearer idea of what he is being informed about. Such questions should be open ended questions in order to get more explanation from the person.

An example of communication and its application in my workplace and the attendant barrier encountered was, when we had a manager who came from the north of England, we all

found it difficult to understand his accent. In this situation we being the receivers of the messages tried to decode it by asking him to slow down or most times asking him to repeat his messages or put them down in writing. This situation could be analysed with all three models of communication.

In conclusion, it is clear from all the communication models and skills mentioned above, that all about life revolves around communication. Relationships between individuals grow stronger with effective communication. Communication creates understanding which brings about good relationships. Organisations also benefit from the application of effective communication among its staff, it helps the organisation in planning, motivating and ultimately attaining organisational goals. The magnitude of technological development in the field of communication such as the use of texts, e-mails, mobile phones and the attendant growth of social media buttresses the importance of communication to mankind.

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In-class exercise 1

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Time allocated: 1 hour. Please return your paper to the lecturer upon completion. It will be returned to you at the next session. You will need to include a scanned copy of this exercise in the form of an appendix together with you Task 1 (part of the Assignment for this module).

Student Name: George Onyeka

Student ID: 1919241

Ex.1. Read the following passage and answer the questions.

The professor and the village people

A Professor of English at a well-known Welsh University lived in a large house not far from a little village. He never went into the village, but shopped in the town near the University because he had nothing in common with the village people, who were largely uneducated and did manual jobs. One night, the professor fell asleep while smoking his pipe and the pipe fell onto the carpet and started a fire.

When the professor awoke and saw the house on fire, he rushed into the village, screaming: 'The edifice is being consumed by a great conflagration!'

'The edifice is being consumed by a great conflagration!'

The village people looked at him and continued doing what they were doing.

'Don't you understand?' He said. "The edifice is being consumed by a great conflagration!'

They ignored him.

When the Professor returned home, he saw that his house had been completely destroyed.

He sat down on the ground and wept. The next day, he went into the village crying. 'Why, oh why didn't you help me? My home has been destroyed by the fire. I came and begged you last night.' He wept. 'But Professor, why didn't you say that your house was on fire? We would have helped.'

Q1: Why didn't the village people help the Professor?

Q2: What should he have done to get them to help him?

Q3: Whose model of communication do you think can explain this situation?

Q4: Why

1)The villagers did not help the professor because he actually was not communicating with them because of his high sounding verbose language.

2) He should have used very simple and clear language so that the villagers could understand what he was saying.

3) Schramm's model of communication fits this scenario.

4) Schramm's model points out that the message has to be clearly understood by the receiver. He makes it clear that, until the decoder is able to decode the encoded message from the encoder, that means the message is of no effect. In this case, the villagers could not understand the words of the professor, hence they did not respond to his plea. That means the communication was not complete.

Lecturer's signature: _____ **Date:** _____

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In-class exercise 1

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Ex.2. Read the following brief and write a business email according to the instructions.

You are Director of Communications at your company and you would like an employee, Jack Daniels, to join your Communications Training team.

- Tell JD why you are writing
- Say what you have observed and like about his communication skills
- Tell him why you think he would be an asset to the team

Dear Mr Daniels,

LETTER OF APPOINTMENT

Following the recent discussion we had with you in our office regarding joining our company, We are pleased to inform you that you have been successful and we wish to offer you a position within our company's communications training team.

During the discussion, we were particularly impressed with your confident disposition and concise written and verbal communication. These are skills which we like to see in all our employees. As such, we believe you will be an important and excellent addition to our communication training team.

We look forward to welcoming you on the 1st September, 2020.

Best wishes,

**George Onyeka
Director of Communication**

Lecturer's signature: _____ Date:

GEORGE ONYEKA

STUDENT NUMBER: 1919241

COURSE: EFFECTIVE TEAM WORKING AND COMMUNICATION

DR. G. ALI

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!

Q: Why do you think Pedro misunderstood Maria? .

Q: Whose Model of Communication explains this confusion and why?

Q: How could this have been prevented?

Q: Whose Model of Communication explains how it could have been avoided?

- 1) Pedro's hearing must have been disrupted by the noise emanating from the site where he was working, this must have blurred his hearing of the correct message passed by Maria. It shows the interference of noise through the channel as postulated by Shannon and Weaver.
- 2) The confusion that ensued can be traced to the communication model of Shannon and Weaver. Maria was the sender as well as the encoder of the message and Pedro was the receiver and decoder. But between them there was the channel and the background noise which in this case could have been the noise at the work site which interfered and distorted the information in the ears of Pedro or Maria's message not being explicit enough.
- 3) The confusion could have been eradicated by the removal of the noise in the channel, and this could have been by Maria rephrasing her message in a clearer way. This could have been prevented with the application of Berlo's model of communication which advocates the Sender and the receiver being on the same level for communication to take place. Pedro should have gone away from the building site to avoid the noise.
- 4) Schram's communication model helped in avoiding the misunderstanding that ensued after Maria sent her message. This would have ensured that feedback was received after sending the message.