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1 – COMMUNICATION

Communication is the key to effectiveness. Good communication at the workplace there could have been effective outcomes. When it comes to team management and leading, to meet the project results on time the main fundamental aspect is effective communication.

With a formal definition of the communication at the workplace, which focuses on the manner through which employees exchange ideas and information within the organization either in the teams or between companies to meet the targets on time (Arcenas J, 2021). In project management the most important task is to complete the target given by the organization and it could only be possible through effective communication.

Study suggests that businesses that are managed and based with strong communication have the likelihood to achieve the organizational goals and by team collaboration manager have effective outcomes (Oppong A & Birikorang E, 2014).

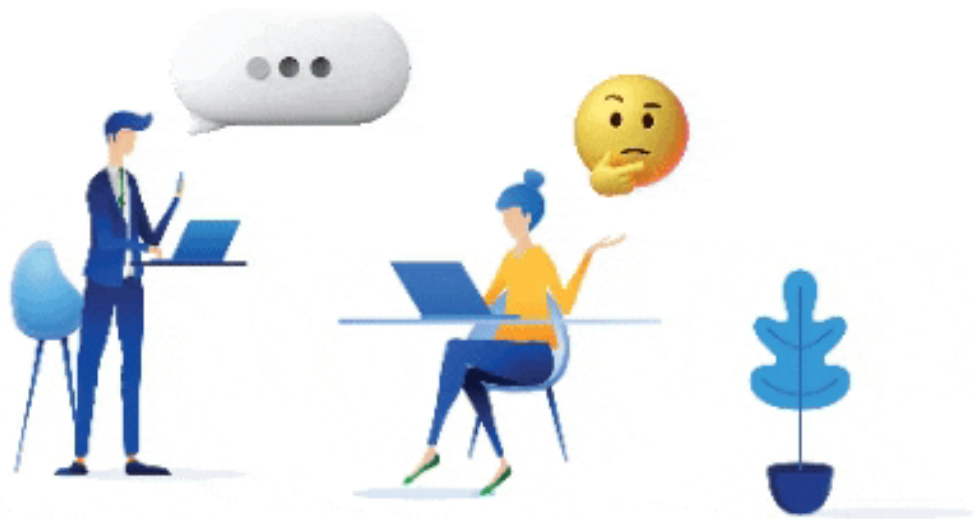


Figure 1: Communication at the workplace (Oppong A & Birikorang E, 2014)

The importance of the effective communication can be proved by the fact that it can have the following positive outcomes.

1. Effective communication is very much helpful in the team buildings (Bosworth P, 2016). Once teams are effectively built then through effective communication the teams can easily achieve the targets that are set by them (Bosworth P, 2016).
2. Can eradicate conflicts between the team members and this is the prime aspect of the business or company that always requires employees trust to be built on them (Bosworth P, 2016).
3. Innovation is achieved when effective communication is present between the teams and employees (Bosworth P, 2016).
4. Business and company can grow more & more through effective communication (Bosworth P, 2016).
5. Good organizational culture is the result of effective communication.
6. For better client relationship (Bosworth P, 2016).

Some of the barriers are as follows

1. Physical barriers that deal with the miscommunication of the nonverbal cues, gestures etc. (Beqiri G, 2018).
2. Psychological barriers are due to social anxiety and self-esteem (Yodiz, 2019).
3. Emotional barriers where employees find it difficult to express their thoughts and feelings (Beqiri G, 2018).
4. Lack of attention is also one of the barriers
5. Physical disabilities like hearing problems, speech difficulties etc.
6. Cultural differences can also be a barrier (Beqiri G, 2018).

Some of the consequences that arise from the poor communication in the workplace are misunderstandings, likelihood of the opportunities that could be missed, conflicts between employees, low morale, miss trust are the main consequences that can arise when proper communication among the workers and employees is not in place (Khan H, 2021).

2 – MODELS OF COMMUNICATION

There are three main models of communication these are Shannon & Weaver model, Schramm model and Berlo Model. The followings are the models in detail.

2.1 SHANNON & WEAVER MODEL

The model was presented in 1949 but was published in 1964 (Shannon & Weaver, 1964). The model is a mathematical theory of communication that urges that communication can be broken into 6 parts that is sender, encoder, channel, noise, decoder and receiver (Shannon & Weaver, 1964). Later on along with the six parts the additional 7th part was also added by the name called feedback.

It is the linear model of communication that provide the system of sending and receiving messages. The best usage of this theory is that it briefly explain that how misinterpreted and mixed up messages can be formed during the conversation (Shannon & Weaver, 1964).

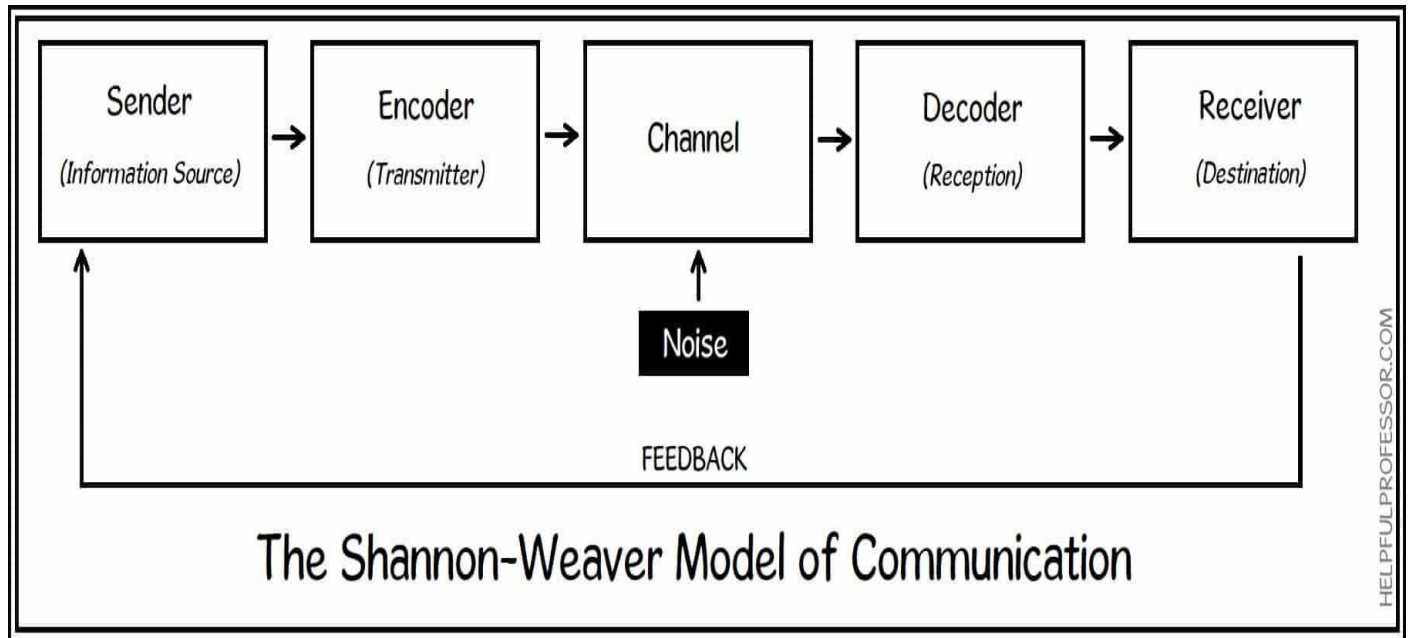


Figure 2: The Shannon - Weaver Model of communication (Shannon & Weaver, 1964)

SHANNON – WEAVER MODEL STEPS

SENDER	Information Source & could be a person, object or thing. It could be in the form of verbal, written etc.
ENCODER	A machine or person who function is to convert the message into the signals that could be delivered to the receiver. E.g. Telephone.
CHANNEL	Infrastructure that receive information from sender & transmitter and send it to the receiver. Simply known as Medium.
NOISE	A noise can interrupts communication when message is on the way from sender to the receiver. This could be internal or external.
DECODER	That decode the message. It could be a machine or a person and is the exact opposite of the encoder.
RECIEVER	The end point where the message is received or where the person or the device received the delivered message finally.
FEEDBACK	Feedback is the response of the message that is received in the last step. Weather they get the message clearly or not.

Figure 3: The SHANNON - WEAVER MODEL STEPS (Shannon & Weaver, 1964).

2.1.1 NOISE PRACTICE SCENARIO

A conversation on a busy road like highway where the receiver is facing trouble while hearing due to external sounds of vehicles. In other case the receiver might have psychological issues or some headache or any other problem by which the individual may not be able to properly receive the message (Shannon & Weaver, 1964).

2.2.2 AVOID MISUNDERSTANDING

The model is very effective and the reason behind is that, it explain the barriers to the effective communication by properly involving each 7 stages and identifying the causes through which the possible barrier could be arrived or any kind of misunderstanding that could be evolved (Shannon & Weaver, 1964). The model explain that there are three possible issues or problems that could be evolved during the conversation. These are Technical, semantic and effectiveness problems (Shannon & Weaver, 1964).

2.2.3 CASE STUDY ANALYSIS

The Pedro and Maria case study reveals that there is a clear misunderstanding of communication between the two of them. The Maria sends the message but the Pedro misunderstood the message. By applying the Shannon and Weaver model there could be the following possibilities.

1. Pedro is at working site so there could be a Noise in the communication.
2. The telephone (Encoder could be outdated or malfunctioned).
3. The Decoder (Pedro) did not decode the message properly.
4. The receiver may have some kind of medical issues.

The case study clearly explain the related theory perfectly.

2.2.4 SIMILAR EXAMPLE FROM WORKPLACE

In a bakery during an accident on a long conveyer belt where a worker arm got stuck and another worker nearby the accident shouting to the machine operator to switch of the machine but due to noise and psychological pressure on the rescuer, the individual shouts instead of pressing the alarm and danger light signal to the operator, results into the loss of arm and permanent disability to the victim.

2.3 SCHRAMM

The model also known as Osgood- Schramm model has a unique circular or cyclic model that include all the essential elements of communication (Juneja P, 2015). Unlike the linear approach this model work on the classic approach to explain the flow of communication and believe that it is a two way path where the message continually passing between sender & receiver (Bhasin H, 2021). The model fundamentally relates to the phenomena that the message should be understood between the sender & receiver and this model include Encoder or Sender, Interpreter or decoder and the message (Bhasin H, 2021).

The two way model simply suggests that message has been passed from the sender and is received by the receiver and then the message is send back to the sender like a role reversal where the sender and receiver changes accordingly (Bhasin H, 2021).

One of the important fact that should be kept in mind while using this model that if the message is not decoded by the receiver properly then the model is of no use (Bhasin H, 2021).



FIGURE 4: THE SCHRAMM MODEL (BHASIN H, 2021)

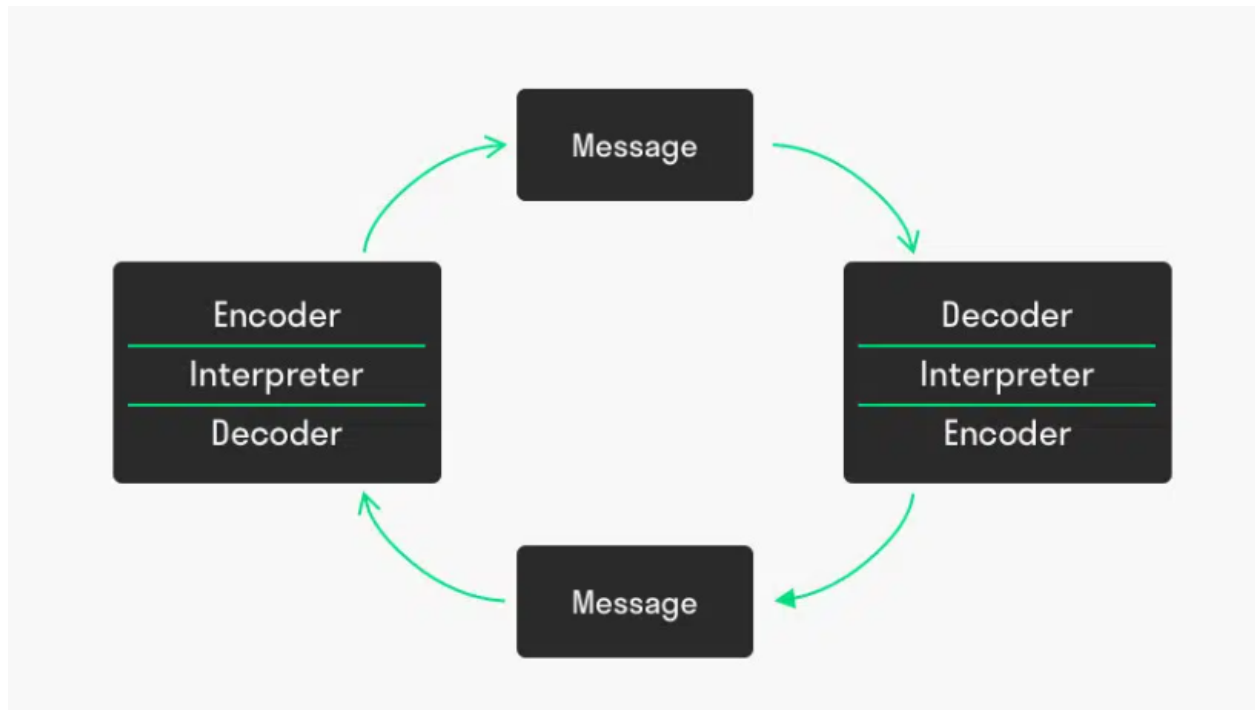


FIGURE 5: THE CIRCULAR PATH WAY OF SCHRAMM MODEL (BHASIN H, 2021).

THE SCHRAM MODEL STEPS

SOURCE	Sender who send message and it should be clear and understandable.
RECIVER	Decoder of the Message and one of important factor is the receiver and the sender must have common factors like language, understanding, knowledge etc.
MESSAGE	The core of the communication, must be in the form of text, video or combination. Could be both verbal and nonverbal.
FEEDBACK	Feedback, when the receiver respond correctly based on the input that the individual receives.
NOISE	Interrupts the process and leads to misunderstandings

Figure 6: The SCHRAMM MODEL STEPS (BHASIN H, 2021)

2.3.1 HOW TO AVOID

The possible way to avoid misunderstanding in the communication is when there is a clear and understandable message delivered without any interruptions like jargons that could not be decoded or difficult to decode etc.

2.3.2 CASE STUDY (FEEDBACK)

By studying the Maria and Pedro communication, the results according to this model suggests that effective communication between two were not established and the possible reasons could be the Noise at the site along with the very few words that were not enough for the receiver to encode. The possible sentence could be “chicken for dinner” instead of just “get a chicken”. A proper feedback will also be able to reduce the possibility of miscommunication.

2.3.3 WORKPLACE EXAMPLE

An office boy at a food company bring milk, cheese and butter to the office when asked to bring diary to the office by his senior.

2.4 BERLO MODEL

The Berlo model also known as SMCR model that focuses on the psychological view in the communication (Foran K, 2022). The model is comprises of four section like Source, message, channel and receiver (Foran K, 2022).

BERLO MODEL STEPS

SOURCES	All communication center where sources are generated (Person, Group, organization). Some important aspect of source are communication skills, thinking, writing, drawing etc.
MESSAGE	The Information that has to be delivered.
CHANNEL	Thought of sense, smelling, tasting, feeling hearing etc. also newspaper radio etc.
RECIEVER	That Receive Message and Decode it.

Figure 7: The BERLO MODEL STEPS (Foran K, 2022)

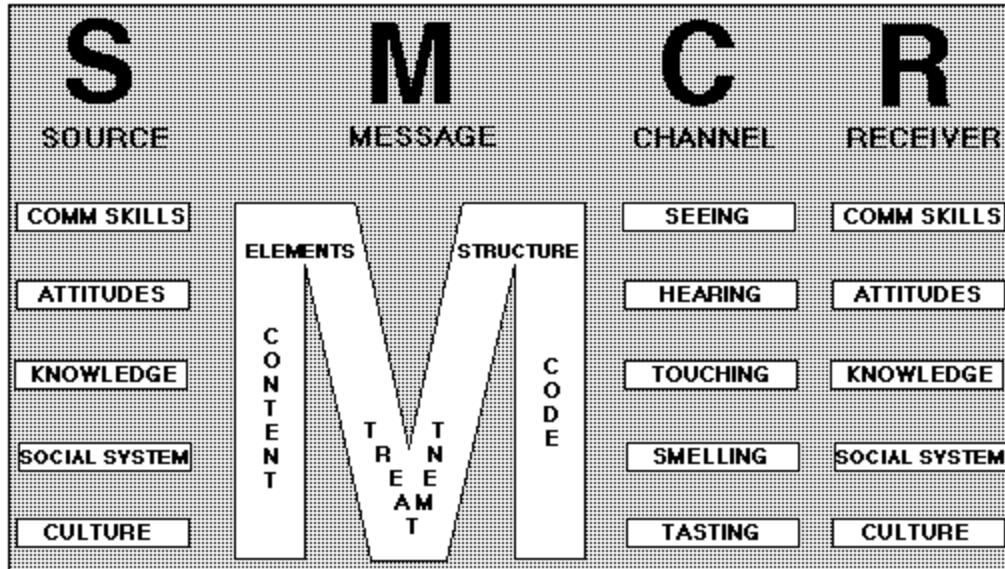


Figure 9: The BERLO MODEL (Foran K, 2022).

2.4.1 WORKPLACE EXAMPLE

In companies in Golf countries, majority of the workers, staff are from Pakistan, India and Bangladesh where few of them hardly knows Arabic or English but a local language, toolbox talk and meeting that were delivered by safety officer are delivered in local languages along with sign gestures and video graphic portrayal to avoid accidents at the workplace (NEBOSH, 2022).

3 COMMUNICATION SKILLS

Communication skills is the key to effective communication. The section is comprises of the Verbal, Nonverbal, Active listening and Empathetic listening under the case studies: A day with the Chief.

3.1 VERBAL COMMUNICATION CASE STUDY

The use of words to express the feelings or share information with others in the form of spoken and written are verbal communication. By studying the case study in the context of verbal communication the following results could be evaluated.

By speaking to Mrs. Brown, Mark found the complete opposite of what he heard about her boss that makes him relax and effective communication established among them.

3.2 NON VERBAL COMMUNICATION

Nonverbal communication involves gestures, facial expression and body language. The following outcomes could be evaluated from the case study.

The body of the Boss Mrs. Brown relaxed the sales man Mark while on the other side the sales man was worried psychologically and that was noticed by the Boss while entering the office that why the boss greet him well so that he might get relaxed.

The tone and gesture at the meeting become an integral part of the communication as at last she change her tone by firing him as she found him greedy for his senior post as there are other ways to delivered the in competencies of his boss at London.

3.3 ACTIVE LISTENING

Active listening focuses on the complete attention to the listener while communicating with the listener. By taking the case study as a base the salesman was an active listener that why he picked very early that her boss is a friendly and a very formal person, a complete opposite of what he heard from his colleagues.

3.4 EMPATHETIC LISTENING

The listening method that increase the ability to understand (Schmitz T, 2016). It provides a higher level of understanding. The case study reveals that the individual was using the method and that help him to understand other people and their feelings.

4 CONS & PROS OF TECHNOLOGY IN COMMUNICATION

ADVANTAGES	DISADVANTAGES
Very useful and effective in emergencies	Difficult to handle for older generation
Have access to anywhere in the world	Always expose to cyber attacks
Quick sending and receiving messages	Not always reliable
Understand multiple languages that are helpful	Difficult to identify sometimes to whom they communicate.
Up to date less affected by the Noise	

Figure 10: The Pros and Cons of the technology in the communication (Jones M, 2012)

5 CONCLUSION

Communication at the workplace is the fundamental key to successful outcomes and products that are according to the consumer demand. Effective communication can neglect conflicts, build effective and innovative teams while some of the barriers to the communication are physical, psychological and emotional. The Shannon weaver model has six stages with the extra feedback stage added latterly. These stages are sender, encoding, channel, Noise, decoding, receiver and feedback. The model based on the linear theory while the Schramm based on the circular theory where sender and receiver interchange their role regularly. The Berlo model based on the psychological theory for communicating messages. The verbal communication between the boss and the employee Mark become an effective approach to discuss their thoughts during the meeting while in the nonverbal communication the boss shows her anger through expressions. The active listening and emphatic listening important for understanding the partner emotions and feelings during the conversation. Technology in communication is vital as they are updated, can cover more distance with speed but at the same time it is too difficult to handle for old people while it is always exposed to cyber-attacks.

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