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Module Code – BMSW4002

**Assignment Title – Effective Team Working and
Communication**

Module Lecturer's Name – ANITA NAN

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Communications at my workplace

Introduction:

This report will aim to analyse the communication styles in my workplace. To analyse the types of communication used in my workplace I will be defining the different types of communication as well as models of communication. I will also make a judgement on how communication in my workplace can be improved and to do that I will explore the barriers of different types of communication.

Types of communication:

Communication is the act we perform when exchanging information with a person or group of people by speaking, listening ect. (Maund, Schriek and Tinkler, 2015)

Verbal communication

Verbal communication refers to exchanging information through speaking or writing. To be able to effectively communicate we need to speak the same language so we can understand the person or people we are trying to exchange information with. (Maund, Schriek and Tinkler, 2015)

At my workplace the most common type of communication is verbal. To exchange information, we speak one to one, in meetings, briefings ect.

Non-verbal communication

Non-verbal communication is the act of exchanging information without words. This can be done when showing your emotions by body language, gesture, facial expressions ect. (Maund, Schriek and Tinkler, 2015)

At my workplace when speaking to the staff and giving them feedback or instructions, I can understand what kind of mood they are in, by reading their body language and facial expressions. Most of the times when I am about to approach

them, their facial expression tells me how they feel and that helps me decide how to start a conversation with them.

Written communication

Written communication is when words are used to communicate a message. When speaking we use words, volume and tone to present information but with written communication words and punctuation are used. (Maund, Schriek and Tinkler, 2015)

At my workplace we have to communicate effectively with a lot of different departments and teams, the most effective way to do this it seems to be through written communication. When you have an important information to share, the easiest way to reach out to as many people as you can is just to email and CC the people you want to read what you have to say.

I have been given two in-class exercise “Case Study: A Day with The Chief” and “The professor and the village people”. I used to practice my written communication then was then given feedback from my lecturer which made me understand how to improve my written communication. I will attach those in-class exercises at the end of the assignment.

Models of communication:

Models of communication is the theory which explains the process of how humans communicate.

Shannon and weaver

The sender encodes a message and sends it through a technological medium to the receiver. (Narula, 2006)

I have been given an in class exercise a Case Study “Maria and Pedro” and I understood in there it has been used the Shannon and weaver model of communication.

David Berlo

David Berlo expanded upon the Shannon and Weaver model by removing the feedback loop. (Narula, 2006)

Schramm

Schramm proposes that the process of communication is circular rather than linear. This means that the sender and the receiver both exchange information between each other. This model is different to the Shannon and Weaver model only because the receiver also transmits information to the sender. (Narula, 2006)

At my workplace I mostly use the Shannon and Weaver because when my manager wants something to be done they communicate it to me and I have to report back to them when it is done. Example when there is a change of using a particular cleaning

chemical my manager calls me in a meeting brief me about the new product ,then give me a training how it had to be used and then I have to go and train and show all my staff. Then I have to go back to my manager and tell him that everyone is briefed and trained, so they can distribute the new chemical.

Styles of communication:

Analytical communication

Analytical communication is information which is justified by solid facts and statistics. It is strictly objective and focuses little on developing personal relationships. (Kumar, Kuri and Manjunath, 2004)

At my workplace I use analytical communication when giving feedback to my inferiors which is negative, this is so that they don't feel like I have a personal problem with them, but I am rather just criticizing their work.

Personal communication

This style of communication focuses more on developing intimate and personal relationships with the person or people who are being communicated with. Personal communication includes an emotional perspective, caring more about the feelings and reactions of the audience. (Danubius, 2009)

At my work place I use personal communication with my colleagues to create a relaxed environment and to make them feel like they can trust me and talk to me about non work-related issues.

Intuitive communication

Intuitive communication is when emphasis is put on the ultimate goal, little if any detail is given about the process of reaching the goal. (Danubius, 2009)

At my workplace the director of the company uses intuitive communication as they have a lot of responsibilities, and they cannot focus on every small detail for every department.

Functional communication

This style of communication focuses on being detailed and giving as much information as possible about the subject. Giving an explanation for every step is essential in functional communication, leaving no gaps. (Danubius, 2009)

At my workplace I use personal communication with my colleagues to create a relaxed environment and to make them feel like they can trust me and talk to me about non work-related issues.

Principles of communications

There are eight principles of communication: friendliness, animation, attentiveness, argumentative, drama, openness, emotional state and dominance.

At my workplace friendliness can make a person seem trustworthy and make them likeable to their audience. Using animation can make people engaged because it makes the speaker more relatable. Paying attention to what people say to you will make them want to hear what you have to say to them. Being argumentative can make a communicator seem assertive but also unpleasant to some audiences in some situations. Being dramatic when speaking can make the person seem passionate about the topic and engage the audience.

Research has found that three out of the eight elements are essential to a good communicator. Dominance, openness and emotional state. Expressiveness has also been found as a vital factor in good communication. The speaker's ability to express themselves through metaphors and stories makes them a more engaging communicator.

At my workplace I demonstrate dominance because it is very important as a supervisor that my colleagues perceive my authority. I also show openness so my colleagues can feel that I am reliable, and they can trust my authority. In high stress situations I remain calm and ensure that my colleagues can also stay relaxed.

Barriers in communication:

There are ten barriers to effective communication.

1. Physical barriers

Physical barriers are things such as insufficient equipment required for communication such as technology like computers and mobile phones or background noise. (Bocus, 1998)

At my workplace I send a lot of emails so if I don't have a computer, I will not be able to do that.

2. Attitudes

This refers to having strong feelings which may interfere with the ability to communicate. (Bocus, 1998)

At my workplace displaying anger while talking to somebody may make it difficult for that person to communicate with you because they will most likely not want to upset you further.

3. Language

Speaking the same language is important when communicating with people. (Bocus, 1998)

At my workplace people who are communicating must speak the same language to be able to communicate effectively with each other. Also using slang in some situations may be inappropriate and it may be a deterrent to communication.

4. Physiological barriers

Physiological barriers are things such as bad health. (Bocus, 1998)

At my workplace things such as bad eyesight may make it difficult to communicate if the person has to read or write a letter or email.

5. Problems with structure design

In a company, having a clear structure is important because employees may need to report to their superior and they must be sure who that is. Having an unclear organisational structure may lead to misinformation as an employee may ask somebody for advice who does not have the qualifications to provide a beneficial input.

6. Cultural noise

Is when having different cultures with different values. (Bocus, 1998)

At my workplace differences in culture could make it difficult to communicate especially if the people have cultures which clash. For example, if people in one culture are used to doing things in a certain way but the other culture promotes something different.

7. Lack of common experience

At my workplace experience leads to an understanding of situations. If two people who are communicating have not experienced the same things, they may not be able to find common ground.

8. Jumping to conclusions

At my workplace this is one of the most common problem when assuming what a person means instead of making sure can lead to misunderstandings and arguments. Sometimes the tone which people use can make them come across in a way which they didn't intend.

9. Information overload

At my workplace communicating too much information at one time can make it difficult for the other person to keep up and they can miss or ignore important parts of the message.

10. Ambiguity and overuse abstractions

At my workplace using too many generalisations and metaphors can make the message seem unclear. This may lead the person to misunderstand the communicator.

How to improve your communication

The following are a few examples of how a person can improve their communication skills.

Using open questions:

Using very specific questions can lead the person to give you a short and undetailed response because you have already assumed the answer, they just have to confirm or deny. For example, asking "how was your day?" can make the person give a detailed explanation of their day instead of asking "did you have a good day?" which the person can answer by simply saying yes or no.

If unsure, ask questions

If something a speaker is saying does not make sense, ask them to explain it further. This can help improve communication because some people can stop listening when they do not understand a point to try to decipher it.

Do not repeat yourself:

Repeating the same point when speaking can make it seem like you believe the person has not understood you the first time. This can make them feel belittled and therefore they may become uninterested in what else you have to say. It can also make you seem like you do not have much to say so you feel the need to solidify every one of your few points.

At my workplace:

It is very important to ask questions if I am unsure because employees use chemicals and they have to be safe when using them. Pretending that they know how to use a chemical that they actually do not can impact their health.

Conclusion

This report has focused on effective team working and communication. I have explained the importance of some of types and styles of communications and explained how I apply them at my workplace. I have also talked about the barriers in communication. I have given some useful ways for improving communication skills what a personal development plan is and why it is useful for gaining new skills and developing ones which people already have.

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4. Maund,A. Schriek. M and Tinkler, P., (2017), *Certificate in Higher Education: Skills for the Workplace Student Yearbook*
5. NARULA, U. (2006). *Handbook of communication models, perspectives, strategies*. New Delhi, Atlantic.
6. Universitatea Danubius (2009). *Styles of communication*.

Attachments:

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: GRETA Ndulika

Student ID: 1818633

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?

The village people didn't understand the professor because he was not speaking in a clear understandable way. Obviously the professor has a higher level of education and he uses a different level of communication in his day to day work (at work & with his colleagues & while teaching etc.) The village people have a simple level of communication. So if he had said them in a simple way they would have had understood him.

In this situation it has been explained a Shannon model of communication, because it is explained how the professor has send a message & the village people has responded understood something different from what he said. Then they have responded to him.

Lecturer's signature: [Signature]

Date: 24/07/19

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 Jack Daniels,~~

~~Dear Sir~~
~~Dear Mr Daniels~~

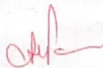
Dear Jack Daniels,

I am delighted to inform you that you have been selected to be a part of our Communication Training Team. From what I see at work and the way how you communicate with your colleagues and clients I have the observation that you have excellent communication skills. I think you would be a great asset to the team because you are always positive and you have great manners.

Your Faithfully X Best wishes,
your name (first name)
Director of Communications.

you need to use paragraphs

Lecturer's signature:



Date:

24/07/2019



Effective Team Working and Communication – Term 1
BMSW4002
In-class exercise 2

Student Name: GAETA NONKA Student ID: 1818033

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 your Task 1 (part of the Assignment for this module).

Ex.1. Read the following passage and answer the questions on the next page.

Case Study: A Day With The Chief

Mark is a top-performing salesperson at a pharmaceutical supply company. As a reward for his performance, he is treated to a trip to the corporate office in California to meet the chief executive officer, Ms. Mills. Ms. Mills is known around the office as the “Wicked Witch of the West” because of her short and sometimes abrasive demeanour.

Mark’s co-workers share “horror stories” of their encounters with her, stating that she rarely makes eye contact, never smiles, and dislikes being approached unless she initiates the conversation. Although he is excited to travel, he is also nervous about what he and Ms. Mills might talk about. He prepares by thinking about how he can share his sales strategies and techniques. On the day of the meeting, he waits patiently for Ms. Mills’ assistant to call him into her office. When he is escorted in to meet her, he is shocked to see a petite woman behind the large desk smiling back at him with kind eyes. He approaches, shakes her hand, and waits for her permission to sit.

Ms. Mills is nothing like the horrible person they made her out to be. Ms. Mills asks Mark several thoughtful questions about why he is successful, ways the staff can be supported, and how the company fits in with his professional goals. Mark feels more and more comfortable as she leans forward to listen intently to what he is saying. Mark loosens his tie, crosses his legs, and begins sharing stories of how he feels his immediate supervisor has dropped the ball on more than one occasion and that the team would be better if more money were allocated to incentives and bonuses. Mark immediately sees Ms. Mills’ eyes begin to squint and her brow furrow. She stands up abruptly and says in a gruff voice that their time is up and that her assistant will show him out.

Lecturer’s signature: _____

Date: _____

14/08/2019

1. Given the professional context, what would you have done the same and/or differently if you were in Mark's position?
2. Do you think Mark accurately evaluated the context? Why or why not?
3. What communication factors led to the change in the chief executive officer's disposition?
4. How could Mark improve his communication skills?

I think that Mark started the meeting with Ms. Mills very well, so I would have done the same paying her respect and acting professional. I wouldn't have felt that comfortable the way he did, simply because he knew that this meeting is very important and he should have shown more professionalism and showing more respect until the end.

I don't think that Mark accurately evaluated the context because he didn't stick to just answering Ms. Mills' questions, but got into sharing personal stories with her which was not needed, and instead of taking the opportunity and show that he is his working abilities, he actually spoiled everything by when felt too comfortable and friendly.

The disposition of the Chief executive officer's has changed from the fact that Mark has changed the way of talking - from professional he quickly jumped to being friendly which was wrong. The way how he started losing his tie and crossing his legs annoyed her as well.

Mark can improve his communication skills by sticking to what and how he felt on a first place - being professional.

Lecturer's comments: Some good ideas have been mentioned. There are some language errors which I would like you to focus on.

Lecturer's signature: 

Date: 14/08/2019

