

Effective Team Working and Communication
(BMSW4002_LON)

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ABSTRACT:

This report aims to understand what is communication, the different models of communication, and what barriers we can face during the communication process.

Also, will analyze a personal case of poor communication that happened a few weeks ago and at the end will conclude this report by doing a suggestion of how to improve effective communication from an early age.

MAIN BODY:

Communication is each act of sending and receiving information. The communication process depends on the channel where the message is transmitted and how barriers can affect it.

Communication can be verbal and non-verbal:

- Verbal communication usually refers to written or spoken language. It includes everything involved with words.
- Non-verbal refers to everything else that is non-work related, such as gestures, silence, signs, body language ...

Both verbal and non-verbal communication is very important and can say many different things, but for example, in the world of work is very important non-verbal communication when an interview is happening. The interviewer can learn different aspects from the interviewee. The interviewee (sender) can communicate with the interviewer (Receiver) lots of information by using non-verbal communication.

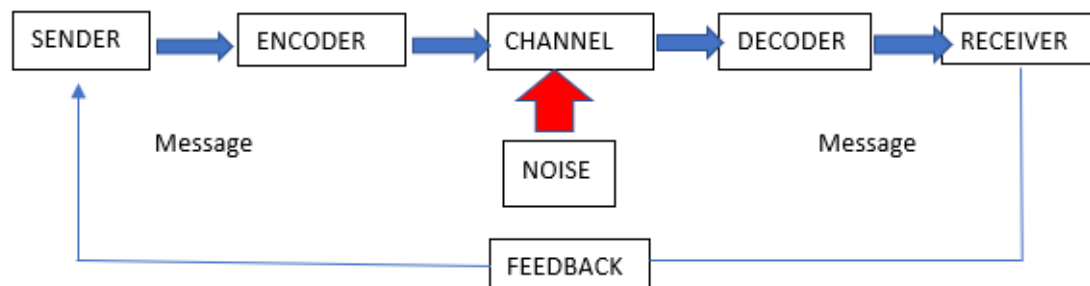
- The position of the body when talking can be interpreted in different ways: if it shows an open body with open arms and facing to the interviewer can be a sign of reliability and positiveness; but, if it shows a closed body with arms crossed can be interpreted as self-consciousness and disagreement.
- Eye contact: if there is eye contact during a conversation, shows that the person is secure and confident about what is talking about, if there is no eye contact means the person can be lying, is not sure, or is feeling uncomfortable during the conversation.
- Physical aspects, such as hair, nails, clothing, or smell can also be important during the process of communication. If someone goes to an interview wearing clean clothes, a good haircut/style and short and clean nails can be a sign of that person cares about the job, and

wants to give a very good first impression; but, if someone goes to an interview wearing dirty clothes, smelly and tangled hair and long and dirty nails can be interpreted by the interviewer that this person does not care about their aspect and will not care so much about the job.

- Smiling can be a good sign of sympathy and sensation of proximity and can give a good perspective of the interviewee to the interviewer.

Models of communication:

Shannon and Weaver model (1949) is a linear model that refers to different keys in the communication process: sender, encoder, channel, decoder, receiver.



The communication process begins with the sender, which is the information source, the sender will have to encode this information into a message, and the channel is the instrument where the message is transmitted to the receiver. The channel can be: radio, TV, letters, telephone...; while the message is traveling to the receiver, noise can come into the process. This noise can interfere with the process, a Noise can be a bad signal, bad network... Before the message reaches the receiver has to be decoded in terms to be understandable, the receiver is the final destination of the message, and finally, feedback is the part where we know if the communication was effective, which means, that the receiver has understood the message.

An example of Shannon and weaver model can be someone talking on the phone:

The Sender: Someone who is calling a friend what time they will meet.

(message): what time will they meet.

The encoder: The network company

The channel: mobile network

The encoder: mobile phone

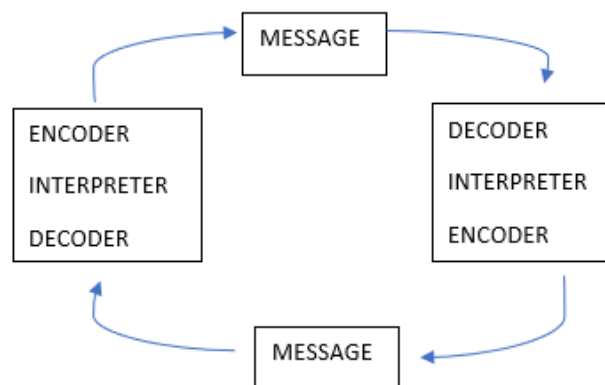
(message): what time is the meeting

The receiver: Friend

(Feedback): the meeting is at 3 pm.

Schramm (1954):

Schramm's model (1954) begins with the principles of Shannon and Weaver model of communication, but it is a circular process, not linear. This is a two-way path model, as the sender encodes the message and the receiver decodes it, but then sender and receiver exchange roles, and the sender becomes the receiver when gets the feedback, and the receiver becomes the sender when sending the feedback. The process of encoding and decode is crucial in this model for effective communication



Berlo's SMCR model of communication (1960):

SMCR stands for Sender, Message, Channel, and Receiver. This model is a linear model that explains most simply the communication process and relies upon the importance of four components.

The sender is the source of the message and is responsible to encode it. The sender can be affected by communication skills, attitude, knowledge, social system, and culture.

The message is the information that the sender wants to send to the receiver. The message can be sent via letters, phones, radio, audio, or video. The message is influenced by the content, element, treatment, structure, and code.

The channel is the medium used to receive the message, is normally a sensory system (hearing, seeing, touching, smelling, tasting) if it involves technical tools such as TV, phones, radio, this can be perceived by vision or sounds.

The receiver is the person who decodes the coded message.

This model can also present distortions and noises that may affect the decoding process of the receiver and alter the main information of the message.

Communication is more than just exchange information through messages, is about listen, understand, and interpret the purpose and intentions behind the message to make the other person feel understood and listened to. Once this is achieved, the communication process is effective, however, we can find barriers to effective communication that may affect the meaning of the information in the messages:

Different barriers of communication:

- Physical barriers: are the ones that are physically in the way of the communication process: This can be things like poor lightroom, temperature, or type of chair. A person who has appropriate lighting, a good temperature, and a comfortable chair will communicate more effectively than another that is in a room with poor light, with hot weather, and with an unsteady chair.
- Noise barriers: are interferences between sender and receiver, this can be distractions of external noises such as traffic noise, ringing phone, music, or interruptions from other people. For example, Communication between two people will be more efficient in a private room where there is silence in the background than in a nightclub.

- Emotional barriers: are the ones that involve the personal steam of each sender and receiver. This can be the mental attitude, emotions, fears, feelings, and values of every single person. This barrier includes things like angriness, sadness, anxiety, fear, distrust, respect, culture, and empathy. For example: In a communication between two people, it will be less effective if one of the parts is showing distrust, as it will not get the message properly from the sender, or maybe will not express what wants to communicate.
- Language barriers: sometimes language can interfere in communication: there can be situations where someone does not know a language, and that can be a problem to interpret a message. However, communicating with the same language can also be a barrier, as people can sometimes use different slang or colloquialisms. For example, someone can say “I saw a bat in the field”, where a bat can be understood as an “animal” but also as an instrument to hit a ball in a baseball game.
- Cultural barriers: refers to everything related to region, cultures, backgrounds, religion, ethnicity, or values that can lead to a misunderstanding in communication. For example, someone born in Europe can have different ideas from another born in Asia.
- Poor listening skills barriers: this barrier refers to everything that interferes the communication when listening, this can be a lack of concentration, or just not paying attention. For example, A communication of two people will not be effective if one of them is just looking at something at the window. That person is listening to the communication but is not hearing (paying attention).
- Physiological barriers: this includes illnesses, poor eyesight, hearing disabilities, or pain. Someone that just had a car accident and had a big impact in the diaphragm area, will not be able to speak very well, or a deaf person will not be able to hear the message. These are clear examples of physiological barriers.

Communication barriers are a matter of importance as if these occur, problems, conflicts, and complaints might arise during the communication process.

To avoid these problems is very important to listen and hear what the other person is saying, so we will show interest, empathy, and the other person will feel understood and listened to.

Example of poor communication:

Not so long ago I was in a situation of poor communication. It happened before the group presentation of ETWC. we were three in our group, and we all knew our duties, and what we were supposed to say during the presentation. We were a little bit busy because apart from the presentation we had work to do with other modules, we had to take care of our families or we had to go to work. For this example, I will use the names, Marcie and Poppy.

The day before the presentation we managed to do a meeting the three of us all together for a rehearsal before the final day. When we started to expose, Marcie passed the word to start introduction to Poppy and she stopped the presentation because she said she was not supposed to do the introduction, and she was not going to do it. Marcie tried to understand why Poppy refused not to do the introduction, as it was as we planned from the beginning. They both started fighting during the rehearsal: Poppy was very negative and did not want to accept to do the introduction of the presentation, because she said no one told her that was her part. After a long time of arguing Marcie sent her some screenshots where there was evidence of we send it in our WhatsApp group but Poppy was very apart from the messages and information we were sharing because she was busy with her family and did not have so much time to read her phone. After seeing that, Poppy finally, agreed to do an introduction on the presentation day.

This is poor communication, as we were trying to work in a group, and we were trying to communicate via WhatsApp. In this case, we can see different barriers to communication:

- Physical barriers: we did not have much time for a rehearsal, because we were busy doing many different things. Poppy could not get the messages as she did not have time to check her phone either.

- emotional barriers: we were busy, and we did not have much time to practice before the final presentation and that made us feel in a rush and a little bit stressed, that a small thing that made my colleagues fight. The introduction was only introducing the bullet points of the whole presentation, but we all were so nervous that we were in a defensive mode.

CONCLUSION:

Effective communication is a work for everyone, in my opinion, everyone has big importance when communicating. During this module, I learned so much from communication and I think is very important to teach this from earlier generations. Empathy, tolerance, and respect are roles very important for me, In my point of view, is crucial to know how to listen to others to listen as well. I suggest teaching this in schools for children, so they can understand a little bit more about effective communication and barriers to communication. Because from early ages, they can understand how to emphasize with others that might have personal problems, or they are facing physiological barriers (as an example), and by understanding this a little bit more, probably there will be fewer conflicts, and everyone will feel a good sensation of being understood.

I think a good idea of teaching this in schools can be doing games of roles exchanging or playing the telephone, but not just as a game, but to teach the importance as well of having good communication and cooperate with others to achieve effective communication.

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