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Section 1: INTRODUCTION

Communication is an act of giving information, receiving information, and then sharing this information. To have quality public speaking, we must possess a set of activities that are part of communication skills. In the business environment good communication is very important, but not only there, in general nowadays we all need proper communication in our personal life as well. Proper communication helps us better understand people and their situations. To create conditions for sharing important or creative ideas and to solve problems before they become big. (Communications Skills: Definition and Importance in the Workplace, n.d.)

In the business world, most employers believe that proper communication can improve and even increase the productivity of their employees.

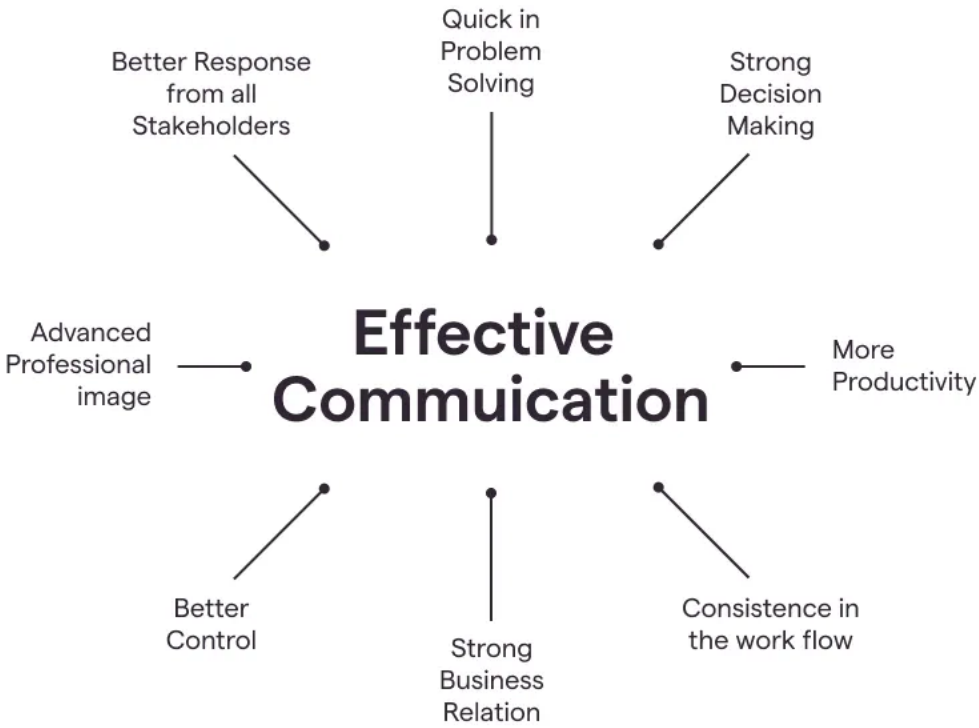


Figure 1

With our already strong communication skills, we can positively influence our own business. Strong communicators drive change, motivate, inspire colleagues, and offer good solutions to tasks. (Jouany & Martic, n.d.)

Let's talk a little about the barriers of communication and the consequences of poor communication.
There are many reasons why interpersonal communications can break down. In many of the messages that are said, it may not be received exactly as the sender intended it to be received. Therefore, it is important for the communicator to seek feedback to check that his message has been clearly understood.
Poor communication happens when there is no correspondence between what is said and what is heard, in clearer words we can say that the person with whom we are communicating does not understand our message and we do not have a mutual understanding.
Some reasons for poor communication in the workplace:

- Unconfirmed understanding
- Poor communication skills
- Remote communication

And so, poor communication in the workplace can permanently affect the productivity of our employees or colleagues, so it is very important to have a proper approach to communication in the workplace. (How to Address Poor Communication in the Workplace (indeed for employers, n.d.)

Effective communication is the one that involves overcoming all barriers and conveying a clear and concise message.
The most common barriers to effective communications are:

- Language differences and difficulty understanding unfamiliar accents.
- Jargon uses.
- Differences in perspective.
- Cultural differences.
- Non-verbal communication, Physical barriers.
- Attitudinal barriers.
  (Barriers to Effective Communication, n.d.)

Section 2: Models of Communication

2.1 Shannon and Weaver (1948/49)

Shannon and Weaver's model is a linear model of communication with which we can analyse how messages are sent and received between people during their communication.
Shannon and Weaver's model is also a mathematical theory of communication, according to which communication between people can be divided into 6 key stages**: sender, encoder, channel, noise, decoder, and receiver.**

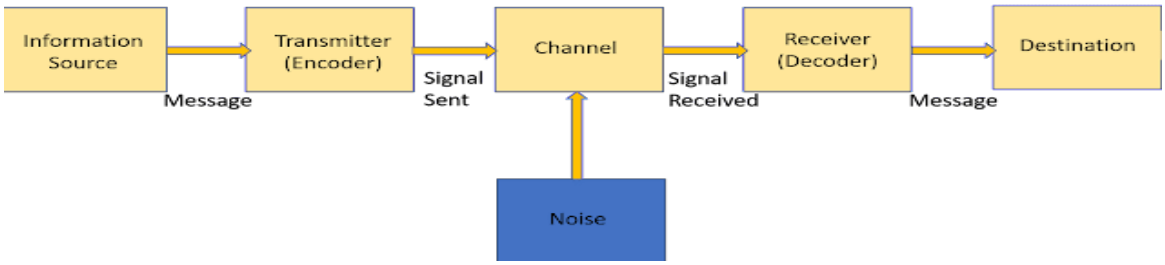


Figure 2

The main person who developed this theory is Claude Shannon and for this reason the model is known as the "Shannon's theory" or "the mother of all models "because of its popularity. The main task of this model is to explain to us how messages disappear or get distorted during communication between people.

I can explain Shannon and Weaver's model of communication by giving an example from our classwork about Maria and Pedro and how the communication between them breaks down and remains misunderstood. (Chris, n.d.)

Example: Maria and Pedro are couple; they are living together. One day when Pedro was at work in the building site where is too noise, Maria called to Pedro and said to him to buy a chicken on his way to come home. Pedro said: Ok. Although when Pedro came back home from work, he asked Maria where she is, she said: 'at the sitting room', and of course she asked about her chicken which chicken Pedro didn't buy, because he thought Maria said to him when you are come home you will see me in the kitchen. In this example we can see how the noise at the building site distorted Maria's message and Pedro heard 'kitchen' instead 'chicken'.

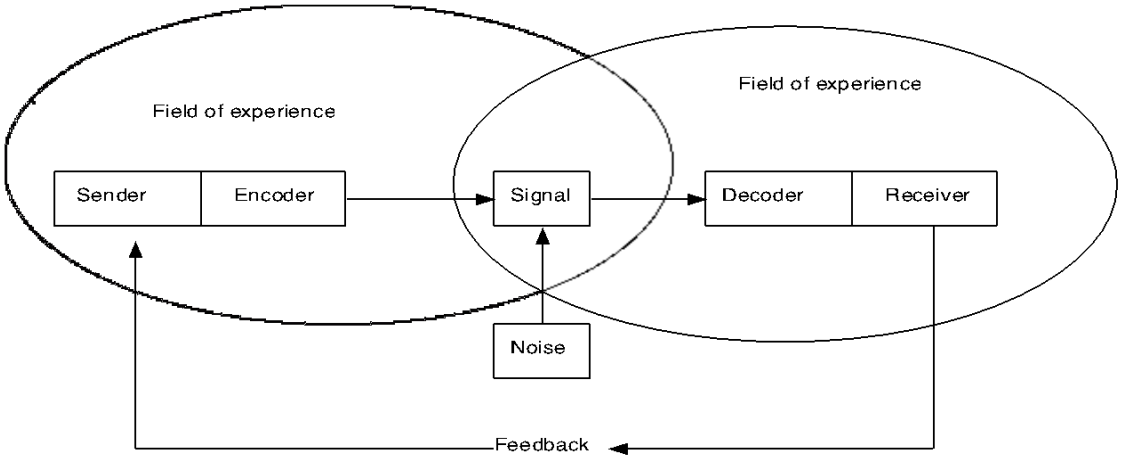
Shannon's model is specifically designed to develop effective communication between sender and receiver. They also find that the main reason for messages not being received is the "noise" that occurs during communication.

Workplace Example: For example**,** At my old workplace in the design clothes shop. My manager called me by phone to tell me, I to buy new box of chocolate to a special client, but my workplace was too noise I understood to give her the old chocolate box which was under my worktable.

In this personal example I can see how the 'noise' come from my workplace distorted my manager messages to me and I understood wrong his message.

2.2 Schramm's model of communication (1954)

Schram modifies Shannon's model to create a circular model of communication. This means that here the sender transmits the message to the receiver and the feedback goes back from the receiver to the sender. Thus, the experience of both parties involved in the communication is also considered. According to Schramm, if the circles of communication between sender and receiver overlap to a large extent, then the communication can be said to be successful, but if they overlap slightly or not at all, then communication becomes difficult, and it becomes clear that the communicators do not share common knowledge on the subject.



Wilbur Schramm, "Procedures and Effects of Mass Communication," in *Mass Media and Education* , ed. Nelson B. Henry (Chicago: University of Chicago Press, 1954), p. 116.

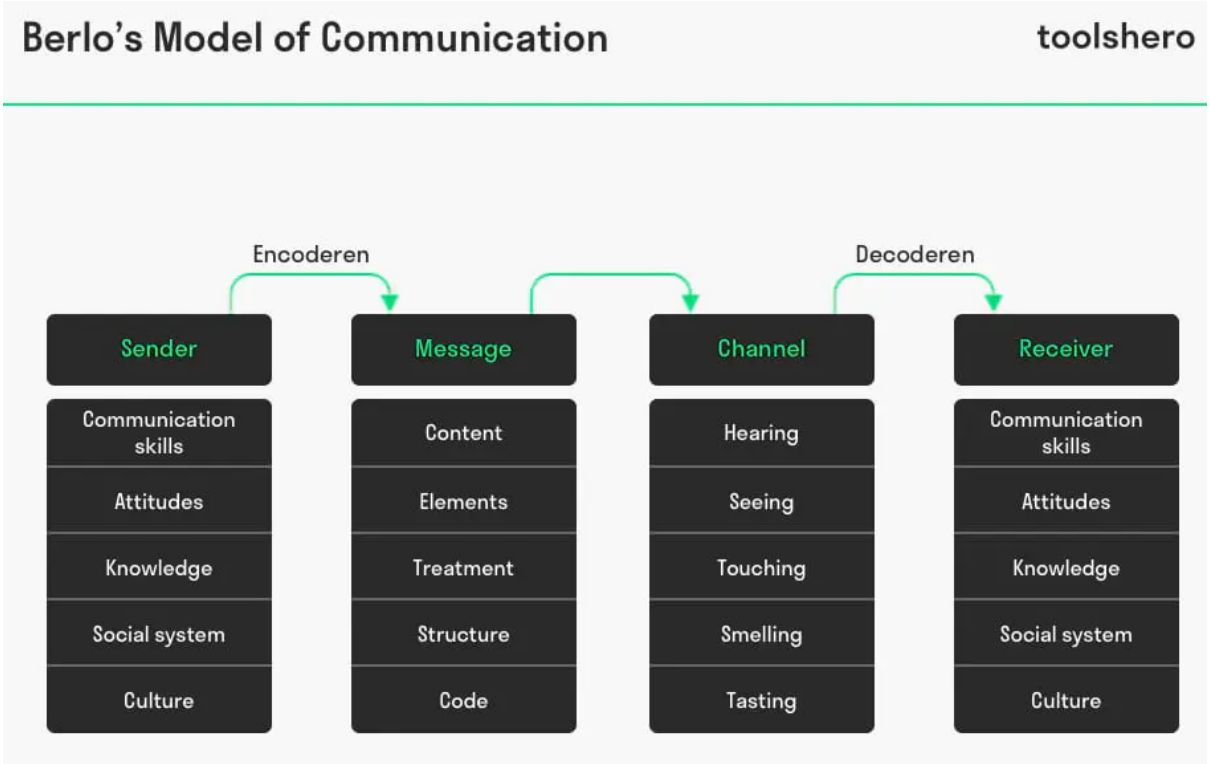
Example: For example, of my classwork about Maria and Pedro; If Pedro was phoned Maria to ask her what exactly she said, she really will be at the 'kitchen' when he is back home?

Workplace Example: For example, of my workplace, If I was phoned back to my manager to ask him what he said about the special client to give her the 'old chocolate box'?

2.2 Berlo's model of communication (1960)

The simplest model of communication is that of David Berlo, the SMCR model of communication. The acronym SMART stands for: **Sender, Message, Channel and Receiver.**

Berlo's (1960) model of communication shows the different parts that form the basic process of communication. This communication model also emphasizes the encoding and decoding of the message and can be used for more effective communication.



As we can see in the diagram, Berlo's model of communication has four stages, and these four stages describe the communication process. Different stages in the model are affected by different factors. (Berlo's SMCR Model of Communication, n.d.)

Berlo's linear model of communication is not as smooth as described. There are factors that can disrupt the communication process.

Example: For example, in class, together with my colleagues, we examined and analysed the case of a famous Welsh professor who lived in a large house near the city, but he had nothing to do with the villagers of the village, did not communicate with them.

One evening a fire broke out in the professor's house, he ran to ask the villagers in the village for help, but the professor spoke in a very high style and the villagers simply did not understand what he wanted from them. When the professor returned to find his house burned to the ground, he was angry that the villagers didn't help him and went back to ask them why they just didn't help him, and they told him why he

didn't say his house was on fire. If the professor had spoken in a language the villagers could understand, he would have saved his house. In this case, the problem arises from the language barrier.

Workplace Example: For example, at my workplace in the designer clothing store; The cashier, who was a foreigner and did not speak our language well, one day asked one of the girls to make her a tea of various herbs, but without chamomile, because she was allergic to chamomile. The cashier tried to tell the girl this, but she didn't know how to properly say chamomile and allergy in a language the girl could understand, the cashier said it in her own language. The other girl just said OK and went to make tea, but because she didn't understand the cashier, she put in the tea and chamomile mixture. The cashier got a bad allergy and had to take medicine, then asked the girl why she did it; the girl replied why didn't you just say you were allergic to chamomile.
In this case, the language barrier appears as a problem and the message being transmitted is not received correctly.

Section 3: Communication skills

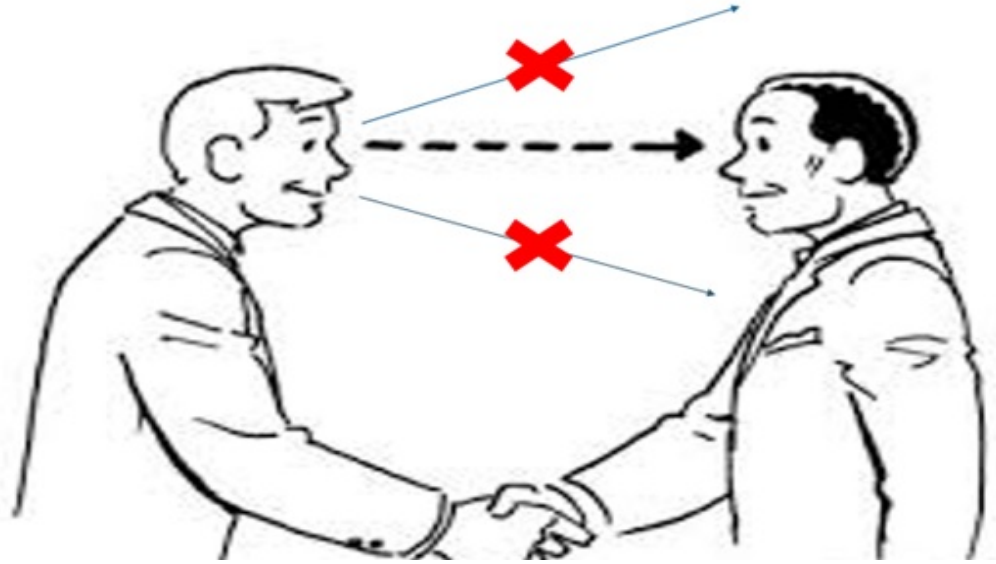
3.1 Verbal communication:

When we humans hear the word communication, the first thing that comes to mind is the act of speaking. With this act, also called verbal communication, we exchange messages with each other and develop as individuals, and this is precisely why we rely on verbal communication.
Verbal communication gives rise to the common idea that it is only for oral communication, but this is not the case at all, written communication is also a part of verbal communication.
Most people are mistaken that verbal communication only refers to oral communication, but this is not the case at all because written communication is also verbal.
We can define this verbal communication as a system of symbols used to share messages. (Defining Verbal Communication (Department of Communication, n.d.)

Verbal Communication	
Oral	Spoken Language
Non-Oral	Written Language/Sign Language

3.2 Non-verbal communication:

Non-verbal communication is the inclusion of body movements or body language to send messages. This can be gestures, different facial expressions, and eye contact and many more. While verbal communication is only speaking and writing, non-verbal communication also includes additional information and signs.
Both in the business environment and in the personal, non-verbal communication can play an important role for us. For example, for better career development, we need good skills in this part of communication. (Indeed Editorial Team, n.d.)



Case Studies:

In class we were given an assignment to read and analyse the verbal and non-verbal communication between Mark and his Chief Executive Officer (CEO) Alana Brown. Mark is a good salesman at his computer manufacturing company in London and for being good he is rewarded with a meeting with their main contractor, Mrs Alanna Brown. Many of Mark's colleagues described Ms. Alana Brown as the "Wicked Witch of the West" and that she very easily fired people she didn't like or could easily promote. At the meeting, Mark feels quite excited, but also very nervous. His first impression of Mrs. Alanna Brown is that she is a small and kind woman, she invites him to sit down and even asks him if he wants something to drink, but even so, Mark still feels a little tense. When Alana Brown told Mark to tell him how he had so many sales and why he was their best salesman. Then Mark felt in place and began to relax, first loosening his tie and then crossing his legs and began to tell what he thought was wrong with the London firm. Alana Brown listens to Mark with full attention, she makes gestures of understanding, but at the end of the conversation Alana Brown tells him in a rough voice that the secretary will take him out. This excessive slackness of Mark and his calm movements in front of the CEO played a bad joke on him and he was kicked out of the company.

3.3 Listening-Active Listening

Listening is one of the most important skills we humans possess. It can have an impact on the quality of our work and on our effective communication with other people. We listen:

* To accept new information
* To understand
* For pleasure

Active listening is how we hone our listening skills. This listening is a way in which we not only try to hear the words but, more importantly, to understand the whole message being conveyed. To be able to receive the message, we must pay attention to the other person very carefully and we cannot allow ourselves to be distracted by anything else, our focus must be solely on the sender of the message.

Five key techniques about Active listening are:

- Pay Attention
- Showing that we are listening
- Provide feedback

- Defer judgment
- Respond appropriately

Emphatic listening:
Empathic listening is listening where we ask questions and which allows us to develop better relationships and a better understanding of what is being communicated, both intellectually and emotionally. (The Mind Tools content team is behind your career all the way, n.d.)
In empathic listening, we must try to understand the speaker's feelings and pay attention to the emotional state being conveyed. Here we can say that we are like a mirror and reflect in us the thoughts and feelings of the speaker.

Case Studies:
In class together with my colleagues we worked on Max's case, he is good at organizing special events. Max worked from home because he couldn't afford to hire someone to work for him. Tamara is his client from two years ago, where Max organized the wedding and everyone was very happy, she asked Max to organize a party for her parents' 50th anniversary in a special place. Max accepted, but one day Tamara called him to tell him that they had to move the date of the event up a week. At the time, Max is also talking to another customer, but he accepts Tamara's request. On the day of the event itself, it becomes clear that Max did not note Tamara's request and therefore the party did not take place. Tamara is deeply disappointed by Max's action, and despite Max's attempts to make up for it, she yells at him with rude words, and they are no longer heard.
In this case, Tamara, who calls to change the date of the special event, doesn't have Max's full attention when he confirms the date change. And then there's a big mismatch, and then a big disappointment.

Workplace example:
At my workplace, one day my supervisor told the cashier that he needed to note the salary of a new colleague in the monthly payroll calendar. Since the cashier had a customer, she was serving at the same time, she said OK and then forgot to do it. And finally, the boss didn't pay the new girl's salary and she left disappointed. The supervisor also fired the cashier for not doing her job properly. If the cashier had been more active in listening to the supervisor, she would not have missed such an important point, and if she had asked a question to better understand what the supervisor was saying, it wouldn't have become such a big problem.

Section 4: The Advantages and Disadvantages of Technology

Electronic technology nowadays has an important role in interpersonal or group communications. It can be said that this type of communication facilitates communication between people who at that moment cannot be physically present in the same place.
Communication technologies can be implemented in several ways:

- by phone
- by fax
- radio and television
- computer communication-emails
- video clip

Advantages of communication technology are:

- In an emergency - this type of communication can be quick and efficient.
- We can communicate with anyone regardless of where they are in the world and what time it is.
- We can easily do group meetings online and group presentations. (MacKenzie Jones, n.d.)

Although, in addition to advantages, this type of technological communication also has its disadvantages, and they are several:

- Elderly people may experience some difficulties in using them.
- cyberbullying - which has become more and more common.
- This technology communication cannot always be relied upon.
- This type of communication loses personal communication.
- We cannot be always sure with whom we communicate.

The main factor for people to reach for this type of communication more and more often is that they are more easily accessible and convenient. In the 21st century, these communication products have become increasingly sophisticated, small and with larger capacity. This shows that in the future technology will be an integral part of communication between people. (Communication of Technology, n.d.)

Section 5: Conclusion

When teams are formed and organized in the right way, they can increase the productivity of the company and the satisfaction of their employers. Effective teamwork is increasingly sought after by the leaders of large companies because it leads to better company profits.

For effective teamwork has an important role and good communication between group members. It is very important for a person to be able to share his feelings, thoughts, and ideas with others in the group to achieve a fulfilling and successful work. The more communication there is between the group members, the more confident we feel in what we do.

Communication technologies are also entering business and interpersonal communication, so communication becomes easier and business meetings can be held anywhere and anytime.

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