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Effective Team Working and Communication (BMSW4002)

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Date: 04/04/2020

Introduction

There are many ways how human beings communicate and we do not realize how important communication is in our daily basics.

On this report I will be talking about communication, how important it is to have a good communication skill, types of communication (verbal and non-verbal communication) all the elements that can affect it and also I do research about three models of communication: Shannon-Weaver, Schramm and Berlo's.

I will reflect on this report what I have learned in class and I am going to do research to go deeper in some of the subjects.

1. Communication Definition

- 1.1 Communication is the act of transferring a message from one place, person or group to another. Every communication requires at least one sender, a message and a receiver.

This may sound easy, but communication is a complicated subject.

The transmission of the message from sender to receiver can be disturbed for many factors such as: emotions, culture, the medium used to communicate.

The sender encodes the message in a combination of words and non-verbal communication and the receiver decodes it. (SkillsYouNeed 2018)

- 1.2. Communication is the exchange of messages, sending and receiving information. It is not only verbal communication it involves also non-verbal communication such as gestures, movements, eye contact. Any way in how we express our thoughts and feelings. (Wandberg, 2001)

2. Importance of communication

Human beings have always had a way to communicate either verbally or non-verbally. We are communicating since we are born, we communicate with our mother, through sounds, facial expressions and body movements. For example, when a baby is hungry, or they are not feeling

well they cry, and the mother knows they have to fulfil a need. After the years we start learning how to talk, how to write and how to express emotions with our body language.

Communication is an important key in our development, on our relationships, at school, at work in every aspect of our professional or personal life.

When it comes to professional life it plays a part very important the way how we communicate to our colleagues, superiors, providers and clients. It helps to coordinate a teamwork, to increase the effectiveness, it also helps to have a good relationship with the client and to achieve the company goals.

Regardless of the profession we have or what job we are performing, we must communicate to others and, we need to be clear in the message we want to give.

3. Importance of effective communication

Effective communication is an indispensable skill in accomplishing productivity and keeping long-term working relationships at all stages of an organisation. Employers who strive to deliver clear lines of communication build trust between employees, leading to increase in efficiency and output.

Poor communication, due to personal reasons will lead to unmotivated staff that may start to question confidence in their skills and in the end in the organisation.

(Page, N.D)

Why Effective communication it is important?

- Effective communication is a key of successful at work
- If we have good communication with others and we have the ability of listening their opinions, they trust that we are making the right decision for everyone. If we are leaders, co-workers see us as a role model, this trust is extent to the members of the team.
- Communicating effectively is very important to prevent problems or to resolve conflicts. It is important to stay calm and it is essential to find a solution in which all parties are satisfied.
- Deficiency of communication can lead to conflicts and confusions.
- An effective communication improves relationships, in professional and personal life. Listening and giving quality feedback helps others to feel understood and this develops mutual respect.

(Portland Community College, 2019)

4. Methods of communication

4.1. *Verbal Communication*

Verbal communication involves our words and our verbal fillers (e.g. um, like) Effective communication requires the correct interpretation of the receiver as meaning is cocreated. Otherwise when you communicate the meaning of your words will not be understood.

If someone is always effective at conveying verbally what they mean to others, they have to understand that sometimes the receiver might not get the message as the speaker meant because meaning may not be fully conveyed by a message. (Robinson and Robinson,1982)

We must interpret the meaning of the symbols on our head. The symbols communicators use are abstracts, vague and sometimes fuzzy and we have to interpret these symbols when we talk with other people. This process of meaning construction is symbolic, because we use words to think about what things we mean (Keyton & Beck, 2010; Wood, 2009)

4.2. *Non- Verbal Communication*

Non-verbal is referred to the way how we communicate without using words. A technical definition is “communication other than written or spoken language that creates meaning for someone” (Ivy & Wahl,2014, p.5).

Research indicates that about 55% of interpersonal message are conveyed nonverbally (Lavan, 2002). This makes sense because human beings live in a society dominated by what we see.

Communication is more effective when verbal and non-verbal communication are synchronized, what is said verbally can be incongruous with what with say with our body language.

(Maund, Schriek & Tinkler, 2017)

5. Theories of Communication

5.1. *Shannon and weather model of communication*

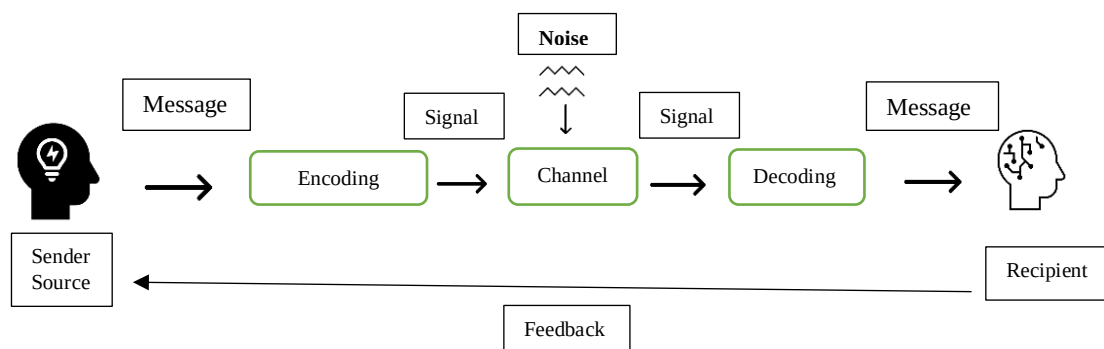
Shannon was an American mathematician, electronic engineer and Weaver was a Scientist both join to write an article in “Bell system Technical Journal” called as “Shannon-weaver model of communication”

This model was designed to improve effective communication between sender and receiver principally for telephonic communication, later it was applied for all kind of communications. On this model they found factors that alter the communication process called “noise”.

The sender encodes the information and sends it to the receiver through a channel like a telephone. The sender transforms the message into codes and the message is sent in codes through a channel, then the receiver decodes the message before interpreting it, sometimes the channel can have “noise” and the receiver might not get the message clearly which can cause problems in the communication.

Shannon – Weaver Model Concepts

- *Sender (Source)*: Sender is the person that creates the message, selects the channel and sends the message.
- *Encoder*: It is the transmitter which transforms the information into signals or binary data.
- *Channel*: It is the medium utilized to send the message.
- *Decoder*: The machine or the person that transforms signals into message.
- *Receiver*: The destination of the message from the sender. The receiver delivers feedback according to what they understand and how they interpret the message.
- *Noise*: External noises (environment, noisy background) that alters the message or signals. (Businesstopia 2018)



5.2. Schramm model of communication

Wilber Schramm proposed a cyclical communication model. His model is a derivation of the Shannon- Weaver model of Communication. Apart from sender, encoder, channel, decoder, receiver and noise, Schramm has included these concepts:

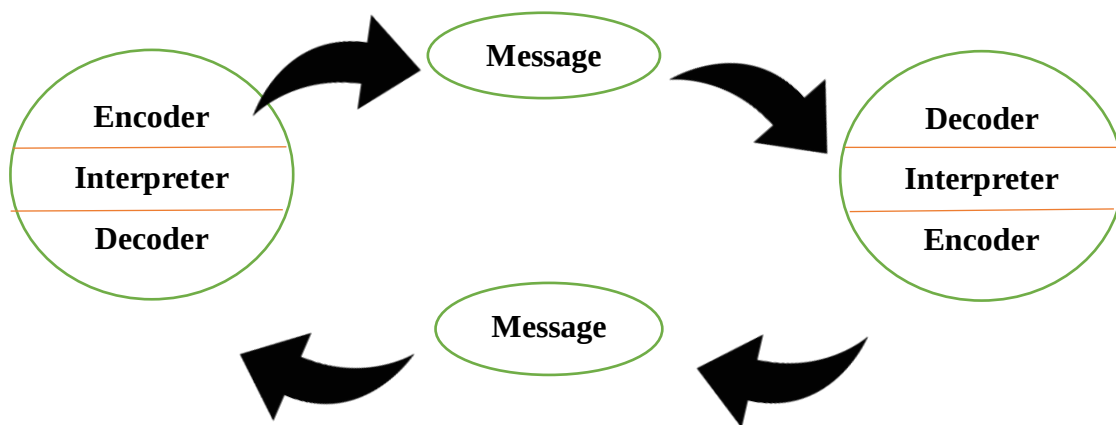
(Villanueva, 2013)

- *Field of experience*: Religion, values, and personal experiences as an individual or a group

- *Feedback*: It is the message that comes back to the sender that it is necessary to have a cyclical communication.

Schramm proposed this process as a two-way circular communication between the sender and receiver.

(Communication theory, n.d.)



5.3. Berlo's model of communication

In 1960 David Berlo postulated Berlo's Sender-Message-Channel-Receiver (SMCR) model of communication. He stated that there are factors that affects the communication making it more efficient.

The model also focuses on encoding and decoding the message that happens when the sender transmits the message and when the receiver gets it, respectively.

Berlo's Model has mainly, four concepts to describe the communication process: Sender, message, channel and receiver.

- *S (Sender)*: The sender is the person that creates the message, the one that sends the message to the receiver there are few factors associated to sender and receiver such as:

Communication skills: It affects the communication the sender needs to have good communication skills to communicate the message better so the receiver can understand clearly. Communication skills like speaking, reading, writing and listening.

Attitude: The sender and receiver's attitude can change the meaning and effect of the message.

Knowledge: To send the message effectively the sender needs to have knowledge about the subject they are talking about.

Social System: There are many factors that can affect the way how the sender transmits the message such as, values, beliefs, religion, laws etc.

Culture: Culture differences can misinterpret the intention of the message. A sign or a word might be offensive for some cultures which in another culture it might be accepted.

M(Message): The message is the information that is being sent by the sender to receiver. The key factors affecting the message are:

Content: The content is the message from the beginning to end.

Elements: Gestures, signs, language are the non-verbal elements that go along with the content.

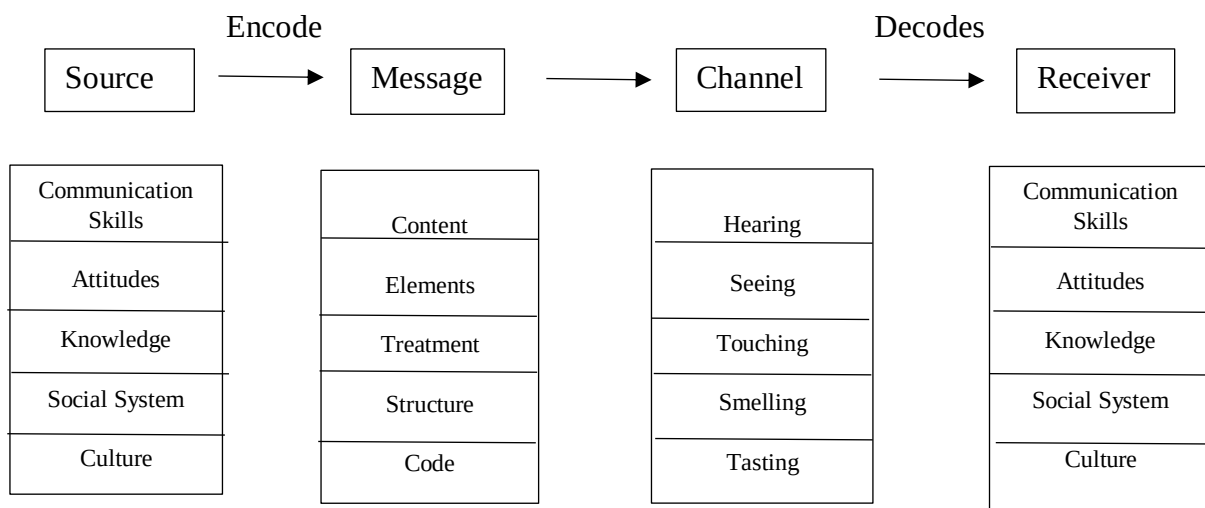
Treatment: It is the way how the message is communicated to the receiver.

Structure: The structure is the way how the message has been organized.

Code: It is the form of the message. It could be in the form of language, text, video, etc.

C (Channel): Channel is the medium where the message is sent. The five senses of a human being are the channel for communication flow. Hearing, seeing, Touching, smelling and tasting.

R (Receiver): The receiver is the person that gets the message that has been sent. This model states that the thinking partners and all other factors already mentioned above must be synchronized with the sender to make communication effective. The receiver also needs to have good communication skills. (Businesstopia, 2018)



5.4. My own justification about the models

All three models analysed above have the essential concepts to transmit information (sender, message, channel and receiver). Although the theory of Shannon-weaver is simple and lineal thanks to this theory the communication had an advance. Schramm has added more concepts to the theories of communication that is feedback, Schramm theory of communication is a two-way communication sender send a message and always get feedback and same process all over again. Berlo's theory I believe is the most completed theory where he included more concepts that affects the communication apart from "noise" that is the sender and receiver background and non-verbal communication such as seeing and touching.

6. Communication at my workplace (Tesco Express)

At my workplace I use different types of communication but I mostly use verbal communication (face to face communication) As a team leader I have to talk to my colleagues, firstly I have to give them all tasks that need be done by the end of our shift, when someone is new I have to explain them how the job needs to be done all this information is giving by verbal communication. I also serve customers so I politely greeting them and smile (non- verbal communication) ask them if they need a bag and have a little conversation with them sometimes. (Verbal communication). When I need to speak with my manager, and she is not at work I send her a text (written communication).

Also, as team leader I have to send report about gap scan, stock control and cash report. (written communication).

7. Conclusion

In conclusion on this report we learned what is communication, why it is important in our professional and personal life, what are the methods of communication (verbal, non-verbal communication, written) and how effective communication contribute to the personal devolvment. Also, we learned about theories that have been apported by Shannon-weave, Schramm and Berol. And finally, I state my own experience with communication at work.

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