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**Assignment title – Effective Term Working and
Communication**

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Introduction

The reason of making this report about communication that how communication impact in our life academically and professionally. It is very tough to communicate with human especially at the right time and place consider on works outcome appropriately. Communications Impacts one's ability of skills such as leadership, teamwork, presentations and also time keeping. Sometimes in workplace one need to manage work colleagues communicate critically and appropriately such as say "no" which drives works outcome more fruitful and functional.(morgan.p)

Here I am going to analyse the importance of communication, types of communication such as verbal, nonverbal, written and visual. And also these are helpful for our academic and professional life.

Definition of communication

Communication is a method of passing information to one person to another through words, sign, sound, symbol, images, video etc. different way I can also say that communication is a method where we share ideas, experience, suggestions, feelings, feedback etc to each other. Communication takes place between two or more than two people or group, it could be verbal and non verbal. By doing proper communications would develop among members to reach individual or team goals, workplace structure and norms forms (griffiths, B.A. and dunham, E.B.).

Types of Communication

Consider to daily life structure we usually apply four types of communication which are verbal, non-verbal, writing and visual. I am going to explain briefly why this communications are important in and by improving these skills in our life that brings succeed to our career. There are also 7's effective communications which perform effectively to the audience; they are clarity, correctness, completeness, conciseness, concreteness, coherence and courtesy.

1. Verbal

Verbal communication is the implement of speech to move information from face to face speaking or symbol speech. It is one of the main ordinary types; that frequently apply through presentations. It is important when we use video conferences and phone calls, do meetings with one by one conversation. Verbal communication is very important because by using this we understand each other more efficiently. It is very helpful and support both nonverbal and written communication.

Few steps are given bellow which we can use to develop our verbal communication skills:

- Strong and confident speaking voice: As I believe when I need to present information in front of a group or an audience, I have to be loud so that they hear me clearly also have to be very confident so others can easily understand me.
- Active listening: On The other hand by using verbal communication is carefully listens and hear others. For meeting or participate any conversation or whenever we attend presentation active listening is very important and it is the better key of conducting.
- Avoid filler words: sometimes we use some word such as 'um', 'like', 'yeah', 'so', etc. during presentation .If we use those words that mean i am not confident with my work and will be so annoying for the audience to hear. So at the end they will put less attention. So we should not use those filler word and replace them by taking a breath.

2. Non-verbal

Nonverbal communication means us communicating with each other without using any word. We are here using body language. It can be happen intentionally or unintentionally. For an example if I am smiling and showing my expression it is also understandable for the audience. So communication can be possible without using word.

- Body feel emotions: our body can easily represent our emotion. For example if I am bored, happy or frustrated it can be identifying by my

expression. When I happy my eyes sparks and I keep smiling. If I am bored I feel my stomach is tight. If I am angry my eye browse became together. Moreover it is in our hand that we can train masterly our body or self awareness not to show our internal emotions to come out.

3. Written

Written communication is the process to do something of typing or printing such as letters and numbers to express information. It is supportive and it provides a record of information designed for situation. Writing is usually used to allocate information through books, blogs, pamphlets, letters, and memos etc. in the workplace Emails and chats are familiar form of written communication.

Steps are given below that we can take to improve our written communication skills:

Simplicity

While we do written communication we should try to attempt in our writing as simple as we can , not to complicate our point of view as a result the reader or audience will get clear view and easy to understand what we actually mean.

Careful on tone

According to verbal and non-verbal communication we need to careful with certain tones or expressions during writing. For example if we trying to write a joke or something thrill or excitement we must follow the simplest way to write down as a results we can archive more individual characters and qualities then follow tone.

Revision and check

We must revision and check our writing specially during we communicate with large number people moreover we should re-check our writing with appointed and experience people so we can avoid to face so many questionnaires' in future . Such as: email, letters or memos. It protects to fall in future trouble making scenario.

Safe copies for references

As we go sometimes we should keep papers or documents in our file for our future references, for example leaflets, emails, memos or something that we think it might be needed in future .This behaviour will solve so many problems in future also makes our life more easier and comfortable.

4. Visual

Communicate with photographs, drawings art, sketches, charts, bars or graphs is mainly call Visual communication. It helps to provide more information in short time and also shows clear view. Now a day's people are interest in learning different and simple ways to get ideas and information, so visual communication meets this people wants and full fill their needs smartly and nicely.

There are few steps where we can develop our visual communication;

- By getting feedback from other people when we receive or send email, memos, or important documents to other people;
- Check and double check if there is any information's missing or people are hard to understand;
- Listening the audience where they are the main parties what we need to consider them comfortable with the communication.

To develop our visual communication skills we must consult with our reliable parties, such as manager, consumers, colleagues or mentors etc. We should always do the visual communication in step by step according to priority and demands, also take our time by rechecking and revising [Online]

Apart from all above communications we also do communications lots of different ways such as:

- Oral Communication
- Visual Communication
- Audio Visual Communication
- Gesture Communication
- Passive Communication
- Horizontal Communication
- Crosswise Communication

- Vertical communication
- Formal Communication
- Informal Communication

The following graph showing different types of communications according on the basis of different sectors;

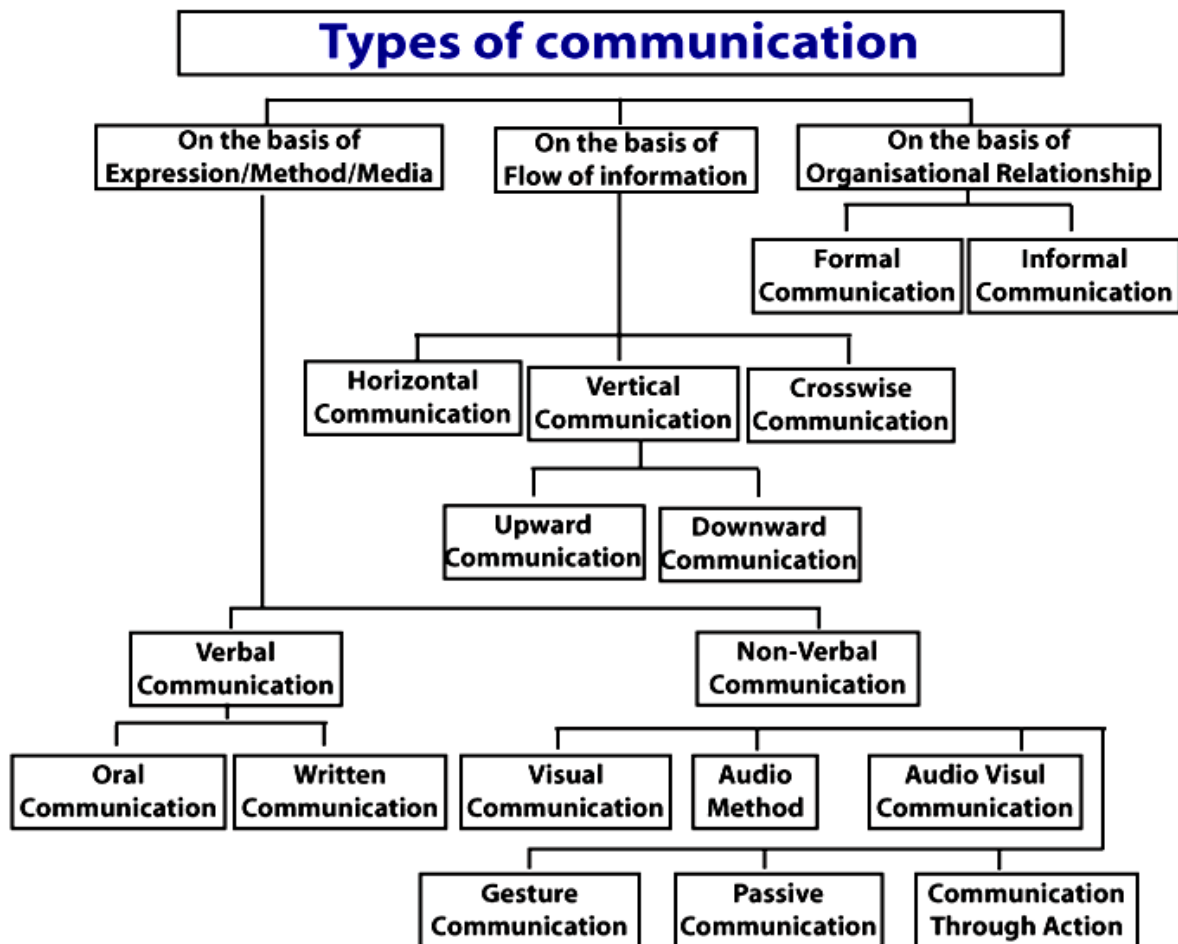


Fig: Types of communication

Importance of communication

We apply communication every day in almost all situations, also in the workplace too. Whether we provide a minor top bob into contract or present information towards a big group, communication is completely essential while build up relationships, managing or dealing responsibilities, sharing ideas, leading a group and much more.

Education and developing good quality communication skills can assist to be successful in our profession which make us a competitive employee and create our network. However, it takes time and training, communication and interpersonal skills are positively capable to be together improved and advanced.

We share information with each other in a group. For example we use verbal communication when we present our ideas or information towards audience. Nonverbal communication could be sign or symbol not word. Applying for job or sending email we need written communication. And the last one is visual which could be images or videos etc.

Models of communication

There are many models of communications relations of human connection process. It has been published so many communication model developed by theorists of different authorities. The most important theorists model are Shannon-Weaver, Aristotle, Lasswell, McLuhan , Maclean, Rileys, Westley, Gerbner, Rothstein, Schramn, Berlo, Osgood, Johnson, Cherry. . Among all theorists in bellow I am explaining the important and well-known models.

Shannon-Weaver model

Elwood Shannon and Warren Weaver were worked in Telephone Company where they developed their theories of communication. In 1949 they developed this theory, this theory they applied mathematical terms, it is called “mother of model” and also it consider as a major communication model. This model designed based on four major elements: sender, message, channel, and receiver. The major strengths of this model is

Simplicity, where sender can easily send message through telephone or any device;

Generality, what is easily user friendly and

Quantifiability , where this process produce number of information functionally .

Bellow the picture showing the Shannon and weaver model:

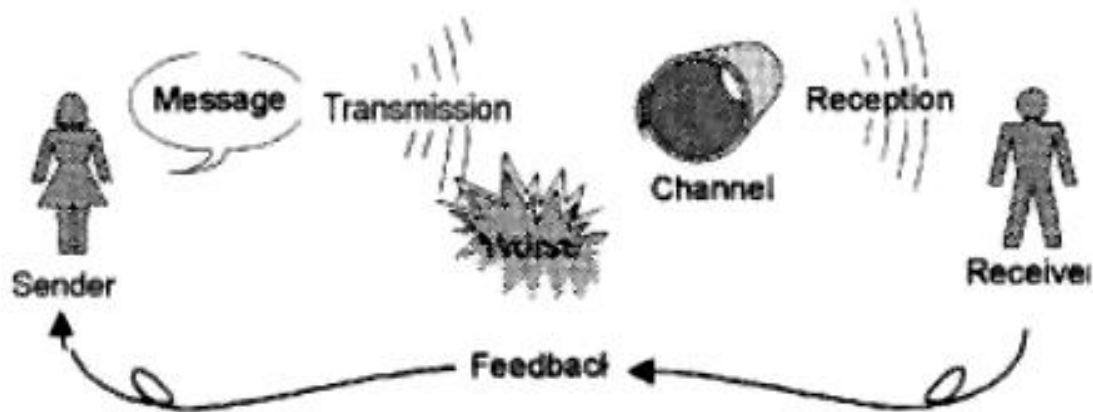


Fig: Shannon-Weaver model

Linear model of communication

Devid Berlo extended the Shannon-Weaver model of communications in 1960, is called linear model of communication. The structure of this model is Sender – Message - channel – Receiver (SMCR). Other scholars and theorists also support him the SMCR model of communication model as it has clearly described the multiple sectors of communication.

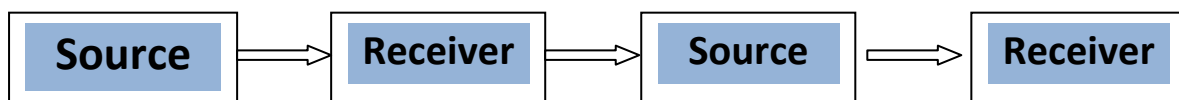


Fig: Linear Communication model

ARISTOTLE'S MODEL OF COMMUNICATION



Fig: Aristotle's Communication model

Above three communication model we also know some more important and well-known communication model such as

- ✓ Lasswells communication model
- ✓ Schramm's communication Model
- ✓ The Riley's Communication Model
- ✓ Berlo's S-M-C-R Communication Model
- ✓ Contemporary Communication Model

All above communication model I prefer the Contemporary or Modern Model of communication in work place as it is showing that after the communicator send the message to the receiver and feedback come back to communicator as a results the communications gets its original outcome.

Challenges of communication in work place

It is very important to communicate in workplace. To get the right results of the work and to get best outcome we need to communicate with various team and people different ways and functionally otherwise we will face so many problems and will not meet best results of works. There are so many problems we can face without good communication, such as:

- Less chance of getting standards,
- Struggling to break barriers,
- We can miscommunications between personal and professional
- Communicating in deferent ways which are not appropriate in work
- Parties or colleagues may not listen properly
- short of actual information
- We may break up privacy concern
- Also we might face negative behaviours from work colleagues
- Sometimes there is problem when people live in far away from work place
- Another problems we can face when we meet with people who belonging of different culture and religion
- Also we can face with higher authorities where we cannot involves freely sometimes with colleagues.

Resolve the problems/issues

We must stop the barriers of communications in our work place to achieve our expectation goals. We can follow the following steps to break the barriers:

- Following primary stage of communication where we can communicate directly;
- Always make sure we communicate in safe space
- Parties should be reliable and stable;
- Should be clear about your standard and desires;
- Should use the technology perfectly
- Make sure all documents put in right place and easy to get

Conclusion

In the work place it is most important to communicate with people rightly otherwise standards results will fail. To follow proper principle of communications we can reduce our work place problems consider to people psychology and demands. We should co-operate each other and maintain our work place relationship in good ways. As much as we can minimise our work communication problems reduce as much as we can gain our work outcome results. Most of the places we can find all accessories such as people, equipments, place , customers, products or services etc, but without right communications it's not function right way to achieve efficient standard.

So, therefore we can say without communication workplace is a ship without captain (Online).

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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.

Improve Your Communication Skills

Successful leaders are able to meaningfully communicate with others. Steve Jobs inspired his employees to strive for perfect hardware products. Jack Welch mentored the senior leadership team of GE to new heights. Jeff Bezos is known for articulating the Amazon ethos clearly to employees and the world. How can you improve your communication skills in order to become a more effective leader?

One study found that nonverbal communication accounted for 55 percent of how an audience perceived a presenter. That means that the majority of what you say is communicated not through words, but through physical cues. As with most leadership skills, receiving honest feedback from peers, managers and members of your team is critical to becoming a better communicator. If you regularly solicit feedback, others will help you to discover areas for improvement that you might have otherwise overlooked.

Engage the audience in discussion. Regardless of how compelling the speaker is, all audiences have limited attention spans. To become a more effective communicator, make presentations and discussions interactive. Ask the audience a question, encourage people to call out their thoughts during a brainstorming session or at the very least ask hypothetical questions to stimulate the audience.

Master the art of timing. While some of their jokes might not be appropriate for the workplace, stand-up comedians are certainly effective communicators. Comedians like Louis CK, Chris Rock and Dave Chappelle are able to host compelling 90-minute comedy shows, in part because they are able to feel out their audience to determine when to move on to a new topic or when to reiterate an idea.

A recent study revealed that people generally retain more information when presented with novel, as opposed to routine, situations. To help audience members retain information, consider injecting some sort of novel event into a presentation. This might be something funny, or something that simply catches people by surprise.

"Listen more than you talk." This is what Richard Branson tells business people who want to connect with others. To communicate effectively, first listen to what others have to say. Then you can provide a thoughtful answer that shows you have taken those ideas into account.

Lecturer's signature: _____

page seen by [signature]

Date: _____

23.08.2019

1. In your own words, what is nonverbal communication?
2. According to the text, why is it important to engage the audience in discussion?
3. Which advice do you find most useful and why?
4. How could you improve your own communication skills?

1. In my point of view nonverbal communication is a type of communication where presentor communicate with others through physical cues not through words. More clearly I can say the person can communicate with the audience with body language without using any words.

2. It is important to engage with the audience in discussion because everybody has different type of listening limit. Some audience can lose interest after listening few minutes. To encourage audience and to meet their thoughts, the communicator need to ask them questions. They can also make some jokes to make audience more attentive.

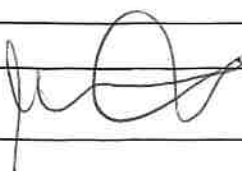
3. My advice will be that as a communicator towards audience my advice will be, to make audience more attentive for listening by doing some jokes, and ask some questions to interact with the communication and get some feedback by answering those questions.

4. I want to improve my communication skill which is listening skills. I think I need listen more than I say. Because if I listen more I think can understand more about the subject and other person's view. So I want to improve my communication through by listening more. I believe then I can give more opinion on the subject.

Lecturer's comments:

Very Good

Lecturer's signature:



Date:

22/8/19