

BMSW4002 Effective Team Work and Communication

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Table of Contents

Introduction.....	3
Models of communication	4
Shannon and Weaver Model of communication.....	4
Schramm Communication Model	5
Berlo's model of communication.....	7
Communication Skills	8
Communication method	8
Active Listening.....	9
Sharing feedback.....	9
Respect.....	10
Conclusions.....	10
Reference List.....	11

Introduction

Communication is an action for drawing meaning from aspects like language, signs and symbols that are mutually understood between parties. Communication is considered the means by which different individuals share and receive information. Being social being communication is viewed as an essential and basic aspect of life (Booth, 2019). The act of transferring information to produce greater understanding is considered to be an important life skill applicable in various aspects of life like a business. It is considered very important and essential in the world of work as all business practices and operations rely on effective communication. In the world of work communicating successfully means business success and includes passing of meaningful information to the listeners towards the achievement of set work goals and objectives.

Communication is categorized into various forms like verbal, non-verbal, and written communication which are all effective in the world of work each with its ideal applications. However, there exist barriers to communication. This means factors and aspects that limit effective and successful communication between parties. (Luhmann, N., 2012) One of the major barriers includes language barriers which can be categorized under semantic barriers. Language is considered a basic aspect of communication therefore if two parties cannot understand the language communication will not be successful. Others include psychological barriers, personal barriers, and personal barriers. Poor communication as a result of these barriers leads to undesirable consequences like misunderstandings, and in the world of work poor communication can lead to unresolved business issues, wasted resources, delays, and even loss.

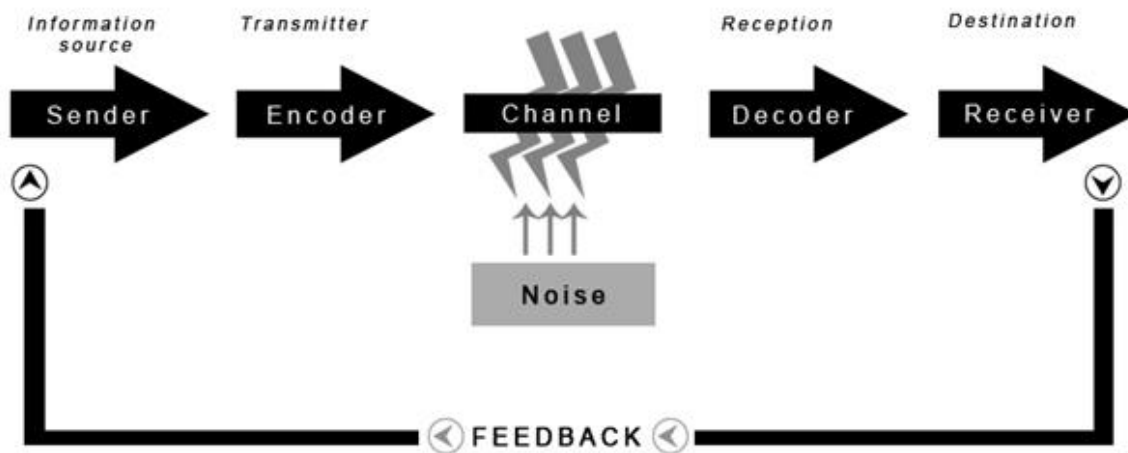
Models of communication

Communication has been considered to be a complex process and it is challenging to determine where and with whom a communication encounter begins and ends therefore, it is essential to take into consideration different communication models. These model are considered concepts that seek to understand the human process of communication. It includes the representation of the process as it helps to understand how communication can be accomplished.

The models show the process in symbols and metaphorically and offer a general perspective on communication by showing its complex forms to make it simple to understand. The initial communication model was found in the year 1948 by Shannon and Warren. They both agreed on the concept of communication as the process of sending and receiving information. This was followed in 1960 with David Berlo who expounded on the liner transmission model by introducing SMCRR model of communication. Later on, Wilbur Schramm combined both the previous models in communication.

Shannon and Weaver Model of communication

Working in the Bell telephone labs aiming to make sure the efficiency of the telephone cables and radio waves. and thus, the development of this model. This model is defined to be a linear model which offers a framework for the analysis of how messages transferred (Al-Fedaghi, 2012). Shannon and Weaver's model is famous for how information can be mixed up and misinterpreted in the communication process as in the case study 'Maria and Pedro', where the noise of the building site could have distorted Maria's message and Pedro heard 'kitchen' instead of 'chicken'. The model mathematical theory abides by the concept of communication in a linear fashion from sender to receiver.



SHANNON-WEAVER'S MODEL OF COMMUNICATION

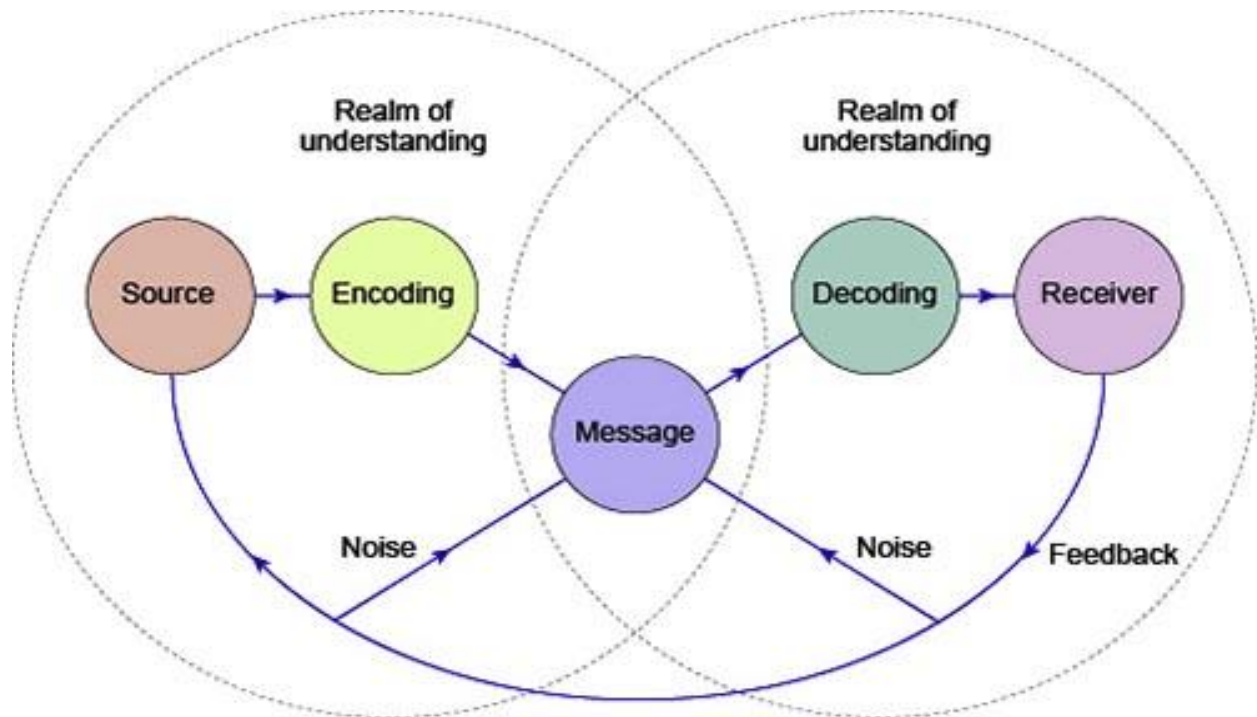
The model deals with Information source which is the sender, transmitter, Noise, channel, message, receiver, channel, information destination, encode and decode. Though this linear model was influential at this time the model was perhaps too simple. Its limitations are easily noted given the beliefs on communication and assumption made by the model where it assumes that communication tends to only go in one direction. This means that an individual can be a sender or a receiver but never both (Al-Fedaghi, 2012). This presents a challenge as communication in action I considered to involve a give and take between receiver a sender where listeners are not just passive to a sender's message. The model is limited given that it offers one message channel and this implies messages have a distinct start and end.

Schramm Communication Model

Considered to be taught and broadly applied theories of communication. The Schramm model is a cyclic communication model that has all the principles of communication (Singhal, 2017). It is defined to view communication as a process that occurs between a sender and a

receiver, where a message will be passed through a medium which the message can be transmitted where Schramm in the model highlights as Aristotle did that communication required three elements the sources the message and the destination.

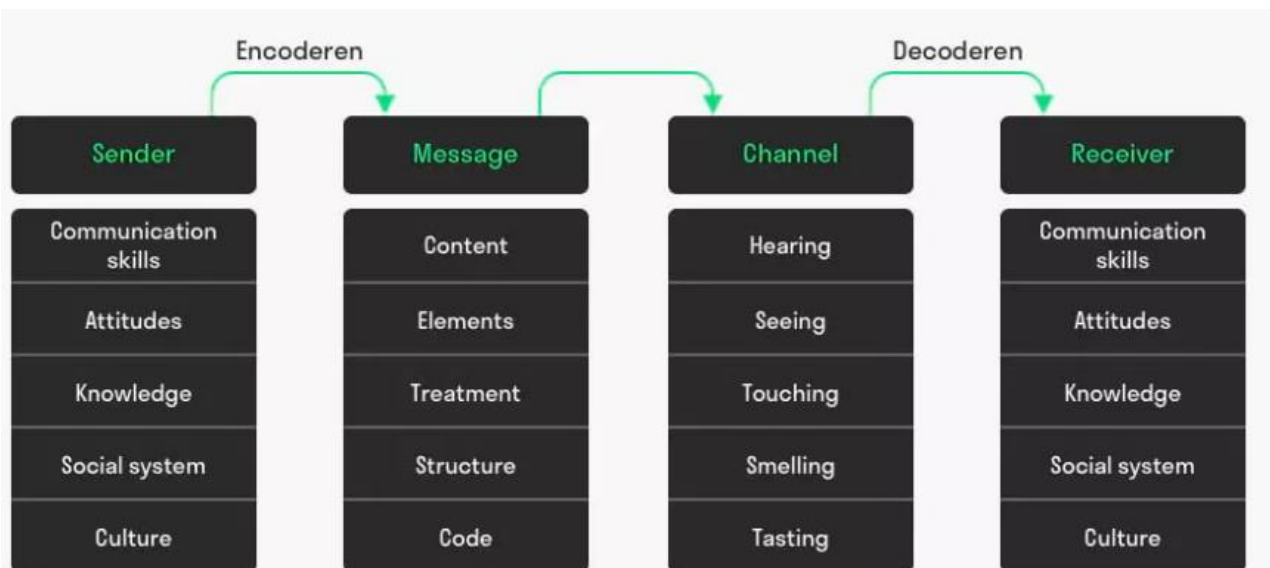
The model states that the receiver can respond on the sent message to make sure the message was received and understood wherein the case study Pedro could have phoned Maria to ask whether she really did mean 'kitchen'. Also, highlight that noise and interference will impact the ability to understand the message (Singhal, 2017). This was postulated by Schramm where he suggested that communication is a two-way process where both sender and receiver took turns to receive a message, unlike the Shannon and Weaver model.



According to Schramm Communication Model, coding and encoding are the two essential processes in effective communication.

Berlo's model of communication

Berlo's model of communication was postulated from the Shannon and Weaver model of communication where he described the factors that affected the individual components in the communication making it more efficient (Narula, 2006). The model has been focused on encoding and decoding that occurs before the sender sends the message and the receiver receives the message. This model is characterized into four components in describing the process of communication namely sender, message, channel, and receiver where each is impacted by many factors.



Berlo's process of communication is considered to be a simple application of the person-to-person communication that includes communication sources, encoder, message, channel, decoder and receiver. The model presented that there are various factors that influenced the process of communication between two individuals which included communication skills, awareness level, attitude, social and cultural system.

The model compared to the others can be said to be linear and without feedback (Narula, 2006). The noise interference can be caused as the message has been sent and the noise can lead to partial receivership of the message as in our case of the professor and the village people where they shared nothing in common and when his house was on fire his communication skills were not as effective as the villagers could not understand what he was saying due to his choice of words.

Communication Skills

Communication has been considered and defined to be one of the most essential aspects of life from personal life to professional life and everything that falls in between. Effective communication which includes the effective transfer of information from sender to receiver and the message being understood and receiving of feedback is dependent on various communication skills. Communication skill refers to the aspects of communication that make the process of communication effective. These skills have been considered to be developed over time as individuals continually communicate (Reddy, 2014). These skills elaborate on how communication needs to be done from both the receiver and the sender.

These communication skills are drawn and applied in the various forms of communication which include verbal communication which includes the spoken word, written, choice of words, tone of voice, and even pitch. Non-verbal communication includes body language, facial expressions, and gestures. These communication skills include:

Communication method

Using the right method of communication is considered an essential skill in the process of communication. Different communication methods have different applications and different pros and cons therefore, choosing the best and reliable method of communication for different

situations and types of messages is essential in effective communication ((Epps and Forese, 2015). This is so given that different communication methods have different audiences' and considering your audience will help decode the method of communication. This is seen where Ms. ER received a letter from the Head office with a request to provide one Easter egg for each staff member this is so given that the situation was official a letter was more appropriate. In a formal situation using informal methods of communicating like text messages would not be as effective.

Active Listening

The process of communication is considered to be an involving process with two communication paths from sender to receiver and feedback. The two-way process is dependent on active listening to make sure that the message being passed along is best understood (Maguire and Pitceathly, 2012). Active listening is a communication skill that calls for both parties to pay attention in the conversation and avoiding any possible distractions that would make the message not be understood or missed. Such barriers limit the communication process which might also include parties in communication assuming what the other party is to say or completing their sentences.

Sharing feedback

Effective communication is always two-way from sender to receiver and receiving feedback. Giving and receiving feedback during the process of communication has been considered evidence that the communication is mutual and all parties are participating in the process. Giving feedback as a communication skill includes asking the question, giving criticism and seeking clarification (Maguire and Pitceathly, 2012). This is essential as it helps the parties both sender and receiver be on the same page on whatever message is being communicated. For

example, looking at the case of the Eggs Ms.ER was not able to effectively comprehend the letter initially received therefore, sought clarification from the health office from which was later understood that the egg initiative meant chocolate eggs not chicken eggs for the Ortodox Easter tradition.

Respect

As a communication skill showing respect is one of the major aspects in the process of communication that ensures effective communication. In any situation or setting both parties sender and receiver need to uphold respect towards the other like no interacting while other is talking, the choice of words, referring to each other with their titles or names, and using respectful language (Epps and Forese, 2015). For example, in the work experience, communication in a formal audience is done in different levels depending on hierarchy the communication of using was passed down from the head office down to Ms.ER as an administrative leader but the co-workers could only share their appreciation messages towards the administrative leader but not directly to the head office.

Conclusions

In conclusion, the report outlined that communication is considered the means by which different individuals share and receive information. Being social being communication is viewed as an essential and basic aspect of life. The act of transferring information to produce greater understanding is considered to be an important life skill applicable in various aspects of life like a business. Highlighted there exist barriers to communication. This means factors and aspects that limit effective and successful communication between parties. Described Communication models as conceptual models that seek to explain the human process of communication. It includes the systematic representation of the process of communications it helps to understand

how communication works can be accomplished and discussed Shannon and Weaver, Schramm and Berlo's model of communication. Also, the report discussed communication skills to refer to the aspects of communication that make the process of communication effective where effective communication included the effective transfer of information from sender to receiver and the message being understood and receiving of feedback is dependent on various communication skills.

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