

Isadora Ramos Faria

2030449

Effective Team Work and Communication Assessment 1

BMSW4002

Lloyd Beharry

What is communication?

Communication can be broken down into three parts: the sender, the message and the recipient.

The sender will usually in a mixture of words and non-verbal communication 'encode' the message. It will then be sent to the recipient either in speech or writing and the recipient will have to 'decode' it.

There may be more than one recipient therefore meaning that each one may receive and understand the message slightly different. Everyone reads in different ways, depending on the choice of words and/or body language. It could be that either recipients will have the same understanding as the sender.

When it comes to face-to-face communication, the roles of sender and recipient change. The two roles will pass back and forwards between two people talking. These parties will communicate with each other, even if it's in subtle ways such as through eye contact and general body language. However, in written communication the sender and recipient are more distinct.

There is a very wide range of ways in which we communicate as human beings these being:

Spoken or verbal communication which would be speaking face-to-face, telephone, radio or television and other media.

Non-verbal communication: body communication so how we act or dress, where we stand and even our scent. There are many subtle ways in which we sometimes may communicate with people (perhaps even unintentionally). An example of this being, our tone of voice can give away our mood or emotional state, while body movements, hand gestures and signals can add to a spoken message.

Written communication: this will include such things as letters, e-mails, social media, books, magazines, news and other media. Today we see communicating the written word has grown immensely, a relatively small number of writers and publishers became very successful when doing this as we now have a big platform for writers. Today, people can now write and publish ideas online which has led to success, an explosion of information and communication possibilities. We are now able to communicate with different people from all around the world.

Visualisation: Maps, logos, street signs, graphs and charts can all communicate messages.

During our module Effective Team Working and Communication, we have spent 10 weeks learning about different types of communication skills. During these weeks, some of the things we have learnt about are models of communication, elements of communication, written communication and communication in the workplace.

During our first week we were being introduced to communication, so we learnt what communication means and what it's all about. We also learnt about a so-called pyramid of communication which helped us to get an idea about the different levels of communication, and how they are connected to other scientific disciplines.

When we talk about the pyramid there are different levels to it, the top one being societal communication which is mainly aimed at a large mass audience. Underneath that there is institutional communication which is performed by political parties, organized religions and large organisations. Following underneath that we have group communication which could be family or a Fanclub. We then have interpersonal communication which is between two or more people. Lastly, we have intrapersonal communication which is the communication you have with yourself, this would include all information thinking, processing and internalizing information.

This pyramid helps us understand some of the levels of communication you can have and how big or small they can be.

When we talk about the evolution of communication, we can see every day all around us how far we have come. I will give you an example of this by using Keith the cavemen. In 50,000 BC there was not many ways of communicating with people apart from interpersonal communication and intrapersonal communication. Until time started passing and things started to evolve which is when the mail courier came about 5000 AD+. Time after that, the telegram was introduced in 1838. Shortly after, the telephone in 1849. A while later, the 2-way radio in 1969. As things started to progress the first mobile mast was installed. In 1990 the internet. Now in 2021, we can see how much technology has evolved around us, we have so many different methods of communication to the point where we can speak to people all around the world.

Non-verbal communication we will most likely all use once at least once a day, we all use our vocal cords to speak but we converse using our entire bodies. Human behaviour tends to be emphasised through non-verbal signals. Did you know over 70% of all communication is non-verbal?

Sometimes when verbal communication conflicts with non-verbal communication, people will use non-verbal clues to interpret what someone really wants to say. There are four different categories of non-verbal communication, some of these being: aesthetic, physical, signs and symbols. Aesthetic communication will be things such as music, dance, art etc. Physical communication will be anything using your body, so a smile, a frown, wink etc. Signs are anything that can be used to show a special meaning. Symbols are materialistic objects that show a social status such as clothes, car, jewellery.

Your body language can sometimes speak for you and there are four different ways it does this, it can repeat the message which was verbally spoken. However, it can also contradict the message which was verbally spoken. It can also substitute your verbal message, so sometimes you don't have to say anything for someone to know how you're feeling. It could also add to the meaning of your message, showing either happiness, sadness, empathy and so on. This is why you may have heard the phrase before "actions speak louder than words".

One of the many reasons why people will say this is because sometimes your actions and your body language will speak for you and say more than words could.

Listening: this is also a very important part of communication. We must not mistake hearing for listening. Our ears are used to hear, but listening is what we comprehend when someone is speaking to us.

We have seen some of these things being shown in lesson, by myself and colleagues. An example of this being when we are presenting. Sometimes, when we are nervous our body language will show and non-verbally, we will be able to tell when someone is nervous. This has been the case for myself and others which I have noticed. In addition to this, we have had great listening skills between each other, taking in information from one another by listening.

The Shannon weaver method:

Sender (Information source) – Sender is the person who makes the message, chooses the channel and sends the message.

Encoder (Transmitter) –Encoder is the sender who uses machine, which converts message into signals or binary data. It might also directly refer to the machine.

Channel –Channel is the medium used to send message.

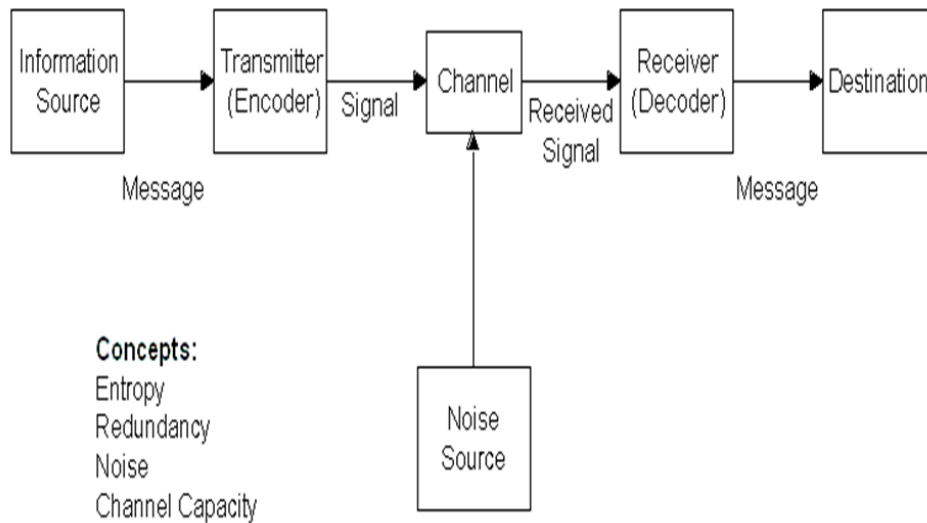
Decoder (Receiver) – Decoder is the machine used to convert signals or binary data into message or the receiver who translates the message from signals.

Receiver (Destination) –Receiver is the person who gets the message or the place where the message must reach. The receiver provides feedback according to the message.

Noise –Noise is the physical disturbances like environment, people, etc. which does not let the message get to the receiver as what is sent.

An example of this is your brain may be the sender, mouth may be the encoder, which will encode to a specific language, air might be the channel, someone else's ear might be the receptor, and his brain might be the decoder and receiver. Similarly, air is the channel here, the noise present in his environment that disturbs him is the noise.

The Shannon-Weaver Mathematical Model, 1949



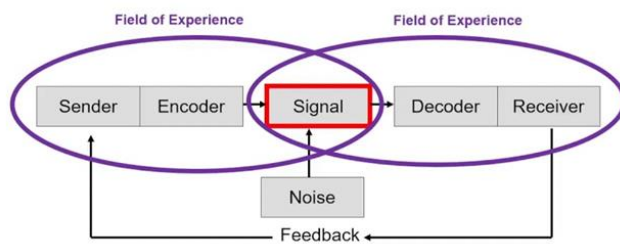
Schramm's Model of Communication:

After knowing about the Shannon Weaver method of communication we can take a look at Schramm's model of communication. This is very similar and has its roots from the Shannon Weaver method. According to the Schramm's model, coding and decoding are the two essential processes of an effective communication.

Schramm believed that communication worked both ways between two parties, meaning if one person is sharing their thoughts with someone else and the other person is not replying then the communication is not complete.

He also believed encoding plays an important part as it initiates the process of communication. When information reaches the recipient, his main responsibility is to take in and understand what the speaker is trying to say. Until the second person is able to understand or decode the information of what the sender wants to say, the message is of no use. So encoding and decoding are considered the two most important factors of effective communication where without such information can not flow between two people.

Schramm's model

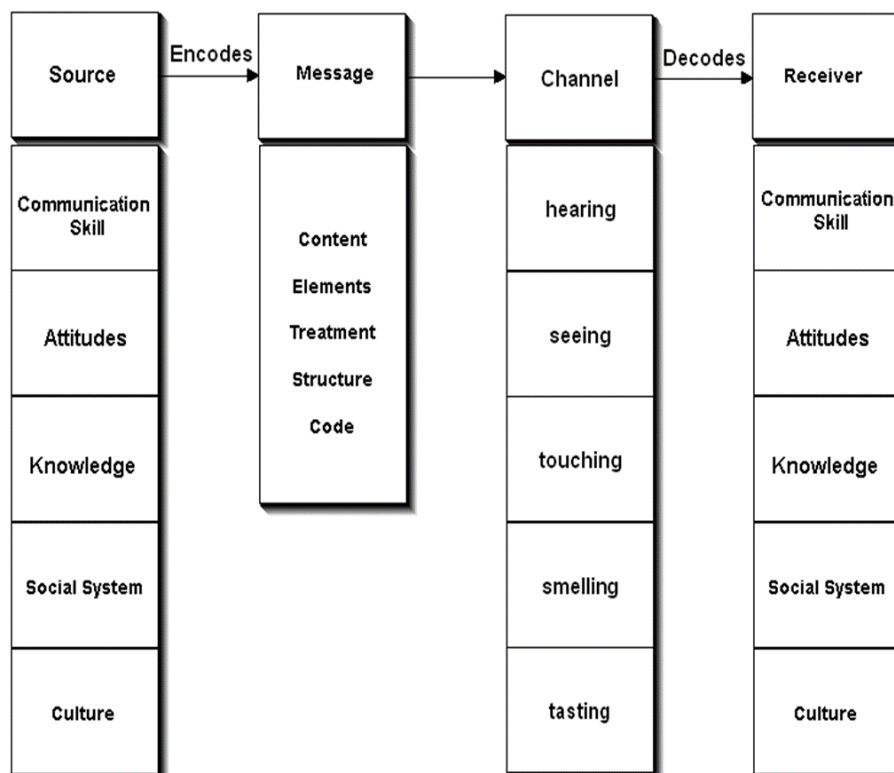


Schramm, W. (1954). Procedures and Effects of Mass Communication, in *Mass Media and Education*, ed. Nelson G. Henry (Chicago: University of Chicago Press).

Berlo's SMCR method of communication:

The model focuses on encoding and decoding which happens before sender sends the message and before receiver receives the message respectively.

Berlo's Model of Communication



A Source encodes a message for a channel to a receiver who decodes the message:
S-M-C-R Model.

In conclusion to sum up everything we have spoken about there are many different ways of communication, we see a lot of these day to day. We had a look at the 3 main ways of communication which is sender, the message and the recipient. We had a look at the pyramid and non-verbal communication. There were the 3 different methods of communication as well which are all fairly similar but each have their own differences. The Shannon Webber method, the Schramm's model of communication and lastly Berlo's method of communication. All of these are very useful in their own way for us to understand.

Sources:

[communication cycle - YouTube](#)

[Non Verbal Communication - YouTube](#)

[What is Communication? Verbal, Non-Verbal & Written | SkillsYouNeed](#)