



Module: Effective Teamwork and Communication

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Introduction

This report is going to define Communication, it's importance in the world of work, the barriers that can affect the message and the consequences that may arise from poor communication.

Models of Communication

According to Businessstopia, (February 4, 2018) Communication models are structured presentations of the process that helps in understanding how communication works can be done. Models show the process metaphorically and in symbols. They set up common views on communication by breaking communication from difficult to easy and keeps the parts in order. Communication models can sometimes inspire traditional logic and stereotyping but can also omit some vital point of human connections.

Methods and channels of communication to be used and the purpose of communication, must be considered before choosing a specific communication model. Models are used by business companies and other firms to foster their communication, explore their options and to evaluate their own situations. It is also used to understand how the receivers will interpret the message

Types of Communication Model

There are three general types of communication models in which all other communication models are mostly categorized.

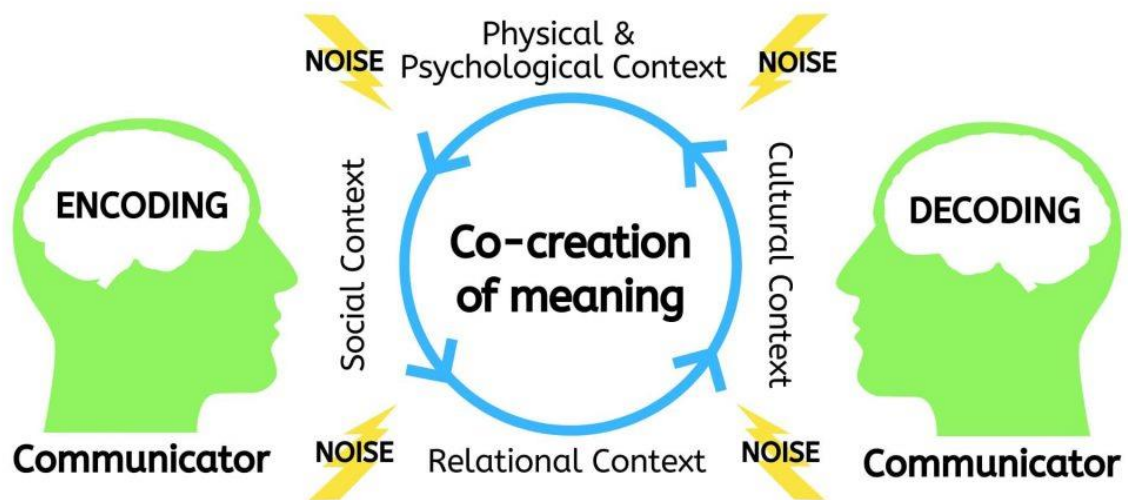
Figure 1.1
Linear Model of Communication



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Linear model of communication is a easy one-way communication model. The message moves in a straight line from sender to the receiver. There is no idea of feedback. The only task that a receiver does here is to receive the message. Different models that follow linear model of communication are: Lasswell's Model, Aristotle's Model, Shannon Weaver Model and Berlo's S-M-C-R Model.

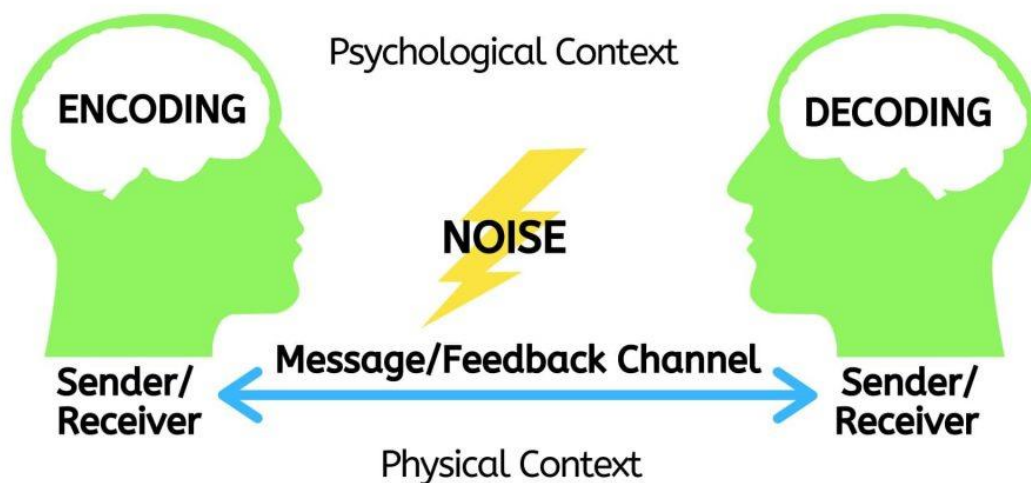
The Transaction Model of Communication



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In transactional model, senders and receivers both are known as communicators, and both play equally important role in communication. Transactional model relates communication with social reality, cultural up bringing and relational context (relationships). Non-verbal feedback like gestures, body language, is also considered as feedback in this model. Different models that follow transactional model of communication are: Barnlund's Transactional Model, Helical Model, Becker's and Mosaic Model.

The Interaction Model of Communication

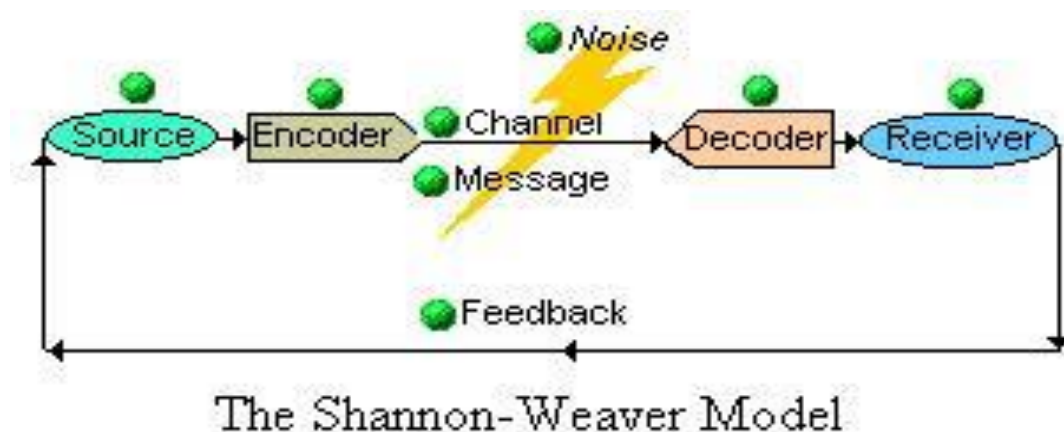


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Interactive Model of Communication

Interactive model or convergence model is like transactional model as they are both two-way communication model. But interactive model is mostly used for new media like internet. Here, people can respond to any mass communications like videos, news, etc. People can exchange their views and ideas. Different models that follow interactive model of communication is Schramm's Interactive Model.

Shannon and Weaver (1948/49)



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The Shannon and Weaver Model of Communication is a mathematical theory of communication that argues that human communication can be broken down into 6 key concepts: sender, encoder, channel, noise, decoder, and receiver. A later version of the theory by Norbert Weiner added a 7th concept ('feedback') which changed the model from a linear to cyclical model.

It is known as the "mother of all models" because of its wide popularity. The model is also known as 'information theory' or the 'Shannon theory' because Claude Shannon was the main person who developed the theory.

The model's primary value is in explaining how messages are lost and distorted in the process of communication.

The Shannon and Weaver model is a linear model of communication that provides a framework for analysing how messages are sent and received.

It is best known for its ability to explain how messages can be mixed up and misinterpreted in the process between sending and receiving the message.

Shannon, in his famous article titled "A Mathematical Theory of Communication" where he outlined the theory, explained what the goal of his model was:

"The fundamental problem of communication is that of reproducing a message sent from one point, either exactly or approximately, to another point" (Shannon, 1948, p. 379).

Concepts in Shannon Weaver Model

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.

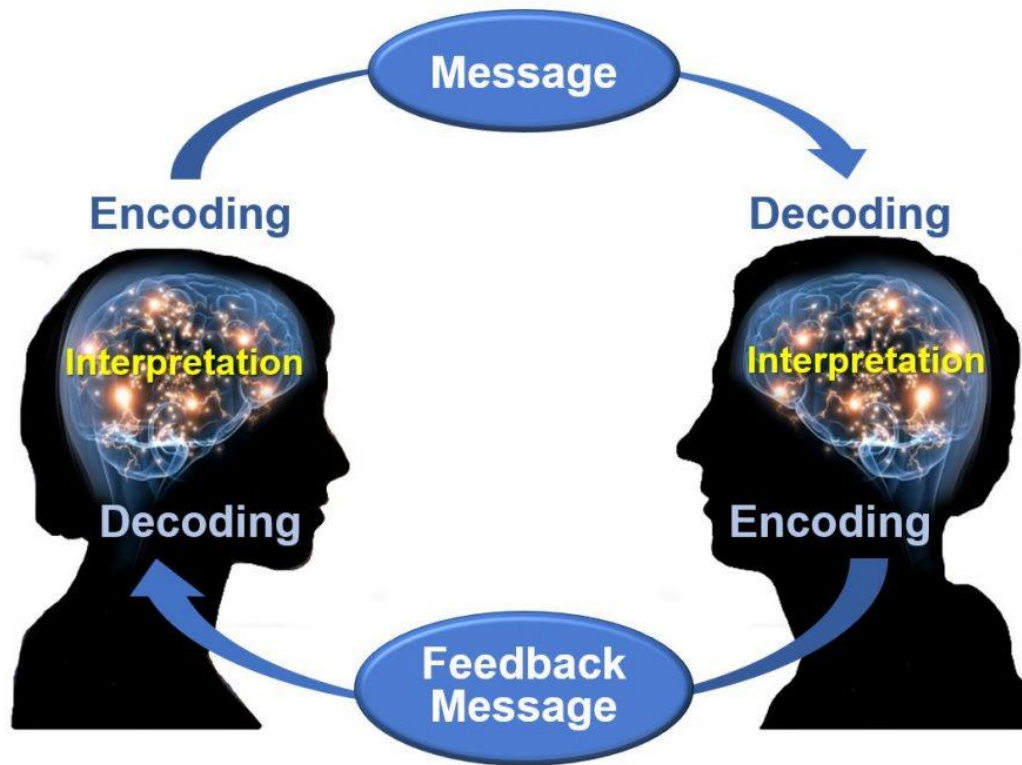
Levels of Communication Problems

There are three levels of problems of communication according to Shannon Weaver. They are: Technical problem –How a channel causes a problem, Semantic problem –Is the meaning of message sent and received very different and Effectiveness problem –How effectively does the message cause reaction

Advantages of Shannon Weaver Model

- ☐ Concept of noise helps in making the communication effective by removing the noise or problem causing noise.
- ☐ This model takes communication as a two-way process. It makes the model applicable in general communication.
- ☐ Communication is taken as quantifiable in Shannon Weaver model.

Schramm (1954)



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Wilber Schramm proposed the model of communication in 1954.

Information is of no use unless and until it is carefully put into words and conveyed to others. Encoding plays a very important role because it initiates the process of communication by converting the thought into content. When the information reaches the recipient, his prime responsibility is to understand what the speaker intends to convey. Unless and until the second party can understand or decode the information what the sender wants to communicate, the message is of no use. Thus, encoding and decoding are two most important factors of an effective communication without which information can never flow between two individuals. Schramm's model also revolves around the above principle. According to the Schramm's model, coding and decoding are the two essential processes of an effective communication.

He also emphasizes that the communication is incomplete unless and until the sender receives a feedback from the recipient. Imagine a person sharing his thoughts with his friend and his friend not responding to him. Is the communication complete? NO. Schramm believed that communication is a two-way process between the first party and the second party.

Sender

$M \downarrow \uparrow M$

Receiver

M - Stands for message

Schramm believed that an individual's knowledge, experience and cultural background also play an important role in communication. Individuals from diverse cultures, religion or background tend to interpret the message in different ways.

To conclude according to this model of communication when a sender passes on the information to the receiver, the receiver must interpret it in the desired form the sender wants and give him the feedback or respond accordingly. Any communication where the sender does not get the feedback, the communication is not complete and thus ineffective Urged Prachi Juneja, (2021)

Berlo (1956)



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David Berlo's SMCR Model of Communication represents the process of communication in its simplest form. The acronym SMCR stands for Sender, Message, Channel, and Receiver.

Berlo's SMCR Model of Communication (1960) describes the different components that form the basic process of communication. Because this communication tool also emphasises the coding and decoding of the message, it can be used for more efficient communication.

Components of Berlo's SMCR Model of Communication

Berlo's SMCR Model of Communication includes four components that describe the communication process. The different components in the model are influenced by various factors.

Sender

The sender of the message is the source who creates and sends the message to the receiver. The source is the start of the communication process and is the person who encodes the message.

Factors that may influence the sender are also applicable to the receiver. Consider how the message is interpreted, for example. Berlo's SMCR Model of Communication identifies the following factors that affect the source:

Communication skills

Communication skills include: reading, listening, speaking etc.

Attitude

One's attitude in relationship to the audience, receiver and subject changes the meaning and consequence of the message.

Knowledge

Familiarity with the subject of the message makes communication more effective.

Social systems

Values, beliefs, religion and rules influence the way in which the sender communicates the message, alongside location and circumstances.

Culture

Cultural differences may result in the message being interpreted differently.

Message

The message is the package of information or meaning that is sent from sender to receiver. The message can be sent in various forms, such as audio, speech, text, video or other media.

The sender of the messages always wants the receiver to interpret the message in a certain way. The source's intention is therefore translated into a coded message. The receiver should understand the message with reasonable accuracy. The message is influenced by:

Content

The content of the message from beginning to end.

Elements

Elements are (non)verbal aspects, such as gestures and signs, that may influence the message. Albert Mehrabian's 7 38 55 rule of Communication goes into this in more detail.

Treatment

Treatment refers to the way in which the message is sent, the message's packaging.

Structure

As the word suggests, the structure of the message refers to the way in which it is structured.

Code

The code of the message is the form in which the message is sent. This may include text, language, video, gestures, music, etc.

Channel

The channel is the medium used to send the message. The medium must be able to be picked up by the sensory system of the receiver and may therefore involve vision, sound, smell, taste or touch. Humans have the following senses:

Hearing

Seeing

Touching

Smelling

Tasting

Mass communication always involves technical tools, such as phones, the Internet and television. In these cases, the transmitted information is assimilated via vision and sound.

Receiver

The receiver is the person who receives and subsequently decodes the coded message. In a linear communication process, the receiver is always located at the end.

In order to make communication as effective and smooth as possible, Berlo's SMCR Model of Communication assumes the receiver's thinking pattern must be in accordance with that of the sender.

The same factors therefore influence this component in Berlo's SMCR Model of Communication. After all, the receiver decodes the message him/herself and gives it their own meaning.

A Disrupted Communication Process

In practice, communication is not nearly as smooth as described in Berlo's linear model. There are a number of factors that may lead to a disrupted communication process. Examples of disruptions include:

Loss or distortion

The person sending the message must encode the message in such a way that the full intention of the message is clear. He/she may choose to do this with words, but it is very rare that the full intention is encoded in a message. In some cases, a message may even barely contain the information the sender wants to convey.

Even if an additional channel is added to the communication process, the message may become distorted. For example, consider the familiar team-building game where a message is constantly passed on in a circle of people.

The last person will often hear a completely distorted or unrecognisable message. Every time the message is conveyed by a different person, part of its initial intention is lost.

Noise

After the message is sent, noise may occur. This noise disrupts the source and message and causes the receiver to only partially receive the message or not at all. Internal noise refers to a state in which part of the communication process, the receiver for example, is not feeling well, or not entirely focussed.

As a result, the receiver may miss out on certain parts of the message. External noise, on the other hand, may be caused by background noise during a phone call, for example. This also causes the receiver to potentially misunderstand certain parts of the message.

There may also be situations in which noise is caused intentionally. Non-intentional noise is caused unintentionally and can, for example occur if sender uses difficult words, which then makes it more difficult for the receiver to understand the message according to Janse, B. (2018).

Communication Skills

According to indeed (2021) communication skills are the abilities used when giving and receiving different kinds of information. While these skills may be regular part of our daily work life, communicating in a clear, effective and efficient way is an extremely special and useful skill. Learning from great communicators around you and actively practicing ways to improve your communication over time will certainly support your efforts to achieve various personal and professional goals.

Communication Skills involves listening, speaking, observing and empathizing. It is also helpful to understand the differences in how to communicate through face-to-face interactions, phone conversations and digital communication, like emails and social media.

There are four main types of communications we may use on a daily basis including.

1. Verbal; communication by way of spoken language.
2. Nonverbal; Communication by way of body language, facial expressions.
3. Written; Communicating by ways of written language, symbols and number,
4. Visual; Communicating by ways of photography, art, drawings, sketches, charts and graphs.

Conclusion

It is clear therefore that communication is an essential component of our daily life. While communication is a natural part of human experience, it's important to consider how you will communicate in a positive and effective manner that aligns with your responsibilities and reputation.

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