

APSS1L01 Tomorrow's Leaders

Individual Paper

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A Review of Effective Communication as a Leadership Quality

Part A:

Everyone needs to communicate with others while they encounter a number of different situations. Effective communication is the most fundamental element in social contact and social events, especially for the social relationships with others. Also, effective communication skills also make up successful leadership.

Treher & Noah define communication as “the act of transmitting and processing information between a source and a recipient” (2008). In another word, in the process of communication, there are two roles, sender and receiver. Also, in Brooks and Health’s definition, interpersonal communication is expressed as “the process by which information, meanings, and feelings are shared by persons through the exchange of verbal and non-verbal messages” like speech, oral communication, and interviews (1995, p. 7).

The Westley and Maclean's Model, in contrast to Treher and Noah's definition, begins from environmental factors that affect the people who send a message rather than the message sender himself. It also recognizes the importance of response in communication and accounts for both interpersonal and mass communication.

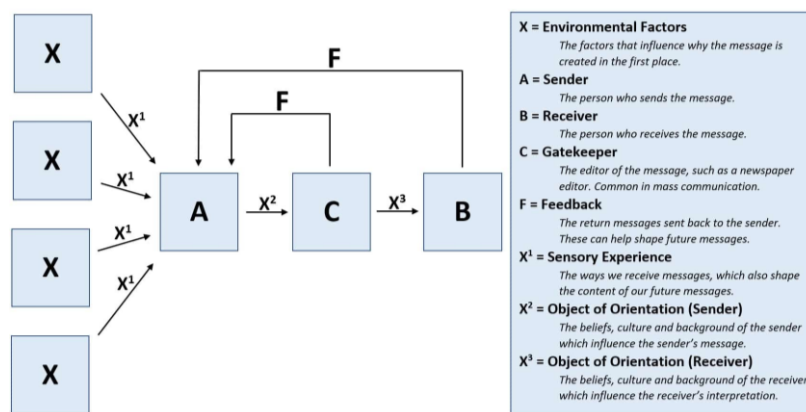


Figure 1 Westley and Maclean Model (Westley & MacLean, 1957, pp. 31–38)

Figure 1 Westley and Maclean Model for effective communication (1957, pp. 31–38)

The communication skill model proposed by Westley and Maclean describes how communication occurs. This model's functioning is seen in Figure 1. This model is composed of nine components. Starting from the right side, the first one is X, environmental factors, which refers to the circumstances that impact why it is that the message was formed in the first place. Environmental factors may also include how an issue is discussed on news media and the community in which you reside. The recognition of the environment's role allows us all to concentrate on the social settings that impact how we interact and the messages we receive.

The next is X^1 , sensory experience, or how we are receiving messages, which determines the substance of our future communications. The speaker encounters something like that in his environment that stimulates them to deliver their message in some way. If our experiences are pleasant, we may develop a more positive message about our thought. If our sensory experience is unfavorable, it is probable that our message will be negative of the basic ideas (Westley & MacLean, 1957, pp. 31–38).

The third is the sender (A), who is the one who sends the communication. The sender might have been a news reporter or a person who talks one-on-one, corresponding to interpersonal as well as mass communication. Fourth, X^2 is the object of the source's orientation (Sender). We all acquire, interpret, and analyze information via the lens of our own cultural or sociological viewpoints. These will have an influence on how we convey a message.

Next, "the receiver (B) is the person who gets the message". The sixth one is "the object of the orientation of the receiver" (Drew, 2019). "The experiences of the person receiving the message" are the object of the recipient's orientation (Drew, 2019). The recipient will decode the message using his or her personal perspectives.

In addition, feedback loops are vital in this communication paradigm for changing how signals are transmitted. Feedback loops include the receiver and gatekeeper (described further below) sending messages back to the message sender. This may prompt the message sender to generate a fresh message that has been improved in response to the feedback received (Westley & MacLean, 1957, pp. 31–38).

Gatekeepers (C) are also important in this model. They are the editors of the message before messages are passed to the receiver, and commonly in mass communication than interpersonal communication. In modern society, information, or message to pass to the recipient without being twisted because there are several news media platforms. The last one is opinion leaders. This person may have an oversized influence as an environmental factor (X) upon the message sender (A) (Drew, 2019).

As for communication in my profession, computer programmer. Many people are confused about whether computer engineers need communication skills because they think engineers only need to write programs on the computer. Network development engineers often need to communicate with team members, product managers, and even customers in the course of their work. As the complexity of a project increases or the speed of product development increases, the need to work closely with other engineers and PMs becomes even more important.

Effective communication is a very important attribute of a good engineer. Any collaboration has a communication cost, and if you can let the whole team, including engineers, or company directors, understand your output and the editorial behind it quickly, you can reduce the communication cost and help the team progress faster.

Part B:

Before the class talking about effective communication, I have not thought much about how to communicate with others, and I feel that this matter is not very important, but in fact, communication is the most important ability after getting out of student days.

Whether at work and colleagues and superiors' customers, life and family and friends, and even with strangers will have communication. When we are in high school, we often do not need to communicate, because we just need to get good grades, and everything will be fine. But after entering university, it is completely different, almost all important things rely on communication to complete, sometimes even if it is research work, you spend a lot of effort to do it, but the expression of bad words, it will also make your work greatly reduced.

According to Lane's seven principles of communication, my strength in communication is I can communicate with some end in mind, and it is about conveying information clearly and concisely. Before you start a conversation, I'm always remember what the purpose of the communication is and focus on the key point of the information I want to get from others. Lack of clarity can lead to confusion in understanding information. (Lane, 2010)

My weakness in communication is that I can't listen carefully. Effective communication requires skills in listening and speech, but I wants to focus more on honing my skills in how I encounter casual communication and the vocabulary during the conversation. Then I just ignore the listening skill, so my communication is often unrealized due to the bad listening skill.

The first step to horn my communication skill is to pay attention to communication. What is the meaning of paying attention to it? For example, if someone tells you something, you may just think about what he said and what it has to do with me, but if you pay attention to communication, when someone speaks to you, you should not only think about what he said and what it has to do with you, but also think about why he said it, what his emotion is when he said it, and what kind of response he wants me to give him. Then you can give the appropriate response according to the specific scenario. For example, if you go out with friends to chat, you should talk about your own similar experiences as much as possible to trigger empathy, rather than having to fight for a right or wrong on this occasion.

There are several strategies to improve communication skills. Firstly, I need to try to make the communication atmosphere light and pleasant, so that the other party to relax the effect of communication will be better. Secondly, the other party to give a response to what they say (if you are not busy). Thirdly, if the other party is relatively white, or logic is more around, then you need to speak more slowly, speak more carefully, using the "law of storytelling" --background, conflict, questions, answers to the four structural elements (i.e. SCQA structure), or other storytelling/sales rules: before what, after what will be, after and before compared to where the good. The SCQA model is a "structured expression" tool that was developed by McKinsey consultant Barbara Minto in *The Pyramid Principle*. The S (scenario) statement is usually something familiar, something generally agreed upon. The complication (C) in which it happened and difficulties to be solved also need to be mentioned. Q is the question, is based on the previous conflict from the other side's

point of view to raise his concerns. And finally, A, is the answer to Q is also the next we want to express the central idea. The whole structure is actually to form a good communication atmosphere, then bring out the conflict and questions, and finally provide a feasible solution (Cook, 2020).

Finally, communication is to solve problems and improve efficiency, the purpose of communication is to stop doing communication, you cannot get so deep into the mire of communication that you cannot extricate yourself and forget the original goal.

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