

COMMUNICATION

PROCESS

Introduction

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- The term communication is derived from the latin word *communis*, meaning common.
- In general, communication refers to the reciprocal exchange of information, ideas, facts, opinions, beliefs, feelings & attitudes through verbal or nonverbal means between two people or within a group of people.

Definition of communication

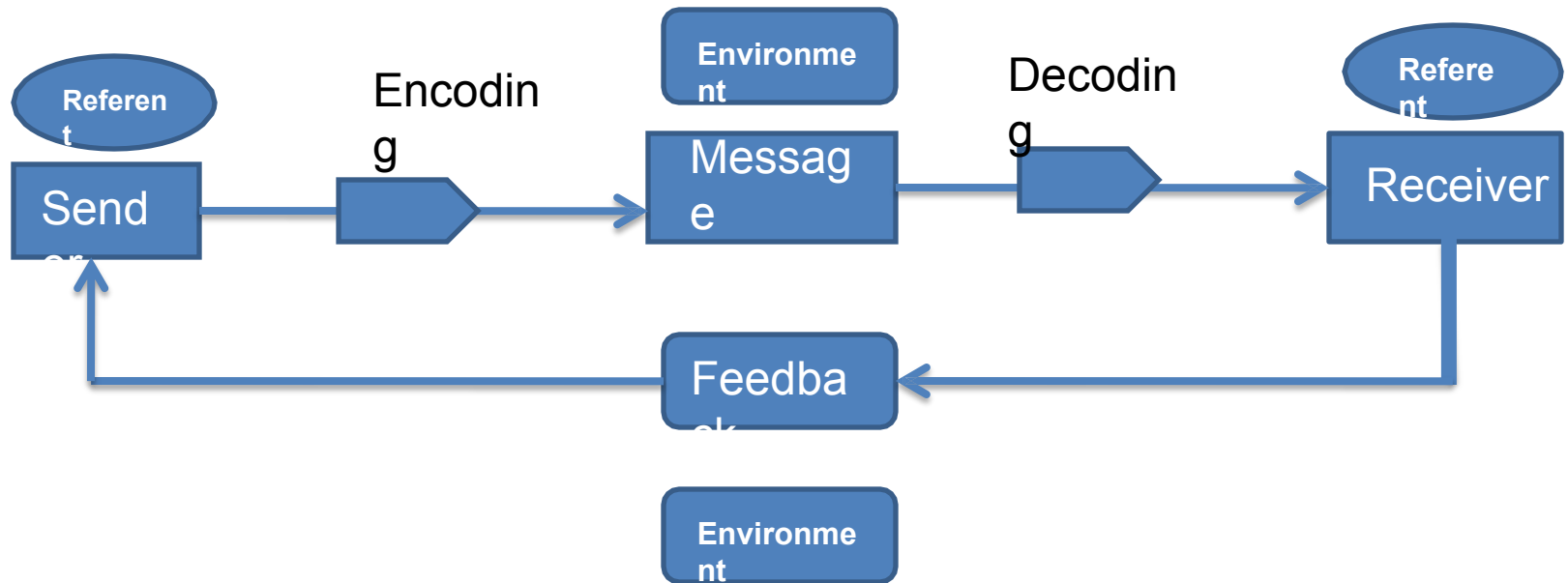
- Communication is a process by which information is exchanged between individuals through a common system of symbols & signs of behavior.
- Webster's Dictionary
- Communication is interchange of thoughts, opinions or information by speech, writing or signs.
- Robert Anderson

Meaning of Communication

Communication as

- A process through which individuals mutually exchange their ideas, values, thoughts, feeling & actions with one or more people.
- The transfer of information from the sender to the receiver so that it is understood in the right context.
- The process of initiating, transmitting & receiving information.
- The means of making the transfer of information productive & goal oriented.
- The process of sharing information, ideas & attitudes⁴

Process of Communication



Elements of the communication

Referent:

- A referent motivates the sender (or receiver) to share information (message, objects, sounds, sights, time schedule, ideas, perceptions, sensation, emotion, odour, etc.) that may initiate communication.
- For example, a nurse, sighting a patient with difficulty in breathing may serve as a referent to the nurse promoting her to initiate communication with the patient.

Elements of the communication

Sender:

- A sender is a person who encodes & sends the message to the expected receiver through an appropriate channel.
- A sender is the source of the message that is generated to be delivered to the receiver after appropriate stimulus from the referent.

Elements of the communication

Message:

- The message is the content of communication & may contain verbal, nonverbal or symbolic language.
- Perception & personal factors of the sender & receiver may sometimes distort this element & the intended outcome of communication may not be achieved. For ex, the same message may be communicated or perceived differently by two individuals.

Elements of the communication

Channel:

- A channel is a medium through which a message is sent or received between two or more people.
- Several channels can be used to send or receive the message, i.e seeing, hearing, touching, smelling, & tasting.
- While selecting channels of communication, several factors must be considered: availability of channel(s) , purpose, suitability, types of receivers, types of message, preference of sender & receivers, communication skills of the sender, cost, etc.

Classification of channels of communication:

- ***Visual channel:*** Facial expression, body language, posture, gestures, pictures & written words, electronic mails, mass media, etc.
- ***Auditory channel:*** Spoken words, sounds, telephone or mobile communications, delivering audio content (radio, voicemail), etc.
- ***Tactile channel:*** Touch sensations, therapeutic touch, etc.
- ***Combined channel:*** Audiovisual media, consoling a person with touch & spoken words

Elements of the communication

Receiver:

- A receiver is an individual or a group of individuals intended to receive, decode & interpret the message sent by the sender/source of message.
- A receiver also known as decoder.
- He is expected to have the ability & skills to receive, decode & interpret the message.

Elements of the communication

Feedback:

- It is a return message sent by the receiver to the sender.
- It is most essential element of the communication process as it shows that the receiver has understood the primary message sent by the sender & the communication process is now consider complete.
- A successful communication must be a two-way process where the sender sends the message & receives feedback from the receiver.
- These feedback could be verbal & nonverbal.

Elements of the communication

Confounding elements:

- These elements are not a direct part of the flow of the communication process but influence the communication process significantly indirectly.
- These elements are interpersonal variables of the sender & the receiver & the environment where the communication process take place.
- Interpersonal variables such as perception, beliefs, values, sociocultural background, educational & developmental levels, emotion, gender, physical & mental health, etc. may significantly affect the communication process.

TYPES OF COMMUNICATION

- I. Based on the means of delivering the message**
- II. Based on the purpose of communication**
- III. Based on the levels of communication**
- IV. Based on the pattern of communication**

I. Based on the means of delivering the message

a) Verbal communication:

- It occurs through the medium of spoken or written.
- A combination of several words is used & each words conveys a specific meaning.
- Some important elements of verbal communication are language, vocabulary, denotative & connotative meaning, pacing, intonation, clarity, consciousness, preciseness, comprehension, brevity, timing & relevance.

Count

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Subtypes of verbal communication:

- Spoken communication
- Written communication
- Telecommunication
- Electronic communication

I. Based on the means of delivering the message

b) Nonverbal communication

- This communication occurs without words; where the five senses & whole range of body movements, posture, gesture, facial expressions & silence are used for sending & receiving the message.
- Nonverbal communication is a more accurate way of communication because it convey the true & intended meaning of the message.

Nonverbal communication may be accomplished by the following means:

- Touch
- Eye contact
- Facial expression
- Posture
- Gait
- gesture
- Physical appearance
- Sound
- Silence

II. Based on the purpose of communication

a) Formal communication

- Formal communication follows line of authority & is generally used in organization to achieve organizational objectives.
- For example, the nursing superintendent of a hospital will communicate with staff nurse through assistant nursing superintendents, supervisors & ward-in-charge nurses.

II. Based on the purpose of communication

b) Informal communication

- Informal communication does not follow line of authority.
- Examples of informal communication are gossip, chitchat & kitty parties.
- It is very fast & usually takes place in social groups like friends, family, peer groups, etc.

II. Based on the purpose of communication

c) Therapeutic communication:

- Therapeutic communication takes place between a health care personnel & a patient, with the purpose of modifying the patient behavior.
- This is accomplished with repeated interaction using certain essential attribute such as trust, empathy, tenderness, concern & nonjudgemental attitude.

II. Based on the levels of communication

a) Intrapersonal communication

- It take place within an individual; we may also say it is self-talk.
- It is crucial because it provides a person with an opportunity to assess self or a situation, before acting on it, ultimately affecting the person behavior.

III. Based on the levels of communication

b) Interpersonal communication

- It takes place whenever two or more people interact & exchange messages or ideas.
- This is also one of the most common forms of communication in our daily lives.
- Interpersonal communication may further categories into assertive, nonassertive & aggressive communication.

III. Based on the levels of communication

c) Transpersonal communication

- It takes place within a person's spiritual domain.
- The purpose of transpersonal communication is to realize selfhood, enhance spirituality & answer questions that are spiritual in nature.

III. Based on the levels of communication

d) Small-group communication

- An example of a small-group communication is when nurse interact with two or more individuals face-to-face or use a medium (like a conference call).
- Patient care conferences, staff meetings & reports are good examples of small-group communication.

III. Based on the levels of communication

e) Public communication

- Public is generally defined as a large group of people.
- Communication with such a large group of people is known as public communication.
- Public communication requires essential skills to influence people at large & media material to reach member of the public clearly & loudly.

III. Based on the levels of communication

f) Organizational communication

- It takes place when individuals & groups within an organization communicate with each other to achieve established organizational goals.

V. Based on the pattern of communication

a) One-way communication

- It take place when message are delivered to the audience from the communicator only without constant feedback.
- A common example of one-way communication is lecture delivered in a classroom.

IV. Based on the pattern of communication

b) Two-way communication

- It takes place when both the communicator & audience take part in the process.
- The audience may raise questions & add information, ideas & opinions on the subject.

IV. Based on the pattern of communication

c) One-to-one communication

- Communication between one sender & one recipient at one time is termed as one-to-one communication.
- A nurse providing information to a patient is an example of one-to-one communication

IV. Based on the pattern of communication

d) One-to-many communication

- Where one person communicates with many people at the same time, it is termed as one-to-many communication.
- A nurse providing health education to a community is an example of one-to-many communication.

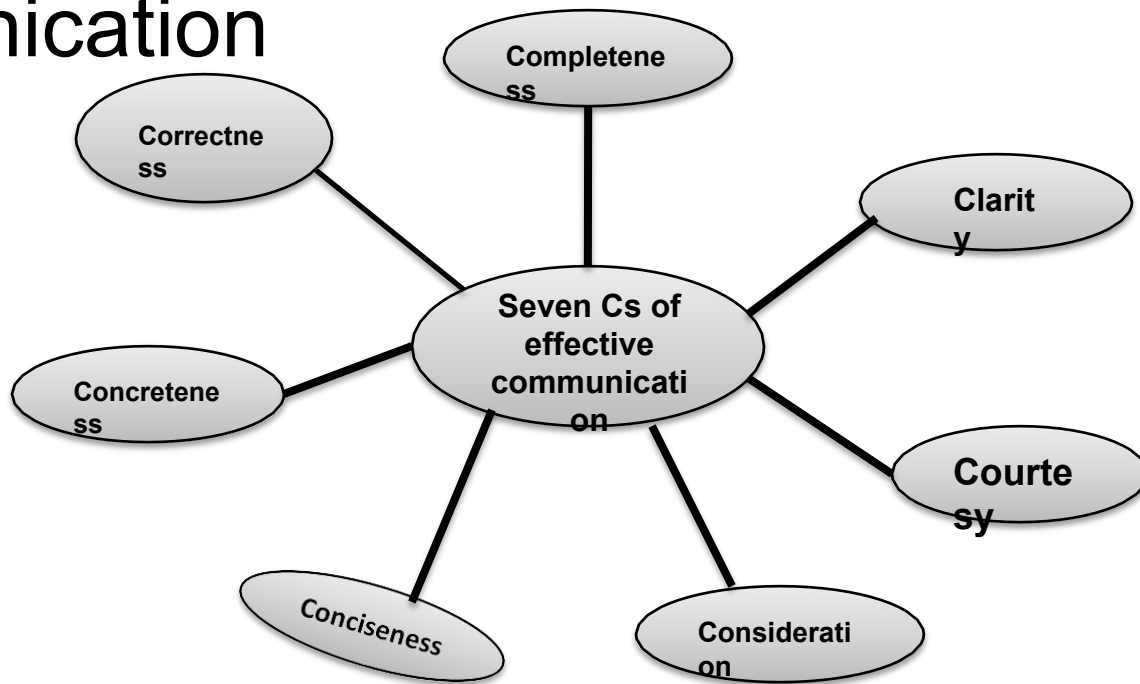
IV. Based on the pattern of communication

e) Many-to-one communication

- Many-to-one communication takes place when several people communicate with one person at the same time.
- A panel of expert taking an interview is an example of many-to-one communication.

FACILITATORS OF COMMUNICATION

Seven Cs of effective communication



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Other attributes

- Positive attitude
- Improving communication skills
- Getting feedback of communication skills
- Goal-oriented communication
- Using creative alternative approaches
- Minimizing negative impact
- Warmth & friendliness
- Openness & respect
- Empathy

BARRIERS OF COMMUNICATION

I. Physiological barriers

- Poor retention due to memory problem
- Lack of attention
- Discomfort due to illness
- Poor sensory perception
- Hearing problems
- Poor listening skills
- Information overload
- Gender physiological differences

BARRIERS OF COMMUNICATION

II. Environmental barriers

- Loud background noise
- Poor lighting
- Uncomfortable setting
- Unhygienic surrounding & bad odour
- Very hot or cold room
- Distance

BARRIERS OF COMMUNICATION

III. Psychological barriers

- Misperception & misunderstanding
- Distrust & unhappy emotions
- Emotional disturbances
- Psychotic or neurotic illness
- Worry & emotional disturbances
- Fear, anxiety & confused thinking

BARRIERS OF COMMUNICATION

IV. Social barriers

- Diffidence in social norms, values & behavior
- Social taboos
- Different social strata

V. Cultural barriers

- Ethnic, religious & cultural differences
- Cultural tradition, values & behavior

BARRIERS OF COMMUNICATION

VI. Semantic barriers

- Language barriers
- Faulty language translation
- Individual differences in expression & perception
- Past experiences of an individual failure to listen

BARRIERS OF COMMUNICATION

VII. Organizational barriers

- Organizational policy, rules & regulation
- Technical failure
- Time pressure
- Complexity of organization structure due to hierarchy
- Size of the organization

VIII. Communication process-related barriers

- Unclear & conflicting message
- Stereotypical approach
- Inappropriate channels
- Lack of or poor feedback

METHODS TO OVERCOME BARRIERS OF

I. Methods to overcome physiological barriers

- Keep in each other's retention & recollection abilities.
- Pay attention during the sharing of information
- Ensure each other comfort.
- Ensure the intactness of sensory perception.
- The limitation of hearing abilities must keep in mind.
- Active listening.
- Information overload must avoid.

METHODS TO OVERCOME BARRIERS OF COMMUNICATION

II. Methods to overcome environmental barriers

- Good lighting must be ensured to facilitate nonverbal communication.
- A comfortable seating arrangement.
- A hygienic & odour-free environment.

METHODS TO OVERCOME BARRIERS

III. Methods to overcome psychological barriers

- Happy & trustworthy manner
- Should not harbour negative emotions
- Avoid feeling of prejudice, resentment & antagonism.
- Free from fear, anxiety & confusion

METHODS TO OVERCOME BARRIERS

IV. Methods to overcome social barriers

- The difference in social norms, values & behavior must be given consideration.
- Social beliefs must be kept in mind.

METHODS TO OVERCOME BARRIERS

V. Methods to overcome cultural barriers

- Consider cultural differences
- Consider cultural traditions, values & behavior.

VI Methods to overcome semantic barriers

- Use the same language
- Considered difference in the expression & perception of message

METHODS TO OVERCOME BARRIERS

VII. Methods to overcome organizational barriers

- Considered Organizational policy, rules & regulation.
- Organization structure must be simple & noncomplex
- Large organization must divided into smaller subset

METHODS TO OVERCOME BARRIERS

VIII. Methods to overcome communication process-related barriers

- An appropriate channel must be used.
- A stereotypical approach must be avoided in communication.
- The message must be clear & nonconflicting
- Proper feedback must be ensured by the recipient.

TECHNIQUES OF EFFECTIVE COMMUNICATION

I. Conversational skills

- Focusing
- Paraphrasing
- Sharing information
- Providing information
- Asking relevant question
- Clarifying & summarizing
- Sharing humor

II. Listening skills

- Active listening
- Using silence
- Listening with purpose
- Acknowledgement of message
- Giving feedback

TECHNIQUES OF EFFECTIVE COMMUNICATION

III. Technical skills

- Using touch
- Using nonverbal cues
- Sharing feeling
- Sharing observations
- Sharing hope
- Presenting reality
- Sharing empathy

Thank You