

COMMUNICATION SKILLS



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COURSE OBJECTIVES

Upon completion of the course the student shall be able to:

1. Understand the behavioral needs for a pharmacist to function effectively in areas of pharmaceutical operation.
2. Communicate effectively (Verbal and Non Verbal)
3. Effectively manage the team as team player.
4. Develop interview skills.
5. Develop leadership qualities and essentials.

ABOUT

1. Totally we have 5 units.
2. Mainly we are going to study about the skills involved in speaking, listening, reading and writing.

UNIT-I

In this mainly we are going to study about the introduction, definition, importance, barriers and perspectives involved in communication.

UNIT-1(a)

COMMUNICATION SKILLS

INTRODUCTION:

- ❖ Communication is both an art and a science.
- ❖ It often involves acts of speaking and listening, reading and writing, but it also goes beyond these and incorporates the transmission of **non-verbal language/sign language**, codes transmitted electronically (e.g., Morse code), and physically (touch, hormones, muscles, tendons, nerves), and messages communicated through music, and by other means.
- ❖ The act of communicating **verbally** serves to convey how we feel and how we think to others. It is also the basis of how we relate with others, using language as its medium.



Sign language is a visual way of **communicating** where someone uses hand gestures and movements, **body language** and facial expressions to **communicate**.



Morse code is a method used in telecommunication to encode text characters as standardized sequences of two different signal durations, called dots and dashes or dits and dahs.



Verbal communication is the use of words to share information with other people. It can therefore include both spoken and written **communication**.

DEFINITION

- ❖ Communication is giving, receiving or exchanging ideas, data, information, signals or messages through appropriate media, enabling individuals or groups to persuade, to seek information, to give information or to express emotions.
- ❖ Communication is usually a **two-way process**.

IMPORTANCE

- ❖ The **communication** brings people together, closer to each other.
- ❖ The **communication** is an **important** management function closely associated with all other managerial functions.
- ❖ It bridges the gap between individuals and groups through flow of information and understanding between them.
- ❖ Communication is a continuous process which mainly involves three elements viz. sender, message and receiver.

The following points asserts the importance of communication :

1. Basis of decision-making and planning

It enables the management to secure information without which it may not be possible to take any decision. Without effective communication it may not be possible to issue instructions and orders to the subordinates. It helps in proper implementation of plans and policies of the management.

2. Helps in Smooth Working of an Enterprise

All interactions in organization depend upon communication. Smooth working of an enterprise is possible only when there is no communication gap. Right from establishing of enterprise till its survival communication is essential.

3. Promotes co-operation and industrial Peace

Effective communication creates mutual understanding and trust among the members of the organization.

4. Job Satisfaction

Effective communication creates Job satisfaction among employees as it increases mutual trust and confidence between management and the employees. The gap between management and the employees is reduced through efficient means of communication and sense of belongingness is created among employees. They work with Zeal and Enthusiasm.

5. Increases productivity and reduces cost

The effective communication saves time and effort. It increases productivity and reduces cost as in large scale production involves a large number of people to work together in a group and achieve the benefits of large scale production.

6. Public relations

In the present business world, every business enterprise has to create and maintain a good corporate image in the society. It is only through communication that management can present a good corporate image. Effective communication helps management in maintaining good relations with workers, customers, suppliers, share holders, government and the community at large.

7. Increase managerial efficiency

Every individual in the organization is assigned a job or task. He is made responsible for some activities. He is granted authority to carry on those responsibilities. This classification of task, responsibility and authority is possible only when the information reaches accurately to the employees and that comes only with smooth flow of communication.

8. Establish effective leadership

If there is two way information flows between the superiors and subordinates then there will be definitely positive reaction of employees. Generally rules are framed by the top level authority but these are applied on all the employees in the organization. So it is always advisable to interact clearly with all the levels of employees before framing the rigid rules and regulations. The rules are more effective when they are formed with the interaction of employees.



The Communication Process

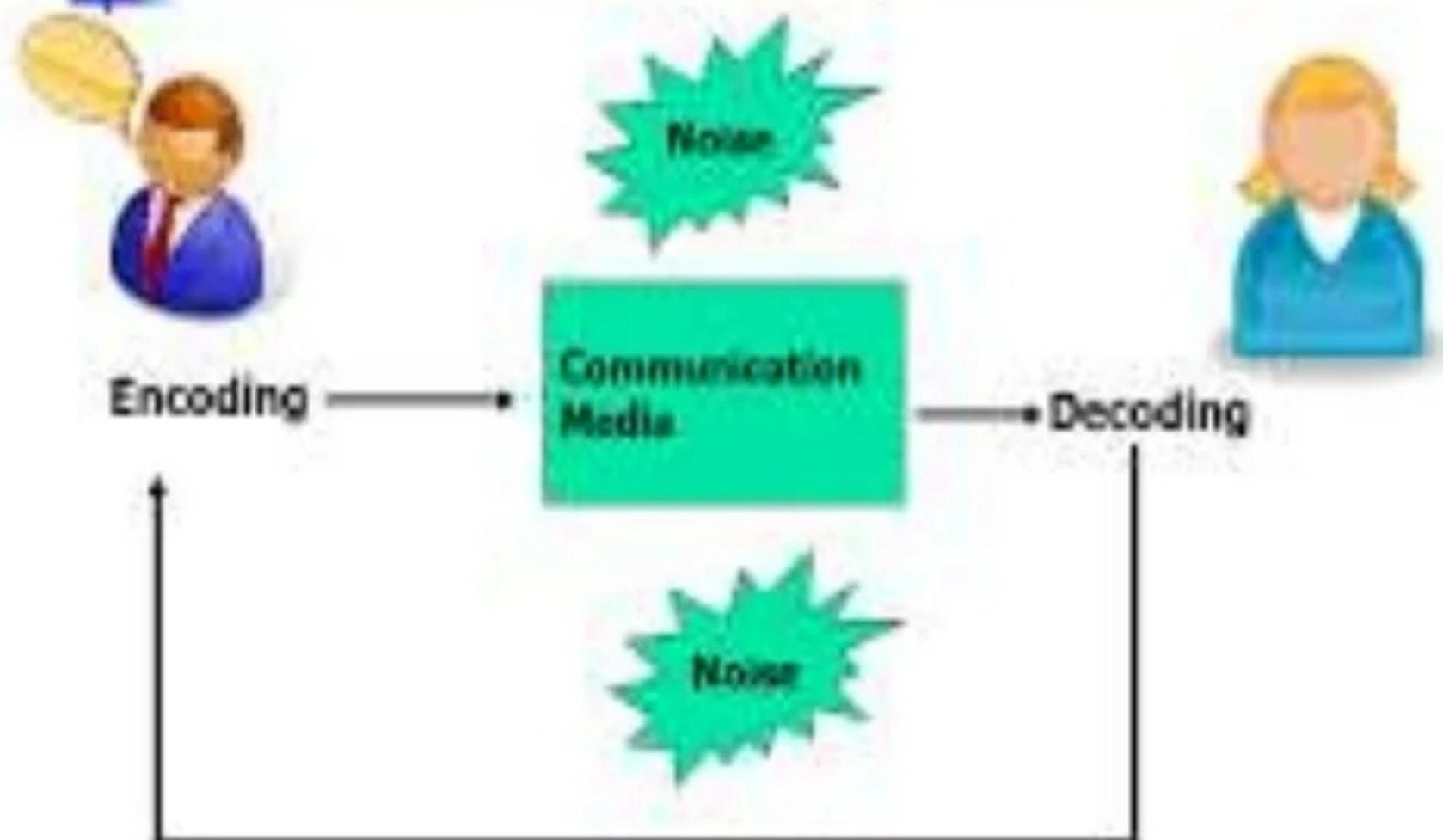
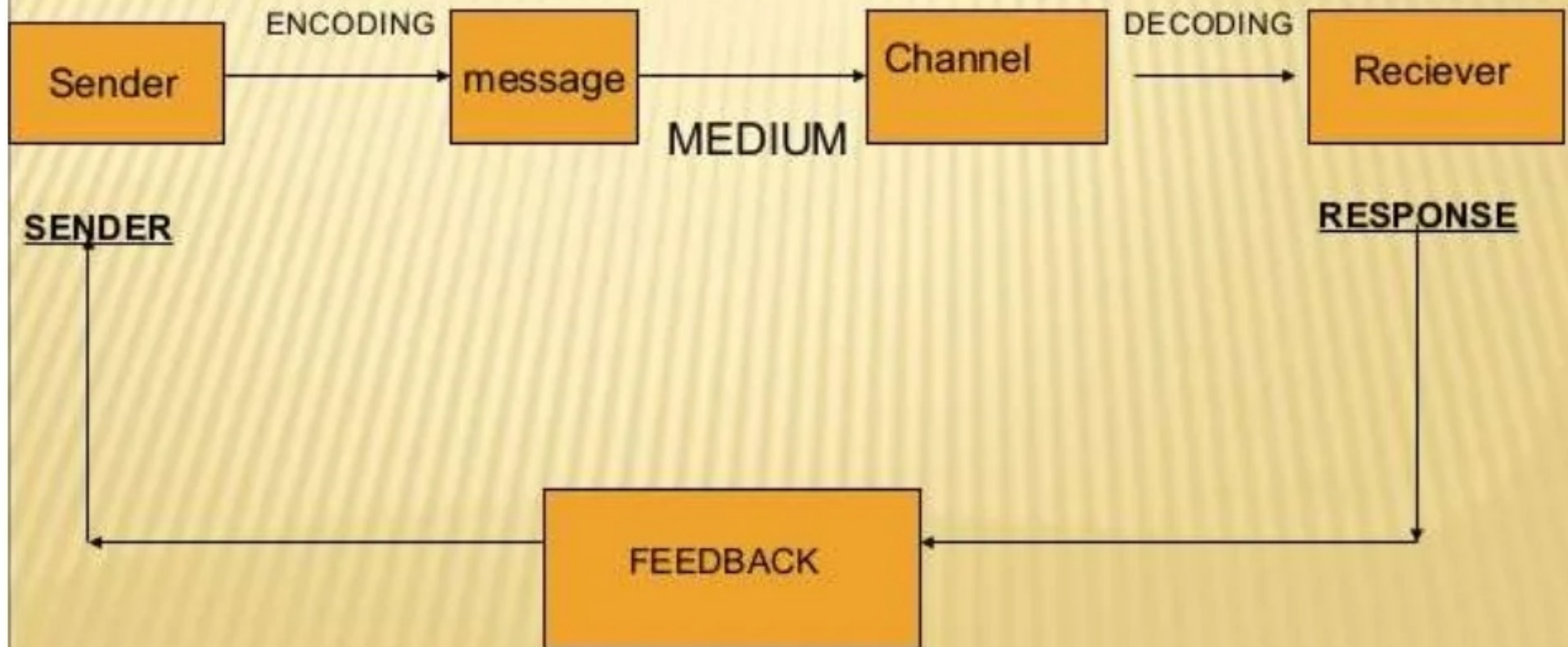


DIAGRAM OF COMMUNICATION



SENDER

- ▣ The process of communication starts with generation of idea.
- ▣ This idea arises in the mind of sender.
- ▣ The sender thinks about a particular matter and thereafter, an idea arises in his mind.
- ▣ After this he has to convert the idea into message.

Sender / Encoder - Sender / Encoder is a person who sends the message. A sender makes use of symbols (words or graphic or visual aids) to convey the message and produce the required response.

MESSAGE (ENCODING)

- After the generation of idea, the sender has to convert his ideas into message.
- This process of converting ideas into message is known as encoding.
- For this purpose the sender has to select and use certain words or symbols. (such as signs, pictures)

CHANNEL (MEDIUM)

- After preparing the message the sender has to transmit the message through some channel or medium.
- Channel is some media through which there is a transfer of message from sender to receiver.
- There are different channels of communication like letter, telephone, post card, fax, e.mail etc.

RECEIVER (DECODING)

- ▣ When the receiver receives the message he tries to understand it by the process of decoding.
- ▣ It is reverse of encoding.
- ▣ Decoding means the process of converting the message into some ideas or meaning i.e. to interpret and to understand the idea in right sense.
- ▣ The process of decoding is influenced by receiver's knowledge , intelligence, past experience and his relation with sender.

RESPONSE

- After receiving and understanding the message, the receiver reacts to it.
- This means he gives response or replies to the message.
- The message may be immediate or deferred. It may be favourable or unfavourable.
- E.g. when a person writes a letter of congratulation to the friend on his success in examination, he may give response by writing letter of thanks.

FEEDBACK

- ▣ When the sender sends the message, he is interested in knowing his message is received and properly understood by the receiver or not.
- ▣ He can find out this by getting feedback from the receiver.
- ▣ Feedback is essential as it is a barometer of effective communication.
- ▣ Feedback is the observation or knowledge of the response of receiver.
- ▣ Immediate feedback is possible only in case of face to face communication or in telephonic communication.

CONTEXT

- ❖ **Context** refers to the setting in which **communication** takes place.
The **context** helps to establish meaning and can influence what is said and how it is said.
- ❖ There are at least four aspects in regards to this idea: physical, cultural, social-psychological, and temporal

CONCLUSION

Thus, in the process of communication :

First the sender creates an idea, the idea becomes message thereafter message is transferred through some channels, the receiver receives the message and gives his response, finally the sender gets feedback.