

COMMUNICATION

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INTRODUCTION

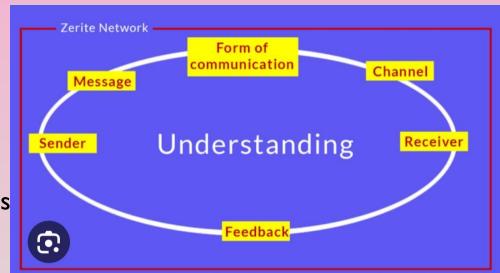
- Communication is regarded as a two way process of exchanging or shaping ideas, feelings and information to bring about desired change in human behaviour.
- According to SOIL, SEED, SOWER principle:-
- Soil-the people to whom health education is given.
- Seed-the health facts to be given.
- Sower-the media used

DEFINITION OF COMMUNICATION

<u>Definition</u>: Health communication is defined as a key strategy to inform the public about health concerns and to maintain important health issues on the public agenda. The use of mass and multimedia and other technological innovations to disseminate useful health information to the public, increases awareness of specific aspects of individual and collective health as well as importance of health in development.

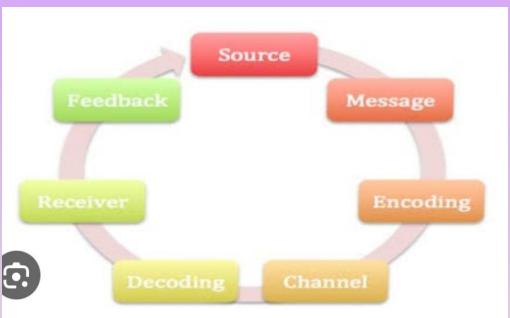
WHO health promotion glossary, 1998

- The ability of communication is the primary factor that distinguishes the animals from humans
- Communication is like two way street, which entails the relation between the sender and receiver. A cycle of communicating messages is formed between sender and receiver.
- The <u>sender</u> need to have skills like :-
- I. skills to compose the message
- 2. Skills to send the message
- The <u>receiver</u> needs to have the following skills :-
- I.The skill of receiving a message without assumptions
- 2. Placing biases aside
- 3.Actively listening



COMPONENTS OF COMMUNICATION

- The components of communication are :-
- I. Sender
- 2. Receiver
- 3. Message
- 4.channels of communication
- 5. Feedback





- He is the originator of message
- He should know the interest and need of audiences
- He should know the message
- He should know his ability

RECEIVER

The 2 types of receivers are as follows:-

- A. Controlled
 - B. Uncontrolled



- It is the information transmitted by the communicator to receiver
- A good message must have the following
- I. In line with the objective
- 2. Clear and understandable
- 3. Specific and accurate
- 4. Interesting
- 5.Timely and adequate

CHANNELS OF COMMUNICATION

- These are media used for communication
- The selected media should contain following:-
- I. Efficient in transmitting the message
- 2. Attractive
- 3. Easily understandable
- 4.Able to bring good response

FEEDBACK

- A feedback is flow of the information from receiver to sender
- A feedback should provide opportunity to modify the message and render it more acceptable

TYPES OF COMMUNICATION

- I. ONE WAY AND TWO WAY COMMUNICATION
- ONEWAY COMMUNICATION:-
- It is also known as <u>Didactic communication</u>
- As the name itself suggest that it has only one way i.e from sender to receiver
- DRAWBACK:-
- No feedback
- Little authoritative



TWO WAY COMMUNICATION

- It is also known as **SOCRATIC** or **DILECTIC**
- There is participation of both sender and receiver
- Two way communication advantages are that it is more likely to influence behaviour
- Here learning is active.

VERBALAND NONVERBAL COMMUNICATION

- Verbal communication is the traditional way by word of mouth
- Non verbal communication involves a whole range of bodily movement and facial expressions like smile, frowning, raised eyebrows.

FORMAL AND INFORMAL COMMUNICATION

- Formal communication follows lines of authority
- Informal communication is conversing with friends or colleague.



- Classification of barriers are :-
- A psychological barrier
- B. Physiological barriers
- C. Environmental barriers
- D. Cultural barrier

PSYCHOLOGICAL BARRIERS

- When interacting with individual with psychological problems, special methods and utmost care should be adopted in order to convey the message to them.
- Barriers include-emotional disturbances, depression, psychosomatic disorders.

PHYSIOLOGICAL BARRIERS

- They include difficulties in self-expression, difficulties in hearing or seeing, difficulties in understanding etc
- Example:-when dealing with special groups, like the deaf, dump or blind the channels of communication is selected in such a way as to target that specific group effectively.

ENVIRONMENTAL BARRIERS

- They are due to excessive noise, difficulties in vision and congestion.
- These can be over come by making small group and using appropriate channels of communication.

CULTURAL BARRIERS

- Communication must take into consideration the cultural factors like pattern of behaviour, habit, beliefs, custom, attitude, religion
- Care should be taken to send the message across effectively without hurting the sentiments of the people

VERBAL BARRIERS include:-

- Attacking
- Blaming
- Criticizing
- Shouting
- Threatening

NON VERBAL BARRIERS are :-

- I . Flashing eyes
- 2. Rolling eyes
- 3. Gestures out of exasperation



- The aids used for transmitting health education are main armamentarium of the health education process.
- Media used for health education are
- I .Auditary aids
- 2 .Visual aids
- 3 . Combination of audio visual aids

I.AUDITARY AIDS

• These are based on the principles of sound, electricity. The most commonly used audio aids in health

education are:-

a . Megaphones

- b. Microphone
- c. Gramophone record and discs
- d. Tape recorders
- e . Radios
- f. Sound amplifiers



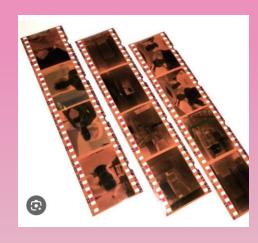




- These are based on principles of projection.
- Visual aids can be classified as
- A . Projected aids
- B . Non projected aids

A. PROJECTED AIDS

- These are visual aids, which needs projection from a source on to screen
- Films or cinemas
- Films strips
- Slides
- Overhead projectors
- Transparencies
- Bioscopes
- Video cassettes
- Silent films







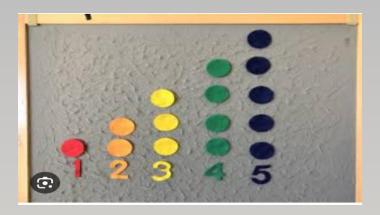


NON PROJECTING AIDS

- These are visual aids, which do not require any projection. They are:-
- A . Blackboard
- B. Pictures
- C. Cartoons
- D . Photograph
- E. Posters, charts
- F. Models, specimens
- G . Flannel boards, flashcards etc.







3.COMBINATION OF AUDIO – VISUAL AIDS

- These are the modern media available
- A .Television
- B .Tape and slide combinations
- C .Video player and recorders
- D . Puppet shows
- E. Dramas

• F. Folk dance and folk songs-

Traditional media.

METHODS OF HEALTH EDUCATION

- Health education can be done targeting three main divisions
- I. Individual approach
- 2.Group approach
- 3. Mass approach

I.INDIVIDUAL APPROACH

• When an individual come to the dental clinic Or a health centre because of illness, the opportunity should be used to educate him on matter of interest such as the cause and nature of his illness, prevention, beneficial diet, oral hygiene etc...

ADVANTAGE

- Can be done in a dentist consultation room.
- Discussion, argument and persuasion of an individual to change his behaviour
- DISADVANTAGE
- Only small number can benefited
- Health education is given only to those who come in contact with dental surgeon.

- - 2. GROUP APPROACH
 - Group education is an effective way of educating the community.
 - a . Chalk and talk (lectures)
 - It should have opening statement which gives the theme of lecture
 - Duration should not exceed 15 to 20 min
 - Should be based on topic of current interest.
 - Group should not be more than 30 people.
 - Disadvantage-One way communication and learning is passive.

b. Group discussions:

- It is an aggregation of people interacting in a face to face situation.
- Process of identifying problem and finding solutions collectively by group of people
- participants are seated in circle(6-12 members)

c. Symposium

- A series of speeches on selected topic.
- There is no discussion among speakers.
- In the end audience may ask questions.



d. CONFERENCES OR SEMINARS:

Programs range from half day to one week

• Held on a regional, state or national level.

• E. <u>DEMONSTRATIONS</u>

- Procedure is carried out step by step in front of audiences
- Method involves the audience in discussion and has a high motivational value



- 2 MASC A DDDC
 - 3 . MASS APPROACH
 - Advantages:-
 - Large no of people can be reached at once
 - People of all socio economic status irrespective of their religion have access
 - Disadvantage:-
 - This is only One way communication

a. Television

- I. coverage to large no of people
- Can also reach illiterate people
 <u>Disadvantage</u> is its high cost .

b. Radio

- I. Has broader audiences than television
- 2. Can reach illiterate people
- 3. Economic and easily accessible medium.





c. Newspaper

- Widely disseminated form of literature
 <u>Disadvantage</u> low readership in rural areas.
- d. Posters
- I. They should catch the eye and must be artistic
- 2. They should be changed frequently to maintain their effect
- 3. Message should be simple and short







- . There are number of internet sites, providing health education to the community.
- <u>Disadvantage</u>:-
- Although large number of people are using it, it is still not accessible in rural areas .
- There may be a chance of providing misleading information.



