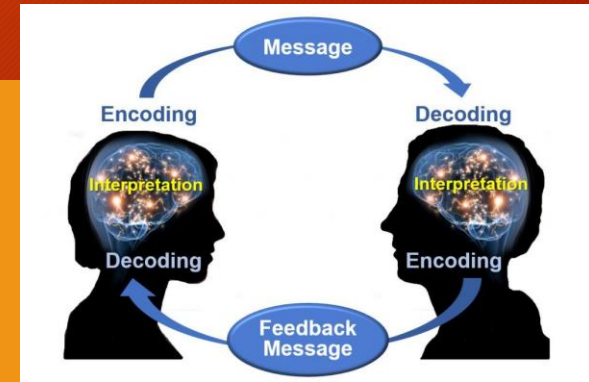




Review of Communication Process



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INTRODUCTION

- The English term 'Communication' has been evolved from Latin language. 'Communis and communicare' are two Latin words related to the word communication. Communis is noun word, which means common, communiality or sharing. Similarly, communicare is a verb, which means 'make something common'.
- In general, Communication refers to the reciprocal exchange of information, ideas, facts, opinions, feeling & attitudes through verbal or non-verbal means between two people or within a group of people.

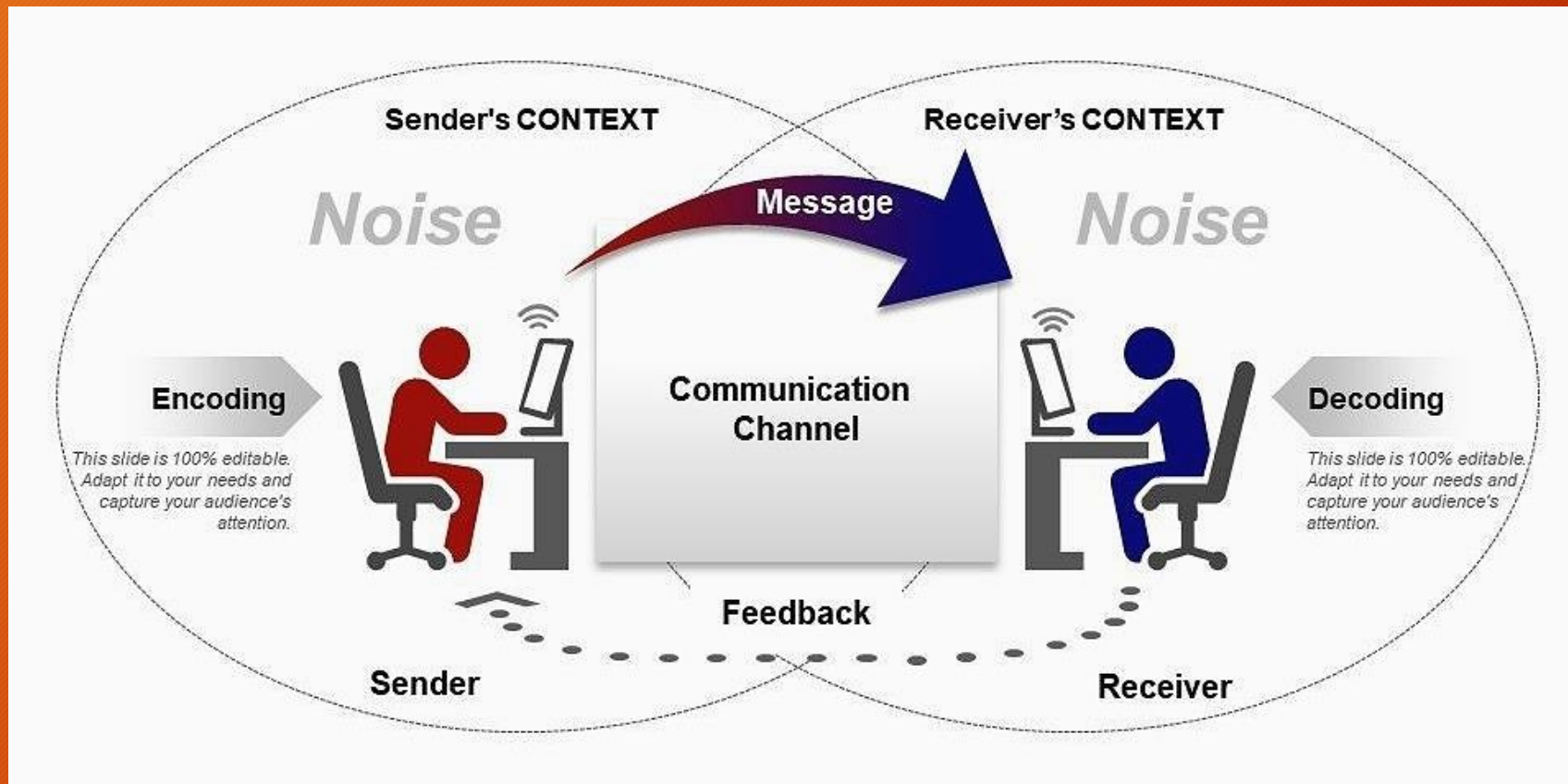
Definition of Communication

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

Meaning of Communication

- A process through which individuals mutually exchange their ideas, values, thoughts, feeling & action 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 & attitudes between individual.

Process of Communication



Elements of the Communication

1. Sender
2. Ideas
3. Encoding
4. Communication Channel
5. Receiver
6. Decoding
7. Feedback

Elements of the Communication

1 - 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.
- The person who approaches our services with the intention of getting an answer to his or her questions or passing a feedback.

Elements of the Communication

2 - Ideas

- The message is the content of Communication & may contain verbal, non-verbal or symbolic languages.
- The passed ideas are the subject matter of this action. These can represent attitudes, opinions, views, feelings, suggestions, complaints or questions.

Elements of the Communication

3 - Encoding

- represents the conversion of subject matter in certain symbols. Here, things get complicated, because most people use their own definition for certain emotions or ideas.
- The way they put these in sentences offers a view over their type of personality.

Elements of the Communication

4 - 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, purpose, suitability, types of receivers, types of message, preference of sender & receivers, Communication skills of the sender, cost etc.

Elements of the Communication

5 - 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

6 - Decoding

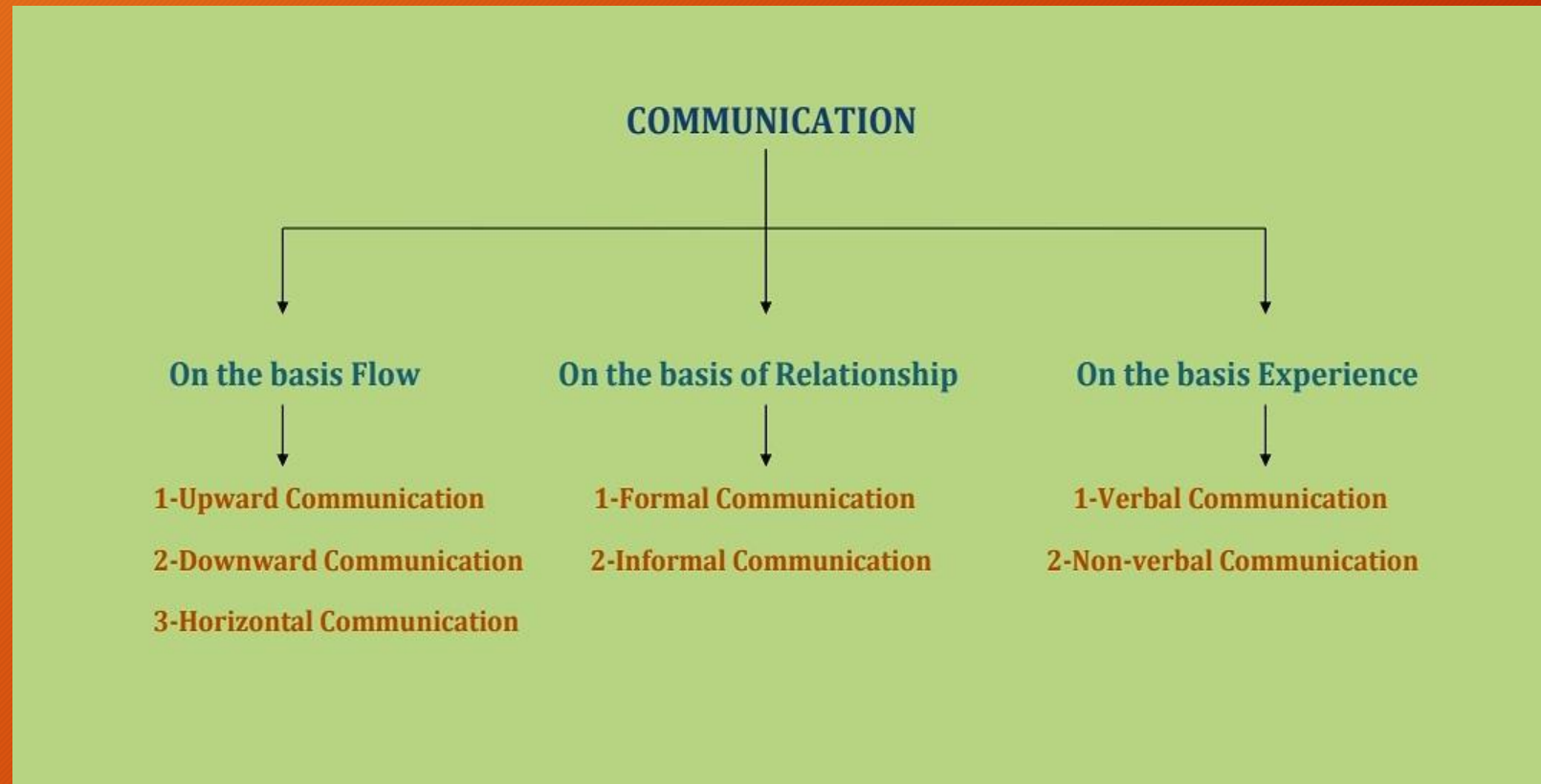
- The receiver has to extract the meaning from the symbols sent by the sender and understand completely what he needs.
- The Decoding of a message is how an audience member is able to understand, and interpret the message.

Elements of the Communication

7 - 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 understand 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 & non-verbal.

Classification of Communication



Facilitators of Communication

Seven Cs of effective Communication:-

1. Completeness
2. Clarity
3. Courtesy
4. Consideration
5. Conciseness
6. Concreteness
7. Correctness

Barriers of Communication

1. Physiological Barriers
2. Environmental Barriers
3. Psychological Barriers
4. Social Barriers
5. Cultural Barriers
6. Semantic Barriers
7. Organizational Barriers
8. Communication Process-related Barriers

Barriers of Communication

1 - Physiological Barriers

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

Barriers of Communication

2 - Environmental Barriers

- Due to background noise
- Poor lighting
- Uncomfortable settings
- Unhygienic surrounding & bad odours
- Very hot or cold room
- Long distance

Barriers of Communication

3 - Psychological Barriers

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

Barriers of Communication

4 - Social Barriers

- Difference in:-
 - Social norms,
 - Values
 - behaviour
 - Social taboos
 - Differentt social strata

Barriers of Communication

5 - Cultural Barriers

- Ethics
- Religious
- Cultural differences
- Cultural traditions
- Values
- Behaviour

Barriers of Communication

6 - Semantic Barriers

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

Barriers of Communication

7 - Organizational Barriers

- Organizational policy, rules & regulations
- Technical failure
- Time pressure
- Complexity of organization Structure due to hierarchy
- Size of the organisation

Barriers of Communication

8 - Communication Process-related Barriers

- Lack of poor feedback
- Unclear messages
- Conflicting messages
- Stereotypical approaches
- Inappropriate channels

Methods to overcome Barriers of Communication

- Methods to overcome:-
 1. Physiological Barriers
 2. Environmental Barriers
 3. Psychological Barriers
 4. Social Barriers
 5. Cultural Barriers
 6. Semantic Barriers
 7. Organizational Barriers
 8. Communication Process-related Barriers

Methods to overcome Barriers of Communication

1- Methods to overcome Physiological Barriers

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

Methods to overcome Barriers of Communication

2- Methods to overcome Environmental Barriers

- Good lighting must be ensured to facilitate nonverbal communication.
- A comfortable seating arrangements.
- A hygienic & odours-free environment.
- Place must be free from noise.
- Must be proper ventilated room.

Methods to overcome Barriers of Communication

3- Methods to overcome Psychological Barriers

- Should not harbour negative emotions.
- Happy & trustworthy manner.
- Avoid feeling of:-
 - Prejudice,
 - Resentment,
 - Antagonism.
- Free from :-
 - Fear,
 - Anxiety,
 - Confusion.

Methods to overcome Barriers of Communication

4- Methods to overcome Social Barriers

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

Methods to overcome Barriers of Communication

5- Methods to overcome Cultural Barriers

- Consider cultural differences.
- Consider cultural:-
 - Traditions,
 - Values,
 - Behaviour.

Methods to overcome Barriers of Communication

6- Methods to overcome Semantic Barriers

- Use of same language.
- Considered differences in :-
 - Expression of messages
 - Perception of messages

Methods to overcome Barriers of Communication

7- Methods to overcome Organizational Barriers

- Organization Structure must be simple & noncomplex.
- Considered:-
 - Policy,
 - Rules,
 - Regulations.
- Large organization must be divided into smaller subsets

Methods to overcome Barriers of Communication

8- Methods to overcome Communication process-related Barriers

- An appropriate channel must be used.
- A stereotypical approaches must be avoided in Communication.
- The message must be clear & non-conflicting.
- Proper feedback must be ensured by the recipient.

Techniques of effective Communication

1. Conversational skills

2. Listening skills

3. Technical skills

Techniques of effective Communication

1- Conversational skills

- Focusing
- Paraphrasing
- Sharing information
- Providing information
- Asking relevant questions
- Clarifying
- Summarizing
- Sharing humour

Techniques of effective Communication

2- Listening skills

- Active listening
- Using silence
- Listening with purpose
- Acknowledgment of messages
- Giving feedback

Techniques of effective Communication

3- Technical skills

- Using touch
- Using non-verbal cues
- Sharing feeling
- Sharing observations
- Sharing hope
- Presenting reality
- Sharing empathy

The End

Thank You...