



Unit 1

Review of Communication Process

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CHAPTER OUTLINE

- Introduction
- Etymological Meaning of Communication
- History of Communication
- Origin of Human Communication
- Petroglyphs
- Pictographs or Pictograms
- Ideographs or Ideograms
- Writing
- Origin of Spoken Language
- Modern Communication System
- Telegraphy and Telephony
- Wireless Communication System
- Digital Communication System
- Communication: Definition and Meaning
- Elements of Communication

LEARNING OBJECTIVE

At the end of the Unit, you should be able to-

- Define etymological meaning of communication
- Describe the origin of human communication
- State the definition and meaning of communication
- Describe the elements of communication:
 - The source or sender
 - The message
 - Encoding
 - The medium or channel or transmitter
 - ◆ Verbal or oral communication
 - ◆ Nonverbal communication
 - ◆ Written communication
 - ◆ Visual communication
 - ◆ Metacommunication
- The receiver
- Decoding
- The response or feedback
- Explain the concepts and theories of communication
- Recognize the facilitators of communication
- Identify the barriers of communication
- Explain the methods of overcoming the barriers of communication
- Describe therapeutic communication
- Explain the importance of research in communication



INTRODUCTION

Man is a social animal, normally we human beings cannot live alone. We depend on each other for fulfilling our needs. Whenever two or more people are together, some form of communication definitely takes place. Thus, communication is a social and interpersonal interaction. The word 'Communication' has different connotations. It is the transfer of a message or information from one person to other, but the meaning of the same message or information may change depending on the context or situation of the interaction. Therefore it is necessary for all of us to understand and learn the science and art of communication, so as to avoid any miscommunication and misunderstanding. It is all the more essential in health care profession, for the reason that effective communication itself has a therapeutic value.

ETYMOLOGICAL MEANING OF COMMUNICATION

Etymology means a study of origin of the words. The English term '**Communication**' has been evolved from **Latin language**. '**Communis and Communicare**' are two Latin words related to the word communication. **Communis** is a noun, which means common, commonality or sharing. **Communicare** is a verb, which means 'make something' common. According to some scholars the English word '**Community**' is formed through communication among people who have something common, for example, tribal communities, specific language communities, etc. Hence, communication refers to sharing and it is an act of expressing ideas, feelings, exchange of thoughts or sharing information.

HISTORY OF COMMUNICATION

Origin of Human Communication

Petroglyphs

From available resources, it is known that the human communication originated approximately 500,000 years ago and the symbols for communication were developed approximately 30,000 years ago. The oldest known symbols dating back to the Upper Paleolithic age, created for the purpose of communication were cave paintings, stone carvings, and rock art, known as **Petroglyphs**. There were also wood carving with figures and symbols. The Upper Paleolithic Period that began approximately 40,000 years ago was marked by the development of regional stone tool industries in the oldest known culture of the world. Tools were made up of stone and wood. It took about 20,000 years for human beings to move from the first cave paintings to the first petroglyphs. These paintings and carvings contained huge amount of information. The **first calendar** might have been created about 15,000 years ago. The study of evolution of languages has shown that the specific concepts and words of drawing, carving and writing convey the same meaning or information.

It is possible that human beings of that time had used some other forms of communication, often for **mnemonics** purposes. Mnemonics is a **memory device**; it aids to retain original information in a memory by associating it with a familiar idea or object to make it meaningful. For example, early warning signs of cancer is **CAUTION**, where each alphabet has meaning.

- **C** — Change in bowel and bladder habit
- **A** — A sore that does not heal



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- **U** — Unusual bleeding or discharge
- **T** — Thickening or lump in breast or elsewhere
- **I** — Indigestion or difficulty in swallowing
- **O** — Obvious change in growth or mole
- **N** — Nagging cough or hoarseness

There are evidences of a technique of ancient communication also called **Quipus**. In this technique, knots were made with colourful threads of same kind. The number of threads and the specific pattern conveyed a specific information. Ancient Tattoos, when interpreted, were found to contain some meaning. However, very few of those carved stones have survived till today and we can only speculate about their existence based on our observation of still 'existing hunter'-gatherer cultures among some tribes.

The inadequacies of communication needs felt by humans stimulated inventions and eventually resulted in creation of newer forms of communication at every stage of evolution; improving in its variety, longevity and quality. All these inventions were based on the concept of 'symbols'.

Pictographs or Pictograms

Pictographs from the year 1510s were the next step in the evolution of communication. These are different from petroglyphs. The petroglyphs were used to simply show an event, whereas pictographs were used to tell the complete story about the event, with the events arranged chronologically. A **Pictograph** is a symbol demonstrating a thought, an object, an activity, place or events, which are communicated from one person to another by a drawing. It is a form of photo-writing. For example, pictogram of a circle could represent a sun, but not the sun's related ideas as heat, light, day time, etc. Pictograms were used by various ancient cultures all over the world around 9000 BC, when simple pictures were drawn to show the crops or agricultural products. It became gradually popular around 6000–5000 BC. They were the basis of **Cuneiform system of writing** (wedge-shaped characters for writing, found in ancient Mesopotamian and Persian civilizations) and developed further into **Logographic** writing system around 5000 BC. Logograph is a written character that indicates a word or a phrase.

Ideographs or Ideograms

Pictographs evolved into **Ideograms**. These are graphical symbols to express abstract ideas. **Ideographs** could convey more abstract concepts, for example, two sticks mean legs and walking, upward tilt of both corners of lips shows smile and happiness.

Writing

The oldest-known forms of writing were primarily Logographic in nature, based on Pictographic and Ideographic elements. The earliest known form of writing is called **Futhark**. Most writing systems can be broadly divided into three categories: **logographic, syllabic and alphabetic** (or *segmental*); however, all three may be found in any given writing system in varying proportions, thus making it difficult to classify a system individually. The first **writing system** was invented probably in the beginning of the Bronze Age i.e. in the later part of 4000 BC. The original writing system was believed to be derived from system of small clay-made objects, which were used to keep count of commodities and developed to include Phonetic elements (the study and classification of speech sounds) by 2800 BC. Finally, this form of writing became a general purpose for **Logograms, Syllables** and **Numbers**.

Origin of Spoken Language

About 1.75 million years ago, prehistoric man began to make hand axe with stone, which required more preparation and accuracy than the earlier tool making process. These activities might have required some way to communicate and share ideas with each other. According to scholars, around this time human beings began to talk. Thus, probably tool-making and language skills evolved at the same time.

Modern Communication System

Today we can't imagine a life without radio, telephones, television, etc. and other common gadgets. Most of these modern-day communication systems were invented and developed during the past 200 years.

Telegraphy and Telephony

One of the earliest inventions of importance was the invention of the **Electric Battery** by Alessandro Volta in 1799. In 1837 Samuel Morse made use of this electric battery and invented **Electric Telegraph**. The **first telegraph line** connected Washington with Baltimore and became active in May 1844. **Morse Code** was a channel of communication in which the letters of typed English alphabets were converted to code words of various length and presented by a sequence of dots and dashes, for example, A (-.); B (-...); C (-.-.). In wars, this Morse code was extensively utilized for effective communication. In 1875, Émile Baudot improved the code for telegraphy. In 1858, the **first trans-atlantic telegraphy** was installed connecting the United States and Europe, marking a milestone in the history of technological communication. This became functional from 1866.

Alexander Graham Bell invented **Telephone** in 1876 and established Bell Telephone Company in 1877. Advancement in telephony continued with the development of an **Electromechanical Step-by-Step Automatic Switch** by Strowger in 1897, which was used for several decades. Early versions of telephones were very simple and could communicate within a distance of a few hundred miles. Invention of **carbon microphone and induction coil** during early part of 20th century and the invention of **triode amplifier** by Lee De Forest in 1906 made it possible for telephone signal to transmit sound waves over long distances. In 1915, inter-continental telephone transmission got activated. The First World War in 1914, Great Depression in 1930s and Second World War from 1939 might have been reasons for the long gap in progress of science and technology. The curtain again opened in 1953 when the **first trans-atlantic telephone service** was established between the United States and Europe.

Wireless Communication System

The development of **Wireless Communications** originated from the research works of Oersted, Faraday, Gauss, Maxwell, and Hertz. In 1820, Oersted demonstrated that an **electric current can produce a magnetic field**. In 1831, Michael Faraday demonstrated that a **changing magnetic field can produce an electric field in presence of a conductor**. In 1864, James C. Maxwell predicted the **existence of electromagnetic radiation** and formulated the basic theory that has been in use for over a century. Maxwell's theory was **proved experimentally** by Hertz in 1887. In 1894, **Coherer**, a sensitive device that could **detect radio signals** was invented by Oliver Lodge. He demonstrated a wireless communication



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over a distance of 150 yards at Oxford, England. Guglielmo Marconi developed **wireless telegraphy** in 1895 and demonstrated the transmission of radio signals at a distance of approximately 2 kilometers. Two years later, in 1897, Marconi patented a radio telegraph system and established the **Wireless Telegraph and Signal Company**. In 1901, Marconi received a radio signal from a distance of about 1,700 miles. The ball of inventions rolled fast.

The invention of the **vacuum tube** was especially instrumental in the development of radio communication systems. The **vacuum diode** was invented by John Ambrose Fleming in 1904 and the **vacuum triode amplifier** was invented by Lee de Forest in 1906. The invention of the vacuum triode made **radio broadcast** possible in the early part of the 20th century. **Amplitude modulation (AM)** broadcast was initiated in 1920 from the radio station KDKA, Pittsburgh. From that date, AM radio broadcasting grew rapidly across the country and around the world. The **superheterodyne AM radio receiver**, as we know it today, was invented by Edwin Armstrong during the First World War. Another significant development in radio communications was the invention of **frequency modulation (FM)**, also done by Armstrong in 1933. After the end of Second World War, FM radio broadcast became popular and developed commercially.

The first **television system** was built in the United States by V K Zworykin in 1929. Commercial television broadcasting began in London in 1936 by the British Broadcasting Corporation (BBC). In 1941, the Federal Communications Commission (FCC) officially sanctioned television broadcasting in the United States.

The invention of the **transistor** in 1947 by Walter Brattain, John Bardeen, and William Shockley; the **integrated circuit** in 1958 by Jack Kilby and Robert Noyce; and the **laser** by Townes and Schawlow in 1958, have made the development of small-size, low-power, low-weight, and high-speed electronic circuits possible. These are used in the construction of satellite communication systems, wideband microwave radio systems, and light wave communication systems using fiber optic cables. A **satellite** named 'Telstar I' was launched in 1962 and was used to relay television signals between Europe and the United States. **Commercial Satellite Communication** services began in 1965 with the launching of the **Early Bird** satellite.

Digital Communication System

With the invention of the **Transistor**, electronic or digital switches became economically viable.

From late 1950s to late 1970s, rapid digital revolution had taken place, which changed the mechanical and electronic technology to digital electronics. The development of **digital switch** by Bell Telephone Laboratories in 1960s was another landmark towards advancement in telecommunication system. During the past few decades, numerous important advancements have taken place. Fibro-optic cable lines are replacing copper wires in telephone industries, which can transmit varieties of information including voice, data and video in buses, trains and cars. Cellular radio has been developed to provide telephone services and digital switches have replaced the old electromechanical systems. High-speed communication networks link computers and a variety of peripheral devices around the world.

From the history, we realize that human communication has come a long way from sign language to digital communication system. In this history of development of communication systems, we recognize the contribution of known and unknown scientists, scholars and common people. However, it is the growing needs of human beings that act as a force towards various advancements.

SCIENCE OF COMMUNICATION

Human communication or interpersonal interactions is an art as well as has a verified scientific basis. The sciences involved in Human Communication are **Physical Sciences** (anatomy, physiology) and **Behavioral Sciences**. To be more specific, nervous system and interpersonal or social interactions decide the pattern of communication. Many research studies are going on to understand human communication in the light of scientific evidences.

Physical Sciences

The **nervous system** consists of the **brain, spinal cord, sensory organs** and the network of **nerves** that connect these sensory organs with the body parts. Together, they control the body functions and our behavioral pattern, by collaborating with each other. Every type of human communication is a specific type of behavior. To understand the scientific basis of how we communicate to each other, we need to understand how the nerve cells (neurons) communicate to each other and transfer messages from one body part to another.

Neurotransmitters

For rapid communication, the neurons send electrical signals to each other along the axons by mechanism of conduction. These electrical signals are known as **action potential**. Communication between neurons takes place at synaptic junctions, by the process of **neurotransmission**.

All the functions of our brain depend on the adequate and timely release of **neurotransmitters**. These are small chemical molecules, which act as medium to transmit messages/information from one brain cell to another across a **Synapse** (gap of about 50 nm between two neurons). Neurotransmitters are stored in small bubble-like structures, called **vesicles**. Each vesicle has a single type of neurotransmitter, for example, dopamine, relates to our memory and mental skills like intelligence; serotonin, regulates our mood, etc.

When a nerve impulse (message) reaches at the end of a nerve fiber, a neurotransmitter is released from the end of one neuron (known as presynaptic terminal). It travels through the synapse and gets attached to the receptors on the next neuron in the series (known as postsynaptic terminal) (Fig. 1). Some neurotransmitters (glutamate, aspartate etc.) are stimulatory or excitatory in nature; they bind to

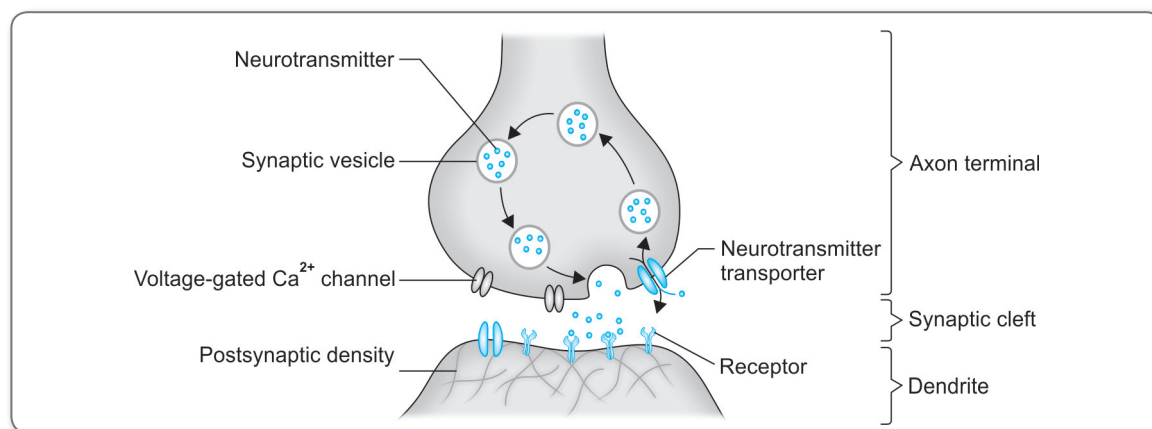


Fig. 1: Communication through neurotransmitters between the nerves

the nerve receptors at the postsynaptic terminal and generate an electrical impulse (action potential), which stimulate the neuron. Some others gamma aminobutyric acid (GABA), glycine etc. bind to the post-synaptic terminal nerve receptors, but inhibit or prevent the production of electrical impulse, thus preventing the neurons to act or slowing the speed of action.

In short, neurotransmitters can change the activities within our nervous system by changing their chemical stimuli. This in turn can change our behavioral pattern. Any problem for the adequate and timely release of neurotransmitters would lead to defective communication.

Sensory Organs

Normally we all have five sensory organs, which help us to communicate. These are senses of sight, hearing, smell, taste and touch. There are many complex processes continuously taking place inside our body to communicate messages or information to and fro through these sensory organs. Let us understand, how this works.

Sight

There are visual signals, which include our facial expressions, gestures and postures. These are called 'body language'. We receive these visual signals by using our sense of sight in eyes.

When we see something, the light rays from the object fall on the pupil of the eye. The light rays crosses the lens of the eye, the upside down image of the object is formed, which shines on the retina at the back of the eye. Retina contains rods and cones cells, which are photoreceptive and they help us to see the detailed image of the object and colors. The optic nerve sends a message of this image to the brain, where the picture is turned to right way up. Our eyes help us to judge the distance of the object, the brain tells us what is the meaning of this image and what should be our response to the object we are seeing.

Seeing objects with two eyes gives much better understanding of the situation than seeing with only a single eye, thus affecting communication.

Hearing

Hearing of the sounds made by speech/talking is the most common way of human communication. The three parts of the ear are the Outer Ear, Middle Ear and Inner Ear.

The compressed air pressure is much higher inside the ear than outside environment. As the sound wave enters the outer ear, the difference in air pressure is smoothened by the funnel shaped pinna. The sound wave then passes through the auditory canal, (which amplifies the low pitch sounds) and hits the ear drum (tympanic membrane) which marks the beginning of the Middle Ear. The pressure from the sound wave makes the ear drum vibrate.

The middle ear consists of three small thin bones (malleus, incus, stapes); the oval window, the round window and the Eustachian tube. In the middle ear, the sound becomes louder and clear and travels to the inner ear through the oval window. The inner ear consists of the cochlea (a snail-like structure containing fluid and hair fibers), the vestibules (contains fluid and hair fibers, helps the body to maintain balance or equilibrium) and the auditory nerve, which is connected to the auditory center of the brain. The round window makes the fluid in the cochlea to move, setting the thousands of hair fibers (approximately 24,000) to motion, which send electric impulses to the auditory nerve. The hair fibers in the cochlea are all connected to the auditory nerve. The receptor cells then send these

electric impulses signals along the auditory nerve to the brain. In the brain, these electric impulses are translated into specific meaningful sounds, which we hear and understand.

The Eustachian tube's work is to equalize the air pressure on both sides of the eardrum, to prevent increased air pressure in the ear. If the air pressure is not equalized, the ear drum cannot vibrate properly, thus reducing the hearing ability and causing ineffective communication.

Taste

There are four different types of taste buds on our tongue. The front buds are responsible for sweet taste, side ones are for sour, bitter taste is experienced at the back of the tongue and salty taste can be felt all over the tongue.

Though directly the sense of taste may not be linked to human communication, its indirect influence on social interactions while tasting food has great impact on communication. Throughout the world, in all communities, food plays an important role in human relationship. Choice of the ingredients, the manner of preparation and the way food is served and the body language while taking food conveys messages non-verbally, which are sometimes stronger than the verbal speech. For example, during festivals, many people together prepare, serve and eat food together, which helps to develop a positive relationship and healthy communication.

Touch

Our skin (integumentary system) is the largest organ of the body and contains more than four million sensory nerve receptors with hundreds of nerve endings on every square inch surface. They function like an antenna receiving streams of messages continuously from all sources coming in contact to the body such as softness-hardness, hot-cold, pain-pleasure etc. When they are squeezed, the cell layers rub against each other and send electrical signals to the brain, then we feel the touch.

It is the first sense organ developed *in utero* and is an important non-verbal communication technique. The most sensitive areas are lips, back of the neck, fingertips, and the sole of the feet. The middle part of our back is the least sensitive area. We communicate our feelings by touching people. Shaking hands, hugging etc. shows our happy and friendly feelings; we put our arms around to console a person who is upset. Touch can reduce mental stress by lowering the level of the hormone cortisol. Touch stimulates the brain to release endorphins, which help to reduce pain. Even blood pressure and heart rate can be reduced by touch.

As natural as our mother's touch, **therapeutic touch** is a technique to help people to relax, relieve anxiety and pain, and help them heal faster. It is based on ancient **healing** practices. It is thought to promote healing by balancing the body's biochemical environment. **Dolores Krieger**, a professor at New York University School of Nursing, and **Dora Kunz**, a natural healer, developed therapeutic touch in the early 1970s.

Smell

Just like the sense of taste, the sense of smell is a part of our chemosensory system. The olfactory sensory neurons (5–6 million yellowish cells) located in a small patch of tissue high up inside our nasal passages. When we breathe, air passes through nostrils and travels down the back of the mouth and



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to throat and sticks to the mucus membrane of the nose. The small hairs in the nostrils, called sensory hairs sense the smell or odor and send the message to the brain where the smell is recognized.

Sense of smell is important in social interactions, though it differs from culture to culture. Smell can influence our moods, emotions, immunity, endocrine system and overall health. Smell also triggers memories very effectively. In our day to day life, we use fragrant flowers and incense sticks to express positive emotions as love, respect etc. Different perfumes are believed to be used to arouse different kinds of emotions. Good smell from food increases appetite. In contrast, the smells of smoke from a fire communicates danger. Sense of smell is a powerful instrument for nonverbal communication.

Sensory Distortion

The messages or information can be distorted by sensory distortion. Physical health problems such as pain, discomforts, level of consciousness, defective sensory organs etc. are common causes for distortion of messages. Psychological disorders, which cloud the thought process are also responsible for distortion. If the received messages are distorted, the responses will not be correct as well, thus creating confusion in the communication system. Any mechanical defect in the mechanized communication is another reason for this confusion. Many a times our mind distorts or changes the information received consciously, to fit into our own expectations and desires for our own benefits.

Perception affects communication. Perception is the processing, interpreting, selecting and organizing information, giving it a meaning and responding accordingly. Different people interpret the same information differently depending on their own mental condition at that time. For example, two of us meet someone for the first time – one of us thinks the person is smart, intelligent and well learned. The other one thinks that the person is egoistic, showing off his knowledge and over confident. Both of us may be wrong and the person may be very different. Perceptions are result of our past experiences, culture and personality, which seeks reasons for our own actions or responses to communication. Perceptions can lead to distortion of messages, which are biases or judgements of others.

Behavioral Sciences

The concepts of Social Sciences and Psychology are integral parts of human communication. Human to human interactions are very complex because of our differences in personal traits, culture, external environment and the present context of interaction. However, human beings are social animals and therefore cannot live in isolation without interacting with each other. During social interaction, we receive both conscious and unconscious social signals from others' expressions, gestures, postures, actions, and intonation that decides the quality, pattern and outcome of the interaction.

Although verbal communication is often stressed in the analysis of social interaction, a major part of human-to-human interaction is nonverbal. Only 7% of the meaning of verbal communication comes from the spoken words. The remaining understanding breaks down as: 50% from facial expression and 38% from the way how the words were spoken.

In our day-to-day interactions, we usually categorize people according to their gender, skin color, dresses, profession, language, religion, etc. and thus, the initial interactions are judgmental and prejudiced. If the relationship continues and the both parties are psychologically comfortable with each other, they gradually understand each other as they are and the interactions become informal,

nonjudgemental and genuine. In a successful communication, the interacting persons should keep an open mind and try to understand each other's responses without distorting the true meaning of the message.

COMMUNICATIONS

Definition and Meaning

The word **Communication** has a different meaning for different people. The meaning may change according to the situation. The word has been defined by several authors; there are as many as 95 well known definitions. For our purpose, few simple and clear definitions are mentioned here.

- "Communication is not just interaction, it is carrying a message or information from one person to another"—**Teaching and learning in schools of nursing. Loretta E. Heidgerken. 3rd Ed. Knark Publishers Pvt. Ltd. Delhi, 1998**
- Webster dictionary defines it as, "the art or action of imparting or transmitting".
- "Communication refers to the process by which information is transmitted and *understood* between two or more people. Understanding is the most important point in any successful communication". **Organizational Behaviour. McShane Steven L, Mary Ann Von Glinow, Radha R. Sharma. 3rd Ed. Tata McGraw-Hill Publishing Co. Ltd., New Delhi, 2006**
- "Communication is the process of exchanging information and understanding between people". **Organisational Behaviour. K. Aswathappa. 8th revised edition. Himalayan Publishing House. Mumbai, 2008**

From the above statements we can recognize some common points which are essential parts of the communication process. These are known as **Elements** of communication.

ELEMENTS OF COMMUNICATION

There are seven major elements or components, which are essential for the process of human communication. These are:

- The Source or Sender
- The Message
- Encoding
- The Medium or Channel or Transmitter
 - Verbal or Oral communication
 - Nonverbal communication
 - Written communication
 - Visual communication
 - Meta-communication
- The Receiver
- Decoding
- The Response or Feedback

The above elements indicate that there is a person or a device to initiate and send a message, the message travels through a medium or channel and is received by another person or a device. A response or feedback completes the system.

Source or Sender

It is the origin or encoder of the message, who wants to send a message or share an idea or information. The source or sender may be a human being such as teacher in a class or a written material like a book or a mechanical device like an alarm clock. The characteristics and abilities of the source or sender are important influences on the quality and effect of communication. Therefore, human sender has to be conscious, should have a clear voice and speech, should understand accurately the message to be sent and its importance. The instrument or device as a sender must be in proper working condition to encode the message.

Message

There are *three types* of messages, depending on its *purpose* of sending:

- **Information:** These are communication of ideas and knowledge.
- **Feelings:** These are communication of concerns, reactions, pleasant or unpleasant feelings, interest, attitudes, likes and dislikes etc.
- **Orders and Requests:** These are orders or requests to do certain activities. For example, Institutional rules and regulations are an order and application for sanctioning leave is a request. (**Understanding Organizational Behaviour. Udai Pareek. Oxford University Press, New Delhi, 2004**).

The message needs to be clear and the medium of its transmission has to be appropriate to prevent any distortion or deviation of the message.

Encoding

In human communication, the message can be of numerous forms, it may be abstract feelings, which are only mentally conveyed or it may be concrete or actual factual information. Therefore, to transfer the message to others, the message requires the use of symbols, gestures, actions or pictures. This process of conversion of the subject matter of the message to symbols, actions, pictures etc. is termed as Encoding. Only after encoding, a message can enter a Medium or Channel of communication.

Medium or Channel or Transmitter

Medium is the way we communicate or the way a message is transmitted. Medium or channel of communication is very important, as each channel has different advantages and disadvantages. For example, announcement to a village public about an exhibition on 'Preventive Measures of Tuberculosis' by a written letter or a printed leaflet may be clear to some people who can read it, but for others broadcasting through a microphone would be more effective, also it may be less costly. On the other hand, to convey technical or complex information, telephonic conversation may not be clear. Rather it is better to use a written or printed document. It gives time for the receiver to understand the message and act accordingly.

Now a days, many communication channels are available to us, such as, face-to-face conversation; telephone calls, cell phone text messages (Short Message Service); Electronic Mail (email); radio and television; written letters; printed materials; Internet including social media such as Facebook and

Twitter etc. The medium of communication may be *classified* as **Verbal, Nonverbal, Written and Visual** communication mediums. Now let us discuss about them one by one.

Verbal or Oral Communication

Verbal communication is the process of exchanging information or message between two or more persons through spoken words. Sound waves carry the words to and fro. It is used in our daily human interactions, in speech, classroom lectures, and phone calls or in formal and informal discussions. If the transmission system is perfect, the message of the sender and the receiver is the same. For example, clarity of speech, clear audible voice and no physical barrier between the sender and receiver of the message can transmit the message as it is without any distortion.

It is important that the body language including facial expressions of the sender of the verbal message is appropriate or matching with the meaning of the message. For example, while conveying good news, a smiling face is more appropriate than a crying face. Face-to-face and Eye-to-eye contact between the sender and receiver of the message makes the meaning very clear. The body language accompanying a verbal communication also can indicate the interacting persons' personality and relationship, to some extent.

Nonverbal Communication

It has been estimated that human communication is approximately 20% verbal and 80% nonverbal, so if we are saying something to a person but our body language is saying different things, then we are not getting our message across. The purpose of communication is lost.

In our day-to-day life whenever we are with others, unknowingly we give out indications or signals about what is in our mind. Similarly we also receive signals from others who are present around us. Here the communication is wordless, hence soundless and is called a nonverbal communication. Our body speaks many things. Our body language including facial expression, gestures, posture, the way we dress, the way we talk, eye contact, how we behave, even our body odor – all communicate some meaning, send strong messages to others. Even when we are silent, not speaking, we are still communicating nonverbally and expressing our emotions. Nonverbal communication uses all our five senses, is natural, unconscious and represents our true feelings and purpose, shows our true self. However, consciously we try to hide our true feelings, sooner or later it gets revealed through our behavior of which we are not aware.

Many a times what we speak out and our body language convey different meanings. In such situations, the receiver of the message often believes our nonverbal message and decides to act accordingly.

Types of Nonverbal Communication and Body Language

It is important to understand nonverbal communication, as its influence on verbal communication is great and makes a communication effective or ineffective. There are different types of nonverbal communication, such as, **Facial Expressions, Body Movements and Postures, Gestures, Eye Contact, Touch, Space and Voice**. Let us see what these body languages depict.

Facial Expressions

It is generally believed that 'face is the mirror of mind'. Human facial muscles are so flexible that with slightest change of movements we can express numerous kinds of emotions. Most of the facial expressions are common all over the world among different cultural groups, e.g., happiness, sadness, anger, disgust, surprise, fear, affection, etc. (Fig. 2).



Fig. 2: Facial expressions

Body Movements and Postures

Our body posture i.e., the way we sit, stand, lie in bed and very subtle movements, communicates many messages. For example, open arms indicate welcome; crossing arms across chest, when the weather is not cold, and leaning away from the person - signals putting up a barrier between us and the other person (Fig. 3).

Gestures

Gestures are specific meaningful movements of our hands and legs, which are different in different cultures. Most gestures are learnt from our family members, friends and society, some if repeated for a long time become habit. These animated actions may be conscious or unconscious movements. For example, calling someone by waving hand or saying 'ta ta', using hands while speaking or arguing with others etc. We need to be careful to use gestures appropriately in different circumstances, otherwise our nonverbal communication would be misinterpreted.



Fig. 3: Body postures

Eye Contact

It is generally believed that on our face, eyes are the main mirrors of our mind because all emotions can be expressed through our eyes. There are smiling eyes, sad eyes, cruel eyes, etc. Most of our nonverbal communications are with the signals of our eyes. The way we look at someone can communicate many things: our interest to meet someone; affection, unfriendliness or attraction. Eye contact is also important in maintaining the flow of conversation and for measuring the other person's attention and response. If a teacher while teaching in a class, looks at all students and occasionally makes eye contact with each student in turn, the students' attention is drawn to the subject of teaching and their minds get concentrated in listening to what the teacher is saying.

Touch

We communicate a great deal through touch. For example, an affectionate hug of parents; a warm handshake of a friend; a gentle touch to console a grieving person; an appreciating pat on one's back, all convey meaningful messages.

Space

Every living being needs a physical space of its own and that is its comfort zone, more so for human beings. With conscious observation, we can understand how much the distance between two interacting persons has impact on their relationship and signals the nature of their communication. For example, when two persons are sitting or standing very close and talking amicably, it indicates intimate informal relationship and the communication is on some common matters. Similarly, while communicating, persons in formal relationship will position themselves in a comfortable distance maintaining each other's personal space.

Voice

The pitch and tone of our voice while speaking, i.e., how much loud or how much soft is our voice, suggests the nature of the communication. Voice indicates affection, interest, anger, sarcasm, confidence, etc. characteristics of a communication. Teacher's voice modulation or making variation in tone is important to maintain the students' attention to listen to the class.

Written Communication

This is suitable for recording and presenting technical details, sometimes it is easier to follow written words than verbal communication. Written documents are important to maintain permanent records in all life situations. These are handwritten letters, lawful documents, drawings, pictures, posters, e-mails, printed materials, internet information etc. In hospitals, patients' health related notes are important legal documents. The content of the written message or information must be clear, legible and to the point for effective communication.

Visual Communication

In a classroom teaching, the written teaching-aids such as Over-Head-Projector Transparent Sheets; the liquid crystal display (LCD) Projector Slides are written visual information. For public information,



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written information such as posters, placards, leaflets, graphs, charts, banners, maps and logos are used, these all are visual communication. Colors used for visual messages or information need to be appropriate for the message conveyed.

Metacommunication

It is a process of analyzing the content of communication, the actual meaning of a particular word, a phrase or a sentence. It requires intuition or insight to understand others' feelings; it is an important way to establish and maintain interpersonal communication. For example, just before an important subject examination teacher notices a particular student, who is very sincere in studies and in all previous examinations has performed very well. The student appears tensed and disturbed. The teacher asks whether he is confident about the examination, he replies verbally that he is confident, but he does not look at the teacher directly, fidgeting with his pen and in general looks distressed. This nonverbal message alerts the teacher. The teacher takes the student to her office, makes him comfortable, offers a glass of water to drink and opens up conversation by asking, "You say you are confident, but you look tensed. Would you like to tell me what is troubling you?" The student reveals that his father has suddenly fallen ill this morning and is hospitalized. He is worried and unable to remember what he has studied. An interpersonal relationship has been established between the teacher and the student, which helps in further exploration of the situation and actions can be taken accordingly. This is Metacommunication.

The rule of '**ABCDE**' can be followed for all types of communication to make it effective - A stands for **Accurate**; B for **Brief**; C for **Clear**; D for **Direct** and E for **Elimination** of unnecessary jargon from the message. For effective communication, a person needs to be efficient in all the above types of communication.

Receiver

It is a human being or a technical device, which receives the message and tries to decipher or interpret the meaning. We use our intelligence to understand the meaning of the message, the technical device does the same by its working system.

Decoding

The receiver converts the message to meaningful symbols and words and this process of conversion is known as decoding. The human decoder, knowingly or unknowingly, may add his own emotions, experience and opinion to understand and decode the message. Therefore, there is a chance that the message gets deviated from its actual intention. For example, all gossips or rumors are not true; we need to check its reality before we decide to act.

The technical device can decode a message objectively as it is, if it is in perfect working condition. However, if there is any defect in the device or instrument, the decoded message may be misleading. In healthcare area, we depend on instruments like sphygmomanometer to measure blood pressure, thermometer to measure body temperature etc. devices. We need to check its working condition before using, to make correct healthcare decisions. Similarly, our professional skills need to be precise to get correct measurement of the health parameters.

Response or Feedback

The receiver responds to the source or sender to ensure that the message has been received and understood correctly as it is. This is a very important element of communication system. The success of the communication is judged on the extent of accuracy of the feedback, therefore it has to follow the rule of ABCDE. In healthcare area, our feedback to our clients' queries about their own health conditions goes a long way to determine their health behavior and health action.

These elements of communication are interrelated and interdependent on each other and mostly occur in a recurring chain. If any of the elements is defective or stops functioning, the chain is broken, the message is not transmitted as intended. In human interactions, we need to be alert to identify and control our medium or channel or method of communication, so as to prevent the distortion of the message sent. That brings us to the Theories and Models of communication.

CONCEPTS, THEORIES AND MODELS OF COMMUNICATION

The elements of communication are **concepts** or ideas, thoughts and notions, which explain all matters related to communication. Concepts are used to develop a theory. When the concepts are systematically arranged in a definite structure and they present a clear view of the matter or knowledge, a theory is created. These concepts are open for exploration and examination for proving their authenticity. A theory gives direction to understand an event.

Communication Theory proposed by S.F. Scudder (1980) states that "All living beings communicate, although the way of communication is different. The universal law of communication theory says that all living beings, whether they are plants, animals or human beings, all communicate using sound, speech, body movements, gestures, etc. to share their feelings and information. Communication is necessary for survival".

Communication Theories in Nursing

There are many theories that explain communication in Nursing. Among these, Peplau's Interpersonal Relations Theory is commonly used in practice.

Peplau's Interpersonal Relations Theory

This theory focuses on the nurse-client relationship in the context of therapeutic environment. Also it takes into consideration the factors influencing nurse-client communication such as attitudes, beliefs, and health care practices in the culture of the community. The theory defines four stages of the relationship aiming to achieve the common goals of care. These are—

- **Orientation phase:** The nurse engages the patient in treatment, and the patient is able to ask questions and receive explanations and information. This stage helps the patient develop trust and is where first impressions about the nurse and health care system begin to evolve. Factors influencing orientation phase are given in Fig. 4.
- **Identification phase:** The patient and nurse begin to work together. These interactions provide the basis for understanding, trust and acceptance as the patient becomes an active participant in treatment.

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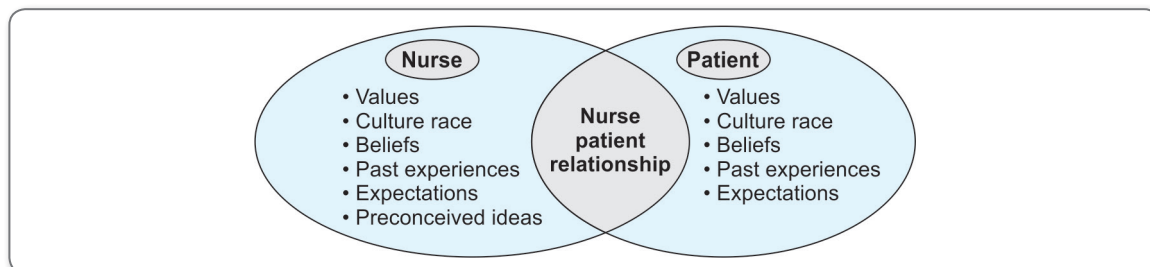


Fig. 4: Factors influencing orientation phase

- **Exploitation phase:** The patient takes advantage of all services offered, exploiting the nurse-patient relationship to address treatment goals.
- **Resolution phase:** As a result of effective communication, the patient's needs are met, and he or she moves toward full independence. The patient no longer needs help, and the relationship ends.

Models of Communication

A model is a symbolic representation of interrelated and meaningfully connected concepts, which explains an idea. Communication is a Process, in which all the interrelated elements are linked to each other. These links explain and give direction to the communication process, horizontally (linear) or vertically; in single or multiple relationships. A model of communication is a visual and structural representation of the communication process. Linear model and Berlo's Sender-Message-Channel-Receiver models of communication are given in Figs 5 and 6.

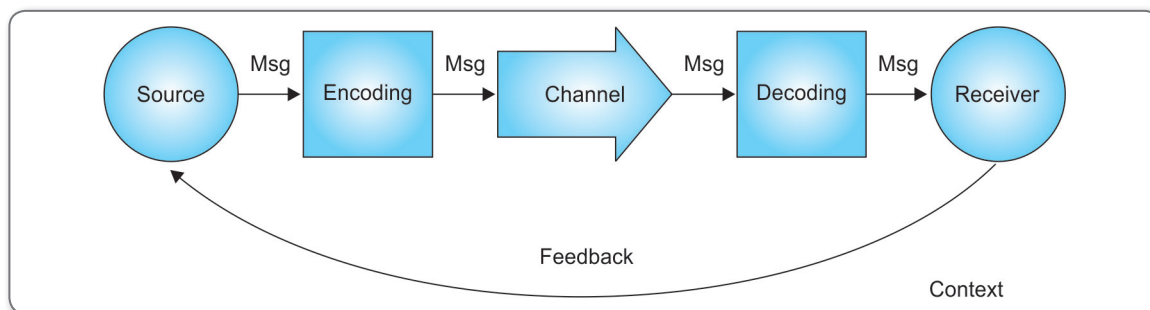


Fig. 5: Linear model of the communication process and the elements of communication

PRINCIPLES OF COMMUNICATION

Effective communication needs to follow certain guidelines, which are established truths. There are most common and important five principles:

Interpersonal Communication is Inescapable

Human beings are social animals, therefore, can't live normally without communicating. When two people are together, there has to be communication, verbal or nonverbal. It is used in our

day-to-day life among family members, friends, relatives and all others we come in contact. Sometimes the communication is started with a purpose, while at other occasions, it is instant and casual.

Interpersonal Communication is Irreversible

Once the message has been communicated, verbally or non-verbally, it cannot be taken back, whatever may be the effect on the interacting persons. Therefore, to maintain a good interpersonal relationship, we need to think before we communicate about the message content, situation, medium and all other important factors that affect relationship.

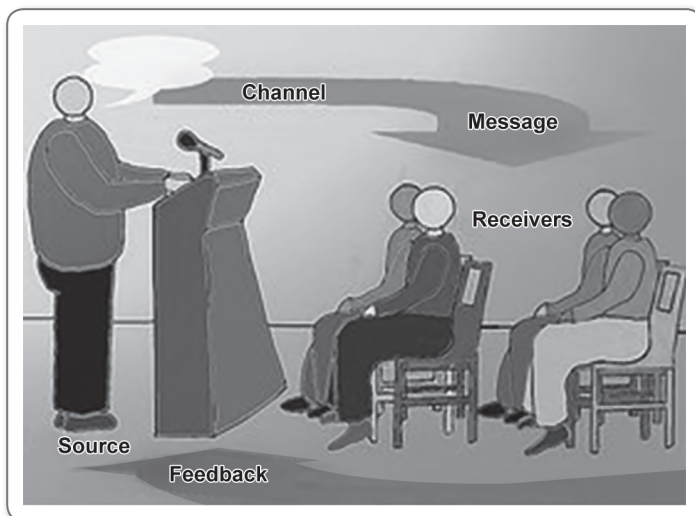


Fig. 6: Berlo's sender-message-channel-receiver model of communication

Interpersonal Communication is Complicated

There are many things involved even in smallest communications. The situation, relationship and mind-set of the interacting persons, the subject matter, environmental factors and the medium of communication. If all these are matching with each other, the process of communication is proper and the purpose is fulfilled. Particularly, when communication or interaction happens in a group to solve an issue or breaking news, the chances of complications are more because of the presence and involvement of many people.

Interpersonal Communication is Contextual

- **Psychological Context** of the interacting persons: The need for communication, values, personality, attributes, etc.
- **Rational Context:** The reactions of the interacting persons to one another are different in an organizational set up like a workplace. Here, the psychological context is different, but all involved are focused on the same issue.
- **Situational Context:** The place where the interaction is taking place. Here, the mass media plays an important role to govern our behavior. For example, during a cricket match, the Mob Behavior is influenced by the media presentation of the game. We develop our understanding of the other people from the TV and Radio news, debate etc.
- **Environmental Context:** The surroundings, i.e., time of the day, weather, noise level, how comfortable the physical environment is, etc. Thought process gets affected by the environmental elements, some distract and others may facilitate smooth interactions.



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- **Cultural Context:** Beliefs, values, social norms, attitude, mannerism, customs etc. There are differences in cultural practices, which may cause misunderstanding among the interacting persons. For example, in Western world people easily smile at the strangers as a friendly gesture. But in India, strangers especially persons of opposite genders smiling at each other is generally not socially accepted.

People usually remember:

- 10% of what they read
- 20% of what they hear
- 30% of what they see
- 40% of what they hear and see

FACILITATORS OF COMMUNICATION

These are the characteristics, which support effective communications. The main facilitators identified are as follows:

Personal Qualities of the Human Source or Sender of the Message

Empathetic Understanding

Empathy is to put ourselves in other's situation and understanding their feelings. It is to identify with others during interaction. This gives confidence and strength to the relationship of the interacting persons. Empathetic understanding requires ability for attentive listening and conveying understanding without making any judgment of the other's feelings.

Recognizing Others

All humans need to be recognized by others, more desirable if it is by someone special. We recognize a person by a word of concern, appreciation or by signaling nonverbally familiarity and closeness. Teacher recognizing a student's effort to improve academic performance works as an incentive to motivate the student to achieve greater heights.

Goal-Oriented Communication

When the sender and receiver of a message are in amicable relationship and have a common goal, the communication is effective and successful. For example, when we help a person to rehabilitate, whose one leg has been amputated, the goal of achieving a near-normal independent life becomes the ultimate goal of both parties involved. Then together can plan rehabilitation activities that are realistic.

Type and Condition of the Mechanical Source of the Message and the Receiver

The mechanical device used in transferring message needs to be appropriate to the need for communication and in perfect working condition. Microphones used as a Public Address System (PAS) transmitting a recorded message need to produce clear and loud sound to attract people's attention.

Type and Quality of the Message and the Communication Channel

It has been discussed earlier that effective communication is possible by following the rule of ABCDE while constructing the message to be sent. The type of the message and channel of communication need to be suitable to each other. For a long distance communication in remote places where digital communication services are not available, trying to send a message through a Cell Phone is useless.

Personal Qualities of the Human Receiver

The intended receiver of the message needs to have adequate and accurate message receiving capacity. The human receiver must control influencing the received message by his own emotions, information and opinion. The effective feedback by the receiver is equally important as transmitting message by the sender.

External Environment

This is the situation or context in which the communication is taking place. For successful communication, the environment needs to be free from unnecessary noise, should be comfortable for the human sender and receiver. Possible interference by the radioactive particles to electronic communication has to be considered while selecting the place to establish such kind of stations for technical communication process.

It is important to know that the context of the communication should be understood by all involved. The participants need to be on the same 'mental wavelength' and they should have the common intent for an effective communication.

BARRIERS OF COMMUNICATION

There are several barriers, which can interfere or prevent the natural flow of communication. The identified common barriers are discussed below—

- **Language Barriers:** Barriers related to different meaning of words, symbols and sentences.
These are:
 - Words and symbols with different meaning and the meaning changes when the situation changes. All languages have these characteristics. For example, **date** is a fruit and also it means a calendar date.
 - Incorrect translation of the message when the interacting persons' known languages are different
 - Technical jargon. For example, pyrexia is simply fever
 - Body language and gesture, which do not match the meaning of the message
 - Assuming or judging the message instead of taking it as it is. The actual meaning gets changed
 - Adding own emotions to the message sent, which changes the language
 - Defective hearing and speech
 - Too long message or with too many points in verbal communication. Also, sender tries to send too much information in very short time
 - Written message is in long complex confusing sentences, too long and lack of organization in writing



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- Spoken message is vague: For example, “meet me tomorrow at 8.” The listener again has to ask whether it is morning or evening 8.
- **Paralanguage:** This is when verbal and nonverbal communication in a same message creates misunderstanding. It is the way we emphasize certain words or phrase with body language and tone, which changes the meaning completely. For example, “Come to my birthday party”. Understanding the actual meaning of this simple sentence depends on the closeness of the relationship; situation of interaction and emotional condition of the persons involved.
- **Cultural barriers:** Words and symbol have different meaning in different cultures and communities. For example, in one culture holding hands between men and women shows a good relationship and accepted by society, while in other cultures, the same holding hands is considered against cultural practice.
- **Psychological or Personal Barriers:** Lack of confidence while speaking; poor language skill; fear of reprimand or censor; lack of motivation; poor interpersonal relationship; poor listening skills, intellectual capacity etc. Poor memory to retain whole information correctly also affects communication.
- **Physical Barriers:** It includes, noise; very soft or very loud voice; distance between the sender and receiver; selection of wrong channel; physical environment as too warm or too cold weather; lighting of the place; uncomfortable meeting place; uncomfortable chairs etc. act as distractions in effective communication. Sometimes in informal relationship, even a table in between may be a hindrance to free communication.
- **Defective technical gadgets** as channels of communication
- **Attitude:** Assuming and taking it for granted that the other person knows something about the information, hence it is enough to tell only the main points. For example, while teaching senior students, teacher may assume that they know the basics. Always it may not be true. Also the trust between the sender and receiver of the message - distortion of the message is possible if there is mistrust between the interacting persons. Time pressure may overlook some parts of the message, receiver of the message may be preoccupied with some other thought.
- **System Policies:** Organization or institution may have the following policies which may hinder free flow of communication. Employees’ status forms a barrier, thus affecting the feedback –
 - Line of authority and communication:
 - ◆ Vertical line of communication: means the message or instruction is passed from the person in top position to the persons in lower positions according to their level or designations. The lowest category employee has to go through his higher level persons step by step to communicate to the top boss. In this the communication is uni-directional (single direction).
 - ◆ Horizontal line of communication: in this system all persons of same level or position communicate to each other on equal footing. Here the communication is multi-directional.
 - Facilities: Telephone, Internet, Stationeries and adequate time are required for daily communication in a work place
- **Stereotyping:** This is judging and labeling a person as strict, nonsincere, good-bad, friendly etc. For example, city people communicate with villagers in a superior manner assuming and stereotyping them as illiterate and uncivilized.

- **Selective hearing:** It is when a person is only pretending to listen to other's talk, but not sincere in trying to understand the actual meaning or has no intention to act on the message. For example, a child is busy in playing with friends, parents are telling him to stop playing and get ready for study time. The child hears the message but continues playing. When parents come to take him by force, he says that he has not heard his parents call.

To have an effective communication, it is necessary to break all these barriers. Let us see how.

Methods of Overcoming the Barriers of Communication

To overcome the barriers of communication, we have to think about all the elements of communication. The source or the sender and the receiver of the message need to be physically, mentally and intellectually sound so that proper encoding is done. If machines are used for communication, they need to be in a perfect working condition. A complete communication system must have a feedback mechanism, which is the evidence of a successful communication.

Apart from the above-mentioned there are “**Seven Cs**” for effective communication, similar to the ABCDE rule of communication:

1. **Completeness:** A message should convey all facts and add any extra information, so that there is no need for further questions or queries.
2. **Conciseness:** A brief message using minimum possible words is better than an elaborate explanation. It makes communication cost-effective in terms of manpower involved, money required and time taken.
3. **Consideration:** A message needs to be suitable for the sender's and receiver's level of understanding. Also, the sender should consider the situation and emotional condition of the receiver for proper decoding of the message and feedback.
4. **Clarity:** A message with a focus or goal with a few clear points is received without distortion. Especially in public communication, one clear message at a time is successful in achieving the goal.
5. **Concreteness:** Message needs to be factual and to the point for easy transmission and preventing misinterpretation.
6. **Courtesy:** For effective communication, the sender needs to be polite, attentive and listen sincerely to the receiver's opinion of the message. These are the basis for good interpersonal relationship.
7. **Correctness:** The language of the message should be grammatically correct and with matching nonverbal signs.

A good successful communicator observes the situation, listens, is empathetic, enthusiastic, honest, patient, has language skills, sense of humor, smiles, respects other's opinion, never stops learning and most importantly has a balanced ego.

TECHNIQUES OR ART OF COMMUNICATION (Table 1)

TABLE 1: The top 15 most effective communication techniques and strategies

S. No.	Techniques and strategies	Explanation
1.	The silent treatment	Instead of immediately answering or reacting after the other person has talked, remaining silent but being attentive encourages people to open up to give more information than intended
2.	Observation	If we have difficulty in communicating verbally or nonverbally or the situation is not appropriate for that, it is better to observe people who are interacting. We can even ask a good communicator to observe the interactions and give us the information. The observer may or may not be hidden from the persons being observed
3.	Smile	There are many types of smile, that conveys different emotions and meanings. A genuine open smile can make a nervous person feel relaxed, so that he/she can communicate effectively. An artificial smile that does not reach the eyes can be treacherous. Depending on situations we need to use smile appropriately
4.	Honesty	Effective communication is mostly based on mutual trust. But in circumstances where being honest and giving correct information may be harmful to others involved, we should carefully frame the content and communicate in a manner appropriate to the situation. For example, breaking bad news to a patient's family about his health condition – we need to plan properly, so that the family has time to cope up to the information. It requires counseling skills
5.	Choice of language	The words we use for communication, spoken or unspoken, can either make or break a relationship. The hurt and pain inflicted by an improper language is more severe than a weapon. Hence, we need to choose our language carefully in any interaction, considering the circumstances and persons involved in communication. For example, in a group work, we need to use 'we', 'us', 'our' etc. so that all members feel a sense of belonging and cooperate to achieve the common goal. On the other hand, if we have to convince someone about a point, 'I' and 'me' can be used to emphasize on the matter. For example, making a sick person to agree for a painful lab test to make final diagnosis
6.	Asking question	An interaction can be started and continued by asking relevant questions. Depending on the situation questions can be – • Closed-ended: The purpose is to get only simple 'yes' or 'no' answers. These are used to get basic information, which do not need explanations. For example, did you sleep well? • Open-ended: The information, which needs some detail. For example, how did you have this accident? How much pain you feel? Questions need to be focused to a point, such as, "On a scale of zero to ten, show me how much better you feel today?" Asking questions verbally is an art, properly chosen non-verbal body language can make a question clearer to get a correct information
7.	Listening	Listening is not just hearing. An effective communication requires active listening by both interacting parties. Listening is to hear the information with attention, mentally analyzing and understanding the meaning. For example, we may hear a child crying, but when we try to understand why he is crying, that is listening. This is a part of counseling skill

Contd...

S. No.	Techniques and strategies	Explanation
8.	Response or Feedback	Any communication cannot continue unless all persons involved respond or give feedback to each other verbally or nonverbally. Giving feedback is a way of confirming that the message has been received. Response can be obtained by asking open-ended or close-ended question. For example, after placing the patient with pain in a position supposed to be comfortable, we need to ask whether really he is comfortable or not. To get a clear response, all the elements of communication need to be in proper order
9.	Empathy	Empathy means placing ourselves in other's situation, so that we can feel how he is feeling. All are not skilled in communicating clearly verbally or nonverbally. Factors like shyness, speech defects etc. may hinder in transfer of message from the sender to the receiver. Unless we have empathy, we will not be able to understand the message the person is trying to convey. Empathy requires paying attention to listen to the other's communication and get its deep and real meaning. For example, a student may be unable to express his/her family problem, which is disturbing his/her concentration to learn. The teacher needs to have empathy to counsel the student, so as to strengthen him/her to cope up with the situation
10.	Enthusiasm	Showing enthusiasm by being attentive and showing interest in what others are saying is to encourage the person to communicate clearly and completely. A few positive words or body language like appropriate facial expressions and eye contact are way of showing enthusiasm. Showing impatience, boredom or interfering unnecessarily signal that one is not interested to continue interaction.
11.	Sense of Humor	Except some rare people, all human beings like to laugh. Laughing releases endorphins that relieves stress and thus improve the mood for conversation. But the use of humor should be appropriate to the situation. We cannot crack joke when a person is anxious or sad. It would rather harm the relationship between the interacting persons.
12.	Stress management	Communication cannot fulfill its purpose if the persons involved are under stress. In a situation where the interacting persons are argumentative over an issue or their viewpoints are very different, it is better to stop the conversation temporarily till the interacting persons can think clearly with cool head. Sometimes, a third party is required to smoothen the situation.
13.	Speak equally	In order to get an attentive audience or cooperation from the persons communicating, sometimes it is necessary to speak on equal terms, so that all feel the satisfaction of participating in the conversation. For example, using the words as 'we', 'ours' etc. creates a sense of equality and the purpose of communication is achieved. Especially in a group discussion, all should be given equal opportunity to voice their opinion as the group-leader controls the focus of discussion.
14.	Reading books	A book means any good reading material which increases and updates our knowledge of daily life. Adequate knowledge on the subject makes conversation easy and free flowing
15.	Never stop learning	Communication is a science. With the rapid changes in the socio-economic-political scenario, its field is ever advancing with the invention of newer dimensions. Hence we need to keep learning the newer techniques. For example, a couple of decades back, lecture method was predominant in classroom teaching. Now a days, the use of over-head and LCD projectors has added a different outlook. Today, it is not only 'teaching', it's 'teaching-learning' sessions where learning takes place through teacher-student interactions. Group discussions have become popular tools for learning. Effective communication requires appropriate attitude, knowledge and skill.

Human communication has become very complicated these days owing to our complex life styles and advances in technology. People have become very sensitive and less tolerant to each other. This results in misunderstanding, chaos and conflict. Practicing these techniques of effective communication would help us to maintain good interpersonal relationships and help everyone involved to achieve the real purpose of communication which is beneficial to all.

THERAPEUTIC COMMUNICATION

It involves interaction between the sick person and healthcare professionals. Nursing is a science and an art. Art involves the quality of a nurse, which helps a sick person to recover quickly from illness. Therapeutic communication includes:

- **Active listening:** Open and relaxed posture, eye contact and genuine expression
- **Showing empathy:** Understanding and acknowledging each other's feelings. Showing honest attention and interest to what the other is saying can gain the client's trust
- **Giving hope,** which is realistic: For example, "As per our knowledge and experience, we will see you well within two months. But you should also feel optimistic and give us this time to do our best for you. We appreciate your courage and patience".
- **Providing and clarifying information** about his illness and recovery, maintaining the ethical limit. Explanation is required at every stage of therapy, so as to assure the person of a competent caring communication system.
- **Touch:** Therapeutic touch is a topic of research in healthcare. It has been proved that touch has many meanings and a meaningful touch at an appropriate place, time and context helps in the recovery of a sick person.
- **Sharing observations:** by saying, "You look happy today, any good news?" It makes the person feels good.
- **Sharing feelings:** In a counseling situation, counselor has to share some feelings with the counselee. This encourages him/her to open up his problem. This is known as **Self-Disclosure**. However, the ethical limit must be maintained
- **Paraphrasing:** It is restarting another sentence using a word or phrase from the other's talk. For example, the student says, "I cannot concentrate in my studies". The teacher starts by asking, "You say you cannot concentrate in your study. Have you tried to analyze, why you cannot concentrate?"
- **Confrontation:** Making the client aware of his own attitude and behavior. For example, "You said you would stop smoking, but still you have not made up your mind to do that."
- **Summarizing:** It is important to summarize the whole conversation or counseling session to make sure that the client has understood the advice or health instructions.

NEUROLINGUISTIC PROGRAMING

The Unit on Communication is not complete without some knowledge about neurolinguistic programing (NLP).

The Achievers

Arunima Sinha, 26, is the first Indian woman to climb Mount Everest on her prosthetic legs (artificial legs). On May 21, 2013, she was awarded Padmashree. On 11th April, 2011, on her journey from

Lucknow to Delhi, she resisted a group of robbers, who tried to snatch her gold chain. The robbers threw her out of the running train. Another train coming on the parallel track ran over her legs. Her left leg had to be amputated below knee and a rod was fixed in her right leg from the knee to ankle. People sympathized with her, but she was determined to win over her fate and achieve her goal of climbing Himalayan Mountains. She wrote, "The moment I decided to conquer the Mount Everest, my inner sense of handicap or disability faded away. Now, it was a matter of time to show the outer world what I was made up of."

There is a saying, "What we think, we become". There are ample instances showing that if we think and believe in ourselves that 'we can' – yes, we can succeed in most difficult tasks.

History and Origin of NLP

NLP is an approach to communication, personal development and psychotherapy. It was developed during the early 1970s by an information scientist and a linguist, John Grinder and Richard Bandler, respectively at the University of California at Santa Cruz. They observed that people with similar background of education, years of experience etc. had achievements of various levels, some were high achievers, some mediocre, while others were unfocussed. On investigating about how successful people communicated, they observed that successful people had a definite pattern of thinking, which helped them to achieve the desired goal. On this basis they developed a theory stating that, ***"the brain can learn the healthy patterns and behaviors which brings about positive effects on people's physical and emotional status and thus, changing their attitude and behavior"***. This concept is known as Neurolinguistic Programing and is extensively used in psychotherapy. Later, Grinder and Bandler refined the linguistic patterns used by therapists to successfully influence people's behaviors towards positive outcome.

What is NLP?

NLP proposes that all behaviors are the results of our neurological process. Our behavior gets demonstrated through the way we communicate. NLP is a method of influencing behavior through the use of language. It is a collection of techniques and strategies, which explores the connection between neurological process of human communication, language used and experience-based behavior, which brings desirable achievements. It often includes auto-suggestions, self-hypnosis or hypnosis in its program. NLP focusses on the method of communication, not the content of behavior (Fig. 7). Let us understand the real meaning of three parts of NLP.

- **Neuro:** Refers to the part of the nervous system that helps to send, receive, store and reciprocate information. NLP is established on the knowledge that we experience in the world through our senses and the sensory information gets translated into thought process, consciously and subconsciously. Thoughts activate the neurological system, which in turn affects our physiology, emotions and behavior.
- **Linguistic:** Means the language of the content of communication, verbal or non-verbal, which is being sent to and from. Linguistics in NLP is the study of how our words and body language influence our experience in interpersonal interactions. The same language we use for ourselves in perceiving our life events, thus either making us happy or sad about the events.

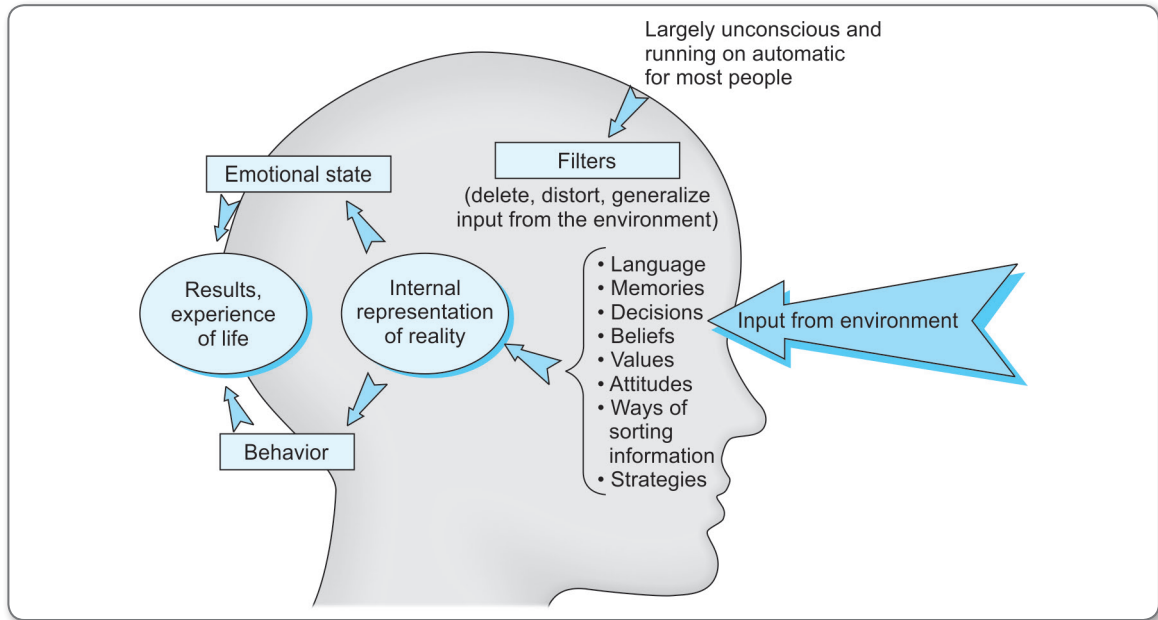


Fig. 7: Neurolinguistic programing

- **Programing:** The way the brain manipulates and changes the content of the communication, on the basis of past experience or in connection to some other related experiences stored in our brain. This results in changes in our thinking pattern and demonstrated behavior. It is based on the learning theory and explains how our experiences influence our way to think, make decisions about the response or behavior and get the anticipated results. We all have potentials to use our internal capacity to succeed. NLP helps to make us aware of that potentials. The NLP skill has to be learnt.

The basic principle of NLP is that the words or language we use reflect our inner subconscious perception of our problems, which direct our attitude towards it. If the language we use are inaccurate or with negative suggestion, it will create a deep-seated problem, that itself becomes an obstacle for our goal achievement. Our attitude, in fact, decides the direction our life will take. We are responsible for our happiness.

For an example, a person with speech defect may subconsciously accept the problem as incurable. Teasing in school and by others add to the feeling of dejection. So, he does not participate in any common event where he has to talk. Gradually he isolates himself from his peer groups and others and develops inferiority complex and psychological depression. This makes him demotivated to progress in common terms, he starts failing to achieve his even ordinary goals. NLP can bring him out of that and make him aware of his own potentials, his attitude about himself changes, self-esteem gets a boost and he gets self-motivated to progress.

The Process of NLP: A Model (Fig. 8)

By learning and practicing NLP, we can be aware of our full potentials and utilize it for achieving our desired goals of life. Also, we can help others to attain their goals through this specific technique of communication. Many research studies are underway to establish the facts about NLP.

- **Rapport:** Creates mutual trust among interacting persons.
- **Sensory Awareness:** Sometimes without anyone telling us, we can sense the mood of the interacting persons. By NLP training, we can sharpen our senses, so that we can understand the situation instinctively.
- **Outcome Thinking:** Involving in any communication keeping in mind the outcome or end-result helps us to achieve the purpose or goal.
- **Behavioral Flexibility:** means being able to change our behavior, if it is not helping us to attain our goal of communication.

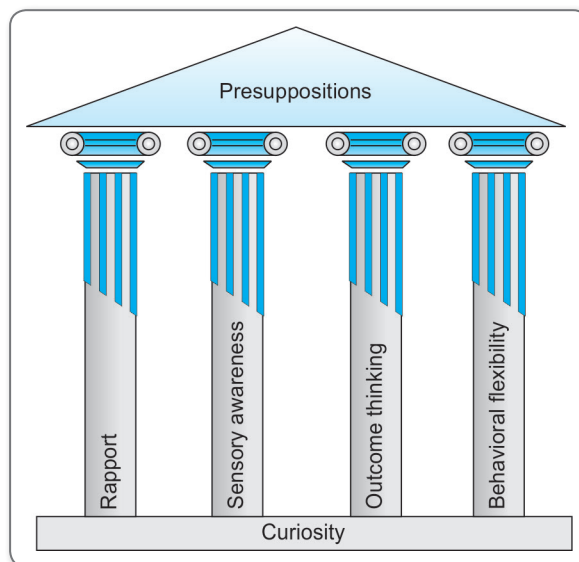


Fig. 8: Pillars of NLP

RESEARCH ON COMMUNICATION

Research on Communication has its origin in behavior sciences, as social relationship plays a role in deciding the type of interactions in all situations. Healthcare professionals work and deal with human health and life. The close interdependent relationship between body and mind has long been established. In healthcare settings, important research projects reveal intricacies of human communication, which help in identifying the deep delicate unspoken facts influencing our health, illness and recovery.

In a hospital, as the patients await respite or recovery from sickness, their hospital experience has two distinct dimensions—the discomfort caused by their illness and treatment; and the interaction or communication with the care-givers. The nature of this interaction greatly determines the extent of patients' discomfort and therapeutic outcome.

In a research study of Nurse-Patient Communication including 150 patients and 50 nurses of a multispeciality 2000 bed hospital, the major facilitators and barriers of communication were identified. The facilitators were 1:3 Nurse: Patient Ratio and nurses' positive and hopeful attitude towards patients' recovery, even when the patients were critically ill. The main barriers were found to be restrained hospital policies and functional assignment for nurses, which limited their duration of interacting time with individual patients. The patients' socio-economic background and common language spoken by both nurse and patient had no significant impact on the quality of communication.

Our responses and actions depend on our attitudes and habits. The goal of any kind of education is to develop appropriate '*attitude*' in students, which influences their personal qualities and interpersonal skills. It is our attitude towards our work, people and society which makes us efficient and successful. The interrelated factors determining attitude are **3Es**, i.e., **Environment, Experience and Education**.

A Management study in Harvard University found that a person gets a job, 85% of time because of his attitude and only 15% time because of his smartness and knowledge.



SUMMARY

This unit includes a brief history of communication, the elements, step-by-step process, communication concepts, theories and models. Also the techniques of communication, facilitators and barriers of effective communication and methods to overcome barriers are discussed. The significance of effective communication in education is presented in examples. The importance of communication in healthcare setting is evidenced by research studies.



ASSESS YOURSELF

LONG ANSWER QUESTIONS

1. Describe the elements of communication with suitable examples
2. Explain the types and importance of nonverbal communication
3. Explain the importance of effective communication in nursing education and nursing practice, with suitable examples
4. Describe the modern communication system
5. Explain with suitable examples the facilitators of communication
6. Explain with suitable examples the barriers of communication

SHORT ANSWER QUESTIONS

1. Etymological meaning of communication
2. Any two definitions of communication
3. Types of message
4. What is encoding?
5. Importance of the channel of communication

SHORT NOTES

1. Petroglyphs
2. Pictograph
3. Origin of spoken language
4. Verbal or oral communication
5. Meta-communication
6. Models of communication
7. Methods of overcoming barriers of communication
8. Therapeutic communication
9. Importance of effective communication in nursing profession

Contd...



MULTIPLE CHOICE QUESTIONS

1. The oldest known symbols dating back to the Upper Paleolithic age is:
 - A. Ideographs
 - B. Petroglyphs
 - C. Pictograph
 - D. Telegraph
2. Human communication involves the following, EXCEPT:
 - A. Acoustics
 - B. Behavioral sciences
 - C. Linguistics
 - D. Physical sciences
3. The types of message are:
 - A. Feelings
 - B. Information
 - C. Orders
 - D. All of the above
4. The process of analyzing the actual meaning of the content of communication is:
 - A. Decoding
 - B. Encoding
 - C. Meta-communication
 - D. Visual communication
5. The stages of Peplau's Interpersonal Relations Theory are:
 - a. Communication phase
 - b. Exploitation phase
 - c. Identification stage
 - d. Orientation phase
 - A. a, b, c
 - B. b, c, d
 - C. c, d, a
 - D. a, b, d
6. The contexts of Interpersonal Communication are:
 - a. Cultural context
 - b. Environmental context
 - c. Psychological context
 - d. Social context
 - A. a, b, c
 - B. a, b, d
 - C. a, c, d
 - D. b, c, d
7. Normally people remember ---- % of what they hear and see:
 - A. 10%
 - B. 20%
 - C. 30%
 - D. 40%
8. Language barriers in communication includes:
 - a. Defective hearing
 - b. Paralanguage
 - c. Poor memory
 - d. Technical jargon
 - A. a,b,c
 - B. b,c,d
 - C. a,b,d
 - D. c,d,a
9. Techniques of communication include all EXCEPT:
 - A. Empathy
 - B. Enthusiasm
 - C. Honesty
 - D. Intimacy
10. NLP focusses on the following EXCEPT:
 - A. Experience-based behavior
 - B. Method of communication
 - C. Neurological process of communication
 - D. Meta-communication

ANSWERS TO MCQS

- | | | | | | | |
|--------|--------|---------|--------|--------|--------|--------|
| 1. (B) | 2. (A) | 3. (D) | 4. (C) | 5. (B) | 6. (A) | 7. (D) |
| 8. (C) | 9. (D) | 10. (D) | | | | |

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