









LEARNING OBJECTIVES

The students will be able to:

-  describe the concepts and types of communication
-  discuss the importance of communication
-  list down the essential elements of communication
-  enumerate the essentials of good communication
-  enlist the barriers of communication
-  explain about interpersonal relationship

4.1 Introduction

கேட்டார்ப் பிணிக்குத் தகையவாய்க் கேளாரும்

வேட்ப மொழிவதாஞ் சொல்

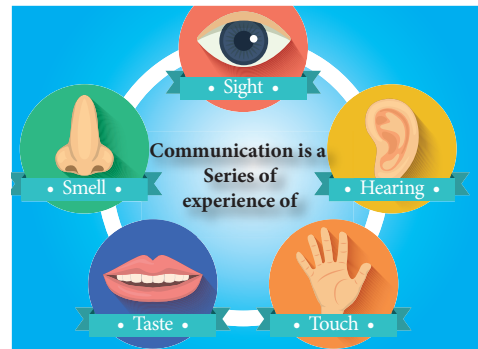
- திருக்குறள்

'Tis speech that spell-bound holds the listening ear,

While those who have not heard desire to hear

Communication is the art of transmitting information, ideas and attitudes from one person to another. Communication is the process of meaningful interaction among human beings. The word communication

originates from 'communis', a Greek word, meaning 'to make common'



Communication is a lifelong learning process. It is a basic element of human interactions and one of the most vital components of all nursing practice. To communicate effectively with patients, family and members of health care

team, the nurse must possess the skilled communication techniques.

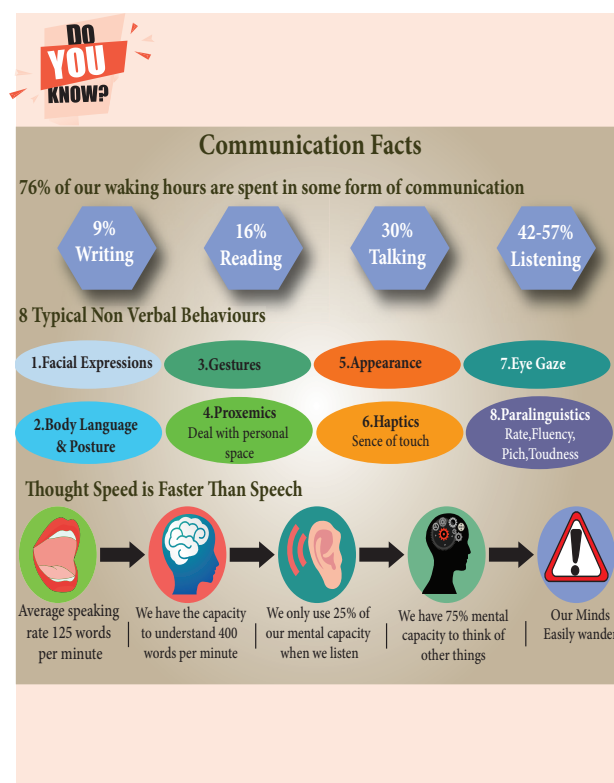
Good communication between nurse and patient is essential for the successful outcome of individualized nursing care of each patient. To achieve this, nurses should devote time to the patient to communicate with necessary confidentiality and the persons who surround the patient. Good communication is not only based on the physical abilities of nurses, but also on education and experience.

4.2 Concepts and Types of Communication: Concepts

“Before you speak, think: Is it necessary? Is it true? Is it kind? Will it hurt anyone? Will it improve on the silence?”

- Communication is sending and receiving information between two or more people.
- Communication is the process of exchanging information, thoughts, ideas and feeling from one individual to another.
- Communication is the process of passing information and understanding from one person to another.
- Communication is the process of sharing meaning through continuous flow of symbolic messages.
- Communication is irreversible and unrepeatable.

- Communication is culture-specific.
- Communication is the transmission of information, ideas, emotions and skills through the use of symbols, words, pictures, figures, and graph.
- Communication is the process of transmitting ideas, information, and attitudes from the source to a receiver for the purpose of influencing with intent.



4.2.1 Types of Communication

There are two types of communication based on channels of communication

- Verbal
- Non verbal

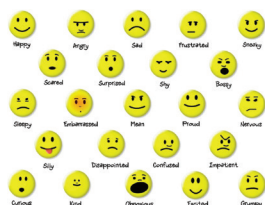
Verbal communication refers to the form of communication in which message is transmitted verbally which is done by word of mouth and a piece of writing. It is divided into oral communication and written communication

In **oral communication**, spoken words are used. It includes face-to-face conversations, speech, telephonic conversation, video, radio, television, voice over internet.

In **written communication**, written signs or symbols are used to communicate that includes email, letter, report, memo, etc.,

Nonverbal communication is the sending or receiving of wordless messages. It is otherwise called as body language. It includes

- Posture and gait are often reliable indicators of self-concept, mood and health
- Facial expressions convey a universal meaning
- Eye contact eg., mutual eye contact
- Body movements eg., shrugging shoulders
- Touch brings close relationships
- Tone of voice display honesty and competence
- Signal is a sign to give instruction or warning
- Symbol is a sign that represents ideas



THE FIRST COMMUNICATION DEVICE

The telephone (meaning “far sound”) is the most widely used telecommunications device. It was invented in 1876

by Alexander Graham Bell



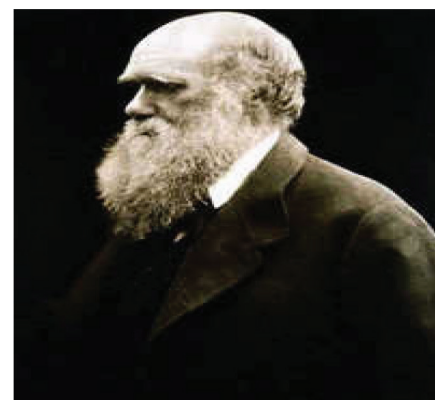
Who was the first to study body language and its origins?

No other than Charles Darwin, the father of evolution, himself. He was the first man to study the body language of humans and animals in his book “The Expression of the Emotions in Man and Animals” in 1872.

By careful observation he noticed that humans, like animals, **share some inborn behaviors that are common to all of us**. These non verbal cues revealed internal emotions or used to help communicate with others.

The study of body language in communication called **Kinesics**. It's aim is to categorize and understand how different gestures developed and their meaning in communication.

Charles Darwin



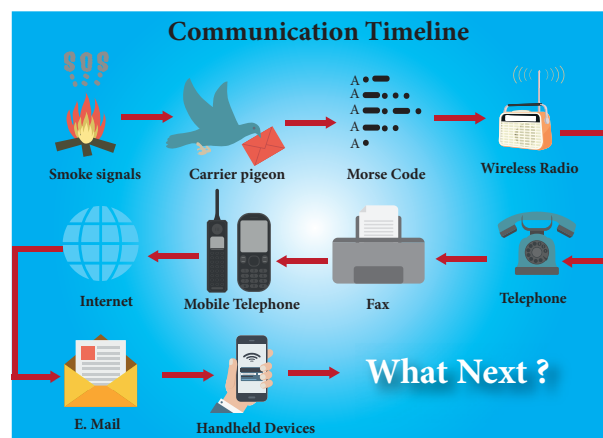
There are 5 types of communication based on levels of communication



- **Intrapersonal communication** is the kind of communication that occurs within us. It involves thoughts, feelings, and the way we look at ourselves
- **Interpersonal communication** occurs on one to one basis
- **Group communication** includes the communicating information that is of common interest
- **Public communication** is for the large group to serve the common man
- **Mass communication** is the transfer of messages to large group through mass media like TV, radio, newspapers, etc.,

4.3 Importance of Communication

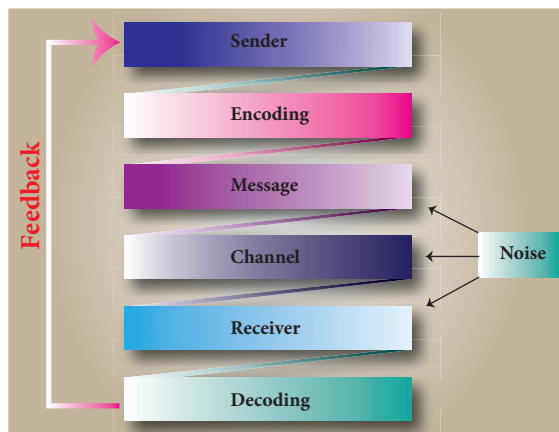
- Helps to understand and to exchange ideas to the patient, relatives, doctors and other health care team members
- Generate trust between nurse and patients
- Reduces the interpersonal tensions and improves the interpersonal relationship
- Helps to modify nurse's behaviour
- Helps to influence others behaviour
- Prevent disorder in the ward
- Provides effective leadership



4.4 Essential Elements of Communication Process

There are five elements of communication. It includes:

- **Sender** is the person who encodes and delivers the message.
- **Receiver** is the person who receives and decodes the message.
- **Message** is the content of communication.



- **Channels** are means of conveying and receiving message through visual, auditory and tactile senses.
- **Feedback** is the message the receiver returns. It indicates whether the receiver understand the meaning of the sender's message.

4.5 Essentials of Good Communication

Listen

Always start by emptying out all your pre-conceptions of what you know. Have an open mind about what the other party has to say.

Do not interrupt

Allow the other party to fully express their concerns. Suppress any urge to cut in with your own.

Avoid pointing fingers

Placing blame always comes across as an excuse and will quickly alienate the other party.

Be clear and concise

Beating about the bush or sticking to generalize can confuse those you

are interacting with. Be as specific as you can and leave no room for doubt.

Repeat the other person's views

Always repeat what the other party has expressed to ensure you fully understand their point of view.

Provide feedback

Without interrupting the speaker, inject some neutral statements, such as "oh," or "I see" to show that they have your undivided attention and that you follow their train of thought.

Show empathy

Empathy is the ability to understand the emotion behind the other party's arguments, especially when the topic is a sensitive one.

Pay attention to non-verbal signs

The body language of the other party will give you important additional information about what they are expressing. Sometimes these cues may even reveal a more truthful view of the situation.

4.5.1 Communication Skills for Nurses

For a nurse, the ability to communicate is a very important skill and a vital part of the job. Nurses speak to people of varying educational, cultural and social backgrounds and must do so in an effective, caring and professional manner, especially when communicating with patients and their family.





“Kind words can be short and easy to speak, but their echoes are truly endless.”

- Mother Theresa

If you are looking to improve your communication skills, here are ten tips that may help:

1. Speak Slowly

Certain words sound very similar to one another if they are spoken very quickly. **Take time to speak slowly and carefully**, and your words may be less likely to be mistaken by others.

2. Speak Clearly, Not Loudly

Instead of speaking louder, **try speaking more clearly, especially when communicating with older patients.**

3. Avoid Using Slang

A common mistake that many people make is to try to use **bigger and more complicated words**. Another common mistake is to try to use **slang terms that are not fitting or appropriate**. Avoid both of these mistakes for better communication.

4. Remember Your Audience

What you might say to a doctor or a fellow nurse might be very different from what you would say to a patient or a patient's family. **Choose your words to fit the situation and the audience.**

5. Stop and Listen

One of the most important skills you can have for effective communication is being

able to actually stop and **listen to what is being said by the other person**. Listening is a very powerful communication tool.

6. Reflect

To make sure that the communication is flowing, learn the simple trick of reflecting on what the person is saying to you. To do so, you **simply repeat what has been said in your own words**, back to the person. If you are wrong, the person can say so before you walk away.

7. Use Body Language

In addition to the words that you say, you communicate with those around you with your face, your hands your posture etc. **Make sure that what you are saying and what your body is saying are in agreement, and you are not sending conflicting messages.**

8. Know Your Communication Roadblock

If you have ever stumbled on a word or you have ever found yourself so frustrated that you could not communicate at all, then you know the roadblocks. Disintegrate and then **learn ways to manage such situations better.**

9. Consider Learning a Foreign Language

It might sound strange but **learning a new language puts you in better touch with your native tongue** and can open your eyes to the way you use the words you already know.

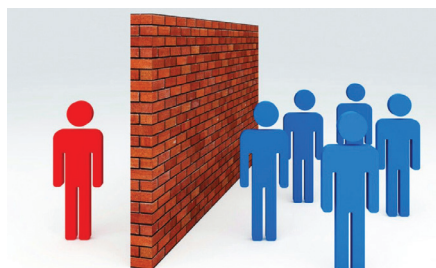


10. Don't Forget Other Methods of Communication

In addition to speaking and listening, don't forget that **there are other skills that you should work on such as reading and writing.**

4.6 Barriers to Effective Communication

Barriers to effective communication can retard or distort the message or intention of the message being conveyed. This may result in failure of the communication process or cause an effect that is undesirable.

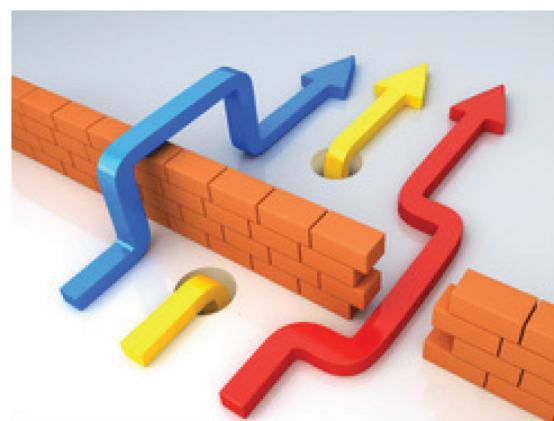


- **Physical barriers** - Physical barriers are often due to the nature of the environment like noise, invisibility, etc.
- **Organisational barriers** - It refers to problems with the structures or systems in place in an organization. Eg., a lack of supervision or training or policy
- **Personal barriers** - It is due to psychological problems of individuals. Eg., lack of motivation or dissatisfaction at work or inattentive
- **Ambiguity of words/phrases** - Words sounding the same but having different meaning can convey a different

meaning altogether. Hence the communicator must ensure that the receiver receives the same meaning.

- **Individual linguistic ability** - The use of jargon, difficult or inappropriate words in communication can prevent the recipients from understanding the message.
- **Physiological barriers** - These may result from individuals' personal discomfort, caused by ill health, poor eyesight or hearing difficulties.
- **Bypassing** - This happens when the communicators (sender and the receiver) do not attach the same symbolic meanings to their words.
- **Cultural barriers** - Strong beliefs, customs, attitudes, religious, sentiments, illiteracy may influence communication.
- **Fear of being criticized** - This is a major factor that prevents good communication.
- **Gender barriers** - Most communicators whether aware or not, often have a set agenda. This is very notable among the different genders.

4.6.1 Measures to Overcome the Barriers of Communication



Clarify the idea – The communicator must be clear about what he wants to communicate

Completeness of the message – The message should be relevant to the nature and purpose of communication

Understand the receiver – The communicator should be aware of the total physical and human setting

Use appropriate channels – The channels should be appropriate to the message

Consistency in communication – The message should be consistent with objective

Feedback – It involves effective participation and improves mutual understanding

Simplified structure – The communication can be strengthened by simple procedure and regulating the information flow

Improve listening – The sender and receiver must listen with attention, patience and empathy

Mutual trust and confidence – It improves the effectiveness of communication

“Without communication there is no relationship. Without respect there is no love. Without trust there is no reason to continue.”

~ Unknown

4.7.1 Definition

IPR is any or all behaviour which a person undertakes in the presence of others. These are social associations, connections or affiliations between two or more people.

4.7.2 Purposes

- To learn about self and society
- To establish and maintain relationships
- To alleviate loneliness
- Helps for diversion
- Helps to meet the needs of others
- Gain confidence and satisfaction

4.7.3 Stages

According to George Levinge, a Psychologist, there are five stages

Stages of Interpersonal Relationships

FIRST STAGE - Acquaintance

SECOND STAGE - The Build up Stage

THIRD STAGE - Continuation Stage

FOURTH STAGE - Deterioration

FIFTH STAGE - The Termination stage

4.7 Interpersonal Relationship (IPR)



Acquaintance: It depends on previous relationship, physical proximity, first impression, etc.,



Build-up: People begin to trust and care for each other.

Continuation: It follows a mutual commitment for a long duration.

Deterioration: Not all relationship deteriorates. Some may deteriorate due to loss of trust or dissatisfaction.

Termination: This final stage leads to an end of the relationship either by death or by separation.

4.7.4 Principles of IPR

■ Mutual Benefit Principle:

The strong interpersonal relations are formed when people share same group of interests. It helps them to form a strong bond and meet up the social need of themselves.

■ Credit Principle:

For making the relation with the people fruitful and pleasant it is important to make people feel that you are useful for them.

■ Respect Principle:

Everyone has a right of freedom to speech so everyone has right to share their thoughts. Only through respect one can maintain good interpersonal relationships.

■ Tolerance Principle:

Tolerance means that a person does not care about small minor issues, and by keeping aside the disturbing issues.

■ Moderation Principle:

To maintain a good social interpersonal relation one should keep a moderate way to deal and communicate with people.



THERAPEUTIC NURSE BEHAVIOURS

Self-awareness - Internal evaluation of one self and of one's reactions to emotionally charged situations, people and places

Genuine, warm and respectful - Highly skilled, experienced nurses must possess these attributes or skills to successfully establish a nurse client relationship

Empathy - Having the ability to enter the perceptual world of the other person and understanding how they experience the situation

Cultural sensitivity - Cultural backgrounds effect people's perceptions of life and health

4.7.5 Barriers of IPR

- Physical
- Perception
- Emotions
- Culture
- Language
- Gender
- Defensive

4.7.6 Methods to Overcome Barriers

- Be open to others opinion
- Choose your words carefully
- Look for similarities
- Work with the facts
- Admit when you are wrong
- Smile
- Pay attention to verbal cues





SUMMARY

Communication is an important component of nursing practice. Communication allows people to establish, maintain and improve human relations. Communication refers to verbal and non-verbal behaviour within a social context. It includes all symbols and clues to give and receive meaning.



EVALUATION

I. Choose the correct answer

1. The email, letter, report and memo are used in
 - a) Oral communication
 - b) Written communication
 - c) Mass communication
 - d) Public communication
2. The nonverbal communication is otherwise called as
 - a) Body language
 - b) Interpersonal communication
 - c) Mass media
 - d) Posture and gait
3. The kind of communication that occurs within us is known as
 - a) Interpersonal communication
 - b) Intrapersonal communication
 - c) Verbal communication
 - d) Group communication
4. The means of conveying and receiving message through visual, auditory and tactile senses is known as
 - a) Encoding
 - b) Feedback
 - c) Channel
 - d) Decoding
5. Individuals personal discomfort, caused by ill health, poor eyesight or hearing difficulties are known as
 - a) Physiological barriers
 - b) Personal barriers
 - c) Physical barriers
 - d) Cultural barriers
6. The behaviour which a person undertakes in the presence of others is known as
 - a) Communication
 - b) Encoding
 - c) Tone of voice
 - d) Interpersonal relationship
7. The following which is not a principle of IPR is
 - a) Credit principle
 - b) Tolerance principle
 - c) Respect principle
 - d) Clarity principle



II. Answer the following questions in one (or) two lines.

8. Define communication.
9. Define interpersonal relationship.

10. Enlist the principles of IPR.
11. Enumerate two importance of communication for nurses.

III. Write short notes

12. What are the levels of communication?
13. Describe the essential elements of communication process.
14. List down the communication skills for nurses.
15. Explain the barriers of communication.
16. Mention the measures to overcome the barriers of communication.
17. Explain the stages of IPR.
18. List down the barriers of IPR and the methods to overcome it.

IV. Write in detail

19. Explain the various types of communication.
20. Explain the barriers of communication and the measures to overcome the barriers.

Students Activity

- Role play on communicating with patient in a ward
- Prepare a report on communication through mass media
- Visit a nearby hospital and submit the observed sign boards prepared by you

A-Z GLOSSARY

1. Communication (தகவல் தொடர்பு / தொடர்பு) – It is the process of exchanging of information, thoughts, ideas and feeling from one individual to another
2. Interpersonal Relationship (ஒருவருக்கொருவர் இடையே தொடர்பு) – It is any or all behaviour which a person undertakes in the presence of others
3. Nonverbal communication (சொல்வழியற்ற தகவல் தொடர்பு) – It is the sending or receiving of wordless messages
4. Verbal communication (வாய்மொழி தகவல் தொடர்பு) – It refers to the form of communication in which message is transmitted verbally which is done by word of mouth and a piece of writing



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