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Bachelor of Pharmacy Communication skills

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COMMUNICATION SKILLS

UNIT 1

TOPIC :

- **Communication Skills** : Introduction, Definition, The Importance of Communication, The Communication Process– Source, Message, Encoding, Channel, Decoding, Receiver, Feedback, Context



Communication

- "Communication is the act of transferring a message from a sender to a receiver so that it is understood."
- Communication is a basic life skill that allows people to share ideas, thoughts, feelings, and information.
- It is essential in personal life, academic settings, and professional environments like healthcare, pharmacy, management, etc.
- Effective communication helps build trust, reduce misunderstanding, and improve productivity and relationships.
- Communication is the process of exchanging information, ideas, thoughts, feelings, and emotions between two or more individuals through verbal or non-verbal methods.

1. Verbal Communication

→ Verbal communication is the use of spoken or written words to convey a message.

→ Types of Verbal Communication

- Oral Communication
- Written Communication



Advantages

- Quick and direct
- Provides clarity
- Can be formal or informal
- Suitable for instructions and explanations

Disadvantages

- Can be misunderstood if not clear
- Requires listening or reading skills

2. Non-Verbal Communication

→ Non-verbal communication is the transmission of messages without using words, often through body language, facial expressions, gestures, tone, etc.

→ Types of Non-Verbal Communication

Body Language

Facial Expressions

Eye Contact, etc.



Advantages

- Universal (can be understood without language)
- Supports verbal communication
- Expresses emotions effectively

Disadvantages

- Can be misunderstood
- Depends on cultural background

Importance of Communication

Importance	Explanation
Builds Relationships	Helps in building and maintaining good personal and professional relationships.
Effective Healthcare	In healthcare and pharmacy, clear communication avoids medication errors and ensures patient safety.
Problem Solving	Good communication aids in identifying and solving problems efficiently.
Increases Understanding	Ensures that the right message is conveyed and understood.
Reduces Conflict	Miscommunication is a major cause of conflict; communication helps resolve it.
Boosts Confidence	Good communicators express themselves clearly and confidently.
Improves Teamwork	In workplaces, team members work better together with clear communication.

Communication Process

- The communication process is the step-by-step transmission of information between two or more people. It involves a sender delivering a message through a channel to a receiver, followed by feedback, all taking place within a particular context.
- "The communication process refers to the sequence of events that occurs when a message is sent from a sender to a receiver, including encoding, channel selection, decoding, and feedback."

Sender → Encoding → Message → Channel → Decoding → Receiver
→ Feedback → (Context all around)

Elements of Communication Process

No.	Element	Description
1	Sender (Source)	The person who initiates the message. Has an idea or feeling to share and takes the first step in communication.
2	Message	The actual information, idea, or emotion that the sender wants to convey. Can be in verbal or non-verbal form.
3	Encoding	The process of translating the idea into words, symbols, gestures, or other forms for communication.
4	Channel (Medium)	The method or medium used to send the message. Can be oral (speech), written (email), or non-verbal (body language).
5	Receiver	The person or group who receives the message. Responsible for interpreting or understanding the message.
6	Decoding	The process by which the receiver interprets or understands the sender's message. Requires attention and understanding.
7	Feedback	The response of the receiver back to the sender. Helps the sender know whether the message was understood properly.
8	Context	The environment or situation in which communication takes place. Includes physical, social, emotional, and cultural factors.

Example (Healthcare/Pharmacy Setting)

Element	Example
Sender	Pharmacist
Message	“Take this tablet after meals.”
Encoding	Spoken in local language
Channel	Verbal communication (face-to-face)
Receiver	Patient
Decoding	Patient understands the instructions
Feedback	Patient says: “Okay, I will take it after food.”
Context	Inside the pharmacy, professional setting

Importance of Each Element

- **Sender:** Initiates meaningful communication.
- **Encoding:** Ensures the message is structured clearly.
- **Channel:** Determines how efficiently the message is sent.
- **Receiver:** Ensures the message reaches the intended person.
- **Decoding:** Converts message into understanding.
- **Feedback:** Confirms whether the message was understood.
- **Context:** Influences the success of communication.