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| Diploma in Pharmacy 2nd Year<br>Community Pharmacy & Management<br>Chapter 4 : Communication skills | |
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# Chapter 4

## Communication skills

- → The term communication is derived from the Latin word 'communicare' which refers to sharing, contributing, informing, popularising and spreading
- → Communication can be expressed as a process in which individuals (two or more) share their views, suggestions, evidences, thoughts and feelings.
- → The individuals involved in this process are known as sender and receiver.
- → Communication is a process which includes the sharing of information and mutual understanding among the persons at same or different levels.

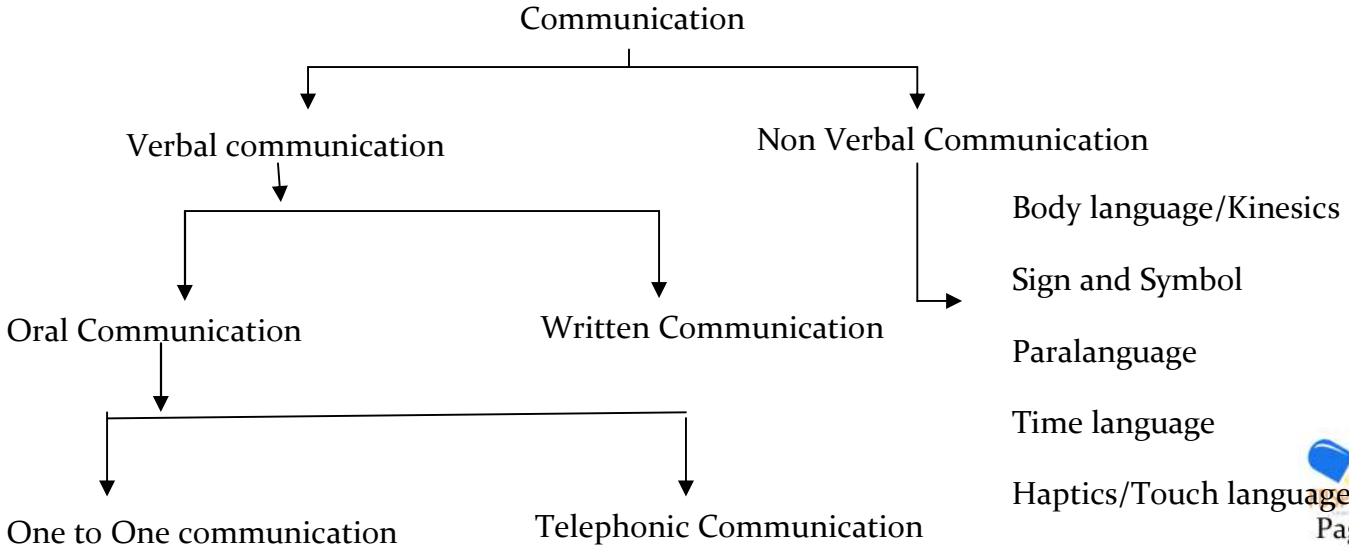
## Elements of Communication skill

1. **Sender / encoder :-** The creator of message or ideas. A sender may be a single person or a group or individual who is delivery message from a group.
2. **Message :-** This is the thing that sender wants to share to the receiver.
3. **Medium/ channel :-** It is a source that helps the sender to share his message to the receiver. A medium maybe words ( orally or in written ) or electronic devices.
4. **Receiver /decoder /listener :-** The person who receives the message of sender via any medium.
5. **Feedback /reply :-** It is very important element of communication to make is successful it is the reaction or reply from receiver, it confirm that the receiver has understood the message or not.

## Types communication

- Verbal communication
- Non Verbal communication

## Classification of Communication



# Verbal Communication

- → Verbal Communication is the Communication in which some types of language is used.
- → It is the Communication in which words are used to deliver the message orally ( through mouth )
- → It is more Natural and informal
- → Peoples spend 85 % of their working time in Communication

# Oral Communication

- ➢ Oral communication is a type of verbal communication in whi ch people communicate to each other through mouth, either direct conversation or telephone conversation.
- ➢ Oral communication Includes : lectures , speech , Group discussion , Interview , conferences , Meeting.

## Forms of oral communication

- ◈ One to One ( face to face ) Communication .
- ◈ Telephonic Communication . ( on internet ) .

## Advantages :

- ✓ Facial expression and gesture make the communication effective.
- ✓ It is best medium for discussion and interview.
- ✓ communicator can know the reaction of message on receiver through his facial expression and gestures.
- ✓ It provides immediate feedback.
- ✓ It saves time.
- ✓ listener can get immediate clarification of any doubt in his mind.

## Disadvantages :

- ⅄ It is not suitable in every condition.
- ⅄ It is not suitable for large number of people.
- ⅄ Low retention by listener the listener may not concentrate upon everything that has been delivered in oral communication.

## One to One Communication

- ➢ One to One Communication is also called face to face communication
- ➢ One to one communication is a oral type of communication in which one person talk to another directly .
- ➢ One to One Communication has three basic elements :
    - words
    - tone
    - body language

- **Words :** Words play an important role in communication to deliver the message to the listener . we should choose respectful words in our communication and we should care the level of listener to make the communication useful.
- **Tone of Voice :** The tone of voice is a mixture of various verbal feature such a s volume ( sound ) pitch (vibration level) speed , pace ( break ) and vocal quality( fluency and pronunciation) etc.
- **Body Language :** It is a source of non-verbal communication , in which various physical behaviors are used to deliver the message . Like Gesture , facial expression etc.

## Advantages :

- ✓ Facial expression and gesture make the communication effective .
- ✓ It is best medium for discussion and interview .
- ✓ Communicator can know the reaction of message on receiver through his facial expression and gestures .
- ✓ It provides immediate feedback.
- ✓ It saves time.
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## Disadvantages :

- It is not suitable in every condition.
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- Low retention by listener the listener may not concentrate upon everything that has been delivered in oral communication.

## Telephonic communication

- The communication is done over a telephone, mobile phone, electronic device is known as telephonic communication.
- Telephonic communication is more challenging task ( more difficult work) then face to face communication because the absence of helping factors in communication, such as facial expression , Eye contact , gesture.

**Some points should repair before telephone communication**

- Set topics that you have to discuss
- Get correct details of the person you are calling
- Should have a piece of paper and pen or pencil
- If possible a script should be prepared make sure you your phone has enough battery and balance.

**Some points during call**

- Start communication with greeting
- Introduce yourself
- Take the permission
- Use simple language
- Discuss important point
- Do not refuse the clarify on the doubts of listener.

## Advantages

- ✓ **Time saving :** It saves a lot of time like , travelling to receiver.
- ✓ **Convenience :** Sometimes it is not possible to conduct One to One meeting in such cases telephone conversation provides a platform for communication.
- ✓ **Cheaper :** It is cheaper than One to One communication some examples like travelling fair ,hotel expenses etc.

## Disadvantage

- **Lake of personal touch :** personal contact increase the effectiveness of communication which is not possible in telephonic Communication.
- **Dependency on voice only :** it depends only on voice and facial expression, body gesture are absence which decrease the effectiveness.
- **Poor connectivity :** due to poor connectivity voice may break down which decrease the effectiveness.
- **Privacy :** the communication can recorded by receiver and shared anywhere by receiver , in the same way service provider companies also record the communication so telephonic communication is not safe.

# Written communication skill

- → It is a type of verbal communication in which messages are delivered with the help of words or symbols , either hand written or printed .
- → It is most formal form of communication.
- → Written form of communication are generally preferred , when formal communication is required.
- → This type of communication is generally used for documentation .
- → The institutions and companies use written form for documentation of important decision and to maintain records .
- → There is no need to present at the same time of receiver and sender

## Advantages

- ✓ **Less chances of misuse :** There are less chances to misuse the written communication.
- ✓ **Documentation:** Documentation and maintaining record is easy and less chances for destroy.
- ✓ **Decoding time :** It provides a desirable time for decoding understanding the message which is not possible in oral form of communication.

## Disadvantages

- **Formal :** this is a formal type of communication and every person does not have ability of communication in this form .
- **Time consuming :** it takes a lot of time to write the message in comparison to oral communication .
- **Difficulty in amendment :** it is not so much easy to correct the mistake if it has been send to receiver such as a book published and sold
- **Misunderstanding :** there are chances for miss understanding in written communication and not easy to remove the misunderstanding because sender is not available to clarify the doubt .

# Non Verbal communication

- → It is a special type of communication in which no words are used to send or receive the message. non verbal communication it is the most powerful form of communication ,in which We can share emotions and feelings to others which are unable to express in words.
- → It is also called wordless communication.
- → People use 35% verbal communication and 65% non verbal communication

## In non verbal communication the messages are delivered through :

- Body language / Kinesics
- Sign and symbol
- Paralanguage
- Proxemics / space language
- Silence
- Time language
- Haptics /touch language
- Appearance

## Body Languages / KInesics

- → It is a source of non-verbal communication , in which various physical behaviors are used to deliver the message.
- → Following Behaviors are used in body language :

1. **Gesture :** It is a behavior of body to express the message , it is a moment of body parts like limb's legs etc.
2. **Facial express :** It is saying that the face is the Index of the heart in face to face communication can deliver show different type of emotions like happiness sadness anger .
3. **Eyes contact :** Eye contact is a powerful behaviour of body language. It occurs when two people look at each other's eye at the same time . Eye contact has a great importance in the communication skill , the moment of eyes , contraction and relaxation give a deepest feeling of once mind .
4. **Posture :** The way of a person stands , walk s, and sits is called poster . The posture of a person give an Idea about him , like tiredness , nervousness etc.
5. **Dress code :** It also induces an impact on others , dress includes the clothes, hair style , perfumes etc.

### Advantages of Non verbal communication

- ✓ It is helpful in telling ideas related to geography and maps etc . like traffic police use .
- ✓ It is helpful in sending message to illiterate people through symbols .
- ✓ It is very very helpful to send and receive the message to those people who are physically disable .
- ✓ Someone can use this form of communication for privacy purpose that he can set a symbol for special meaning .
- ✓ Non verbal communication is very useful to share feelings and emotions.

### Disadvantages of Non verbal communication

- ⅄ Sometime it does not provide accurate meaning just like verbal communication.
- ⅄ The structure and topics of non verbal communication are limited to express the message , but this limitation is not in verbal communication.
- ⅄ There are not alternate symbols to clarify the doubt.

# Interaction with professionals and patients

- → It is responsibility of health care professionals to inform the patients about the ways of healthier lives and to explain about diagnosis treatment and medication.

**Medical professionals or pharamasicst can following ways to communicate effectively with the patients**

- **To listen the patient carefully and do not interrupt :** The pharmacist should listen first the patient problems carefully and then ask any question.
- **Do not talk to fast :** The pharmacist should not talk too fast that patient can't understand.
- **Use suitable and easy words :** The pharmacist should use suitable and easy words that pharmacist can understand easily, and does not use jargons and terms.
- **To use body language :** To make the communication effective he should used body language like Eye contact , facial expression etc.
- **Patients engagement :** The pharmacist should confirm that form patient is listening his talk carefully.

## Barriers to Communication

- Physiological Barriers
- Psychological or Emotional Barriers
- Gender Barriers
- Cultural Barriers
- Language Barriers

# Patient interview techniques

→ Interview : Interview is a face to face communication between two persons in which one asks questions and other is expected to answer them.

**Some points for patient interview**

- **Listen the patient carefully and do not interrupt :** It is very necessary to listen the patient carefully and let him tell his all problems in detail .
- **Asking clinical questions :** After listening the patient problems the pharmacist should ask clinical question if needed .
- **Non verbal communication :** During interview with patience the pharmacist should care the body language like eye contact , facial expression etc .
- **Sympathy ,validation :** The pharmacist should show sympathy to patient such as offering chair to him and should validate his statement like I understood ,you are right .