

**LEARNING OUTCOME ONE:
GATHER, CONVEY AND
RECEIVE INFORMATION**





INTRODUCTION

Communication plays a crucial role in all aspects of our live

It is the most vital means by which people connect together in the society.

Working with patients or clients in a health care setting is impossible without communication.

People have to communicate with each other, exchange information, make decisions



IMPORTANCE OF COMMUNICATION

1. Building Relationships
2. Expressing Ideas and Thoughts
3. Resolving Conflicts
4. Collaboration and Teamwork
5. Personal Development
6. Career Advancement
7. Social Integration
8. Decision Making
9. Emotional Well-being
10. Influence and Persuasion



WHY DO WE COMMUNICATE

1. Sharing information
 2. Building relationships.
 3. Expressing emotions.
 4. Solving problems
 5. Influencing and persuading
 6. Collaborating and coordinating
 7. Seeking information
 8. Expressing creativity
 9. Establishing identity
- 

DEFINITION

Communication is a two way process of exchanging information, Ideas, thoughts, feelings and emotions through speech, signals, writing, or behavior.

It involves the sending and receiving of messages through verbal, non-verbal, or written channels, and is fundamental to all forms of interaction

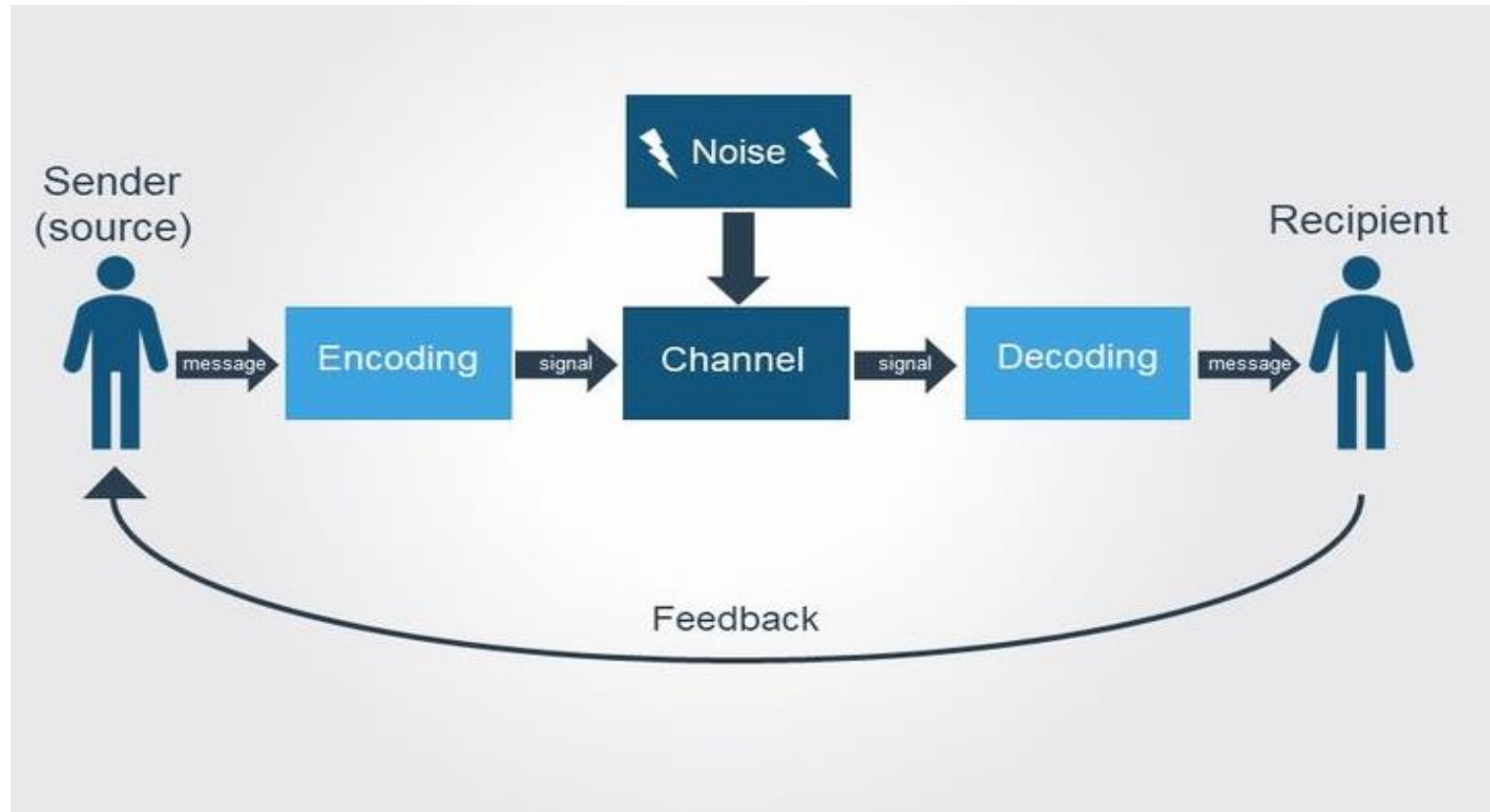
Between individuals or groups

The key elements of communication are (to ensure the effective exchange of information)

- ✓ Sender
- ✓ Medium/channel
- ✓ Receiver



COMMUNICATION CYCLE



THE SENDER OR ENCODER

All communication begins with the sender (initiator)

The sender is the individual who initiates a message and is also called the communicator, source of communication or the encoder.

The sender might be a speaker, a writer, or someone who merely gestures

The effectiveness of communication begins with the encoder's ability to clearly convey the intended message.

The sender's experiences, attitudes, knowledge, skill, perceptions, and culture influence the message and how it will be received.



SENDER CONT'D

The first step the sender is faced with is translating information or ideas into a message in the form of symbols that represent those ideas or concepts(encoding)

Message is the information being transmitted by the sender (verbal or non-verbal)



ENCODING

This is the process of translating information into a message in the form of symbols that represent ideas or concepts or the process in which the sender determines what and how they will communicate the message.

The process of converting thoughts, ideas, or messages into a form that can be understood by others. It involves selecting appropriate words, symbols, or gestures to convey the intended meaning effectively.

This process translates the ideas or concepts into the coded message that will be communicated.

The symbols can take on numerous forms such as, languages, words, or gestures and they are used to encode ideas into messages that others can understand.

The encoding process is the responsibility of the sender with the primary objective to compose and deliver a clear message to the recipient.



ENCODING CONT'D

The following are determinants of encoding

- Who is/are the intended receiver(s)?
- What is the best channel to use to communicate the message?
- Will the communication be verbal, non-verbal, written or a combination thereof?
- What are the appropriate words, images, signs, etc., needed to convey the message and reduce chances of misunderstanding or misinterpretation?
- Consider using multiple types of media to reinforce the message.
- What is the context and tone of the message? Does it match the message content?



TARGET AUDIENCE

Whom is your message is intended for

The target audience determines how the message should be encoded

Context-setup, health sector, profession etc

Physical disabilities

Age

Demography



CHANNELS

These are mediums selected for transmitting or delivering the message.

Meetings, presentations, letters, memos, emails, telephone calls, social media sites, videos, etc.

The sender usually selects the channel during the encoding process.

It's important to select an appropriate channel for the message.

The channel choice can greatly influence the overall communication



CHANNELS



FACE TO FACE



TELEPHONE



SMS/TEXT/MESSAGE/WHATSUP



LETTERS



MEETINGS AND PRESENTATIONS



FACTORS TO CONSIDER WHEN CHOOSING A CHANNEL OF COMMUNICATION

Speed

Cost

Distance

Evidence

Reliability

Accuracy

Desired impression

Availability

Confidentiality



SPEED (URGENCY)

Speed is an important factor when the message is urgent and time sensitive

Urgent communication requires a response and/or action beyond the standard unit communication processes or protocols.

Urgent communication has high impact, and/or time sensitive.

May require coordination across units, or external groups.

Mail vs email vs telephone



COST

The cost incurred in using a means of communication vary from one means to another

Airing an advert on the television vs advertising in the newspaper

Text message vs phone call



EVIDENCE

If the record of the communication is important it should be written, otherwise oral communication is sufficient.

When is evidence important?



RELIABILITY

This is the assurance (certainty) that the message will reach the intended person at the right time in the right form.

Face-to-face communication is more reliable than other forms of communication because one can ask for clearly and get answers immediately.

Wife (sms): Please bring milk

Husband brings “lacto



ACCURACY

This refers to the exactness of the message communicated as intended by the sender.

Written messages are generally more accurate than other means of communication.

Allows the message to be interpreted correctly

The possibility of misunderstandings, misinterpretations and even poor decisions, is radically reduced



DISTANCE

May be geographical gap between the sender and recipient

☐ Channel to be chosen depends on whether the message is to be sent to a nearby place or somewhere at a long distance.

- Email vs letters



DESIRED IMPRESSION

The impression created upon the recipient of a message is very important

e.g. a telegram or speed post mail will carry some sense of urgency, registered mail will create an impression of confidentiality while use of colorful and attractive letterheads would convey a good image of the business.



AVAILABILITY

One may want to telephone, for example, but the services are not there so the person would be forced to use alternative means e.g. letters or radio call.



CONFIDENTIALITY

Some messages are quite confidential and are intended for certain person only.

Where confidential messages are involved, appropriate means should be used e.g.
registered mail or internal memo enclosed in an envelope

e.g. medical results



RECEIVER (DECODER)

Target audience / the person or group who receives the message and interprets it

Responsible for decoding the message

Decoding is the process by which the receiver determines their interpretation of the message.

The meaning of the message can be impacted by the receiver's noise when it is decoded.

To help prevent misinterpretations, receivers should try to remove any noise and consider the context and intention of the sender



FEEDBACK

Final link and essential in the chain of the communication process.

indicates how well the sender's message is being understood or has been understood by the recipient.

Receiver responds in some way and signals that response to the sender.



FEEDBACK CONT'D

spoken comment, a long sigh, a written message, a smile, or some other action or no action

Feedback ultimately provides an opportunity for the sender to take corrective action to clarify a misunderstood message.

Feedback plays an important role by indicating significant communication barriers: differences in background, different interpretations of words, and differing emotional reactions



NOISE

Noise is the term used to describe all the other risk factors that can interfere with the clarity of the message.

Both the sender and the receiver can be affected by noise.

The effect noise can have on both message encoding and decoding can be huge and often underestimated



TYPES OF NOISE

1. **Physical Noise:** This type of noise is caused by external factors in the environment, such as loud sounds, poor lighting, or physical obstructions. For example, if two people are trying to have a conversation in a noisy restaurant, the background noise can make it difficult for them to hear each other clearly.
2. **Physiological Noise:** Physiological noise is related to the limitations or characteristics of the human body that affect communication. It includes factors like hearing impairments, speech disorders, or language barriers. For instance, if someone has a hearing impairment, they may struggle to understand spoken words accurately.
3. **Psychological Noise:** Psychological noise refers to mental distractions or biases that can affect communication. It includes factors like stress, anxiety, preconceived notions, or personal biases. For example, if someone is feeling stressed or anxious during a conversation, they may have difficulty focusing on what the other person is saying.



TYPES OF NOISE

4. **Semantic Noise:** Semantic noise occurs when there is a mismatch in understanding due to differences in language usage or interpretation of words and symbols. It can happen when people have different meanings attached to certain words or phrases based on their cultural background or personal experiences.
5. **Channel Noise:** Channel noise refers to any interference that occurs during the transmission of a message through a specific channel (e.g., phone call, email). It can include issues like poor signal quality in phone calls leading to distorted audio or slow internet connection causing delays in video calls.



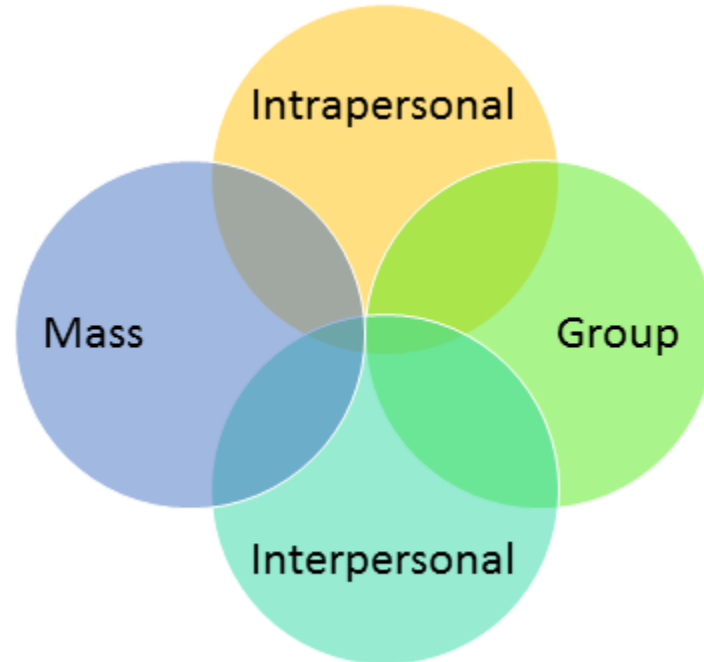
NATURE OF COMMUNICATION

Intrapersonal communication

Interpersonal communication

Intergroup communication

Mass communication



INTRAPERSONAL COMMUNICATION



Communication whereby a person interacts with himself/herself.

Internal dialogue or self-reflective

It involves self-talk, reflection, and internal processing of information. This type of communication is crucial for self-awareness, decision-making, and emotional regulation. It allows individuals to analyze situations, contemplate their thoughts and feelings, and plan their responses.

Helps in stress management

INTERPERSONAL COMMUNICATION



Direct, two-way exchange of information between two or more people.

Communication where there is one-to-one interaction or interaction among a small group.

Most commonly used/practiced form of communication

This form of communication is essential for building and maintaining relationships, resolving conflicts, and collaborating with others.

INTERGROUP COMMUNICATION



Type of
communication
where interaction
between different
groups takes
place

MASS COMMUNICATION



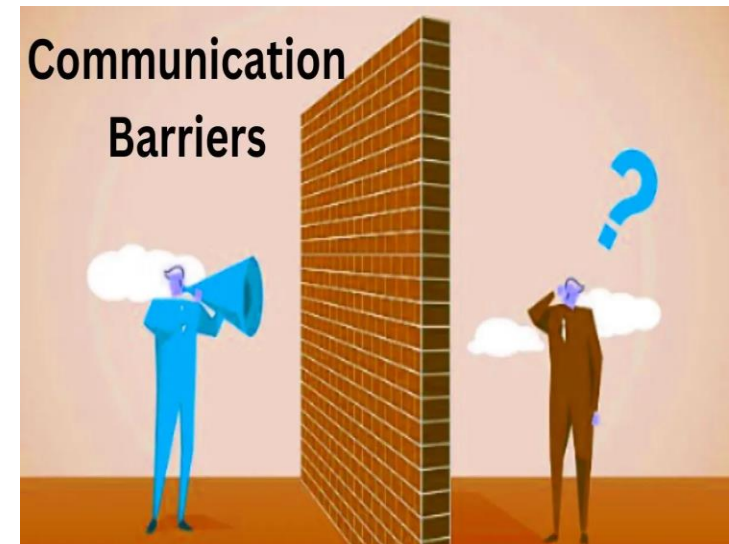
Type of
communication
where a large
body (millions of
people) of people
is addressed

BARRIERS TO EFFECTIVE COMMUNICATION



1. ENCODING BARRIERS

- Problems the sender faces when formulating and delivering the message.
- Lack of sensitivity to receiver
- Lack of basic communication skills
- Insufficient knowledge of the subject
- Lacking confidence
- Individual Perceptions/Attitudes/Personalities
- Culture
- Language/jargon/ ambiguity



TRANSMITTING BARRIERS

- Problems during the delivery of the message through the chosen channel.
 - Physical Distractions (distorted sound)
 - Channel barriers (eg. poor network)
 - Long communication chain
 - Choice of communication channel



DECODING BARRIERS

- Obstacles that prevent the receiver from interpreting the message correctly.

- Lack of interest
- Lack of knowledge
- Lack of communication skills
- Emotional distractions
- Information overload
- Conflicting messages
- Physical Disabilities
- Culture
- Language barriers
- Perceptual differences



RESPONDING BARRIERS

- Factors that hinder the receiver from providing appropriate feedback.

- No provision for feedback
- Inadequate feedback
- Fear of judgement
- Lack of attention
- Cultural differences
- Emotional state
- Physical inability



OVERCOMING BARRIERS TO COMMUNICATION

Describe how you would overcome the barriers to communication

