

**Al Aameed University**  
**College of Nursing**  
**Subject: Health Promotion**  
**Stage: Fourth**  
**Lecture: 3**



# Communication skills

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## **Learning objectives**

**At the end of lecture the student will able to:**

- ❖ To Define of communication.
- ❖ To Clarify its importance and make a good understanding about its process.
- ❖ To Identify on method of communication.
- ❖ To Take a general view about therapeutic communication.

# What is communication

- Define it as the ability to convey their view, information or message to another person in an effective manner.



# Communication is important:



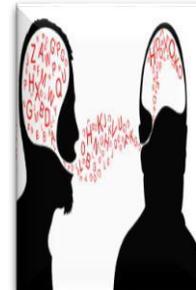
Informs



Helps in rapport building



Educates



Allows for greater understanding



Co-operation in treatment and rehabilitation



Stimulates new ideas



## Sender:

- ❖ The sender (communicator) is the originator of the message.
- ❖ Sender formulates, **encodes** and transmits the information he/she wants to communicate.



# Encoding

- Encoding: The sender begins with the encoding process wherein he uses certain words or non-verbal methods such as symbols, signs, body gestures, etc. to translate the information into a message.

## Message :

- A message is the information/desired behavior in which the communicator transmits to his audience to receive, and understand, The message may be in the form of words, pictures or signs.

## Receiver :

❖ Who receives messages from the sender , **decoding**, interprets the meaning and giving feedback.



# Decoding

Decoding: the receiver interprets the sender's message and tries to understand it in the best possible manner. An effective communication occurs only if the receiver understands the message in exactly.

# Response/Feedback :

- ❖ The response is the message that the receiver returns to the sender.
- ❖ It can be either verbal, non-verbal.



# METHODS OF COMMUNICATION



# VERBAL COMMUNICATION

**Definition:** is a type of oral communication in which the message is transmitted through the spoken words. Here the sender gives words to his feelings, thoughts and opinions and expresses them in the form of speeches, discussions and presentations.

# Characteristic of Verbal Communication :

Pace and  
Intonation

Written

spoken

Simplicity

Clarity

Timing and  
Relevance

Adaptability

Credibility

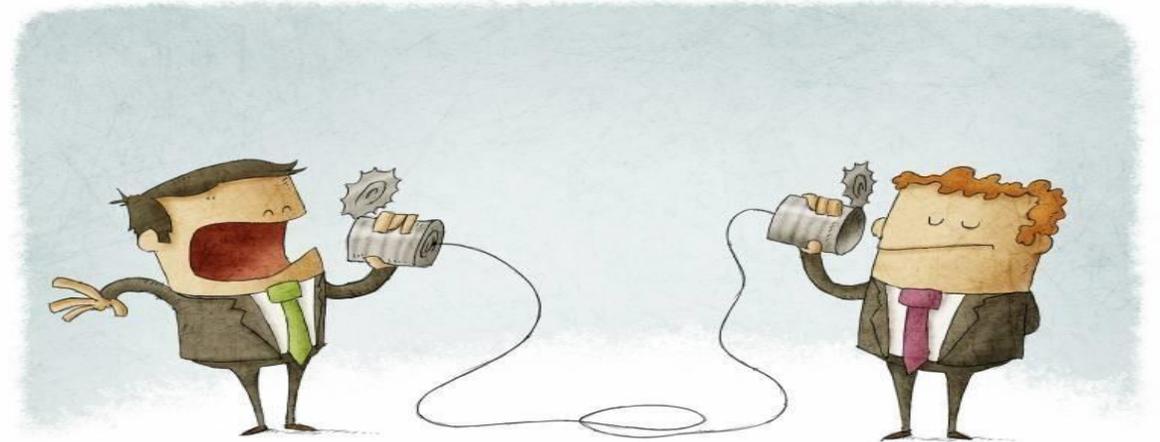
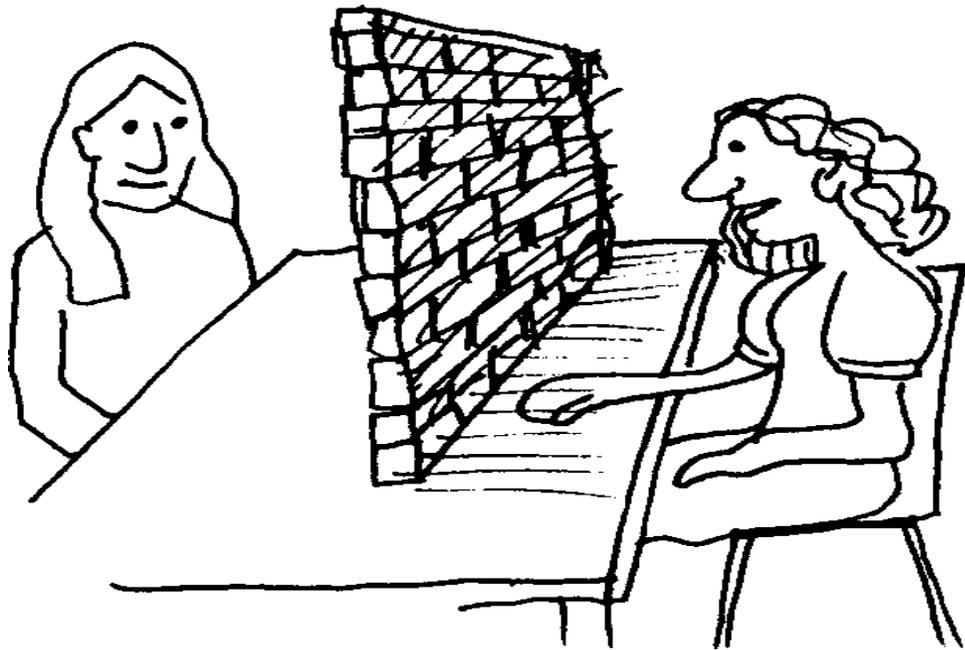
## **NON-VERBAL COMMUNICATION**

- **Definition:** is the process of conveying meaning without the use of words either written or spoken. In other words, any communication made between two or more persons through
- the use of facial expressions, hand movements, body language, postures, and gestures is called as non-verbal communication.

# Characteristic Nonverbal communication :



# Barriers of Communication





Values and perceptions



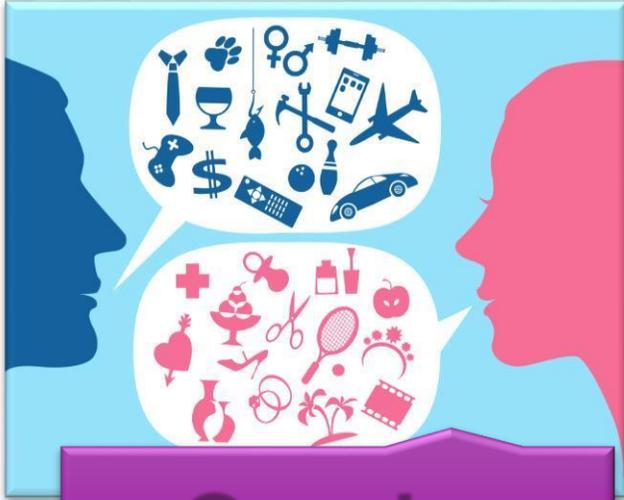
Language differences



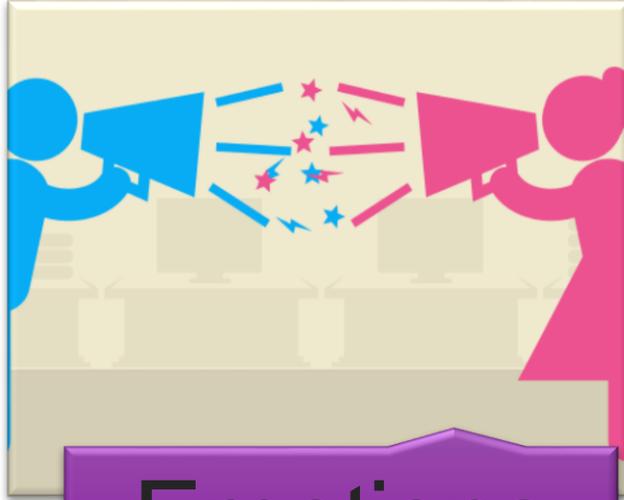
Noise



Cultural differences



Gender



Emotions



# **Ethics of Good Communication**

Learn to respect others

Avoid being emotional

Maintain eye to eye contact

Present acceptable tone of  
voice and body language

Do not use  
offensive languages

Learn to listen

