

COMMUNICATION

Dr. Pradeep Sawardekar

Communication

- ▣ It is a two-way process of exchanging or shaping ideas, feelings and information.
- ▣ It refers "to the countless ways that humans have of keeping in touch with one another" .
- ▣ Communication is more than mere exchange of information. It is a process necessary to pave way for desired changes in human behaviour, and informed individual and community participation to achieve predetermined goals.

Communication

- ▣ Communication and education are interwoven.
 - ▣ Communication strategies can enhance learning.
 - ▣ The ultimate goal of all communication is to bring about a change in the desired direction of the person who receives the communication.
 - ▣ learning objectives :
 - a. **Cognitive** - Increase in knowledge
 - b. **Affective** - Changing existing patterns of behaviour and attitudes;
 - c. **Psychomotor**- Acquiring new skills.
- These are referred to as learning objectives

Communication

- ▣ Communication is part of our normal relationship with other people.
- ▣ Our ability to influence others depends on our **communication skills**, e.g., speaking, writing, listening, reading and reasoning. These skills are much needed in health education.
- ▣ The current "communication revolution" had put health information at the disposal of families, to help people to achieve health by their own actions and efforts.

HEALTH EDUCATION

- ▣ Health education is the translation of what is known about health, into desirable individual and community behaviour patterns by means of an educational process.
- ▣ The definition adopted by John M Last is ---
"The process by which individuals and groups of people learn to behave in a manner conducive to the promotion, maintenance or restoration of health“ .

HEALTH EDUCATION

- ▣ Any combination of learning opportunities and teaching activities designed to facilitate voluntary adaptations of behaviour that are conducive to health .
- ▣ The definition adopted by the National Conference on Preventive Medicine in USA is "Health education is a process that informs, motivates and helps people to adopt and maintain healthy practices and lifestyles, advocates environmental changes as needed to facilitate this goal and conducts professional training and research to the same end" .
- ▣ Health education is the part of health care that is concerned with promoting healthy behaviour.

ALMA ATA DECLARATION

- ▣ “A process aimed at encouraging people to want to be healthy, to know how to stay healthy, to do what they can individually and collectively to maintain health, and to seek help when needed”

CHANGING CONCEPTS

- ▣ Prevention of disease to promotion of healthy lifestyles;
- ▣ The modification of individual behaviour to modification of "social environment" in which the individual lives ;
- ▣ Community participation to community involvement
- ▣ Promotion of individual and community "self-reliance".

AIMS AND OBJECTIVES

- The definition adopted by WHO in 1969 and the Alma-Ata Declaration adopted in 1978 provide a useful basis for formulating the aims and objectives of health education, which may be stated as below :
 1. To encourage people to adopt and sustain health promoting lifestyle and practices;
 2. To promote the proper use of health services available to them;

AIMS AND OBJECTIVES

3.To arouse interest, provide new knowledge, improve skills and change attitudes in making rational decisions to solve their own problems; and

4 .To stimulate individual and community self-reliance and participation to achieve health development through individual and community involvement at every step from identifying problems to solving them.

ROLE OF HEALTH CARE PROVIDERS

- ▣ Provide opportunities for people to learn how to identify and analyze health and health related problems, and how to set their own targets priorities ;
- ▣ Make health and health related information *easily* accessible to the community;
- ▣ Indicate to the people alternative solutions for solving the health and health-related problems they have identified; and
- ▣ People must have access to proven preventive measures.

The Communication Process

- ▣ Sender (source)
- ▣ Receiver (audience)
- ▣ Message (content)
- ▣ Channel(s) (medium)
- ▣ Feedback (effect)

SENDER

- ▣ The sender (communicator) is the originator of the message.
- ▣ To be an effective communicator, he must know:
 - his objectives, clearly defined
 - his audience : it's interests and needs
 - his message
 - channels of communication
 - his professional abilities and limitations
- ▣ The impact of the message will depend on his own social status (authority), knowledge and prestige in the community

RECEIVER

- ▣ All communications must have an audience.
- ▣ Without the audience communication is nothing more than mere noise.
- ▣ It is this element of audience and their frame of mind (e.g., opinions attitudes, prejudices) which lends meaning to all the different types of communication.
- ▣ The audience may be of two types : the controlled and the uncontrolled. A controlled audience is one which is held together by a common interest. It is a homogeneous group .

RECEIVER

- ▣ An uncontrolled or free audience is one which has gathered together from motives of curiosity.
- ▣ This type of audience poses a challenge to the ability of the educator.
- ▣ The more homogeneous the audience is, the greater are the chances of an effective communication.

MESSAGE

- ▣ A message is the information (or "technical know-how") which the communicator transmits to his audience to receive, understand, accept and act upon. It may be in the form of words, pictures or signs. Health communication may fail in many cases, if its message is not adequate.
- ▣ A good message must be :
 - in line with the objective (s)
 - meaningful
 - based on felt needs
 - clear and understandable
 - specific and accurate
 - timely and adequate
 - fitting the audience
 - interesting
 - culturally and socially appropriate
- ▣ Transmitting the right message to the right people at the right time is a crucial factor in successful communication.

CHANNELS OF COMMUNICATION

- ▣ By channel is implied the "physical bridges" or the media of communication between the sender and the receiver.
- ▣ *Media systems:*
- ▣ The total communication effort is based on three media systems
 - Interpersonal communication
 - Mass media
 - Traditional or folk media

INTERPERSONAL COMMUNICATION

- ▣ The most common channel of communication is the interpersonal or face-to-face communication.
- ▣ Being personal and direct it is more persuasive and effective than any other form of communication.
- ▣ Interpersonal communication is particularly important in influencing the decisions of the undecided persons.
- ▣ When the message relayed via mass media gets diffused in the community, it is picked up by the interpersonal and informal networks. The message is then subject to debate and discussion by interpersonal communications. On the basis of this scrutiny a consensus is gradually built up in the community whether to accept or reject the message.

MASS MEDIA

- ▣ Mass media have the advantage of reaching a relatively larger population in a shorter time than is possible with other means.
- ▣ Being one-way channels of communication, mass media carry messages only from the centre to the periphery; feedback mechanisms are poorly organized.
- ▣ Being impersonal media, they are usually not effective in changing established modes of behaviour.

FOLK MEDIA

- ▣ Every community has its own network of traditional or folk media such as folk dances, singing, dramas, *Nautanki* in Uttar Pradesh, *Burrakatha* in Andhra Pradesh and *Harikatha* in Western India besides informal group gatherings, caste or religious meetings.
- ▣ These are important channels of communication close to the cultural values of the rural population.
- ▣ They have been the principal instruments of preserving the cultural heritage.
- ▣ Health messages may be communicated through these traditional media.

FEEDBACK

- ▣ It is the flow of information from the audience to the sender.
- ▣ It is the reaction of the audience to the message.
- ▣ If the message is not clear or otherwise not acceptable the audience may reject it outright.
- ▣ The feedback thus provides an opportunity to the sender to modify his message and render it acceptable.

TYPES OF COMMUNICATION

- ▣ **One-way communication** (Didactic Method).
- ▣ **Two-way communication** (Socratic method)
- ▣ **Verbal communication**
- ▣ **Non-verbal communication**
- ▣ **Formal and informal communication**
- ▣ **Visual communication**
- ▣ **Telecommunication and Internet**

ONE WAY COMMUNICATION

- ▣ The flow of communication is "one-way" from the communicator to the audience. The familiar example is the lecture method in class rooms.
- ▣ The drawbacks of the didactic method are :
 - knowledge is imposed
 - learning is authoritative
 - little audience participation
 - No feedback
 - does not influence human behaviour

TWO WAY COMMUNICATION

- ▣ The Socratic method is a two-way method of communication in which both the communicator and the audience take part.
- ▣ The audience may raise questions, and add their own information, ideas and opinions to the subject.
- ▣ The process of learning is active and "democratic".
- ▣ It is more likely to influence behaviour than one-way communication.

VERBAL COMMUNICATION

- ▣ The traditional way of communication has been by word of mouth.
- ▣ The advent of written and printed matter are of comparatively recent origin.
- ▣ Direct verbal communication by word of mouth may be loaded with hidden meanings.
- ▣ It is persuasive.
- ▣ Non-direct or written communication may not be as persuasive as the spoken word.

NON VERBAL COMMUNICATION

- ▣ Communication can occur even without words.
- ▣ It includes a whole range of bodily movements, postures, gestures, facial expressions (e.g., smile, raised eye brows, frown, staring, gazing etc.).
- ▣ Silence is non-verbal communication. It can speak louder than words.

FORMAL AND INFORMAL COMMUNICATION

- ▣ Communication has been classified:
 - Formal (follows lines of authority) and
 - Informal (grape-vine) communication.
- ▣ Informal network (e.g., gossip circles) exists in all organizations.
- ▣ The informal channels may be more active, if the formal channels do not cater to the information needs.

TELECOMMUNICATION AND INTERNET

- ▣ Telecommunication is the process of communicating over distance using electromagnetic instruments designed for the purpose.
- ▣ Radio, TV and internet etc. are mass communication media, while telephone, and telegraph are known as point-to-point telecommunication systems.
- ▣ The point-to-point systems are closer to interpersonal communication.

YOUNG