Recap

- **Case:**
  A 55-year-old male patient, Mr. Okello, visits the hospital with complaints of persistent chest pain and shortness of breath. He looks anxious and is accompanied by his daughter. The student doctor is assigned to take history.
- **Events:**
- The student doctor introduces himself but speaks very fast and in English, which Mr. Okello struggles to understand.
- While explaining his symptoms, Mr. Okello uses gestures pointing to his chest, but the student does not pay attention to the non-verbal cues.
- The daughter tries to clarify, but the student interrupts her repeatedly.
- Background noise from the busy waiting area makes communication difficult.
- After the consultation, Mr. Okello leaves appearing dissatisfied and confused about the diagnosis and next steps.

Types of communication

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Learning Objectives

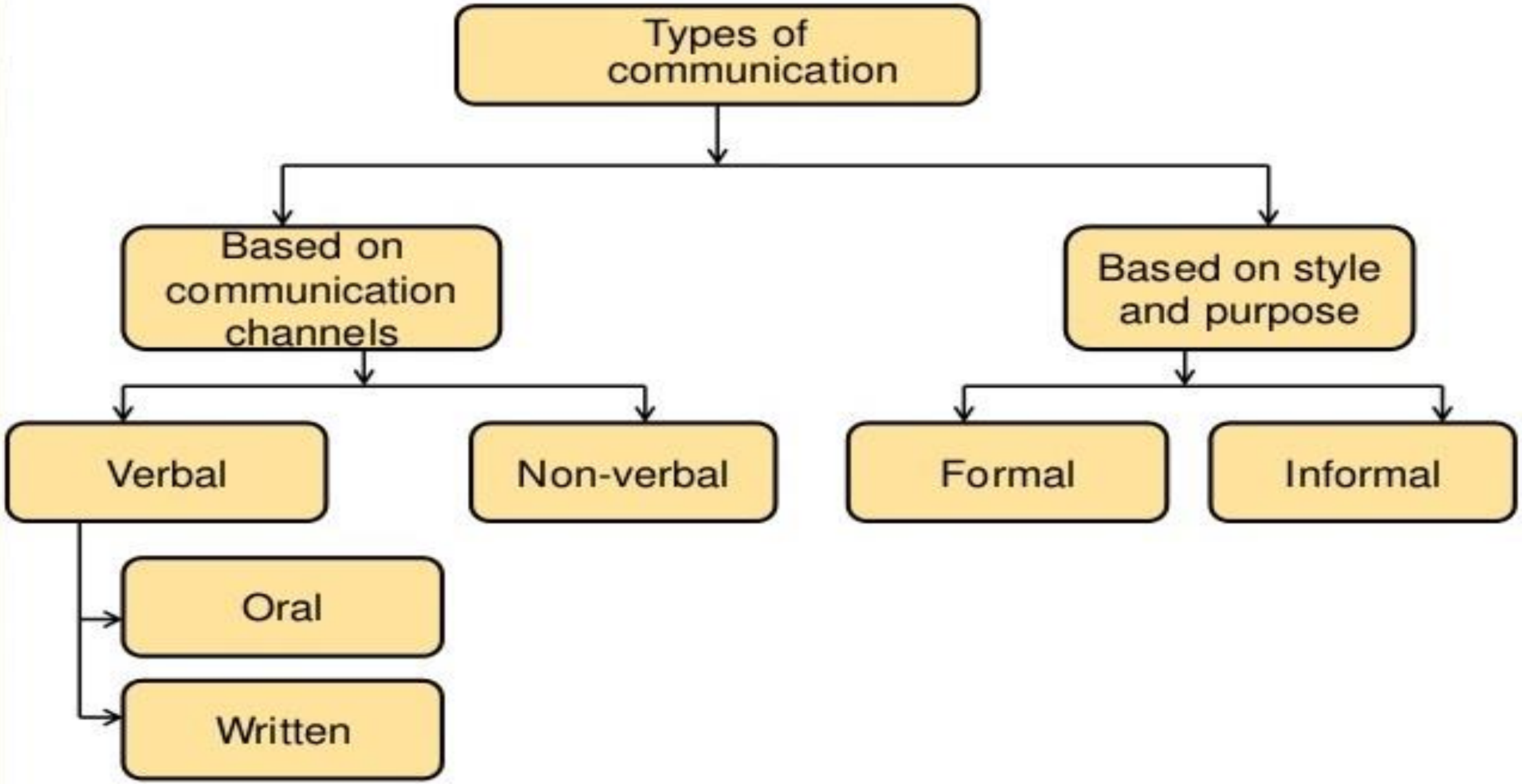
By the end of this session, students will be able to:

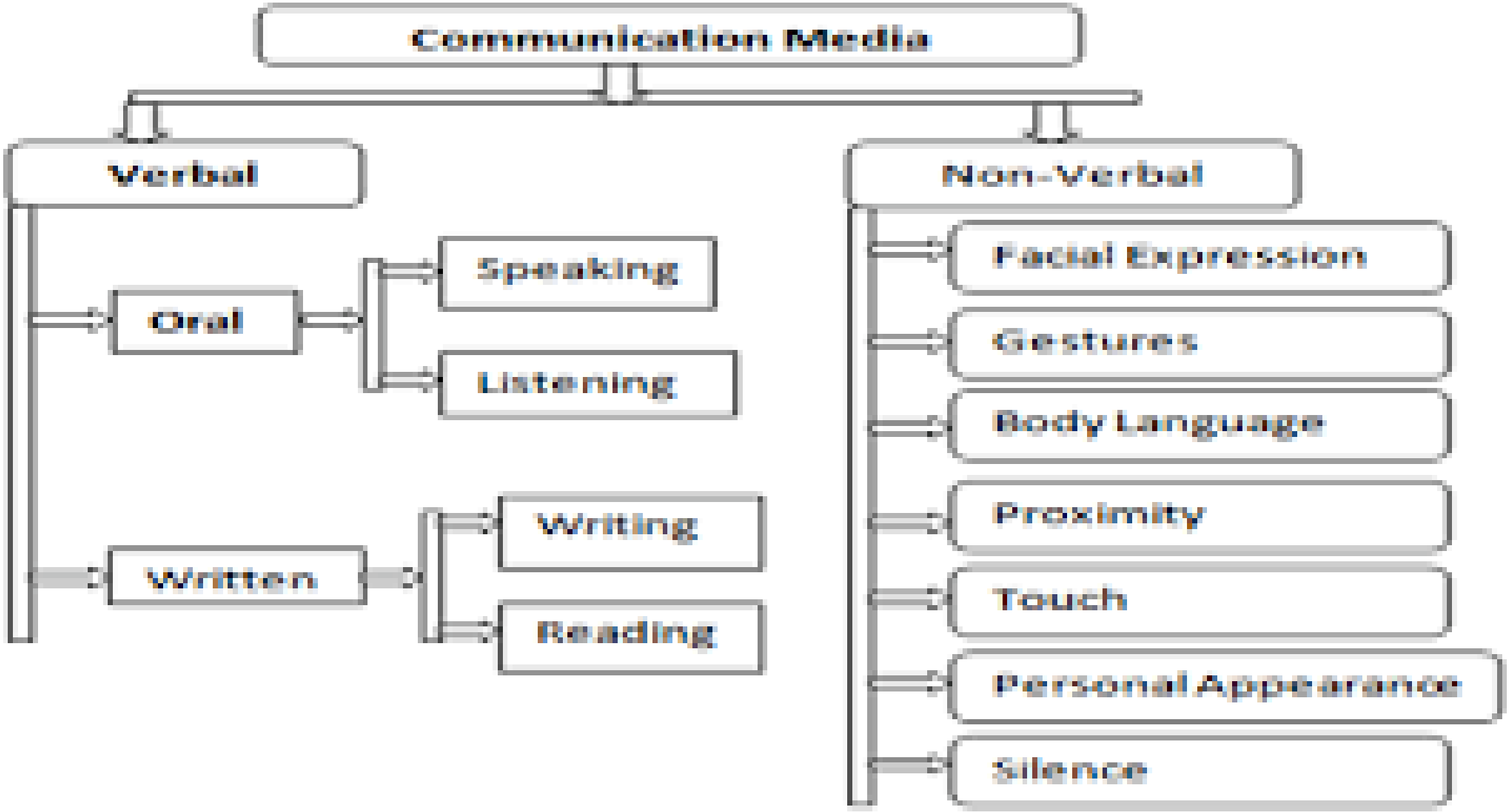
- Identify the types of communication
- Categories the different forms of communication
- Describe verbal and non-verbal communication skills
- Explain the communication cycle
- Explain the process of communication in clinical practice

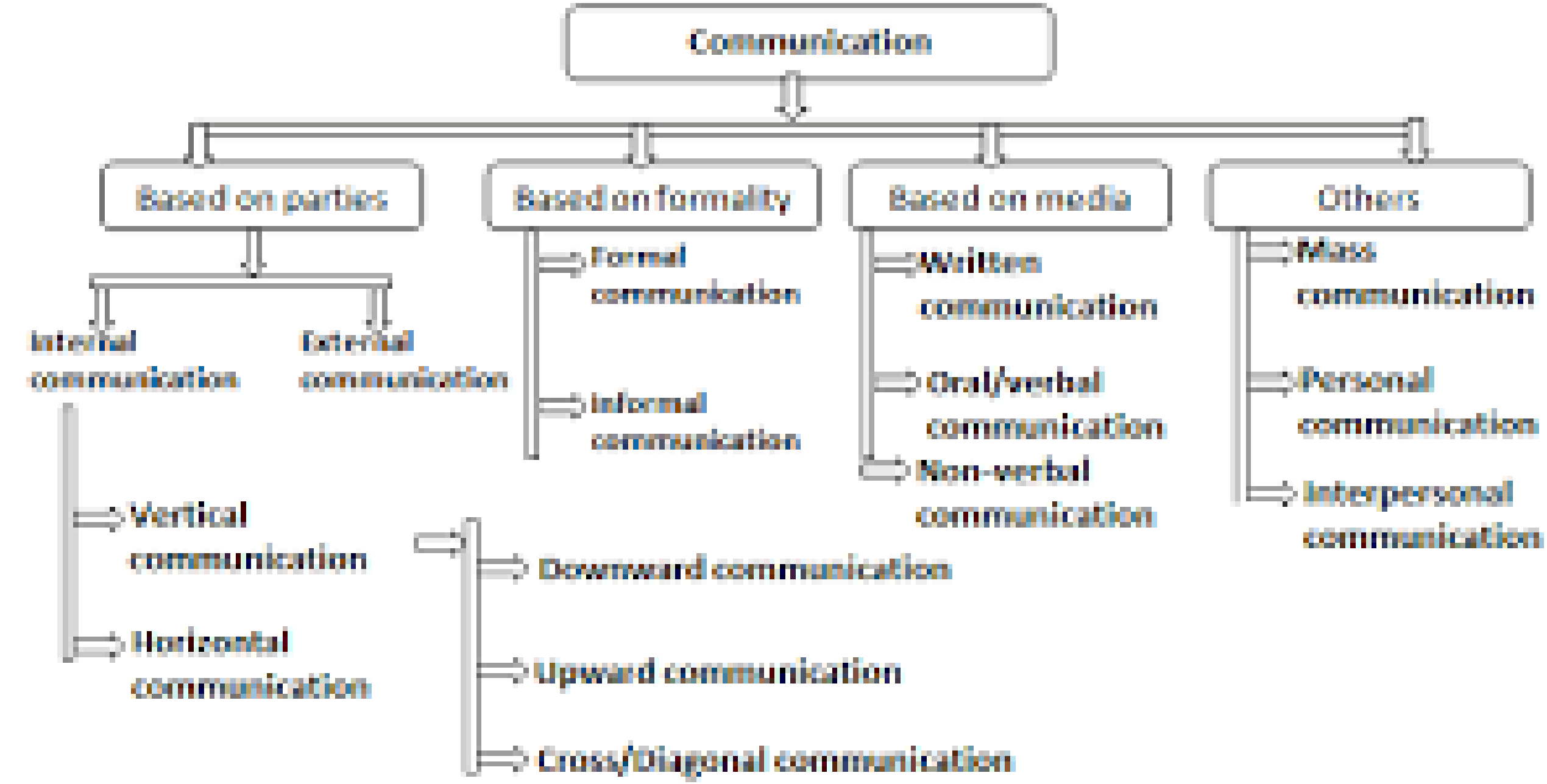
Types of communication

- Based on the channels
- Based on people involved
- Based on direction
- Based on style and purpose

Types of communication

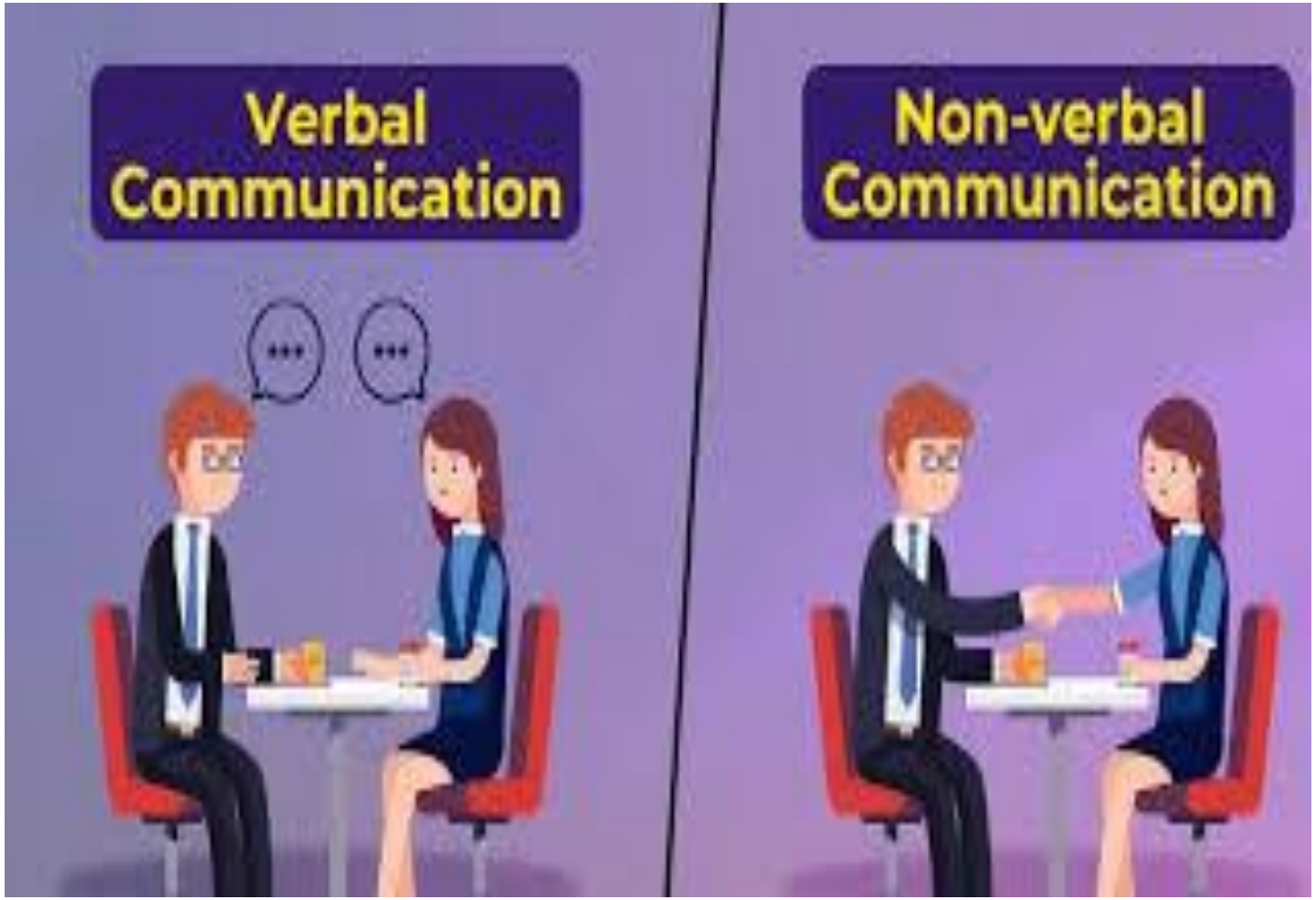



Communication Media
Verbal
Non-Verbal
Oral
Written
Speaking
Listening
Writing
Reading
Facial Expression
Gestures
Body Language
Proximity
Touch
Personal Appearance
Silence


Communication
Based on parties
Based on formality
Based on media
Others
Internal communication
External communication
Formal communication
Informal communication
Written communication
Oral/verbal communication
Non-verbal communication
Mass communication
Personal communication
Interpersonal communication
Vertical communication
Horizontal communication
Downward communication
Upward communication
Cross/Diagonal communication

Types based on the channels/media

- Verbal
- Non verbal



Verbal Communication

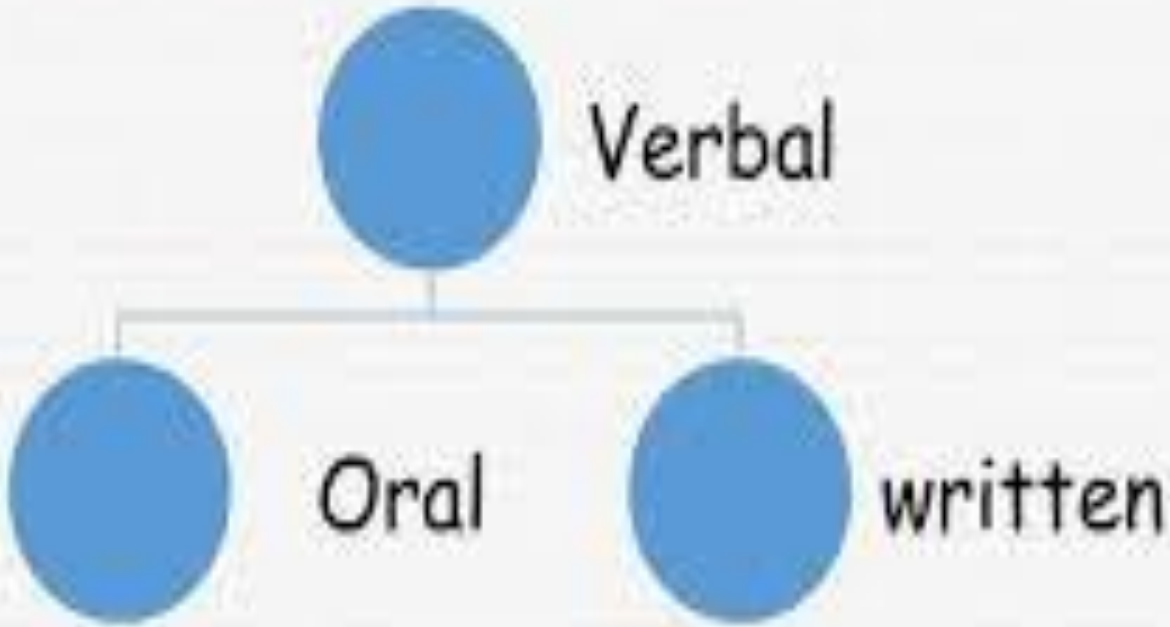
- It means communicating with words , written or spoken. Consist of speaking, listening, writing and reading.
- Use of words and language to convey messages or express desires, ideas and concepts.
- Takes place through face to face conversation, group discussions, counseling, interviews, radio , television



Characteristics of verbal communication

- Clear, concise,
- Appropriate language
- Use simple language, familiar words
- Influenced by Non-Verbal Cues**;** Tone, pitch, and pace of speech matter
- Active listening: show understanding and empathy
- **Tips**
- Ask open-ended questions
- Repeat key information for clarity
- Confirm understanding by summarizing

Parts of verbal communication







Oral communication

- Oral communications implies communication through mouth
- It includes individuals conversing with each other be it direct conversation or telephone conversation.
- Speeches, presentation discussions are all forms of oral conversation





Forms of oral communications

- Face to face communication
- Interviews
- Telephone conversation
- Meeting
- Lecture
- Conference/workshops



Advantages of oral communication

- Timesaving
- Secrecy
- Direct, and expressive.
- Allows immediate feedback.



Example

- A doctor explaining a diagnosis to a patient.

Disadvantages of oral communication

- Poor retention
- No records
- Lack of responsibilities
- Language barriers may limit understanding.

Written Communication

- A medium of communication that entails the written words. Letters, email, and manual are forms of written communication
- Writing discharge notes for a patient.





Forms of written communication

- Emails
- Websites
- Memorandums
- Letters
- Reports
- Notices
- Minutes
- Circulars
- Manuals
- handbooks



Advantages of written communication

- Wide access
- Accuracy
- Lengthy message
- Permanent record
- Legal evidence
- Fixed responsibilities
- convenience



Disadvantages of written communication

- Time consuming
- Costly
- Lack of secrecy; unsuitable for confidential information
- Rigidity
- Delayed feedback; unsuitable for emergency situations

Nonverbal Communication

- The process of sending and receiving *wordless* messages by means of facial expressions, gaze, gestures, postures, and tones of voice.
- Nonverbal cues include *all* expressive signs, signals and cues ---which are used to send and receive messages



Non-Verbal Communication Skills

- Communication without words, using **body language, gestures, facial expressions, posture, and eye contact**.
- ~Half of your message is carried through nonverbal elements:
- Your appearance
- Your body language
- The tone and
- the pace of your voice.

- **Characteristics:**
- Uses body language, facial expressions, gestures, tone, and posture.
- Often subconscious but powerful

Forms of non verbal communication

- Facial expressions
- Eye contact
- Interpersonal distance
- Touch
- Body orientation and posture
- Hand and other gestures
- Appearance and object
- Nodding to show understanding
- Emblems

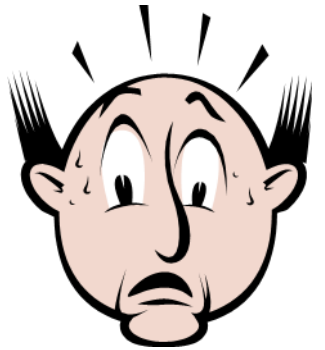


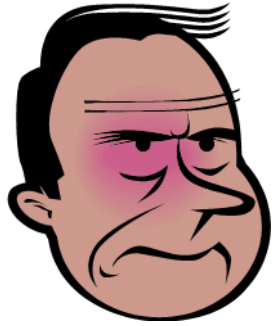




Facial Expressions

- These usually convey emotions/ feelings. Universal emotions expression (Darwin)
- Surprise
- Fear
- Sadness
- Anger
- Happiness
- Disgust







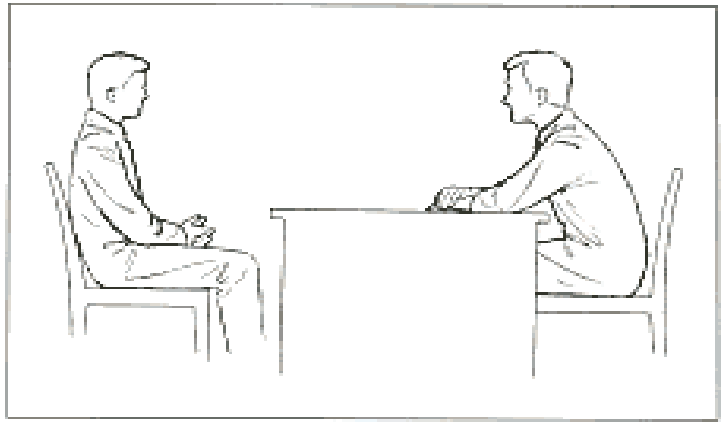
Eye contact

- It’s a key characteristic of non verbal communication.
- Eye contact shows interest/attraction
- Look more frequently when we’re interested
- Staring can be un-nerving.

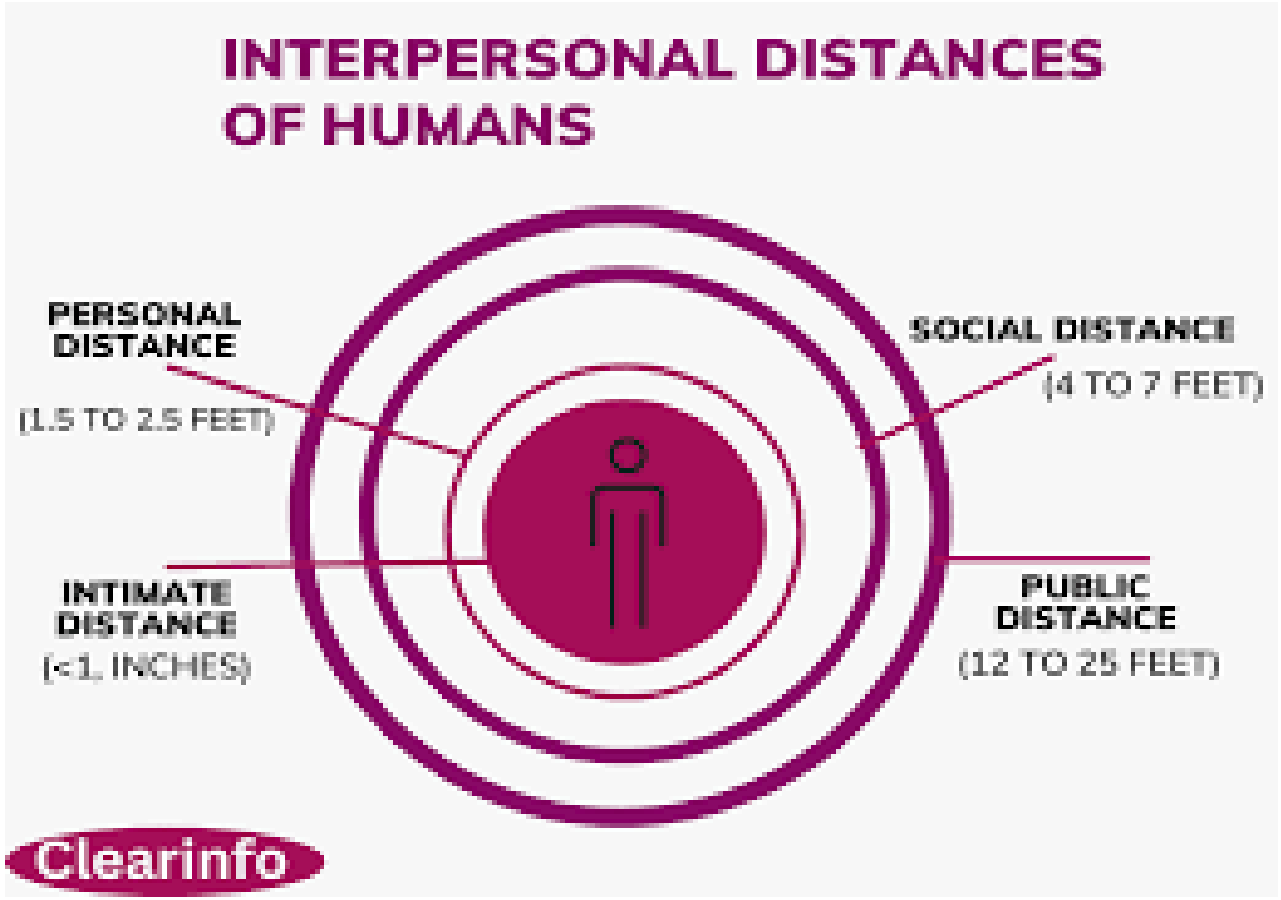


Inter-personal Distance / physical space





- How close do you feel comfortable standing to someone else?
- What do distances mean?
- Intimate zone – partners & family (up to 45 cm)
- Personal zone – friends and group discussions (45cm to 1.2m – about an arm's length)
- Social zone – acquaintances and new groups (1.2m to 2.4m)
- Public zone – unknown people and large audiences (2.4m upwards)



Body Orientation and Postures

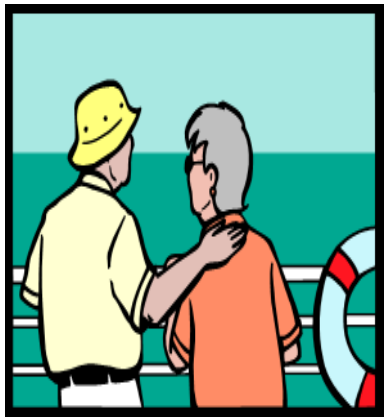


- We turn to people we are interested in.
- We turn away from those we dislike or aren't interested in

Can indicate

- Defensiveness
- Interest
- Tension











Hand and other gestures

- Can give more emphasis to what is said
- Examples: head nodding, moving your hands when you give directions
- Some are universal, but
- Some are culture dependent







Para-language

- Pitch
- Timing
- Pauses
- Emotional tone of voice
- Accent
- Speech errors (um, err)
- Speed of speech
- Interruptions

- Fast speech often indicates anxiety
- Slow speech is often assumed to mean low levels of intelligence
- Interruptions are usually natural, but can be forced (butting in)

Appearance

We make instant judgements based on appearance – this process is known as Impression Formation



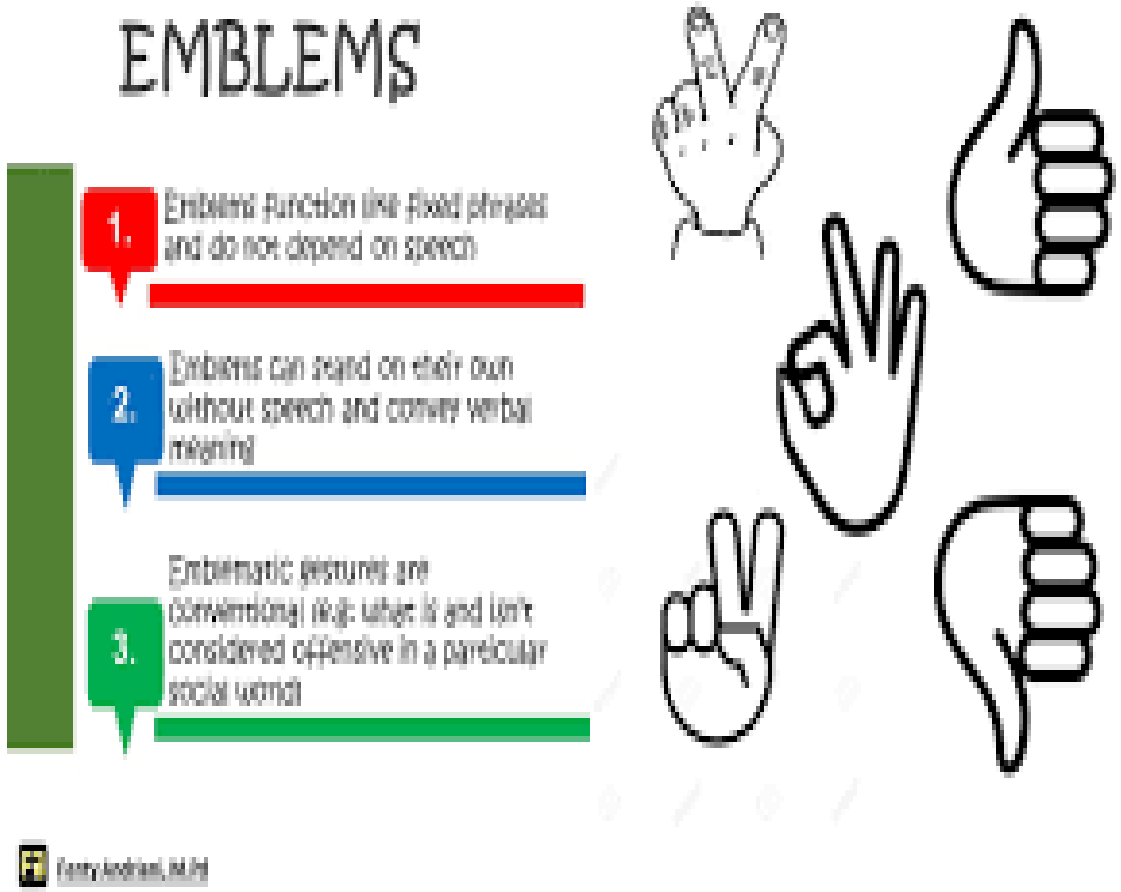
The appearance of the speaker and the surrounding are important to successful conveyance of a message



Emblems

- **Emblems** are specific gestures or body movements that have a **direct verbal translation** or a widely understood meaning within a particular culture.

- Thumbs up **OK**
- Waving hand → “Hello” or “Goodbye
- Finger on lips → “Be quiet”
- Hand grasping throat **choke**
- hand to mouth **eating**
- tilt head, eyes closed **sleeping**



Non verbal communication

- **Advantages**
- Enhances or reinforces verbal messages.
- Provide information about feelings and emotion
- Can be used to regulate interaction
- Signals confidence, empathy, and professionalism
- Communicates about some one's altitude

- **Disadvantages:**
- Easy to misinterpret.
- Influenced by culture.





Types of Communication (Based on People Involved)

- Intrapersonal Communication
- Interpersonal Communication
- Group Communication
- Public Communication
- Organizational Communication
- Mass Communication

Intrapersonal communication

- Communication within oneself (self-talk, reflection, internal decision-making).
- Example: A doctor thinking through differential diagnoses silently.





Intrapersonal Communication

- **Characteristics:**
- Internal dialogue, self-reflection, decision-making.
- Silent, no external listener.
- **Advantages:**
- Helps in self-awareness and critical thinking.
- Aids in decision-making (e.g., clinical reasoning).
- **Disadvantages:**
- Bias may go unchecked.
- **Example:**
- A doctor reflecting on differential diagnoses before confirming tests.

Interpersonal communication

- Between two people (one-on-one).Can be verbal or non-verbal.
- Example: Doctor–patient consultation, nurse giving instructions to a patient.





Interpersonal Communication

Characteristics

- One-to-one interaction.
- Direct, immediate feedback.

Advantages

- Builds trust and rapport.
- Clarifies misunderstandings quickly.

- **Disadvantages**
- Misinterpretation if non-verbal cues are ignored.
- Can be influenced by emotions.
- **Example:** Doctor–patient consultation.

Group communication

- Among several people, usually 3 or more (3-15), interacting with a common purpose.
- Example: Medical team discussing patient management, group therapy session.





Group Communication

- **Characteristics**
- Involves 3 or more people.
- Shared goals, team discussions.

Advantages

- Encourages teamwork and brainstorming.
- Different perspectives enhance decision-making.
- **Disadvantages**
- Risk of conflict or domination by one member.
- Time-consuming.
- **Example:**
- Medical ward round with doctors, nurses, and interns.

Public Communication

- One individual addressing a large audience.
- Example: A lecturer teaching medical students, a health worker giving a community health talk.



Public Communication

- **Characteristics:**
- One individual addressing a large audience.
- Formal, structured, requires preparation.
- **Advantages:**
- Reaches many people at once.
- Inspires, educates, and influences.
- **Disadvantages:**
- Limited personal interaction.
- Audience feedback is minimal.
- **Example:**
- A doctor delivering a lecture on HIV prevention to medical students.

Organizational Communication

- Takes place within or between organizations.
- Example: Hospital administration communicating with staff through memos, interdepartmental meetings.



Organizational Communication

- **Characteristics:**
- Occurs within institutions (hospitals, universities).
- Formal (memos, policies)

Advantages:

- Ensures smooth coordination.
- Provides clear hierarchy and accountability.

- **Disadvantages:**
- Bureaucratic delays.
- **Example:**
- Hospital administration issuing infection control guidelines to staff

Mass Communication;

- Communication directed at a very large audience, often through mass media.
- Example: Health awareness campaigns via TV, radio, or social media.





Mass Communication

- **Characteristics:**
- Uses media: TV, radio, newspapers, internet, social media.
- One-way (mostly) and large-scale.
- **Advantages:**
- Reaches millions of people quickly.
- Useful for public health campaigns.
- **Disadvantages:**
- Limited personal feedback.
- Risk of misinformation spreading.
- **Example:**
- Ministry of Health broadcasting Ebola prevention messages on national TV.

Type	Characteristics	Advantages	Disadvantages	Example
Intrapersonal	Self-reflection	Builds awareness	Risk of bias	Doctor reflecting
Interpersonal	One-to-one	Builds trust	Misunderstanding possible	Patient consultation
Group	Small team	Teamwork, brainstorming	Conflict, time-consuming	Ward round
Public	One-to-many	Reach large group	Limited feedback	Lecture
Organizational	Within institutions	Coordination, structure	Bureaucracy	Hospital memo
Mass	Media-based, large scale	Reaches millions	Risk of misinformation	TV campaign

Types of Communication based on style and purpose

- Formal vs. Informal
- Formal communication is official communication that follows established channels, rules, and hierarchy within an organization.
- Eg Official reports on patient care or audits, Staff meeting minutes.

- Informal communication is casual, unofficial communication that occurs naturally among staff without following formal channels.
- Eg A doctor giving a quick tip to a colleague in the corridor.



Formal Communication

- **Characteristics:**
- Structured, follows rules and hierarchy.
- Official language, usually documented.
- **Advantages:**
- Clear, professional, and permanent record.
- Reduces ambiguity.
- **Disadvantages:**
- Time-consuming.
- Less personal and flexible.
- **Example:**
- Hospital issuing a memo on infection control.

Informal Communication

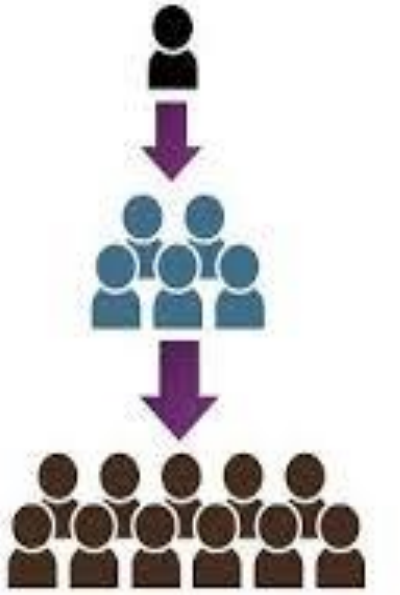
- **Characteristics:**
- Casual, spontaneous, personal.
- Relies on trust and relationships.
- **Advantages:**
- Quick and flexible.
- Builds rapport and teamwork.
- **Disadvantages:**
- May spread rumors.
- Information may lack accuracy.

Communication types Based on direction

- Communication direction determines the **flow of information** in organizations..
- The **direction of communication** affects how messages are shared and understood.
- Four main types:
  - Downward Communication
  - Upward Communication
  - Horizontal (Lateral) Communication
  - Diagonal Communication

Downward Communication

- **Characteristics:**
- From higher authority to lower levels (top → down).
- Formal, instructional, policy-based.

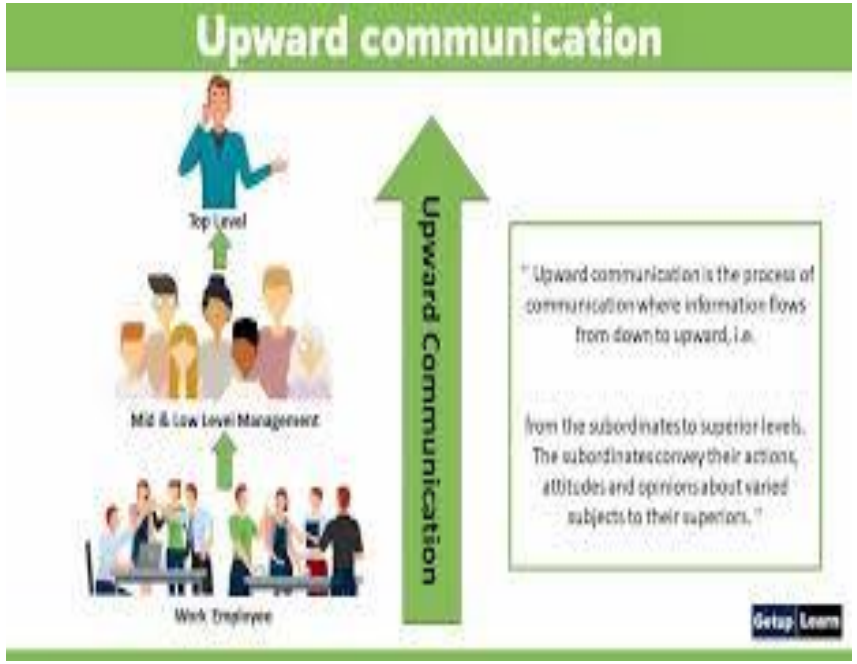




- **Advantages:**
- Clear authority and guidance.
- Ensures consistent instructions.
- **Disadvantages:**
- Can feel rigid or authoritarian.
- Risk of poor feedback from juniors.

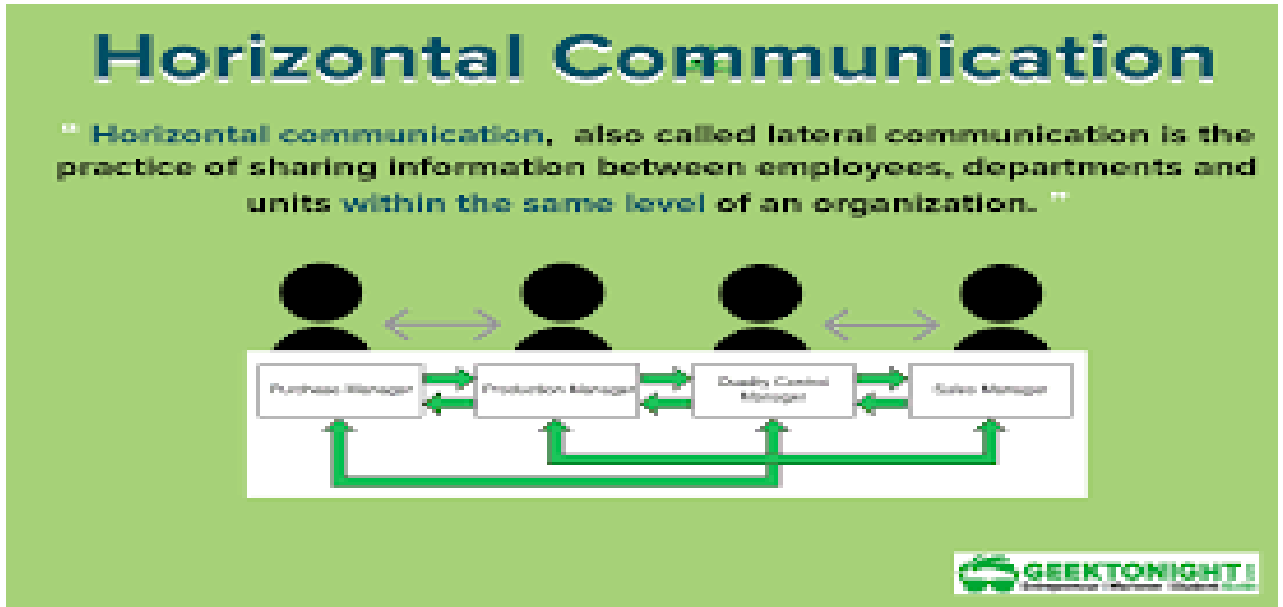
Upward Communication

- **Characteristics:**
- From subordinates to higher authority (bottom → up).
- Often feedback, reports, suggestions.
- **Advantages:**
- Helps management understand staff challenges.
- Encourages participation.
- **Disadvantages:**
- May be filtered or withheld due to fear.
- Slow in reaching top management.



Horizontal (Lateral) Communication

- **Characteristics:**
- Between individuals or departments at the same level.
- Focused on coordination and teamwork.
- **Advantages:**
- Promotes collaboration.
- Saves time when solving problems.
- **Disadvantages:**
- May cause conflicts if not well-managed.
- **Example:**
- Two doctors from different departments discussing a patient's case.



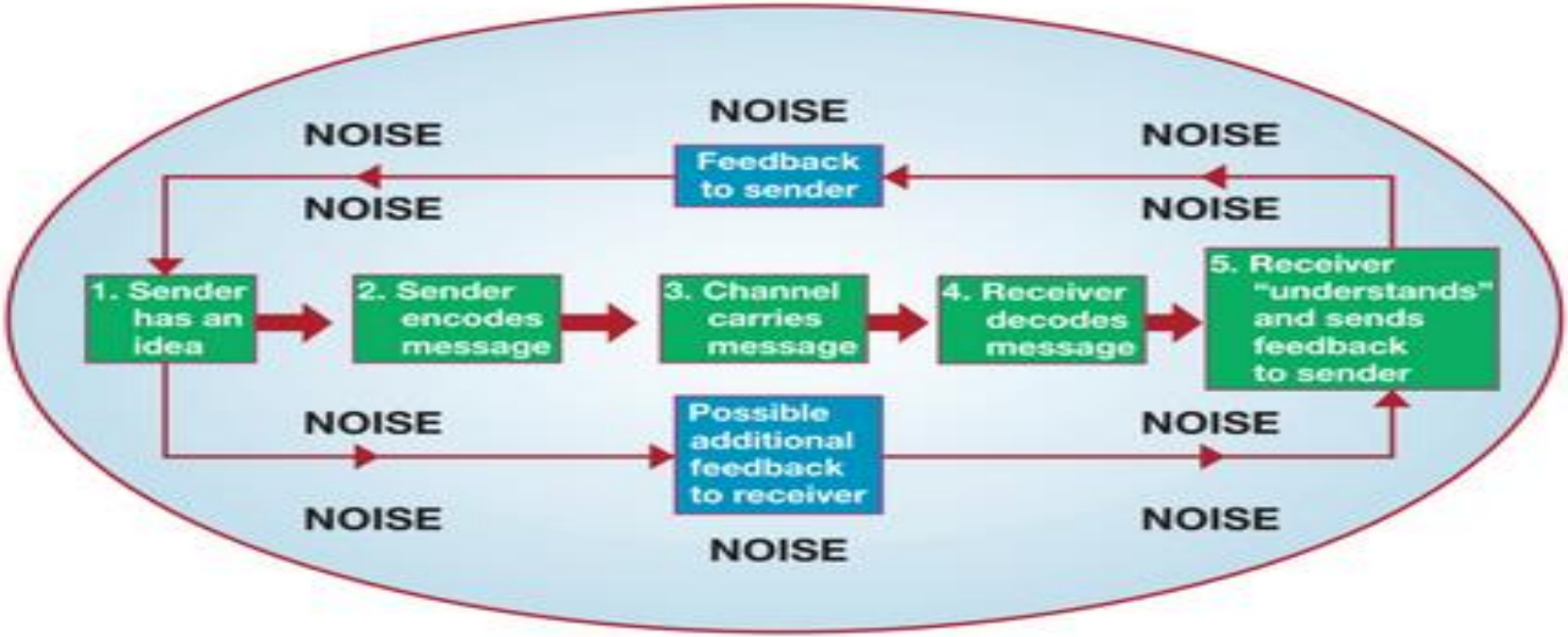
Diagonal Communication

- **Characteristics:**
- Cross-functional: between different levels and departments.
- Informal or formal, bypasses traditional hierarchy.
- **Advantages:**
- Speeds up problem-solving.
- Encourages cooperation across departments.
- **Disadvantages:**
- May undermine authority.
- Can create confusion if not properly structured.
- **Example:**
- A lab technician directly communicating test results to a nurse instead of going through the doctor.
- A **nursing officer** emailing the **hospital's finance officer** about urgent supplies, without going through multiple heads.

Type	Direction	Advantages	Disadvantages	Example
Downward	Top → Down	Clear instructions	Can be rigid, poor feedback	Director to staff
Upward	Bottom → Up	Feedback to management	Fear of speaking up	Nurse to admin
Horizontal	Same level	Teamwork, collaboration	Risk of conflict	Doctor to doctor
Diagonal	Across levels/depts	Fast, efficient	May undermine hierarchy	Lab tech to nurse

The Communication Cycle / process

- A process where information is transmitted from a sender to a receiver, and feedback completes the loop.
- The stepwise process through which a message is transmitted and understood.



Communication process

- **Sender** – has an idea to communicate; thoughts, feelings
- **Encoding** – translating thoughts into a form that can be communicated eg words, gestures, or symbols
- **Channel** – medium used to send the message (verbal, written, electronic email)
- **Receiver** – interprets the message
- **Decoding** – understanding the message
- **Feedback** – response confirming understanding
- **Noise** – any interference that distorts the message

Importance of Communication in Medicine

- Enhances **patient safety and satisfaction**
- Improves **diagnostic accuracy**
- Reduces **medical errors**
- Builds **trust and rapport** with patients and colleagues

Next sub topics

- Styles of communication
- Effective communication



Thank You Any Questions?

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