**Leadership and Management in Nursing Course**

**Communication Skills**

**Lecture 10**

**Learning Objectives:**

1. **Discuss the concept and levels of communication.**
2. **Describe the communication model and its importance.**
3. **Discuss the channels of managerial communication.**
4. **List the nurse characteristics that promote communication.**

**Definition**

**The process in which a message containing information, ideas, facts is transferred from a person (sender) to another person (receiver) via a number of media with the objective that the message is received and understood as intended.**

**Elements of Communication-**

**The six elements are generally accepted as the basis for communication.**

* **Message—the content (idea, opinion, or fact) one person wishes another person to receive.**
* **Encoder (sender)—the person who initiates communication by placing a message in a form that is understandable to the receiver.**
* **Sensory channel—the means by which a message is sent. There are 3 primary (visual, auditory and touch) routes or channels. Sometimes all 3 channels are used together.**
* **Decoder (receiver)—the intended receiver of the original message.**
* **Feedback—the process whereby the overall communication is evaluated for effectiveness.**
* **Context—the conditions under which communication occurs.**

**Levels of Communication-**

**Communication occurs at various levels-**

1. **Intrapersonal communication:**

**Occurs when a person communicates with himself.**

**E.g., When the individual looks outside and sees that it is raining and thinks to wear a rain coat.**

1. **Interpersonal communication:**

**Occurs between two people. E.g., face to face, telephone etc.**

1. **Small group communication:**

**Occurs between three or more people interacting with one another.**

1. **Organizational communication:**

**Refers to communication between members of organization, hospital, nursing unit etc.**

1. **Public communication:**

**It involves interaction with large groups of people. E.g., when a speaker addresses an audience.**

1. **Mass communication:**

**Occurs when a small number of people send messages to a large number of audiences through the use of some specialized media. E.g., films, television, radio, newspapers and books.**

**Types of Communication-**

* **Verbal- using spoken language**
* **Non-Verbal- Gesture, posture, Facial expressions, body movement, clothing, grooming etc.**

**Communication and the Therapeutic Relationship-**

**Nurses are expected to use communications with clients in a manner designed to promote health.**

**The interaction with clients should be therapeutic relationships. It requires the use of verbal and nonverbal techniques that are focused on client needs.**

**Nonverbal Barriers of Client or Nurse-**

**Physical — Hearing, vision, and cognitive impairment.**

**Environmental disruptions.**

**Psychological — Personal perceptions**

**Personal prejudices**

**Fear of person, subject,**

**Lack of interest.**

**Verbal Barriers—**

**Giving orders**

**Threatening client**

**Criticizing, blaming, shaming**

**Overly praising**

**Too much or too little information**

**Nurse Characteristics that Promote Communication-**

* **Showing Unconditional Positive Regard for Client - means accepting and respecting the client as a fellow human being, without imposing any conditions for that acceptance.**
* **Empathy—identifying closely with a client because a nurse can imagine herself in the client's situation.**
* **Authenticity and Genuineness—being real or genuine, it requires openness and sharing of true feelings.**
* **Caring—means paying attention for a client.**
* **Active Listening—is the act of perceiving what is communicated verbally as well as nonverbally.**

**Prepared by – Prof. Dr. Muna Abdulwahab Khaleel**

**University of Al-Mustaqbal / College of Nursing**

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