

# **B. Pharmacy 1st Semester - Communication Skills (UNIT – 1)**

## **Points to be covered in this topic**

- ☒ INTRODUCTION
  - ☒ DEFINITION
  - ☒ IMPORTANCE
  - ☒ PROCESS OF COMMUNICATION
  - ☒ BARRIERS TO COMMUNICATION
  - ☒ PERSPECTIVES IN COMMUNICATION
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## **COMMUNICATION SKILLS**

### **☒ INTRODUCTION:**

Communication represents both an artistic expression and a scientific discipline that forms the cornerstone of human interaction. It encompasses far more than traditional acts of speaking and listening, reading and writing. The scope of communication extends to include the transmission of non-verbal language and sign language, electronic codes such as Morse code, physical transmissions through touch, hormones, muscles, and nerves, as well as messages conveyed through music and various other innovative means.

The fundamental act of verbal communication serves as a powerful vehicle for conveying our emotions and thoughts to others. It establishes the

essential foundation upon which we build relationships with fellow human beings, utilizing language as the primary medium for connection and understanding.

### **Non-verbal Communication:**

- ✓ **Sign language:** A sophisticated visual communication system where individuals employ hand gestures and movements, comprehensive body language, and varied facial expressions to communicate effectively without spoken words.
- ✓ **Morse code:** A systematic method utilized in telecommunication systems to encode text characters as standardized sequences of two distinct signal durations, commonly referred to as dots and dashes or dits and dahs.

### **Verbal Communication:**

- ✓ The strategic use of spoken and written words to effectively share information, ideas, and emotions with other individuals. This comprehensive category includes both oral communication through speech and written communication through various textual formats.

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### **✓ DEFINITION**

Communication represents the comprehensive process of giving, receiving, or exchanging ideas, data, information, signals, or messages through appropriate media channels. This process enables individuals or groups to persuade others, seek valuable information, provide essential information, or express complex emotions and feelings.

Communication functions as a dynamic two-way process that requires active participation from all involved parties to achieve successful information transfer and mutual understanding.

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## ☑ **IMPORTANCE** ★

The significance of effective communication cannot be overstated in both personal and professional contexts. Communication serves as the vital force that brings people together, creating stronger bonds and closer relationships among individuals and communities.

In organizational settings, communication functions as a critical management tool that maintains close associations with all other managerial functions. It effectively bridges the gap between individuals and groups through the systematic flow of information and the development of mutual understanding between parties.

Communication operates as a continuous, ongoing process that primarily involves three fundamental elements: the sender who initiates the message, the message itself containing the information to be conveyed, and the receiver who interprets and responds to the transmitted information.

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## ☑ **PROCESS OF COMMUNICATION** 🔄

### **The Communications Process**

► **Source:** 🎯

The communication process begins with the source, where several critical questions must be addressed:

- ✓ **Why to communicate?** - Understanding the purpose and motivation behind the communication
- ✓ **What to communicate?** - Determining the specific content and information to be shared
- ✓ **Usefulness of the communication** - Evaluating the value and relevance of the message
- ✓ **Accuracy of the Information** - Ensuring the correctness and reliability of the information to be communicated

### Encoding:

Encoding represents the crucial process of transferring information you wish to communicate into a format that can be successfully sent and correctly decoded by the recipient. This process requires the ability to convey information clearly while eliminating potential sources of confusion such as cultural misunderstandings, mistaken assumptions, and missing critical information. Success in encoding depends heavily on knowing and understanding your target audience.

### Channel (Medium):

After carefully preparing the message, the sender must transmit it through an appropriate channel or medium. The channel serves as the media pathway through which the message travels from sender to receiver. Various communication channels are available, including traditional letters,

telephone conversations, postcards, fax transmissions, email systems, and numerous digital communication platforms.

### **Receiver (Decoding):**

When the receiver obtains the message, they attempt to understand it through the complex process of decoding, which represents the reverse of encoding. Decoding involves converting the received message into comprehensible ideas or meaningful content, requiring interpretation and understanding of the intended message in its proper context. The decoding process is significantly influenced by the receiver's knowledge base, intelligence level, past experiences, and their existing relationship with the sender.

### **Response:**

Following the reception and understanding of the message, the receiver formulates and provides a reaction to it. This response or reply to the original message may be immediate or delayed, and can range from favorable to unfavorable reactions depending on various factors and circumstances.

### **Feedback:**

When the sender transmits a message, they naturally become interested in confirming whether their message has been received and properly understood by the intended recipient. This confirmation comes through feedback from the receiver. Feedback serves as an essential barometer of effective communication, representing the sender's observation or knowledge of the receiver's response. Immediate feedback is typically

possible only in face-to-face communication scenarios or during telephonic conversations.

### **Context:** 🌐

Context refers to the comprehensive setting and environment in which communication takes place. The contextual framework helps establish meaning and significantly influences what is communicated and how it is expressed. There are at least four important aspects to consider regarding context: physical environment, cultural background, social-psychological factors, and temporal considerations.

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## **BARRIERS TO COMMUNICATION** 🚧

### **❑ INTRODUCTION**

Communication involves the complex activity of conveying meaningful information between parties. This process requires a sender, a clear message, and an intended recipient. However, various barriers can impede this process.

A barrier represents an obstacle that prevents individuals from completing certain communication tasks effectively. Communication barriers can be comprehensively defined as aspects or conditions that interfere with the effective exchange of ideas, thoughts, or information between communicating parties.

### **❑ TYPES OF BARRIERS** 📊

Barrier Type	Primary Focus	Impact Level
Physical Barrier	Environmental obstacles	High
Cultural Barrier	Background differences	High
Language Barrier	Communication medium	Very High
Emotional Barrier	Feelings and emotions	Medium
Gender Barrier	Gender-based differences	Medium
Physiological Barrier	Body limitations	Variable
Psychological Barrier	Mental state	High

❖ **PHYSICAL BARRIERS** 🏗️

Physical barriers to communication represent tangible obstructions that hinder effective communication between parties. These barriers relate to disturbances in the immediate physical situation that can significantly interfere with the course of effective communication. While some physical barriers are relatively easy to modify or eliminate, others may prove to be formidable obstacles in achieving successful communication.

**Common Physical Barriers:**

1. **Noise:** Sound interference or malfunctions that interrupt message transmission
2. **Message distortion:** Alteration of information during transmission
3. **Architecture:** Building design that impedes communication
4. **Technical difficulties:** Equipment failures or malfunctions
5. **Time constraints:** Limited availability for communication

6. **Distance:** Physical separation between communicators
7. **Information overload:** Excessive amount of information
8. **Environmental factors:** Unsuitable physical conditions

### **Factors Causing Physical Barriers:**

- ✓ Defects in communication media and equipment
- ✓ Environmental distractions and disturbances
- ✓ Geographical distance between communicators
- ✓ Physical disabilities affecting communication ability

### **How to Overcome Physical Barriers:**

- ✓ Stay updated with latest communication technologies
  - ✓ Choose suitable environments for communication
  - ✓ Remove physical obstacles whenever possible
  - ✓ Make signs and visual aids easier to interpret by supplementing written materials with pictures and visual symbols
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## **CULTURAL BARRIERS**

Cultural barriers emerge from the diverse ways different cultures provide people with methods of thinking, seeing, hearing, and interpreting the world around them. These barriers occur when communication happens between individuals from different cultural backgrounds. Similar words can carry vastly different meanings for people from different cultures, even when they speak the same language.

### **Factors Causing Cultural Barriers:**



- ✓ Diversified cultural backgrounds and traditions
- ✓ Different languages and accents
- ✓ Varying behavior patterns and natural tendencies
- ✓ Religious differences and beliefs

### **How to Overcome Cultural Barriers:**

- ✓ Foster cross-cultural environments and understanding
  - ✓ Develop thorough knowledge of counterparts' cultural backgrounds
  - ✓ Conduct effective communication workshops and training
  - ✓ Work in diverse groups and organize frequent meetings for cultural exchange
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### **LANGUAGE BARRIERS**

Language barriers typically occur when two people who speak different languages cannot understand one another, resulting in a complete breakdown in language and communication effectiveness. The inability to converse in a language known by both sender and receiver represents the greatest single barrier to effective communication. When individuals use inappropriate words while conversing or writing, it inevitably leads to misunderstanding between sender and receiver.

### **Factors Causing Language Barriers:**

- ✓ Multiple language usage in the same environment
- ✓ Regional dialects and local variations
- ✓ Inadequate vocabulary knowledge
- ✓ Different interpretation of words and phrases

## How to Overcome Language Barriers:

- ✓ Speak slowly and clearly to ensure comprehension
  - ✓ Ask for clarification and frequently check for understanding
  - ✓ Be specific in word choice and expression
  - ✓ Choose communication medium effectively
  - ✓ Exercise patience during communication process
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## EMOTIONAL BARRIERS

Emotional barriers to communication usually result from a lack of emotional awareness or control, often referred to as deficient emotional intelligence. An individual's emotional state may significantly influence their capacity to make themselves understood and can hamper their understanding of others. Emotional barriers on the part of either communicator may severely inhibit the ability to communicate effectively.

### Factors Causing Emotional Barriers:

- ✓ Fear and insecurity about communication
- ✓ Mistrust between communicating parties
- ✓ Stress and anxiety affecting communication ability

### How to Overcome Emotional Barriers:

- ✓ Develop motivation and commitment to positive change
  - ✓ Seek peer or mentor support for emotional development
  - ✓ Practice expressing recognition and appreciation
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## GENDER BARRIERS

Gender barriers arise from fundamental differences in how men and women think and communicate. These barriers manifest in relationships, respect levels, workplace authority structures, and educational settings where men and women may be positioned against each other.

Overcoming gender-based communication barriers requires considerable patience and understanding.

### **Factors Causing Gender Barriers:**

- Fear and shyness in cross-gender communication
- Environmental factors affecting gender interaction
- Misunderstandings based on gender stereotypes

### **How to Overcome Gender Barriers:**

The process of bridging gender communication gaps requires tremendous patience and understanding that can only be developed through dedicated time and focused attention to gender-sensitive communication practices.

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## **❖ PHYSIOLOGICAL BARRIERS**

Physiological barriers to communication are directly related to the limitations of the human body and mind, including memory capacity, attention span, and perception abilities. These barriers may result from individuals' personal discomfort caused by ill-health, poor eyesight, hearing difficulties, speech and voice defects, feelings of inferiority, various diseases, physical appearance concerns, and lack of communication skills.

### **Factors Causing Physiological Barriers:**

- Individual's state of mind (happy, sad, or neutral)
  - Personal problems and worries affecting concentration
  - Preconceived notions about communicator or receiver
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## ❖ **PSYCHOLOGICAL BARRIERS**

A psychological barrier represents a person's mental state that can significantly limit their ability to make appropriate decisions. Psychological barriers also negatively affect human capacity to communicate with others while maintaining a logical and rational state of mind.

### **Factors Causing Psychological Barriers:**

- Attitude towards oneself and self-perception
  - Fear of communication or judgment
  - Attitude towards the audience or recipient
  - Attitude towards the message being communicated
  - Lack of personal conviction about the subject matter
  - Insufficient knowledge of the subject
  - Personality and status of the communicator
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## **PERSPECTIVES IN COMMUNICATION**

### **❑ INTRODUCTION**

Every individual perceives the world through their own unique thinking patterns, which represent their individual perceptions. These personal perceptions function as mental filters through which we see, interpret, and

understand the world around us. Our perspective represents our individual viewpoint for handling specific situations or topics, and all persons naturally possess different opinions and thinking patterns.

Perspectives can be visual in nature, influenced by different languages, shaped by personal feelings and emotions, or dependent upon the environment in which we work and live. Understanding these various perspectives is crucial for effective communication.

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## ❑ VISUAL PERCEPTION 👁👁

Visual perception represents the sophisticated ability to see and accurately interpret visual information from our environment. Without accurate visual perception, individuals would experience significant difficulty in learning to read, following directions, copying from whiteboards, and would encounter problems with good eye-hand coordination.

### **Components of Visual Perception:**

Component	Description	Impact on Communication
Visual Discrimination	Ability to notice differences in shape, size, color	Essential for reading and interpreting visual messages
Form Discrimination	Recognizing differences in object orientation	Helps understand spatial communication elements
Foreground-Background Differentiation	Focus on selected targets while ignoring irrelevant images	Critical for attention and message prioritization
Visual Memory	Ability to remember and quickly recognize letters and words	Fundamental for language-based communication

**Visual Discrimination:** The ability to notice and distinguish differences in various visual elements such as shape, size, color, and other distinguishing characteristics.

**Form Discrimination:** The capacity to recognize differences in objects when they appear in different orientations or positions.

**Foreground-Background Differentiation:** The skill to focus on a selected target while ignoring non-relevant background images and distractions.

**Visual Memory:** The ability to remember letters, words, and visual patterns, and recognize them quickly when encountered again in future communications.

## ❑ LANGUAGE 🗣️

Language serves not only as a tool for communication but also fundamentally shapes our perception of reality. Various emotions, feelings, and experiences can be significantly influenced by the linguistic patterns of the language a person speaks. The same words can carry completely different meanings depending on how individuals interpret and understand them within their cultural and linguistic context.

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## ❑ OTHER FACTORS AFFECTING OUR PERSPECTIVE 🔍

✓ **Past Experience** 📅

✓ **Prejudice** ⚖️

✓ **Feelings** ❤️

✓ **Environment** 🌱

### ➤ **PAST EXPERIENCES:** 🕒

Our past experiences exert tremendous influence on our current way of thinking and perceiving new situations. These experiences act as powerful mental filters through which we view and interpret particular situations and communications. Past experiences can be either positive or negative in nature, and they significantly affect our perception of current events and future possibilities. Understanding how past experiences shape perspective is crucial for effective communication.

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### ➤ **PREJUDICES:** ⚖️

Prejudice typically involves unfavorable feelings toward people or individuals because of their gender, personal values, religious beliefs, occupation, language, or any other distinguishing characteristics.

Prejudicial thinking greatly limits the chances of communication being successful or producing desired results. To overcome prejudicial barriers, we must treat each person as a separate, unique individual and show genuine respect for their ideas, opinions, and perspectives.

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### ► **FEELINGS:**

Feelings represent a state of consciousness that results from emotions, sentiments, or desires. A person's current mood and emotional state significantly affects the way they judge and interact with others. When we feel happy and positive, we tend to communicate more effectively and openly. Conversely, when we feel ill, stressed, or emotionally troubled, our communication effectiveness diminishes considerably.

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### ► **ENVIRONMENT:**

All individuals communicate differently in different environmental settings, and this adaptive skill contributes to more effective communication. We naturally speak to our colleagues and friends in distinctly different ways depending on the environmental context. Understanding and adapting to environmental factors makes individuals more comfortable and helps achieve the appropriate level of formality that is important and necessary in particular situations.

Environmental awareness in communication helps create optimal conditions for message transmission and reception, leading to more



successful communication outcomes.

