



**Faculty of Nursing**  
**Nursing Department**  
**4<sup>th</sup> Year**

# **Effective Communication**

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**Nursing Department , NURS 406/N**

**Course name : Nursing Leadership and Management**

**Spring Semester**

**Week No.3**

# Outlines

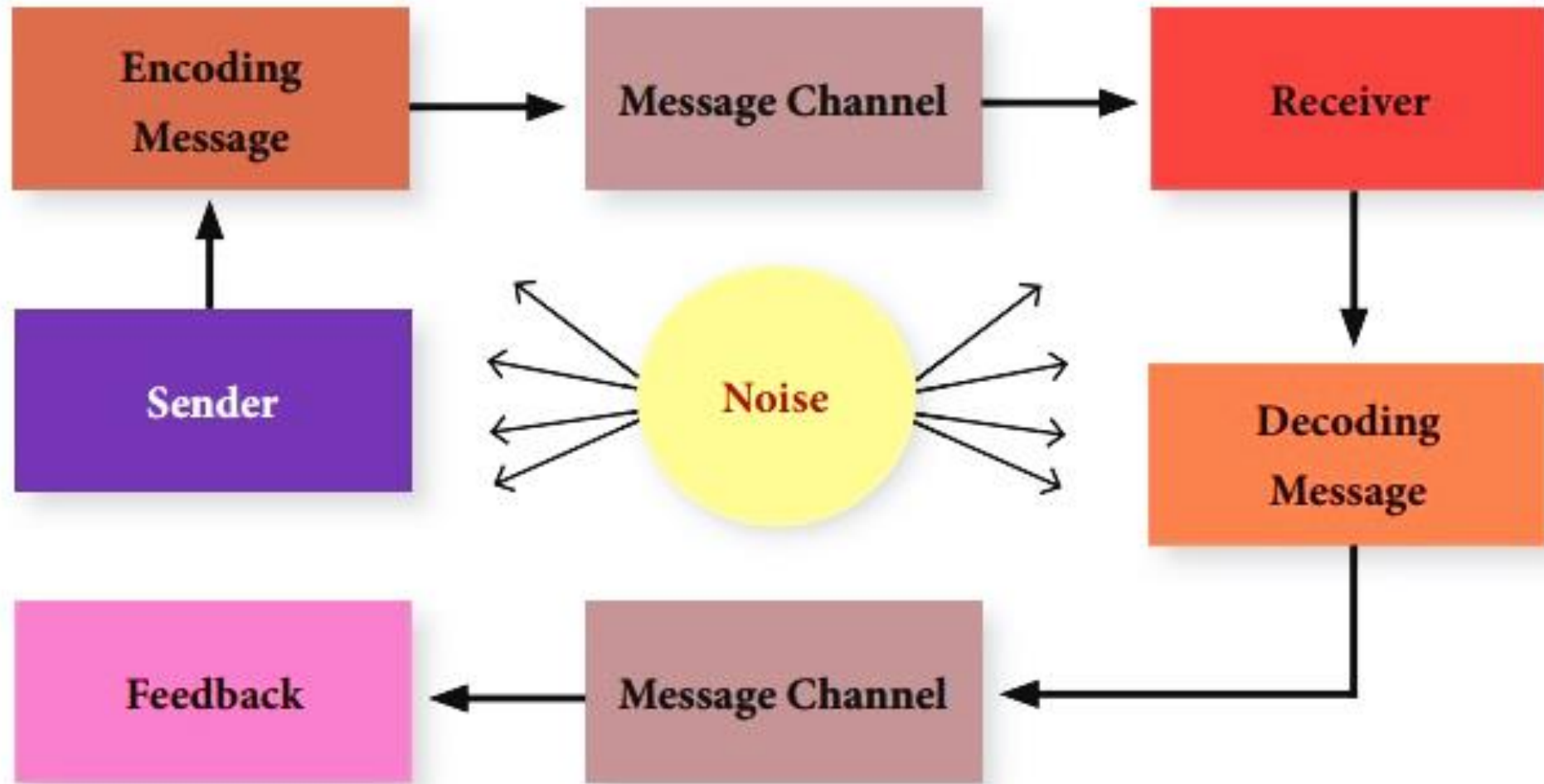
- Definition of Communication
- Components of communication
- Methods of Communication
- Characteristics of effective communication
- Barriers to effective communication

## Definition

**Communication** : a process by which information is exchanged between individuals through a common system of symbols, signs, or behavior.

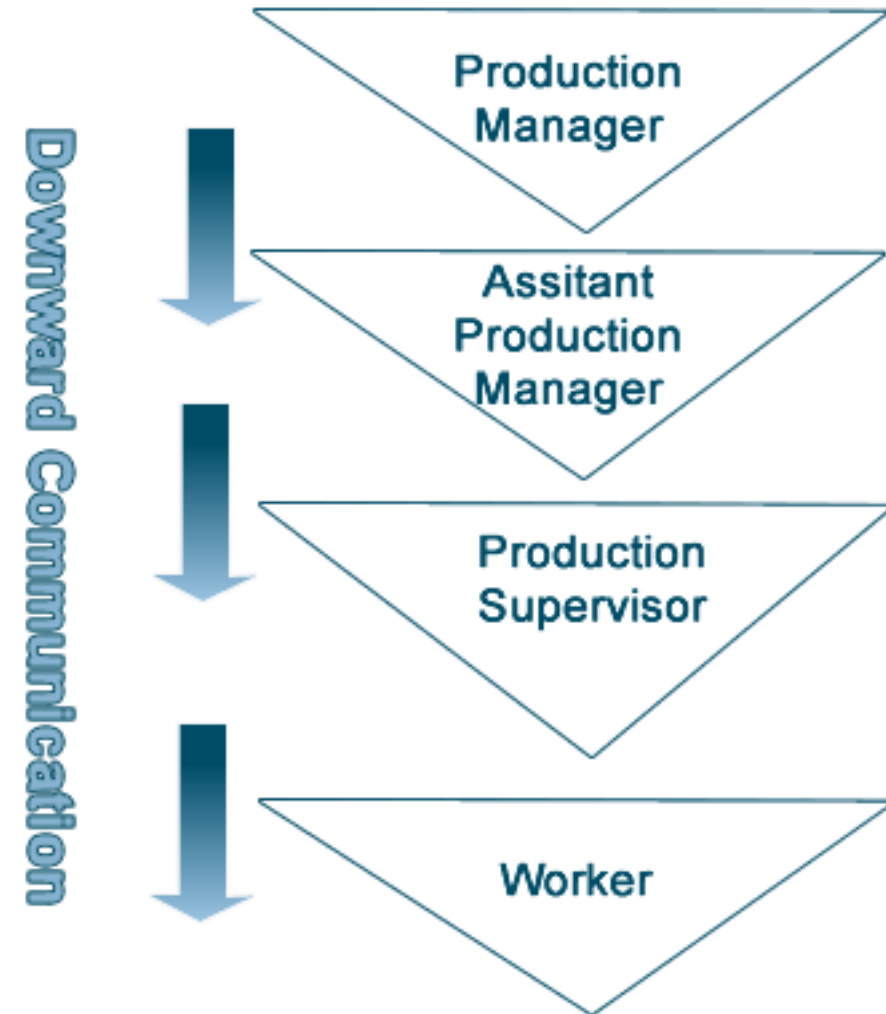
**Communication management** is the **deliberate art of planning, executing, monitoring, and improving communication processes within a team, project, or organization.**

# Components of communication



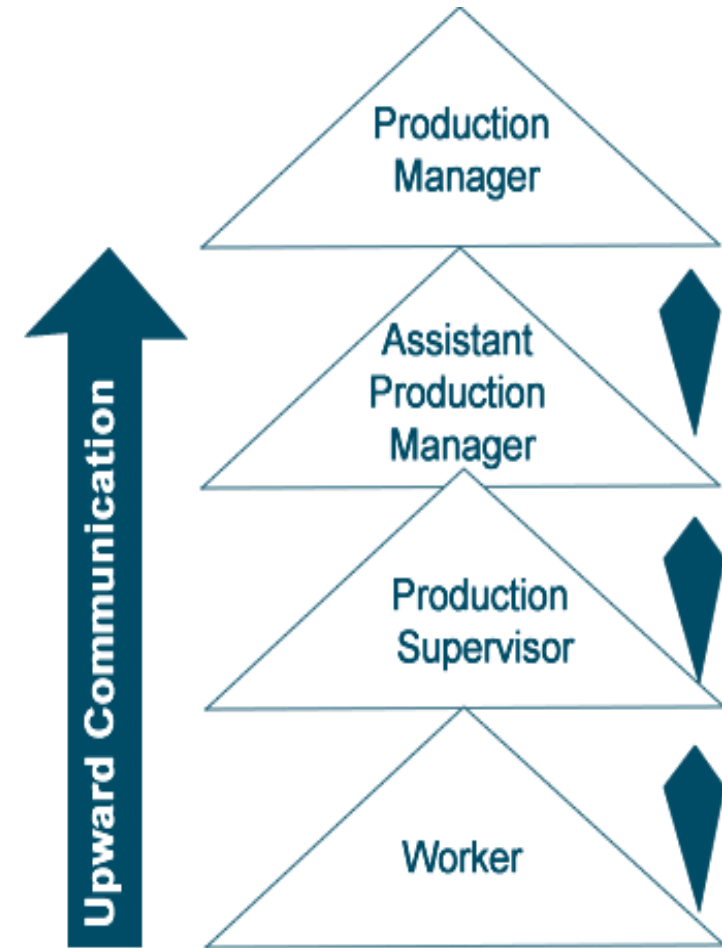
# Methods of Communication

**1. Downwards Communication :** Highly Directive, from Senior to subordinates, to assign duties, give instructions, to inform to offer feed back, approval to highlight problems etc.

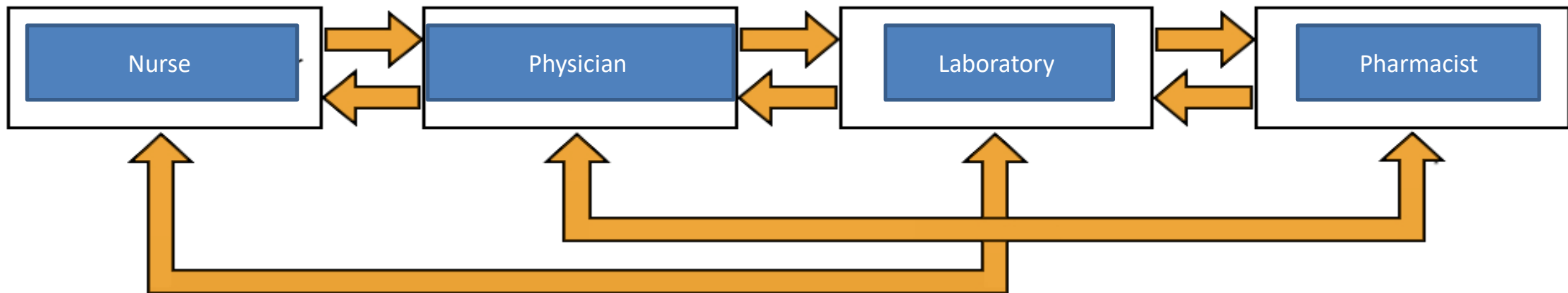


## 2. Upwards Communications :

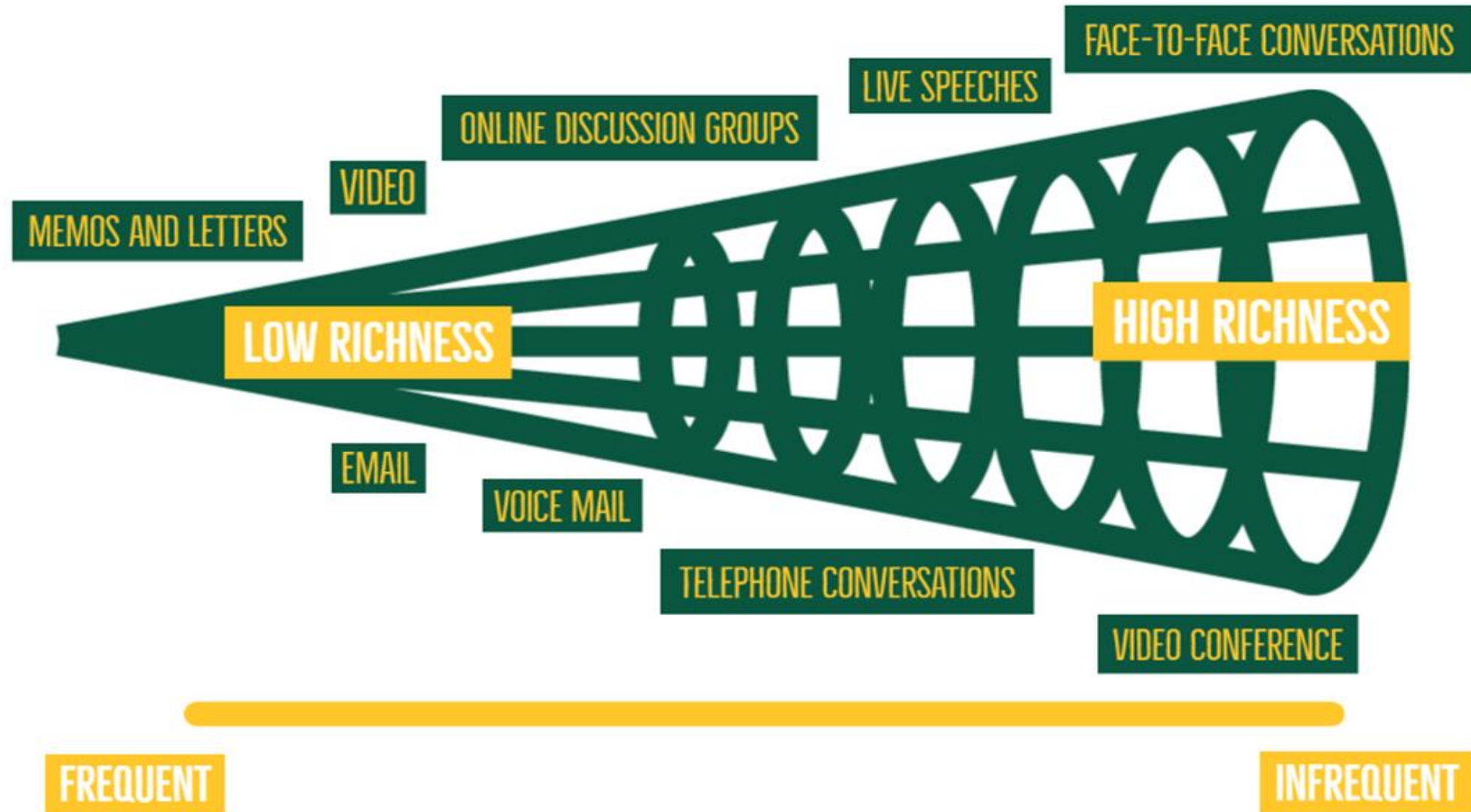
It is non directive in nature from down below, to give feedback, to inform about progress/problems, seeking approvals.



**3. Lateral or Horizontal Communication:** Among colleagues, peers at **same level** for information level for information sharing for coordination, to save time.



# Quality of a communication



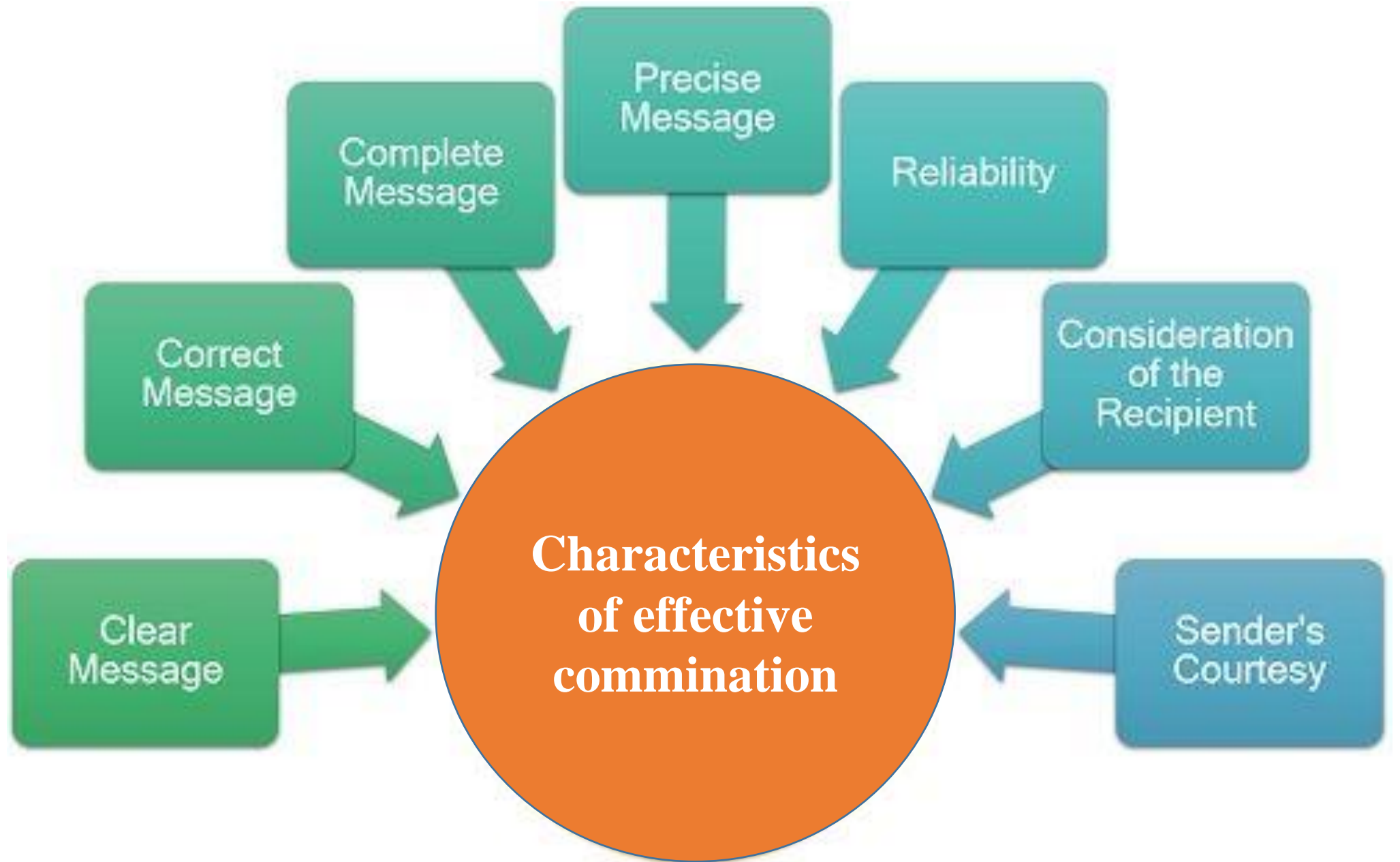


## Definition

**Effective communication** is a process of exchanging ideas, thoughts, knowledge and information such that the purpose or intention is fulfilled in the best possible manner. In simple words, it is nothing but the presentation of views by the sender in a way best understood by the receiver.

# Why Effective Communication?

1. The ability to effectively communicate with others is one of the most important tools for professional and personal success.
2. Effective communication can help you influence others.
3. Your capacity to communicate is often seen as an indicator of your ability and intelligence.



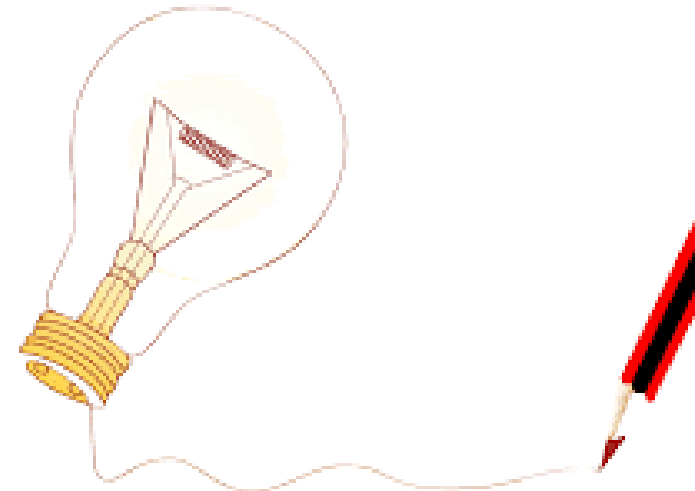
# Characteristics of effective communication

## 1. Clear Message:

The message which the sender wants to convey must be simple, easy to understand and systematically framed to retain its meaningfulness.

### The message may be:

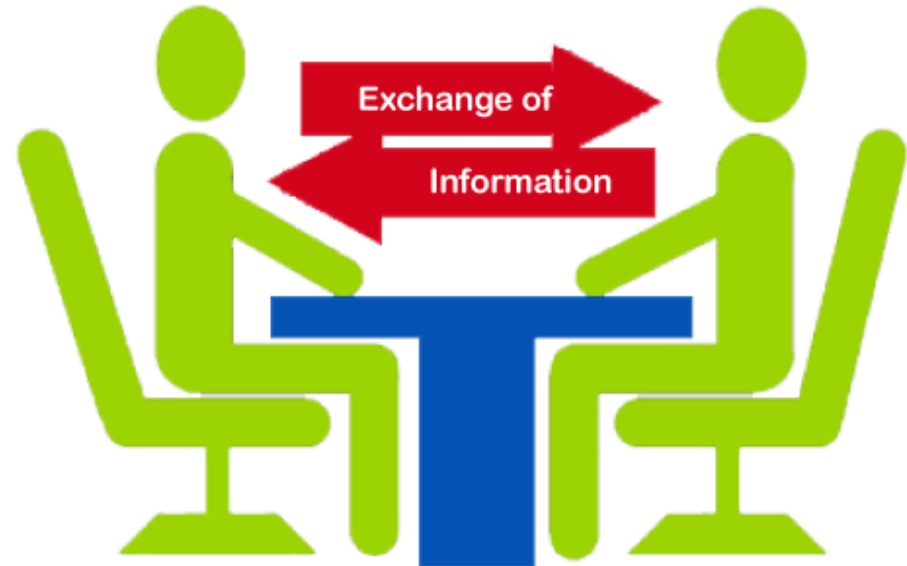
- Verbal, means (Written or Spoken)
- Non-Verbal, means ( Symbols, Pictures or unspoken).



# Characteristics of effective communication

## 2. Correct Message:

The information communicated must not be vague or false in any sense; it must be free from errors and grammatical mistakes.



# Characteristics of effective communication

## 3. Complete Message:

Communication is the base for decision making. If the information is incomplete, it may lead to wrong decisions..



# Characteristics of effective communication

## 4. Precise Message:

The message sent must be short and concise to facilitate straightforward interpretation and take the desired steps.



# Characteristics of effective communication

## **5. Reliability:**

The sender must be sure from his end that whatever he is conveying is right by his knowledge. Even the receiver must have trust on the sender and can rely on the message sent.



# Characteristics of effective communication

## **6. Consideration of the Recipient:**

The medium of communication and other physical settings must be planned, keeping in mind the attitude, language, knowledge, education level and position of the receiver.

# Characteristics of effective communication

## 7. Sender's Courtesy:

The message so drafted must reflect the sender's courtesy, humbleness and respect towards the receiver.



# Barriers to effective communication

## Barriers Involving Words

- Language
- Disorganized Message
- Ambiguity and Overuse of Abstractions
- Information Overload

## Barriers Involving People's Background

- Attitudinal Differences
- Demographic Differences
- Lack of Common Experience or Perspective
- Jumping to Conclusions

## Physical Barriers

- Attitudinal Differences
- Demographic Differences
- Lack of Common Experience or Perspective

ANY  
QUESTIONS?

