

Lec. 3

Communication skills

Non verbal communication



Introduction

- The most important thing in communication is hearing what **isn't said**.
- The body **never lies**.
- The pharmacist may learn more about the **illness** from the way the patient tells the story than from the story itself.

Introduction

- **Words** are not the **only way** by which pharmacists communicate.
- Interpersonal communication involves both **verbal and nonverbal expression.**
- Nonverbal communication can be defined as a message or messages that are **conveyed without using language.**

Introduction

- This lecture describes the various components of **nonverbal communication** and discusses how it **plays** an important role in effective patient-centered communication.

Nonverbal communications

Nonverbal communications are unique for three reasons.

A-Verbal communication is **discrete** with **clear endpoints** – we know when the message has come to an end. In contrast, non-verbal communication is **continuous** – it goes on for as long as the communicators are in each other's presence.

Nonverbal communications

Nonverbal communications are unique for three reasons.

- We cannot stop communicating non-verbally—even when people are together in **silence**, the atmosphere is filled with messages.
- So you are constantly providing “nonverbal messages” to those around you by your **dress, facial expression, body movements**, and other aspects of your **appearance and behavior**.

Nonverbal communications

Nonverbal communications are unique for three reasons.

B-Nonverbal communication is **difficult**, if not impossible, to “**fake**” during an interpersonal interaction.

Verbal communication is mostly under voluntary control whereas non-verbal communication operates beyond our **conscious awareness**.

Nonverbal communications

- Various interpretations may present for the same nonverbal message and come from the different **social, cultural**, and other background variables of the senders and receivers.
- However, within a **given society**, groups of **nonverbal cues** or “cue clusters” generally result in interpretations that are usually universally agreed upon.

Nonverbal communications

- When analyzing nonverbal communication, avoid focusing on just one cue.
- Look at all the **nonverbal cues** that you are receiving and use verbal communication to fully understand the meaning of the nonverbal behavior

Elements of Nonverbal Communication

- Non-verbal communication can also be defined as **all forms of human communication** apart from purely the words used. Using this definition the term non-verbal includes :

A-Paralanguage (how something is said)

B-Body language

C-The physical environment (environmental nonverbal factors)

D-Time-Consciousness

Elements of Nonverbal Communication

Paralanguage

Paralanguage (how something is said)

The paralanguage includes the **vocal characteristics** as:

1-Tone: tone in particular can convey more meaning than actual words e.g. Changes in the level and range of pitch convey information about the **feeling of the person speaking.**

"Thank you for asking question" said in a harsh voice contradict the words and indicate that is not meant. The same words in a warm tone show sincerity

Elements of Nonverbal Communication

Paralanguage

2-Speed:

the speed of speaking must enable the listener to understand.

Patients may be **reluctant to interact** with a pharmacist who speak quickly because they may feel the pharmacist is too busy.

For good communication , the pharmacist should provide the clear message at a speed which give the patient time to think about what is being said. This will help the patient to understand and remember the message more easily.

Elements of Nonverbal Communication

Paralanguage

3-Volume (how loudly we speak): many people speak with wide variation in volume, depending on the situation.

The volume must be adjusted to the circumstance and emphasize key words.

A-It may be necessary to speak **more loudly** to patients with hearing problems.

B- It may be necessary to speak **less loudly** to patients when we speak about an embarrassing subject.

Elements of Nonverbal Communication

Paralanguage

4- Timing of words in relation to breathing:

- **angry patient** - speaks at beginning of expiration.

- **depressed** " - speaks at very end of expiration.

- **stressed** " - may use more than normal amount of fillers like "**uh**" and "**ah**"

Elements of Nonverbal Communication

Body language

The body language in turn, includes:

1-Eye contact: the maintenance of eye contact during communication may indicate **an interest** in the subject.

By maintaining eye contact with the patient, pharmacists are more likely to **pick up nonverbal cues** regarding whether the patient understands them.

Elements of Nonverbal Communication

Body language

If the patient reacts uncomfortably to your direct eye contact, looking away occasionally may be a good idea (it is generally true that direct eye contact may have negative consequences in when we speak about an embarrassing subjects).

Elements of Nonverbal Communication

Body language

2-Facial expression:

Many patients will say they understand something when they actually do not.

Patients facial expressions, such as a crinkled eyebrow, often reveal confusion, misunderstanding or uncertainty.

Elements of Nonverbal Communication

Body language

Facial expression may send a message that you did not intend to transmit.

This is especially **damaging** when your facial expressions are not consistent with your verbal expressions.

Elements of Nonverbal Communication

Body language

For example, if you say, “Go ahead I am listening, tell me about it!” but your eyes are distracted by something else in the pharmacy, you may be communicating mixed messages.

Elements of Nonverbal Communication

Body language

3- Body position can be somewhat distracting. leaning towards the person who is talking or sitting in a relaxed fashion, with a full frontal appearance to the other person can encourage good communication.

Elements of Nonverbal Communication

Body language

A **closed posture** occurs when you have your arms folded in front of your chest, legs crossed at the knees, head facing downward, and eyes looking away from the patient.

If you hold this posture during an interaction, the other person may respond in a similar non communicative manner or may break off the interaction altogether.

Elements of Nonverbal Communication

Body language

Sometimes it is appropriate to use a closed posture, for example, when you want to limit the interaction with an overly talkative person.

Elements of Nonverbal Communication

Body language

4-Physical contact (touch):

Of all non-verbal behavior, touch is among the **most powerful** and the most **problematic**:

Powerful, because any intended physical contact between two human beings can have a considerable emotional impact;

Problematic, because it can be misinterpreted or experienced as a culturally offensive act [physical contact is governed by social and religious rules, which vary between cultures].

Elements of Nonverbal Communication

Body language

5- Personal space (distance):

1-The distance between two interacting persons plays an important role in nonverbal communication.

2- The distance should create some privacy (too far apart would cause talking that was audible to others), while at the same time, not creating discomfort.

Elements of Nonverbal Communication

Body language

3-In many cultures, **0.5-1 m** is usually sufficiently close to allow friendly and meaningful communication.

Elements of Nonverbal Communication

Body language

4-The type of instructions that you need to give to the patient will also affect the distance.

For **sensitive issues**, such as explaining the use of a rectal or vaginal medication, you may need to enter the patient's private zone, especially if others are around .

Elements of Nonverbal Communication

Body language

5-Gesture: Hand gestures in particular are useful when emphasizing a point or to help to describe something and can greatly enhance communication and improve understanding.

Elements of Nonverbal Communication

Body language

7-Clothing: The clothing we choose to wear can communicate a great deal about us. Are the clothes in style? Are they ironed or wrinkled? Do the colors go together? How does the pharmacist distinguish him or herself from the rest of the staff in the pharmacy? Does the pharmacist wear a professional coat that indicating this is a pharmacist?