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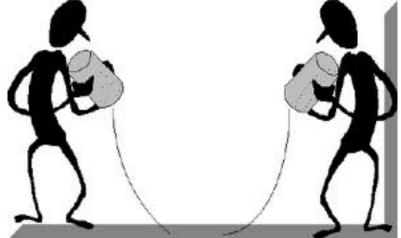
# Introduction to Communication:1. What is Communication?2. Essentials of Communication

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MED 102, Phase 1, 29.01.24, Ankara - TURKIYE









## Why is a course on communication skills is necessary?

- Health professionals are not likely to make use of interpersonal communication skills unless they first change their conception of the kind of relationship they want with patients.
- Basic communication skills will be your keys for not only doctor-patient relationship, for also your inter-personal dialogues in daily life, in school, at work, at home, in the Street...

## Learning objectives

- To give basic information about «communication» in order to improve **medical communication** and relations between people and health care givers. .
- Understand the importance of effective communication,
- Recognize communication barriers (roadblocks),
- To become aware of the communication barriers we frequently use.
- <u>Aim</u>: To establish a basis of co-operation based on respect and trust between people through *effective communication*.





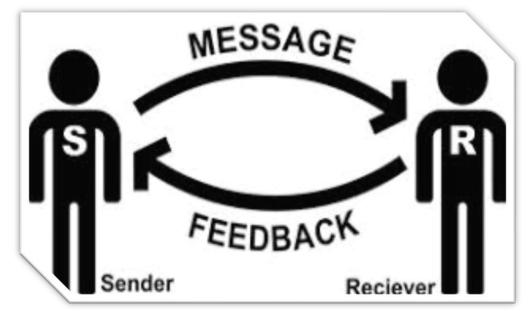
### What is communication?



### Communication is...

#### **Communication is**

- The process of sending and receiving messages through verbal or non-verbal means,
  - including speech or oral communication;
  - writing and graphical representations (such as infographics, maps, and charts..);
  - and signs, signals, and behavior.
- The process of
   exchanging thoughts,
   ideas, facts, emotions
   and opinions between
   two or more people.



### **CDC:** Communication is Essential for Health Equity

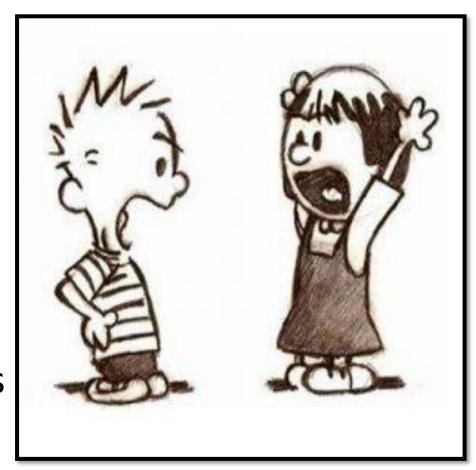
Health Equity Guiding Principles for Inclusive Communication emphasize the importance of addressing all people inclusively and respectfully.

These principles are intended to help **public health** professionals, particularly *health communicators*, within and outside of **CDC** ensure their communication products and strategies adapt to the specific *cultural*, *linguistic*, *environmental*, *and historical situation* of each population or audience of focus.

## Two essential behaviors of communication

### **Listening & Speaking**

- Communication aids :
  - Body language
  - Clothing
  - -Voice tone
  - Facial expressions
  - Emotional expressions
  - Behavior patterns



## 1.Session

#### Targets :

- Explain the basic concepts of communication and communication itself.
- Understanding effective communication and its importance
- Explain 3 behavioral patterns
- Explain the concept of the Behavior Window and influencing factors
- Explaining the "Probem Window" in Communication
- Understanding effective communication and the "problem window" connection
- Recognizing communication barriers
- To be aware of the communication barriers that we use frequently.



## 2.Session

### Targets:

 To explain the place and importance of «active listening» in communication.

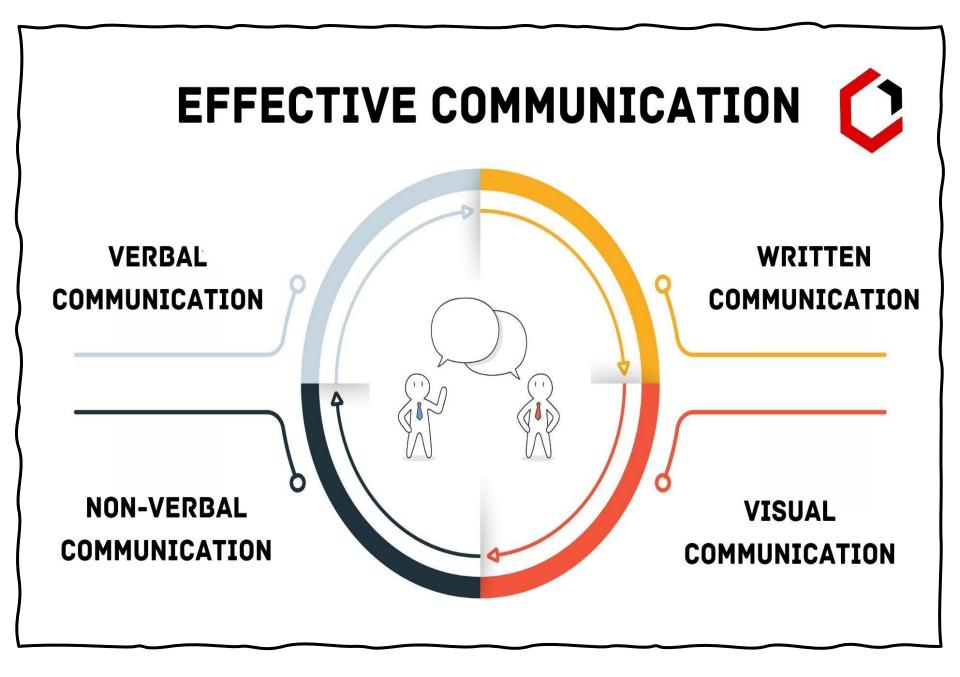


- Making the distinction between "You & I (me) language"
- Expressing the "I (me) language" correctly.
- Perceiving the difference that "I (me) language/tongue"

will create in effective communication.

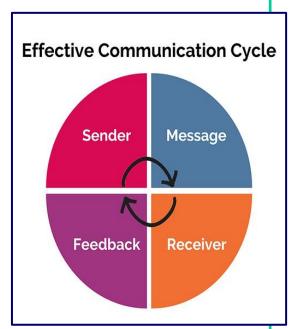
 Explain the characteristics that *effective feedback* should have.





## PROGRAM of the DAY

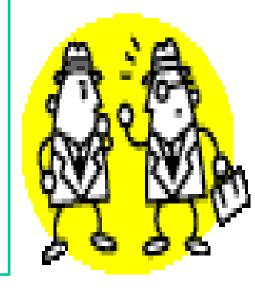
- Identification of the basic components of communication
- Identifying behavioral patterns
  - Passive Agressive Active behaviour
- Behavior window
- Factors affecting the behavior window
- Feelings of acceptance
- Understanding the "problem window" and its connection with effective communication
- Communication barriers
- Evaluation of the session





# What is communication?

It is the exchange of feelings and thoughts between people..



#### Who needs to know what I know now?

## Sharing information...

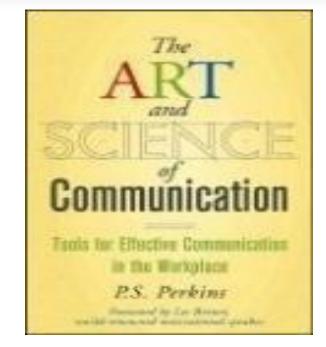
Who knows what I need to know right now?

COMMUNICATION must be 2-way...

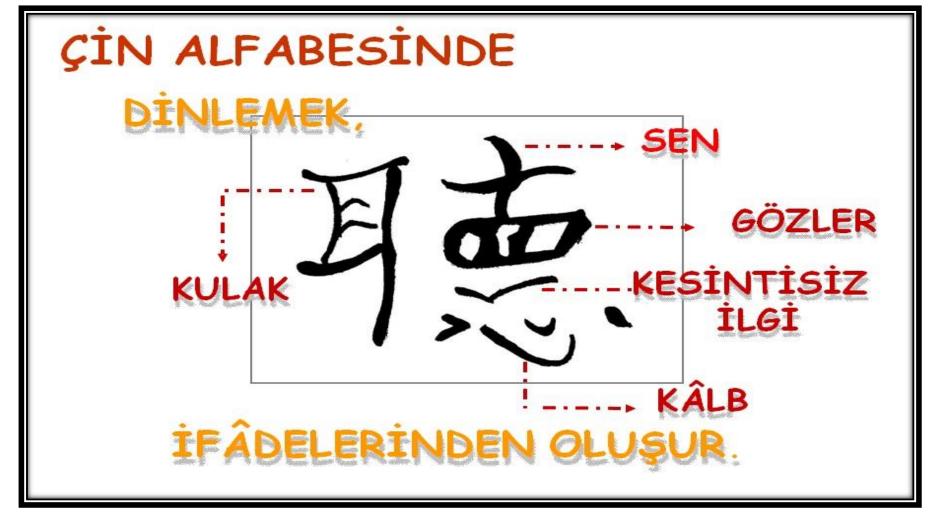
## Communication tools

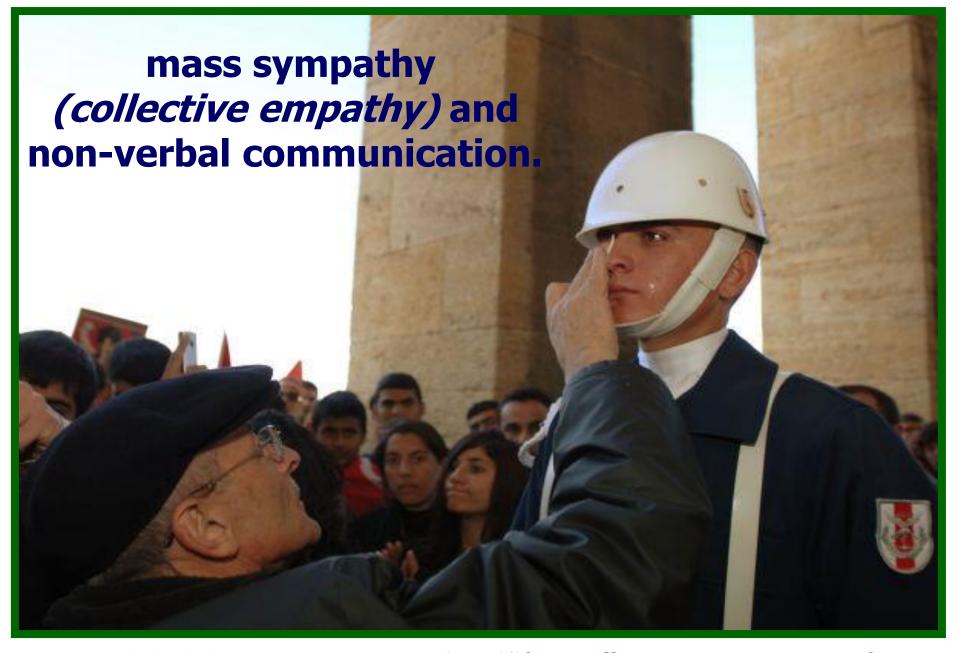
- Speaking and listening
- Body language
- Clothes
- Voice tone
- Gestures
- Emotional expressions
- Behaviors (types)





## The importance of active listening for successful communication





April 14, 2007 rally, Amitkabir (Atatürk's mosoleum)...

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## **Communication model**

Information

Understanding

**Decisions & actions** 

Results

## **PASSIVE BEHAVIOUR - 1**

The basis: "I am insignificant, others important" (!?)

Seeing yourself as a victim in life..

- ✓ Feelings and thoughts are not claimed, and their expression is avoided..
- ✓ Difficulty making decisions, allowing others to choose for themselves.
- ✓ Fear of hurting others, being rejected, and being alone.. (introvert behaviour & personality)

## **PASSIVE BEHAVIOUR-2**

Acting in a way extreemly cautious for no conflict.

- In conflict, one's own needs are easily given up.
- Goals cannot be achieved.
- Self-esteem drops (decreases). .
- The resulting emotions are negative:
- Why didn't I say this, act like that way??
- Feeling guilty, angry, regretful, disappointed...

#### **AGRESSIVE BEHAVIOUR-2**

- Conflict cannot be refrained & avoided...
- In conflicts, only the solution whose needs are satisfied is chosen. .
- Since everything is thought to be its own right, the rights of others are violated.
- Goals are achieved even when others are hurt.
- As a result, emotions experienced are negative
- Anger, restlessness...
- "Others are always responsible for the negativities experienced."



### **ASSERTIVE BEHAVIOUR-1**

Basis: "I am important, others are important too."

- · Direct communication is selected.
- While owning and expressing feelings and thoughts, the other party is also allowed to express them.
- The feelings and needs of her/himself and the other person are perceived and cared for in the same way.
- Collaboration is done..

## **ASSERTIVE BEHAVIOUR-2**

- In case of conflict, the "conflict resolution"
  is chosen, in which both the own and the
  other party's needs are satisfied.
- Rights are known and the other is respected.
- There is problem solving..
- She/He is neither passively accused nor counter-accused as an aggressor.
- The resulting emotions are positive; a sense of achievement, satisfaction, happiness...

Active (Externalizer)

#### **Dominance**

An active behaviour in a challenging environment with a desire to overcome, control or change the environment.

Focus: Power/Results

**Communication: Tell/Direct** 

#### Influence

An active behaviour in a friendly environment with a desire to work with people, build relationships, create enthusiasm.

Focus: People

Communication: Sell/Persuade

#### Compliance

A passive behaviour in a challenging environment with a desire to calm or control the environment with information.

Focus: Policy/Knowledge

Communication: Write

#### **Steadiness**

ENVIRONMENT

Favourable

Friendly

A passive behaviour in a friendly environment with a desire to provide support and service, work on a team, use a steady, procedural pace.

Focus: Pace/Team/Service

Communication: Listen

#### **BEHAVIOUR**

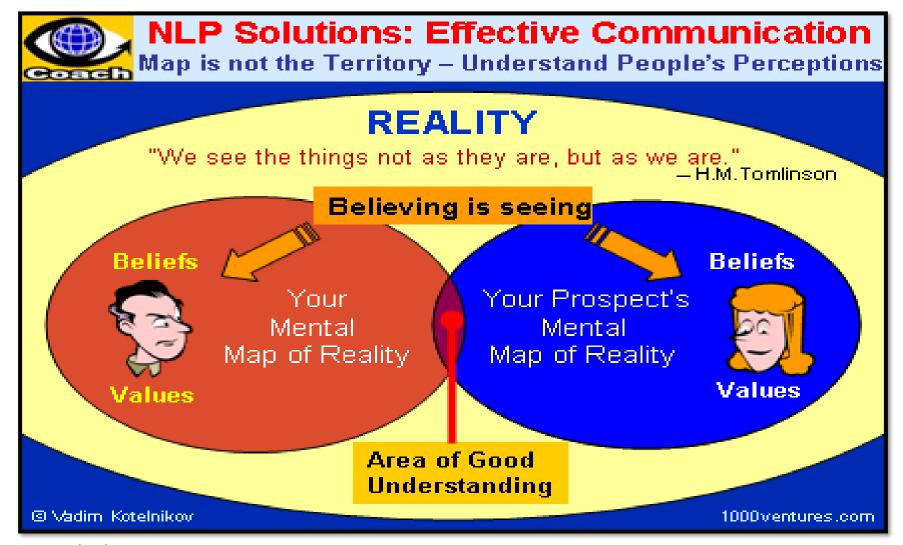
Passive (Internalizer)

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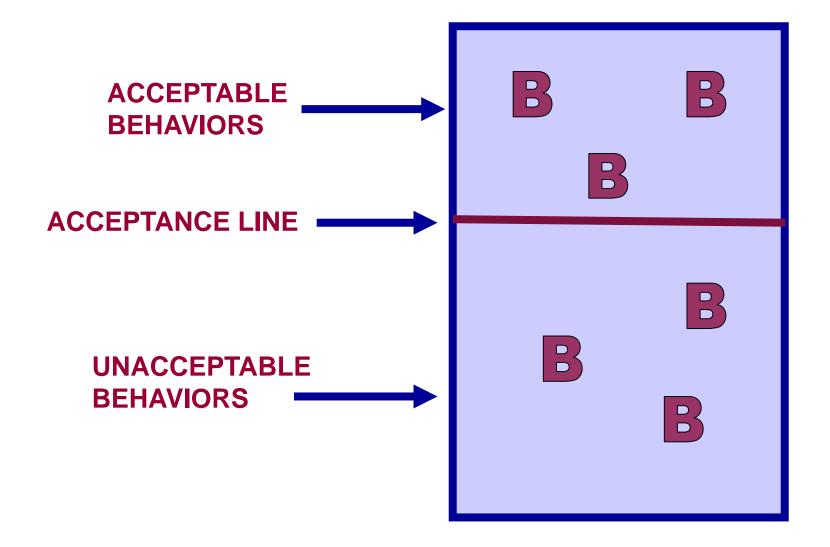
## The basis of "effective communication" is to show "effective behavior.



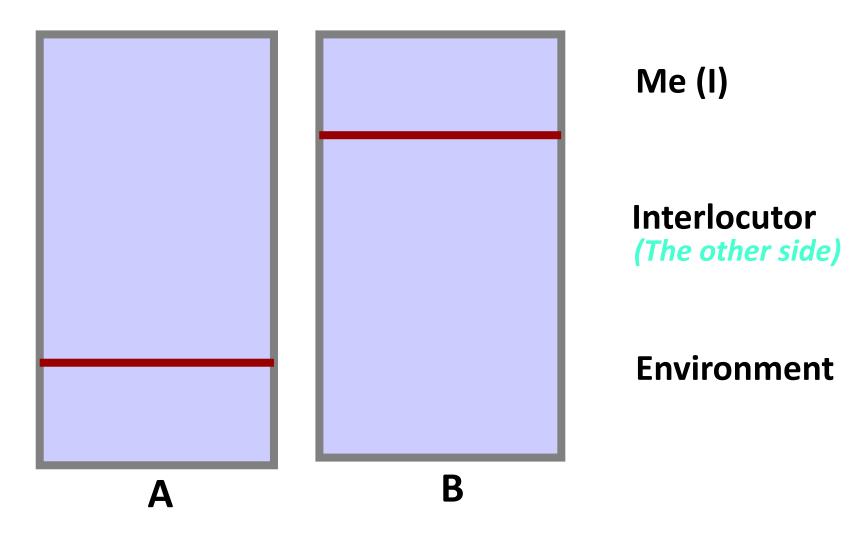
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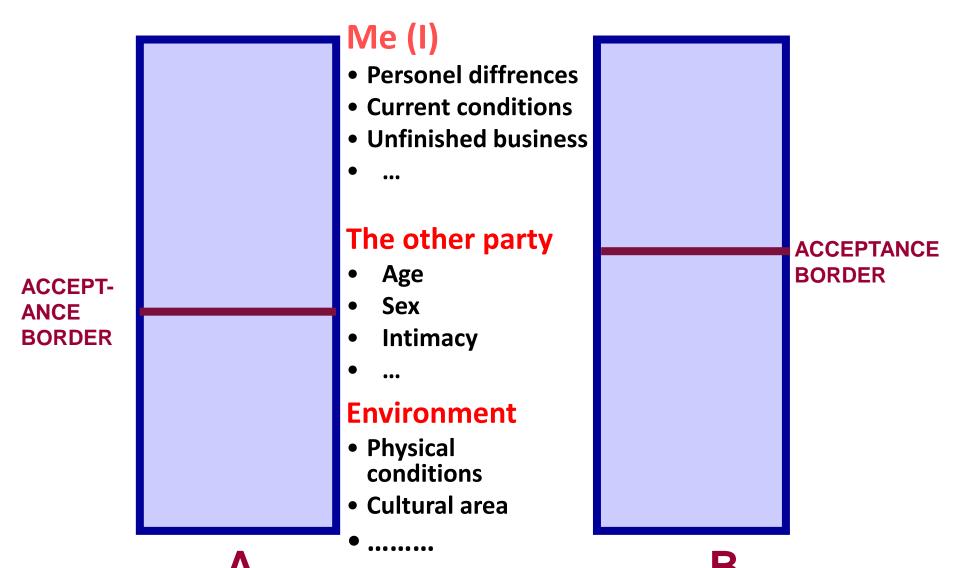
### BEHAVIOR WINDOW



### **BEHAVIOR WINDOW**



## Factors affecting the behavior window

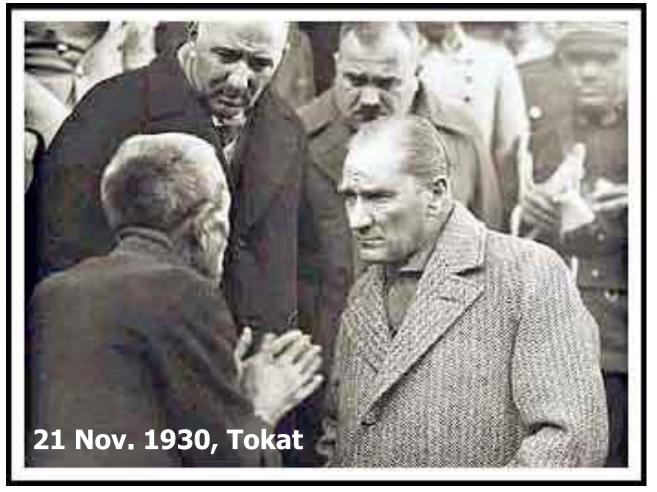


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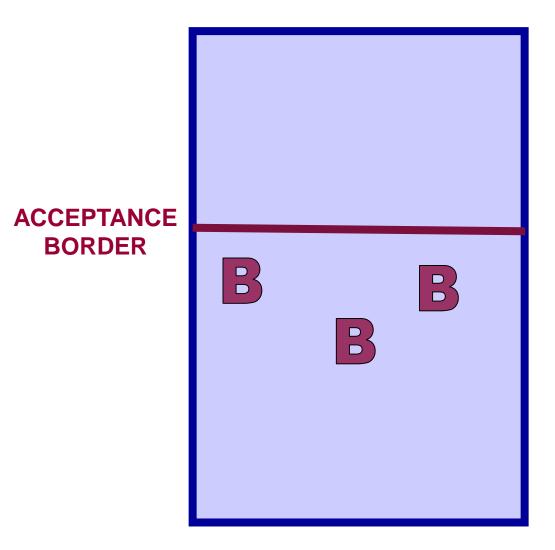
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The pure human Atatürk V. The poor Turkish villager: With "deep empathy", He listens to poor man, with "sympathy", "altruism", almost "vibrating" with this older man...



## FAKE ACCEPTANCE



fake acceptance "pretending to"





## YOUR EMOTIONS of ACCEPTANCE (Your influence)

#### **BEHAVIOUR**

#### YOUR SITUATION

Your sense of acceptance

Your patient is quite late for her / his appointment.
She wants to be taken before other patients .....

 That day, you stopped another study and came to the hospital just
 for this patient.

 A dense and cramped day, everything comes to you in the heavy patient traffic.





 It's your patient check-up day, you're pretty relaxed.

 You have learned about the positive results of one of your studies. You feel successful.





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## YOUR EMOTIONS of ACCEPTANCE (Your influence)

#### **BEHAVIOUR**

#### YOUR SITUATION

Your sense of acceptance

Your nurse tells you that the patient's relative wants to see you because of a mistake.

 You have an important appointment and you need to go out.

You forgot to take a material that you need to take with







you. You've enough time.

You think that the information you will receive from the patient's relatives is important in your professional career development.





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## YOUR EMOTIONS of ACCEPTANCE (Your influence)

#### **BEHAVIOUR**

#### YOUR SITUATION

Your sense of acceptance

Your friend suggests going out to dinner and then to the movies.

You have
done all the
work you
planned and
you are
comfortable.





You are tired and angry, nothing you planned went well.





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## YOUR EMOTIONS of ACCEPTANCE (Your influence)

#### **BEHAVIOUR**

Situation of the other party

Your sense of acceptance

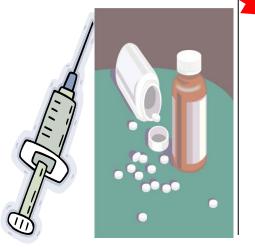
Your patient is causing problems because she is afraid of drugs and needles during her treatment.

• 9 years old

 She can hardly swallow the drugs she takes..







25 years old

 He knows that he needs to take the drugs...





### YOUR EMOTIONS of ACCEPTANCE

## (Your influence)

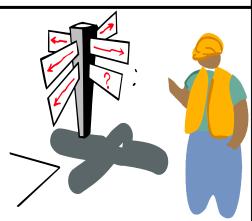
#### **BEHAVIOUR**

Situation of the other party

Your sense of acceptance

Your patient does not understand what you are saying and constantly asks questions.

Illiterate, came from town / village.





Educated, asking questions to distract from the topic.





# YOUR EMOTIONS of ACCEPTANCE (Your influence)

#### **BEHAVIOUR**

Situation of the other party

Your sense of acceptance

You woke up
to the sound of
drills on the
morning of
the holiday
you planned
to rest at home.

The apartment management makes maintenance works without your knowledge.





There is repair work because the sewage pipe burst.





# YOUR EMOTIONS of ACCEPTANCE (Your influence)

**BEHAVIOUR** 

Situation of the other party

Your sense of acceptance

Your roommate is leaving your communal area messy.

Your house is too small and you don't have enough closets to tidy up.







Everyone has separate rooms and you had a division of labor from the beginning.





# PROBLEM WINDOW (DIAGNOSIS)

ACCEPTABLE BEHAVIOURS

ACCEPTANCE LINE / BORDER

UNACCEPTABLE BEHAVIOURS

Other party is experiencing problem

NO PROBLEM

I'M EXPERIENCING PROBLEM

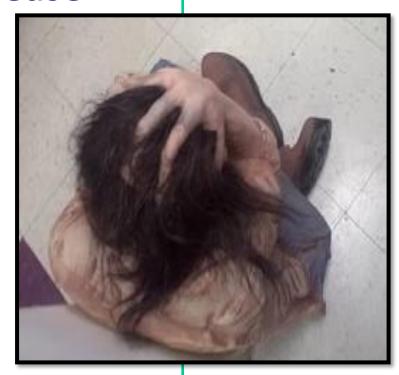


#### First basic step

# Who is more bothered? Whose requirement is blocked?

# What does the person with the problem do?

- ☐ Internal conversations increase
- ☐ Walks away, blames
- Saves wholesaling
- ☐ Goes on the defensive
- ☐ Speaks with "you tongue"
- ☐ Uses communication barriers.





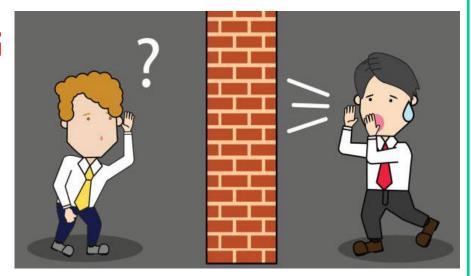
What would you say? An extreemly peculiar (sui generis) communication style??

### UNDERSTANDING

**Comprehensive** Correct (in detail) In depth Rapid Mutual

#### 1. ORDERING, DIRECTING

"You should do .....",
"You have to ....."



Student - I don't want doing this homework.

Teacher - You've to do this homework.

- It can create fear or active resistance;
- It may push to "try" the opposite of what is said;
- May lead to rebellious behavior or retaliation..

#### 2. WARNING, THREATENING (Intimidation)

".....if you don't ...... happens", "Either you do or ......."

Student- I don't want reading this book, contains mant faults. Teacher - You'll fail in case of not reading this book.

- Fear, and can create submission;
- May lead to "trial" whether the results in question will actually ocur.
- It can cause resentment, anger, rebellion.

#### 3. GIVING ETHICAL LESSON, PREACHING

```
"...... you should have done ", "your responsibility", "...... you should do like this."
```

Student- I will not join collective regular study,

I can't tolerate it's load additionally either.

<u>Teacher-You should have prepared yourself to this..</u>

Future is your, so hapenings are under your responsibility.

- Creates feelings of obligation or guiltyness;
- It may lead the other party to defend their position more vigorously: Who said?
- Gives the impression that the other person's sense of responsibility is not trusted.

#### 4. GIVING ADVICE, GIVING SOLUTIONS

"If I were you .....", "Why don't do ......
in that way?", "According to me.....",
"Let me offer you ......"

<u>Teacher</u>- How many more days will I be on guard duty? It is enough!

<u>Manager</u>- Why don't you find something to linger on your computer?

- It implies that the other person is incapable of solving their own problems.
- It prevents the other person from thinking about the problem completely, bringing different options and trying the options.
- It can also create resistance to addiction..



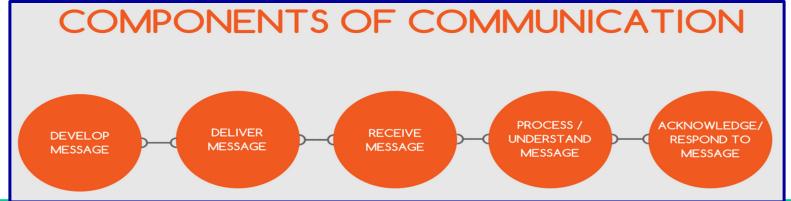
#### 5. PERSUASION by LOGIC, DISCUSSION

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"Here you go, ", "Events show thati.. ..", "Yes, but ......", "The reality is this that ......"
```

<u>Teacher-</u> I beleive in postmerdern education methods. I'm against so much lecture load.

<u>Tutor</u> - Yes, but post-modern education cannot keep up with the performance and power of the system we follow.

- Provokes defensive attitudes and opposition;
- Causes the other person to cut off communication & no longer listen;
- It can cause the other person to feel incompetent and inadequate.



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#### 6. JUDGING, CRITICISING, ACCUSING

"You don't think maturatedly ....", "You are already lazy ......"

<u>Parent</u> - This time, one teacher will not be enough for you... <u>Student</u> - I think you are exaggerating this test and failure..

- Feels inadequate, stupid and misevaluated.
- It causes the other person to cut off communication for fear of being the target of a negative judgment or being scolded;
- Generally, the other person perceives the judgment and criticism as truth. (*I'm bad*! etc.) or responds:
- -«You're not even more perfect!» etc.

#### 7. PRAISE, AGREE, MAKING DIAGNOSIS

"Very nice ..", "You're right, that person looks like a lousy someone"
"I think you are doing a great job ....."

<u>Student</u> - I cannot follow this training program regularly.

My family doesn't have any support either.

Trainer - But no, your family should need to help you .....

- It implies that the other person's expectations are too high;
- It can be perceived as an insincere maneuver to make the desired behavior happen.
- If the self-image (self-perception) of the other party and praise are not appropriate, it may cause anxiety in the person.

#### 8. GIVING NICKNAME, PUTTING RIDICULOUS

```
"Big baby .....", "Come on, superman...", "Come on, watery eyes....»
```

<u>Teacher</u>- Can't this photo be removed from class? And do I have to pull this over the mess? Manager- You've become a grumpy teacher ...

- It can cause the other person to feel worthless and to think that he / she is not loved;
- It is very negative on the self-image (self-perception) of the other person;
- It often pushes to respond..

#### 9. ANALYSING, MAKING DIAGNOSIS

"Do you know what's wrong with you?",
"You must be very tired." "Actually you don't mean that."

Student - I'm a prisoner to the classroom-school axis all the year.

<u>Mother</u> - Actually, you do it this way, not because you work hard, but because you can't go around as you enjoy. ..

- Threatening; can be unsettling and create a sense of failure
- The other person feels unprotected, trapped, and may think that she / he is not believed;
- The counterpart (other person/party) may cut off communication for fear of being misunderstood.

#### 10. CONFIDENCE, GIVING SEDATION, CONDOLENCE

"never mind...... forget it, it'll be allright ......",

"Let's cheer up a little ....."

"You'll feel better over time ......"

Student: Can't we take a break for 2 days??

<u>Teacher:</u> Forget it for now, why are you rushing?

We're giving you a nice and nice education here.

- Makes the other person feel "not understood",
- Arouses feelings of anger ("Easy for you, of course")
- The message of the other person is usually "Don't feel bad about yourself. It's not true." format is detected.

## COMMON BARRIERS TO EFFECTIVE COMMUNICATIO

- The use of jargon. Over-complicated, unfamiliar and/or technical terms.
- Emotional barriers and taboos. Some people may find it
  difficult to express their emotions and some topics may be
  completely 'off-limits' or taboo. Taboo or difficult topics may
  include, but are not limited to, politics, religion, disabilities
  (mental and physical), sexuality and sex, racism and any
  opinion that may be seen as unpopular.
- Lack of attention, interest, distractions, or irrelevance to the receiver.
- Differences in perception and viewpoint.
- Physical disabilities such as hearing problems or speech difficulties.
- Physical barriers to non-verbal communication. Not being able to see the non-verbal cues, gestures, posture and general body language can make communication less effective. Phone calls, text messages and other communication methods that rely on technology are often less effective than face-to-face communication.
- Language differences and the difficulty in understanding unfamiliar accents.
- Expectations and prejudices which may lead to false assumptions or stereotyping. People often hear what they expect to hear rather than what is actually said and jump to incorrect conclusions.
- Cultural differences. The norms of social interaction vary greatly in different cultures, as do the way in which emotions are expressed. For example, the concept of personal space varies between cultures and between different social settings.

#### 11. EXAMINING, RESEARCH, INVESTIGATION

"Why?.... Who?..... What disd you do!?..... How?? ....."

<u>Student</u> – I got more stressed from my exam being postponed one after the other..

Friend - Why do you think like that and beat yourself up?

- Because answering questions often brings criticism or compelling solutions, the person often tends to say "no", answer half-correctly, run away, or (may) lie.
- As the questions often do not explain where the questioner wants to get to, the person may become afraid and anxious;
- The person who tries to answer the questions arising from the concerns of the other person may overlook her own problem.

EFFECTIVE COMMUNICATION

- CLEAR
- CONCISE
- CONCRETE
- CORRECT
- CONSIDERATE
- COMPLETE
- COURTEOUS

12. CHANGING SUBJECT, SYNICAL APPROACH THE JOB,

**UNWARRANTED JOKING** 

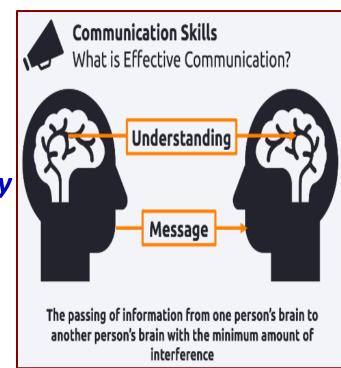
"Let's talk about better things...",

"Why don't you rule the world?" (!!)

<u>Erdem</u>: Preparations for this festive ceremony have turned into a never-ending symphony.

<u>Onur</u>: Don't take so big, think about the beautiful things you've lived, imagine ...

- Rather than fighting life's difficulties, avoiding them may imply the necessary message;
- It may imply that the other person's problems are unimportant, absurd and invalid;
- When faced with a challenge, she may hesitate to act open.





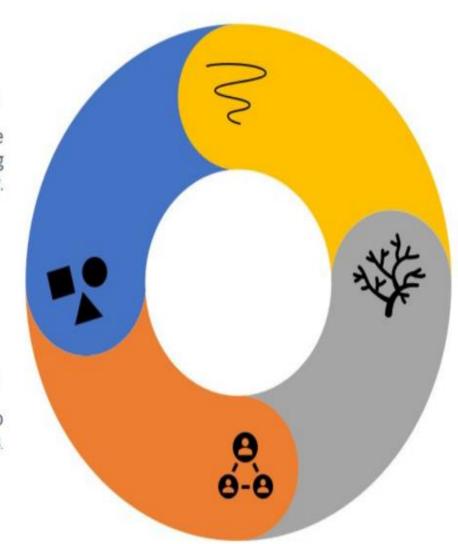
#### **4 Barriers to Communication**

#### **Physical Barriers**

Using space to increase conversation using proximity.

#### **Cultural Barriers**

Being curious and listen to explore worldviews.



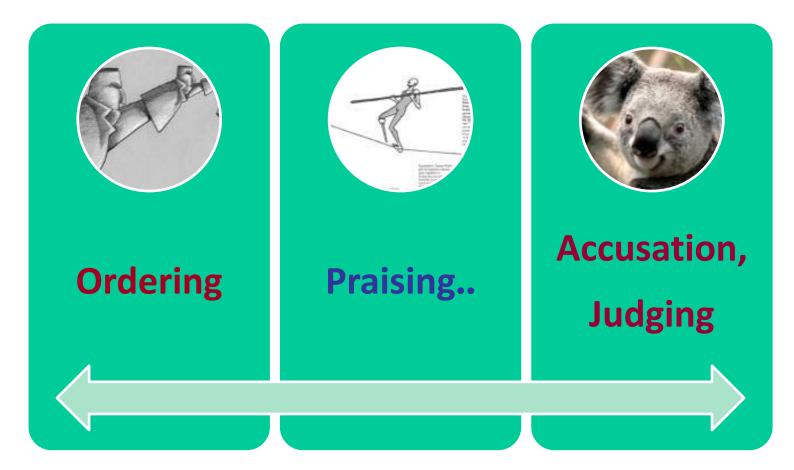
#### **Emotional Barriers**

Express feelings, validate and empathise to maintain relationships

#### **Gender Barriers**

Accept a sense of identity and build self-esteem

# What are the communication barriers that we use frequently? Would you like to make a list?



#### 12 Communication Barriers

- 1. ORDERING, DIRECTING
- 2. WARNING, THREATENING (intimidation)
- 3. ETHICAL LESSON, PREACHING
- 4. GIVING ADVICE, GIVING SOLUTIONS
- 5. CONFIDENCE BY LOGIC, DISCUSSION
- 6. JUDJING, CRITICISM, BLAMING
- 7. PRAISE, AGREE, DIAGNOSIS
- 8. GIVING NICKNAME, MAKING RIDICULOUS
- 9. ANALYZING, MAKING DIAGNOSIS
- 10. CONFIDENCE, RELIEF, CONSOL
- 11. EXAMINING, RESEARCH, INVESTIGATION
- 12. CHANGING SUBJECT, SYNICAL APPROACH THE JOB, UNWARRANTED JOKING



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- 6. Videos, that uploaded to the Moodle system
  <a href="https://www.youtube.com/watch?v=aeSIJPLFk8Q">https://www.youtube.com/watch?v=aeSIJPLFk8Q</a> (Healthcare Communication)

  How Effective Communication Can Save Lives in the Healthcare Settings

Websites John's Hopkins School of Public Health, Harvard School of Public Health, MEDLINE, WHO, NIH



'Your beliefs become your thoughts, our thoughts become your words, Your words become your actions, Your actions become your habits, Your habits become your values, Your values become your destiny." — Mahatma Gandhi

## To all of you, who attends carefully and cooperate with me



