

# Communication Methods & Media

## → Definition:

communication is two-way process wherein the message in form of ideas, thoughts, feelings, opinions is transmitted between two or more persons with the intent of creating shared understanding.

communication comes from latin word *communicare* meaning 'to share' that is act of conveying intended meaning from one entity or group to another through the use of mutually understood signs & semiotic rules.

## → Principles:

- i) Principle of clarity
- ii) Principle of attention
- iii) Principle of feedback
- iv) Principle of Informality
- v) Principle of consistency
- vi) Principle of Timeliness
- vii) Principle of adequacy

## → Methods:

- i) One-way communication:
  - It is a flow of information from sender to receiver. There is no feedback; learning is passive
- ii) Two-way communication:
  - It is learning active process with participation & feedback.

### iii) Verbal communication:

- It involves the usage of words while the delivery of intended message is being made.

- Verbal communication

written  
communication

oral  
communication.

### iv) Non-verbal communication:

- communication by sending as well as receiving wordless message is a part of non-verbal communication.

- Non-verbal communication:

Physical  
Non-verbal

Paralanguage

Visual  
communication.

### ⇒ Process of communication:

- Developing idea by sender
- Encoding
- Developing the message
- selecting the medium
- Transmission of message
- Decoding
- Receiving message
- Feedback

Noise

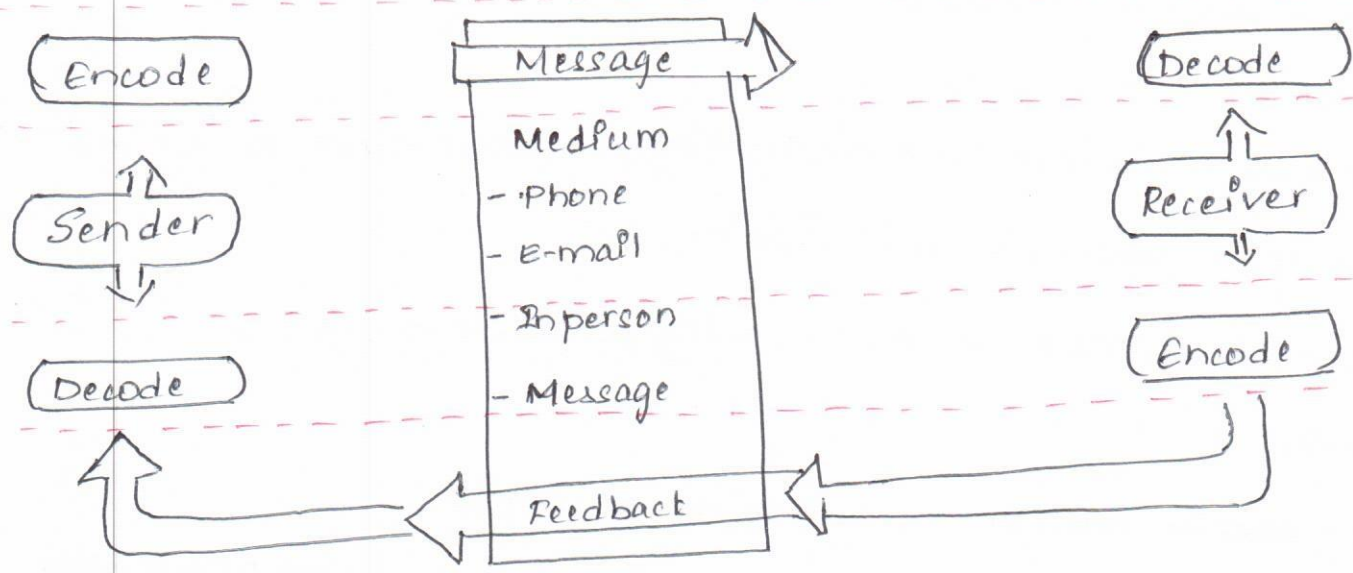


Fig: Process of communication

⇒ Communication Techniques:

- listening
- Broad openings
- Restating
- clarification
- Reflection
- Focusing
- sharing perceptions
- silence
- Information
- suggesting



## → Communication Barriers :

- Emotional barriers & tattoos
- Lack of attention, interest, distractions or irrelevance to receiver
- Differences in perception & viewpoint
- Physical disabilities such as hearing problems or speech difficulties
- Physical barrier to non-verbal communication
- Language differences & the difficulty in understanding unfamiliar accents
- People often hear what they expect to hear rather than what is actually said.

## ⇒ Interpersonal Relationship (IPR)

- IPR is defined as a close association b/w individuals who share common interests & goals
- IPR is strong, deep or close association or acquaintance b/w 2 or more people.
- This association may be based on inference, love, solidarity, regular business interactions.
- IPR are formed in context of social, cultural & other influences.
- They may be regulated by law, custom or mutual agreement & are basis of social groups & society as a whole

⇒ Interpersonal Communication:

- Interpersonal communication is process by which people exchange information, feeling & meaning through verbal & non-verbal messages

⇒ Group communication:

- It is a process in which communication takes place b/w individuals of a group/s with a common goal.

⇒ Communication with Different Groups & Health Team members:

→ Health communication:

- According to centres for Disease control & Prevention (CDC) & National cancer Institute, Health communication is study & use of communicat<sup>n</sup> strategies to inform & influence individual decision that enhance health.

→ Components:

- use of research-based strategies to shape material & products & to select the channels that deliver them to the intended audience.

- understanding of conventional wisdom, concepts, language & priorities for different cultures & settings.

- consideration of health literacy, internet access, media exposure & cultural competency of target population.

- development of materials such as brochures, billboards, newspaper etc.

- Health communication strategies aim to change people's knowledge, attitudes, & / or behaviour
- For eg:
  - Increase risk perception
  - Reinforce positive behaviours
  - Influence social norms
  - Increase availability of support & needed services

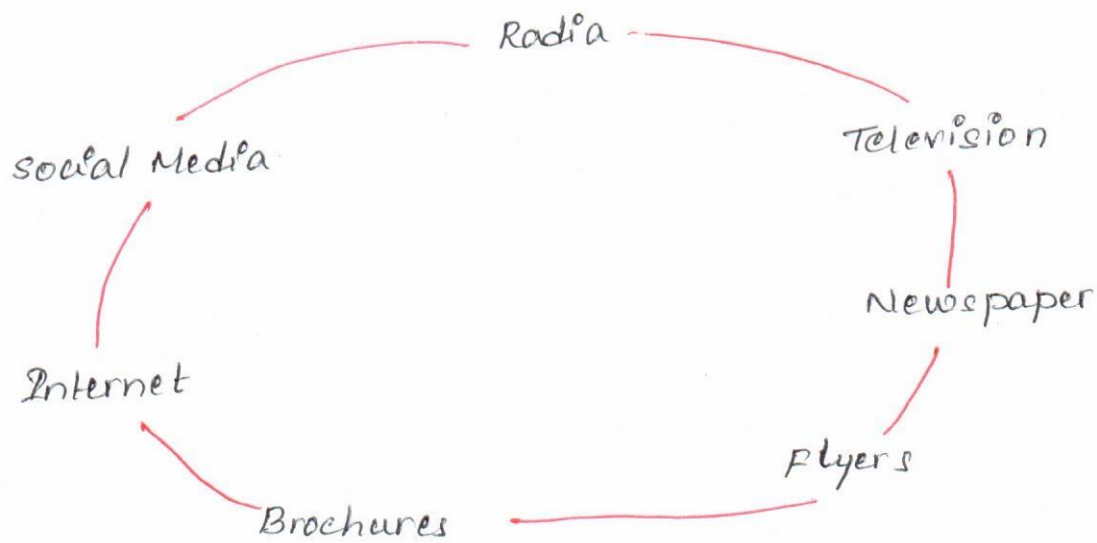


Fig: Examples of Media strategies.

### ⇒ Communication with Health Team members:

#### i) Vertical communication:

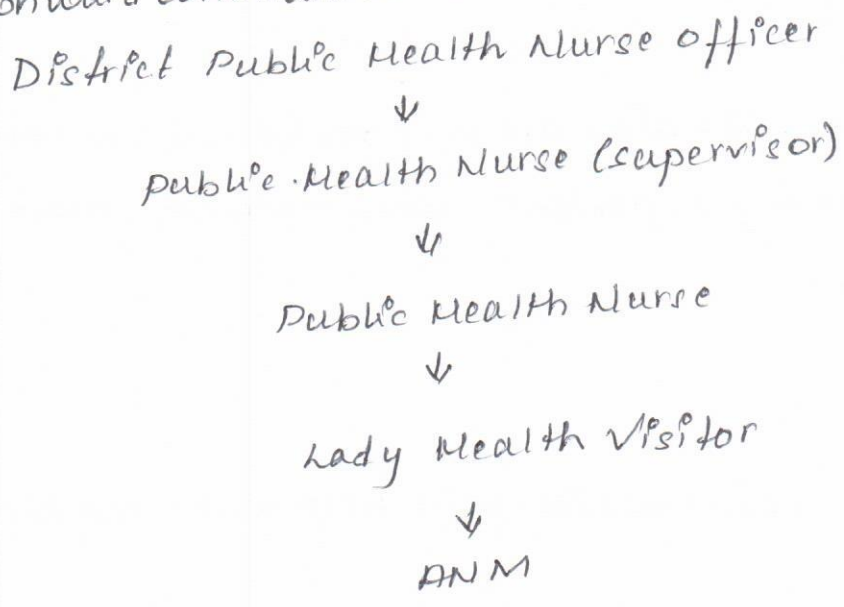
• - According to Stoner & Freeman, "vertical communication consists of communication up & down the organisation's chain of command."

#### - Downward communication:

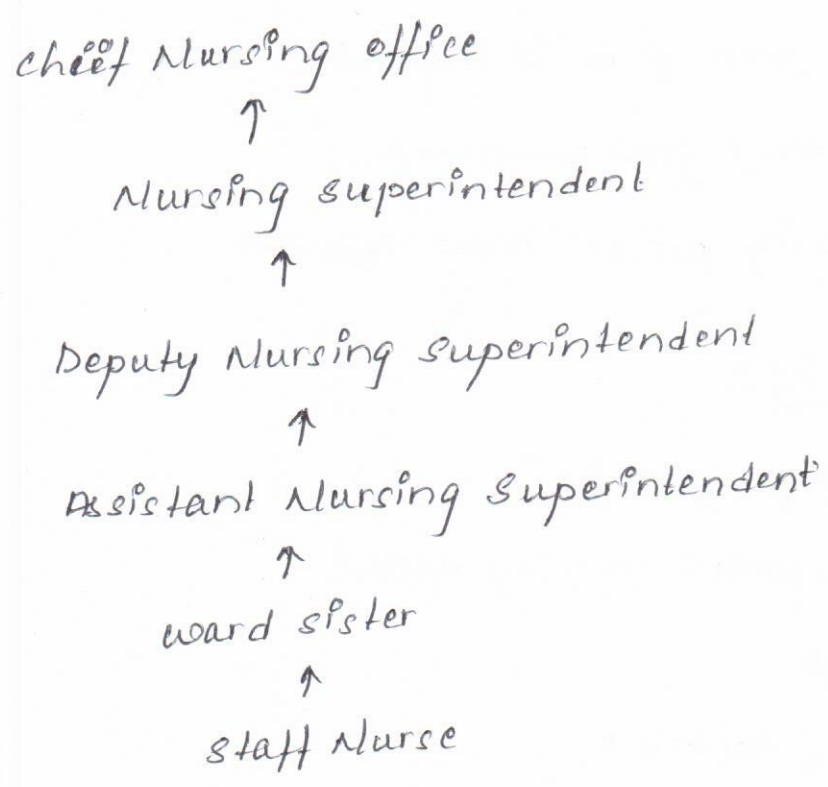
occurs when information & messages flow down through organisation normal chain of command or hierarchical structure



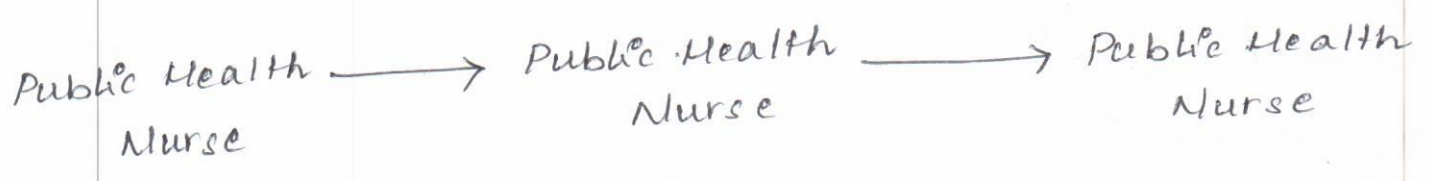
Eg: Downward communication



Eg: Upward communication:



Eg: Horizontal communication:



## \* Audio-Visual aids:

- According to Lindler & James, AV aids are any device which can be used for making the learning experience more concrete, more realistic & more dynamic.

### → Objectives:

- To enhance the teachers skills which will help make teaching-learning process
- Make learners active in classroom.
- Communicate them according to their capabilities
- Develop lesson plan & build interest
- To make students good observers.
- To make teaching process more effective.

### → Characteristics:

- Meaningful & purposeful
- Accurate & relevant in every aspect
- Simple & cheap
- Time saving & Portable
- Motivate students

### → Types of A.V. aids:

#### i.) Projected AV aids:

Hardware

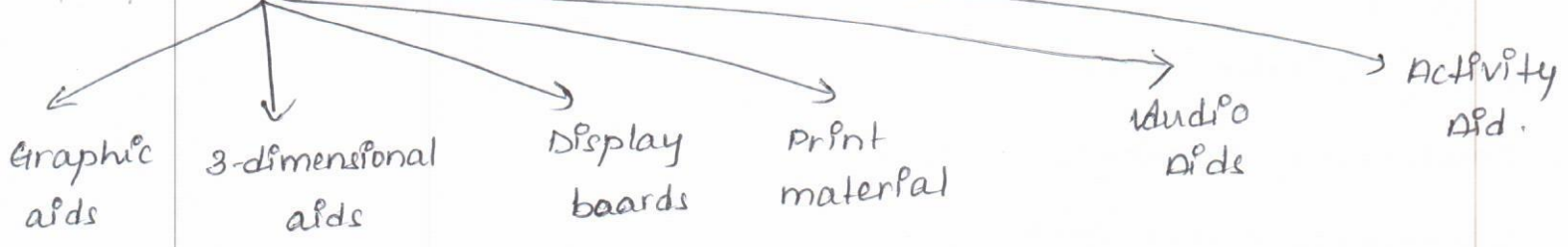
- OHP, slide projector.

Software

- CD, DVD, etc



ii) Non-projected AV aids :



→ Purposes / uses :

- Best motivators
- clear images
- Variety of stimulation
- Opportunity to handle & manipulate
- Retentivity
- Positive transfer of learning.

⇒ Use of Local Folk Methods & Media for Disseminating Health Messages :

i) Exhibitions :

- An exhibition of a particular skillful activity is display or example of it that people notice or admire.

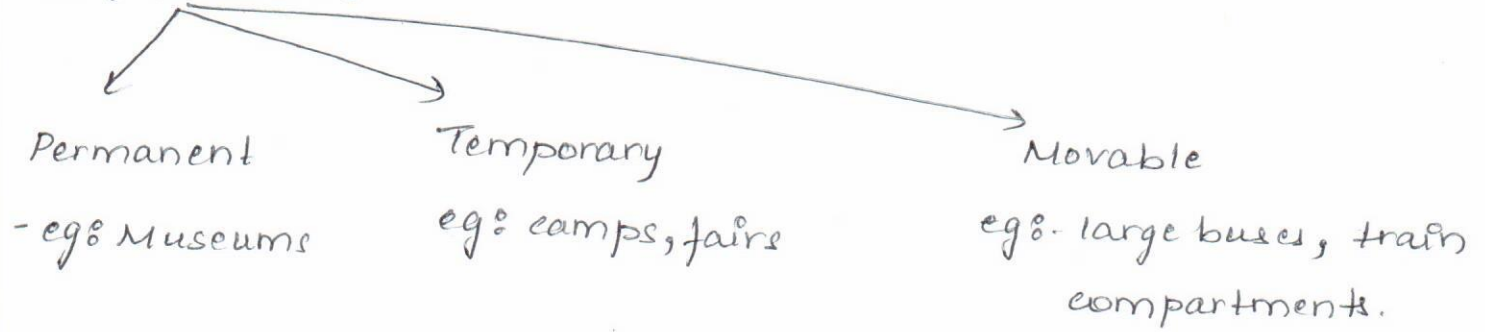
→ Aims :

- To communicate health message
- For promotion & selling new materials
- To bring behavioural changes by motivating
- To focus attention, create awareness & motivation to performing good work.

## → Types :

- artistic exhibition
- commercial exhibition
- awareness exhibition

## → Organization :



## → Uses :

- less burden on organs of learning
- less demanding learning techniques
- cheaper learning technique
- ~~more~~ motivating groups
- simple from technical support.

## ii) Puppet shows :

- usually dramatic performance staged with puppets with the dialogue or music provided by a puppeteer

## → Types :

- Hand puppet
- Rod "
- shadow "
- Hand & rod puppet
- Marionette

- Ventri loguist figure: puppet has a mouth that works on a trigger
- stop-action puppet/ stop-motion puppet

→ Uses :

- Excellent motivational resource for bringing behavioural changes.
- Effective method of communication
- valuable educational tool
- Encourage creativity & reality
- Represent different traditions & customs
- create awareness.

iii) Street plays :

- It is one of the most popular & wide spread forms of drama.
- Term itself reflects the meaning, i.e. play which is performed in streets or outside under open sky

→ Goals :

- To create healthy & positive atmosphere in society

→ Uses :

- To recreate history & simplify the complexity of unlawful detention through the art of theatrical storytelling
- To propogate social & political messages
- To break formal barriers & approach people directly.
- Valuable educational tool.

### iv) walkie-talkie:

- It is a small portable battery powered two-way radio, usually used for short-range communication.

#### → Uses:

- To propagate social & political messages
- Excellent motivational resource.
- Portable & easy to use.

### v) Drum-beating & Message communication:

- Drums have always represented a way of talking without using words
- Drums communication are not actual languages.
- It involves gathering of people through the process of beating a drum at a particular place.

#### → uses:

- communication over long distances

### ⇒ Behavioural change communication: (BCC)

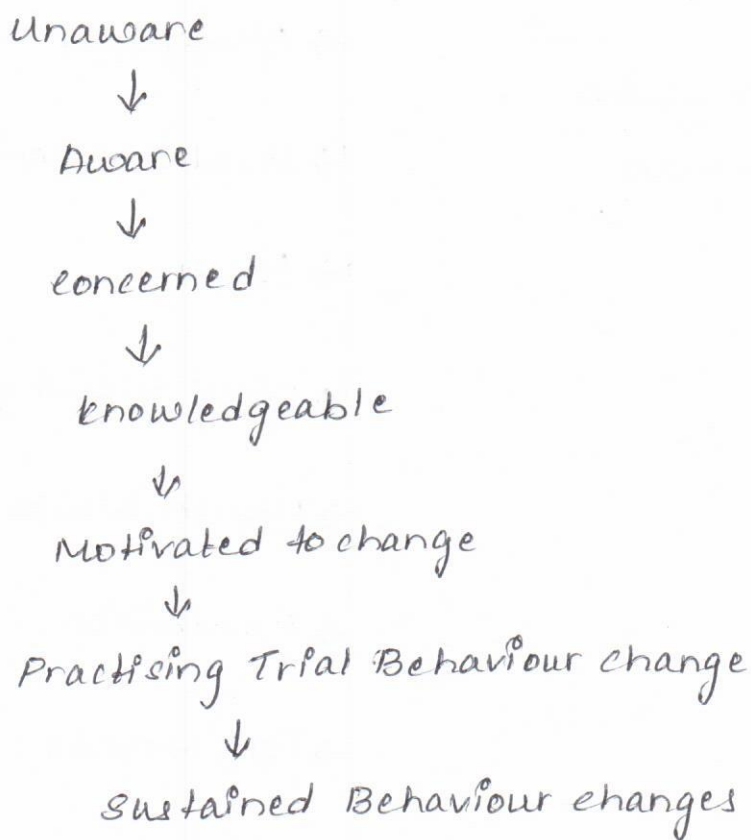
- social & Behaviour change communication (SBCC) or BCC or 'communication for development'
- SBCC is strategic use of communication to promote positive health outcomes.
- SBCC employs a systematic process



## → Characteristics of BCC :

- Research based
- client-centered
- Benefit-oriented
- service-linked
- Professionally developed
- linked to behaviour change

## → Steps of BCC :

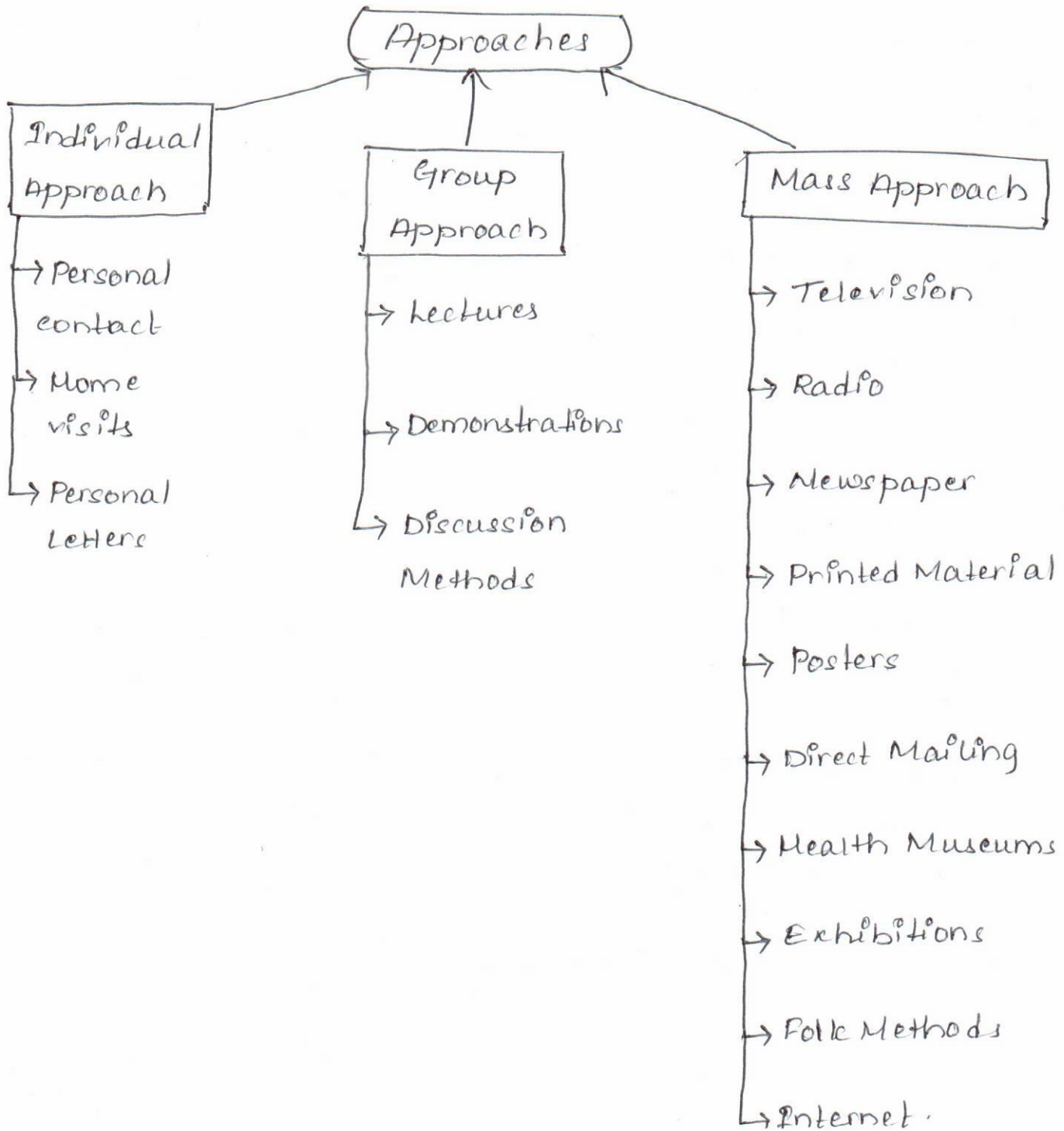


## → Strategies :

- vulnerability / Risk factor of target group
- The conflict & obstacles in the way to desired change in behaviour
- Type of message & communication media which can be used in research

→ Approaches for BCC:

- Behaviour change
- social change



## \* Information, Education & communication (IEC) :

- IEC, refers to a public health approach aiming at changing or reinforcing health-related behaviours in a target audience, concerning a specific problem

### → Scope & concept :

- An approach which attempts to change to reinforce a set of behaviours in a target audience regarding a specific problem in a predefined period of time.

### → Aims :

- To generate interest
- To provide information
- To change attitude
- To change the health behaviour of individuals, family & community.
- To prepare background or basis for change in health behaviour
- To change norms of community.

### → Approaches :

IEC at central level &



IEC at state level



IEC at District level



IEC at block level



IEC at health care level

## → Teaching-Learning Process:

### → concepts:

#### - Teaching:

It is an interaction process to achieve desired objectives Flander

#### - Learning:

defined as permanent change in individual's behaviour. that can occur at any time of place as a result of practice & experience.

#### - Teaching-learning process:

Most powerful instrument of education to bring about desired changes in students

### → characteristics:

- Be Inspirational & relevant

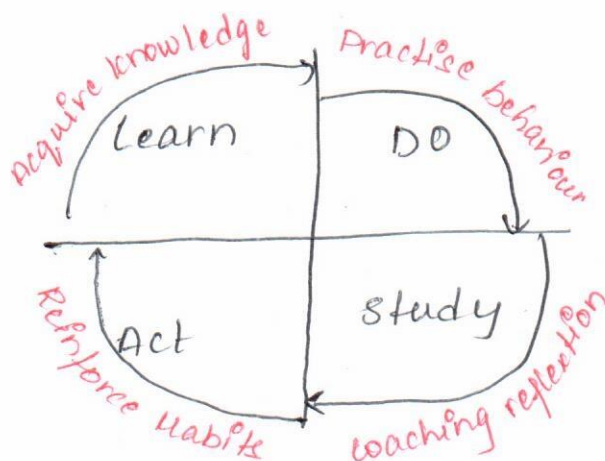
- Be interesting, meaningful & cooperative

- Consider psychology of learners

- Have good command of subject matter

- Be evaluative

### → Steps of Learning:





# → Stages of Learning:

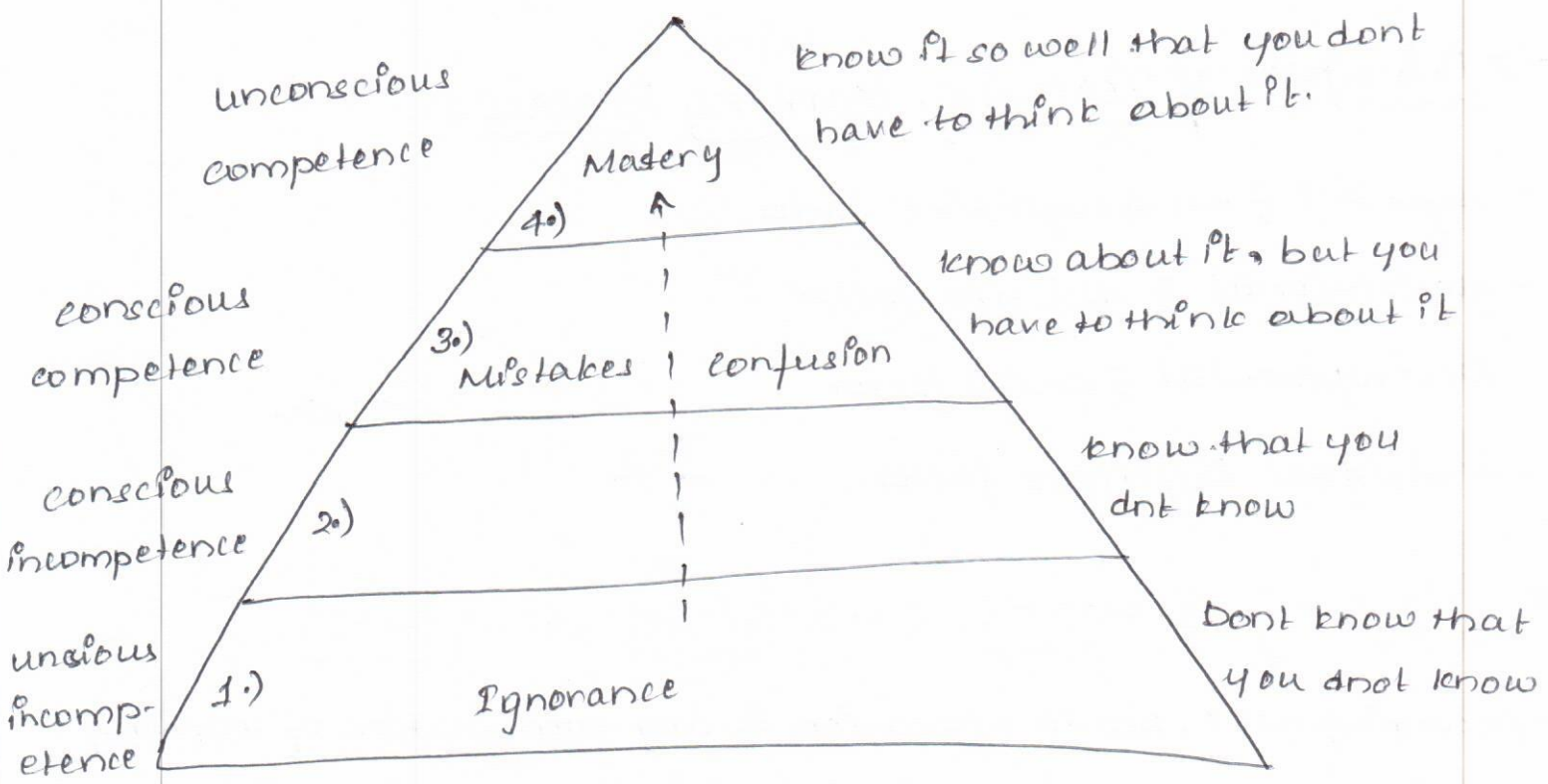
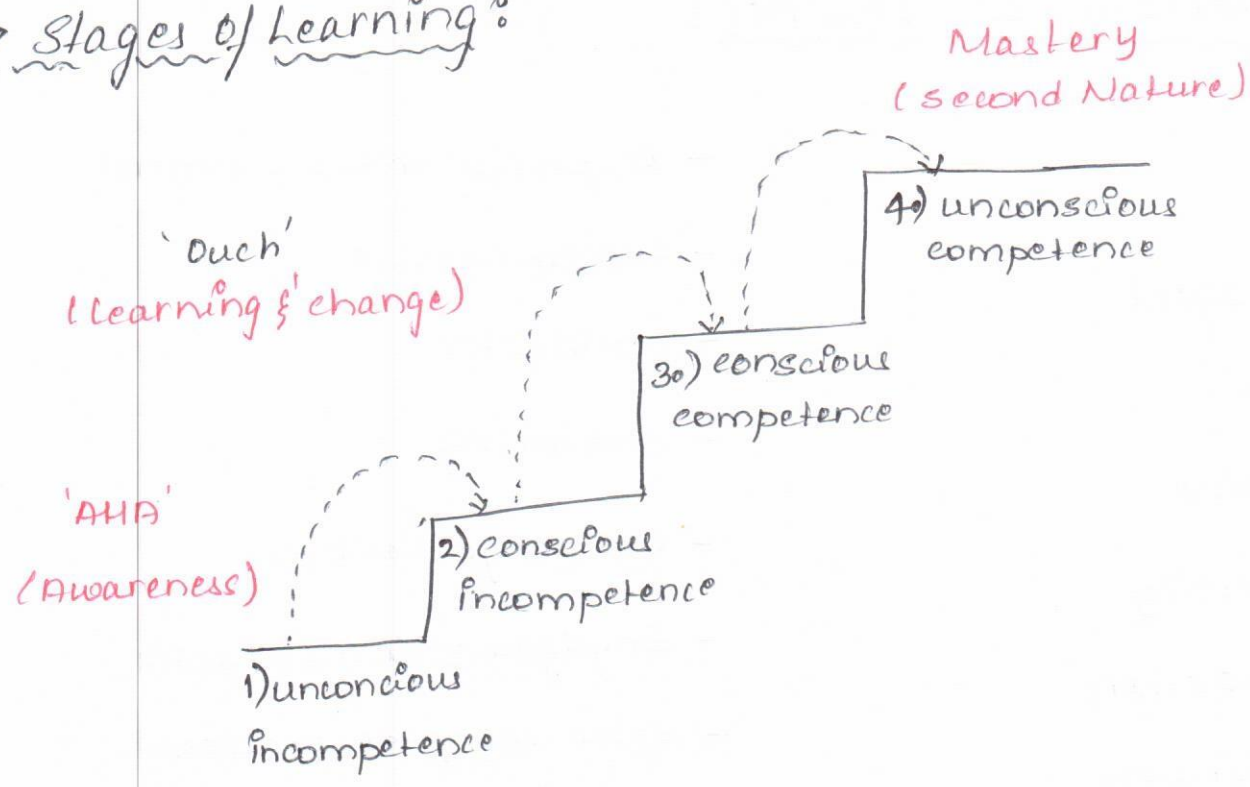


Fig: The four stages of learning

## → Characteristics of a Learner:

- Curious
- creative
- changing agent
- Adaptable
- collaborative
- open to diversity
- Respectful to others
- critical thinking reflectively
- Respectful to environment
- compassionate
- optimistic
- Nurturing
- challenge seeking
- Engaged & enthusiastic
- solve complex problems.
- Pursue a healthy lifestyle

## → Principles of Teaching-Learning Process:

- cognitive & meta cognitive factor
- Motivational & affective factor
- Developmental & social factor
- Individual Difference factor.

## \* Planning of Health Education Activities:

- According WHO, health education is any combination of learning experiences designed to help individuals & communities improve their health, by increasing their knowledge or influencing their attitudes.

→ Aims :

- want to be healthy
- know about how to stay healthy
- Do what they can individually & collectively to maintain health
- seek help when needed

→ Principles of health Education :

- Motivation
- Interest
- Participation
- comprehensive
- learning by doing
- Repetition
- communication
- Good human relation
- Planning
- Evaluation

→ Content of health Education

- Human biology
- Nutrition
- Hygiene
- Family healthcare
- Mental Health
- Prevention of Accidents.