

## COMMUNICATION

Can be regarded as a two way process of exchanging or sharing ideas, feeling and information.

### COMMUNICATION PROCESS OR COMPONENTS

**1) Sender (communicator):** Originator of the message

To be an effective communicator he must know

- his objectives clearly defined
- his audience, their interest and needs
- his message & channels of communication
- his professional abilities and limitation

**2) Receiver:** All communication should have audience, this may be a single person or a group of people.

**Audience may be of 2 types:**

1. **Controlled audience:** is one which is held together by common interest. It is a homogenous group.
2. **Uncontrolled or free audience:** is one which has gathered together from motives of curiosity.

**3) Message:** is the information which the communicator transmits to his audience to receive, understand, accept and act upon. It may be in the form of word, picture or signs

Good message must be-

- ✓ In line with the objective
- ✓ Meaningful & appropriate
- ✓ Based on the felt needs
- ✓ Clear and understandable

- ✓ Specific and accurate
- ✓ Timely and adequate
- ✓ Fitting the audience
- ✓ Interesting & Culturally and socially

**4) Channel of communication:** is implied the physical bridges or the media of communication between the sender and the receiver

**Media system:** 3 media system

- ❖ Interpersonal communication
- ❖ Mass media
- ❖ Traditional or folk media

**5) Feedback:** It is the flow of information from the audience to the sender. It is the reaction of audience to the message.

### Types of communication

**1. One way communication (didactic method):** The flow of communication is one way from the communicator to the audience.

Ex: lecture method

Draw backs:

- ❖ Knowledge is imposed
- ❖ Learning is authoritative
- ❖ Little audience participation
- ❖ No feedback
- ❖ Does not influence human behavior

**2) Two way communication (Socratic Method):** It is a two way method of communication in which both the communicator and the audience take part. It is more likely to influence behavior than one way communication

**3) Verbal communication:** the traditional way of communication has been by word of mouth

**4) Nonverbal communication:** Communication occurs without words.

**5) Formal and informal communication:**

**6) Visual communication:** Comprises charts, graphs, tables, maps, postures.

**7) Telecommunication and internet:** is a process of communicating over distance using electromagnetic instruments designed for purpose.

### **Barriers of communication**

1. **Physiological:** Difficulties in hearing, expression
2. **Psychological:** Emotional disturbances, neurosis, level of intelligence, language or comprehension difficulties
3. **Environmental:** noise, invisibility, congestion
4. **Cultural:** Illiteracy, level of knowledge, understanding, customs, beliefs, religion, attitude, economic and social class differences, language variation, cultural variation between foreigners and nationals, between urban education and the rural population.

### **HEALTH COMMUNICATION**

#### **Functions:**

1. **Information**
2. **Education:** Bring about changes in lifestyle
3. **Motivation**
4. **Persuasion:** is a art of winning friends and influencing people.
5. **Counseling:** it improves and reinforce motivation to change behavior.

#### **Counselor should be able to:**

- ✓ To communicate information
- ✓ To gain the trust of people
- ✓ To listen sympathetically to people
- ✓ To understand other person's feelings

✓ To help people to reduce their problems

**6. Raising morale**

**7. Health development**

**8. Health organization:** Health education is the life and blood of an organization. These are vertical and horizontal communication.

**VENTILATION**

The modern concept of ventilation implies not only the replacement of vitiated air by a supply of fresh outdoor air, but also control of the quality of incoming air with regard to its temperature, humidity and purity with a view to provide a thermal environment that is comfortable and free from risk of infection.

**Standards of ventilation**

**1. Cubic space:** 300 – 3,000 cuft/person/hour of fresh air.

**2. Air change:**

- Living room-2-3/hour.
- Work room-4-6/hour.

$$\text{Air change} = \frac{\text{Total hourly air supply}}{\text{cubic capacity of the room}}$$

**3. Floor space:** 50-100 sq.ft/person.

**TYPES OF VENTILATION**

**1. Natural ventilation:**

**a. Wind:** Active force in ventilation. When it blows through a room it is called **perflation**.

When there is an obstruction it bypasses and exerts a suction action at its tail end is called **aspiration**.

Doors and windows facing each other provide **cross ventilation**.

**b. Diffusion:** Air passes through the smallest openings or spaces by diffusion.

**c. Inequality of temperature :** Air flows from high density to low density. Hot air is lighter than cold air.

## **2. Mechanical (artificial ) ventilation:**

**Exhaust ventilation:** Air is exhausted or extracted to the outside by exhaust fans usually driven by electricity.

**3. Plenum ventilation:** Air is blown in to the room by centrifuge fans so as to create a positive pressure and displaced.

**4. Balanced ventilation:** Combination of exhaust and plenum system of ventilation.

**5. Air conditioning:** Air conditioning is the process of altering the properties of air to more comfortable conditions, typically with the aim of distributing the conditioned air to an occupied space to improve thermal comfort and indoor air quality.