

Professionalism/Customer Service in the Health Environment

UNIT 4, Lesson 2
Key elements of
effective communication

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Objectives

- By the end of this lecture, learners will be able to:
 - A. Define nonverbal communication
 - B. Describe how nonverbal communication functions in the human communication process
 - C. Describe specific dimensions and give examples of nonverbal communication

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Definition

- Nonverbal communication is communication without words that includes messages created through body language and the use of space, sound or touch.

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Nonverbal Communication

- It can be either vocal or nonvocal
 - Vocal example: scream, sigh, or groan
 - Nonvocal example: smile or frown
- It can be intentional or unintentional

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Importance

- One study indicated that up to 93 percent of communication effectiveness is determined by nonverbal cues.

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Functions of Nonverbal Communication

- At any time during an interaction, one or several of the following functions may occur:
 - Expression of feelings and emotions
 - Regulation of interaction
 - Validation of verbal messages
 - Maintenance of self-image
 - Maintenance of relationships

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Dimensions of Nonverbal Communication

Nonverbal communication is commonly divided into five distinct categories:

1. Kinesics
2. Proxemics
3. Paralinguistics
4. Touch
5. Environmental and physical factors

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Components of Kinesics

- Gestures
- Facial Expression
- Gaze

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Components of Proxemics

- Personal space and the surrounding environment
- Distance
 - 1) Intimate
 - 2) personal,
 - 3) Social
 - 4) public

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Vignette

Juan works for the IT department of a mid-sized hospital and has recently assumed the coveted, yet stressful, position as the project manager implementing wireless point of Care (POC) devices. He meets with the hospital executive team each Friday to report on progress.

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Guided Discussion Question

At the meeting Juan presents that the project is going well. His nonverbal communication is “saying” something very different however. He seems to be slightly shaking his head no. In addition, he is not making eye contact with any of the executive team members.

Question – What do you think the team will believe is happening to the project?

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Unit 4 Lesson 2: Summary

- Define nonverbal communication
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