

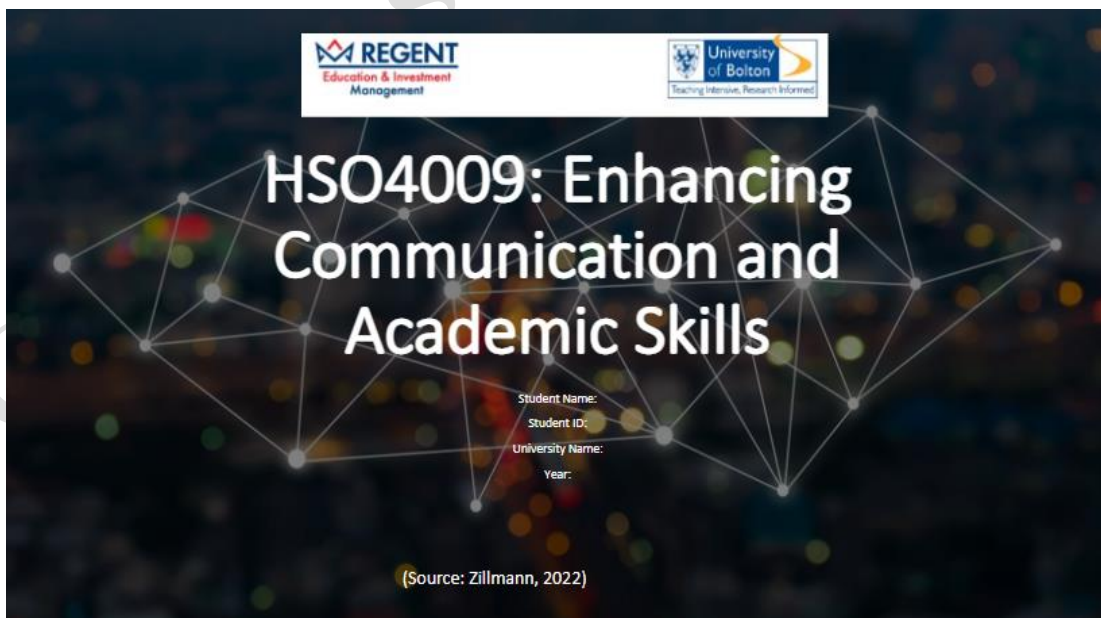
## HSO4009: Enhancing Communication and Academic Skills

Student Name:

Student ID:

University Name:

Year:



The cover image features a dark background with a network of white lines and dots, overlaid with colorful bokeh lights. At the top, there are logos for REGENT Education & Investment Management and the University of Bolton. The title 'HSO4009: Enhancing Communication and Academic Skills' is prominently displayed in the center. Below the title, there are fields for 'Student Name:', 'Student ID:', 'University Name:', and 'Year:'. At the bottom, a source attribution '(Source: Zillmann, 2022)' is provided.

**REGENT**  
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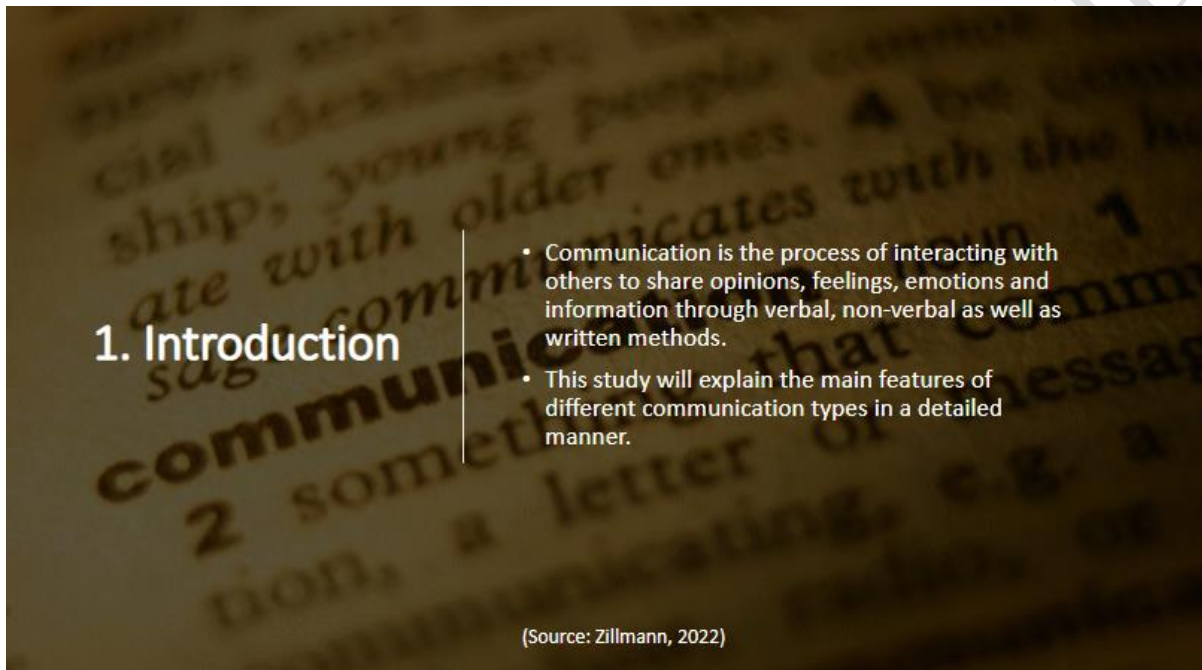
University  
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# HSO4009: Enhancing Communication and Academic Skills

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## 1. Introduction



Communication is the process of interacting with others to share opinions, feelings, emotions and information through verbal, non-verbal as well as written methods. Eventually, this presentation will discuss different types of communication theories to assess their use in organisations. Several types of communication are available including verbal, nonverbal, written and visual communication. This study will also explain the main features of these communication types in a detailed manner. Additionally, the importance of communication in Health and Social Care will also be analysed in the presentation. Finally, barriers to communication and suitable strategies to resolve the issues will also be presented in this study adequately.

## 2. Explanation of Communication Theories

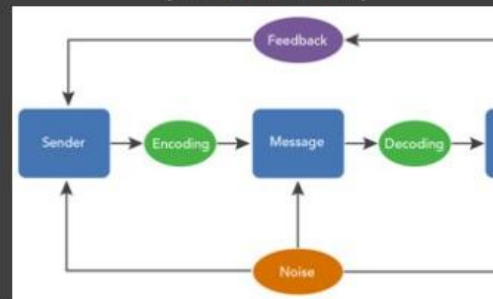
### 2. Explanation of Communication Theories

#### Lasswell's Models of Communication

- Lasswell's Models of Communication was developed by Harold Lasswell in 1948.
- It has five questions to explain the linear flow of communication.
- It is a simplified model of communication and due to these reasons, businesses can easily apply this framework in the development of their internal communication.



(Source: Zillmann, 2022)



Lasswell's Models of Communication was developed by Harold Lasswell in 1948. It is considered as one of the most influential communication models. It is a type of linear communication model as here the flow of information in one way. It has five questions to explain the linear flow of communication. The questions in this theory are 'says what', 'who', 'in which channel' 'to what effect', and 'to whom'. Additionally, Lasswell highlighted three functions of communication in this model. Environment surveillance, the transmission of culture between different generations and the correlation of societal components are the main functions of communication. It is a simplified model of communication and due to these reasons, businesses can easily apply this framework in the development of their internal communication. Additionally, businesses can transmit communication among their employees by using multiple numbers of communication processes. Due to this reason, organisations can use written, visual and audio mediums while applying this model among staff. It can be found that businesses can easily use this communication model in their advertisement activities. It will be helpful for organisations as they can set mediums,

audiences, and results of promotions easily. This reason may lead companies to enhance their success rates in a proper manner.



Another effective communication theory is Mood Management Theory, which was developed by Dolf Zillmann in 1988. This theory is one type of mass communication theory that can assist people to relate with messages based on their moods. According to this theory, the mood of people is one of the main components that can engage employees in any communication process. Additionally, it can be found that they can easily meet their goals by optimising their moods in an effective manner. As an example, demotivated people may watch motivational videos to improve their attitudes and moods (Zillmann, 2022). It can be stated that motivational videos work as a communication medium here and assists demotivated people to boost their motivation. Several times employees get frustrated and unmotivated during executing any hectic work. Their engagement and inspiration regarding work reduce rapidly. Due to this reason, organisations are requested to offer different communication facilities like televisions, radion, voice call options and chatting options. These types of facilities may assist organisations to provide relaxation and

satisfaction to staff in a proper manner. Finally, they lead employees to get more engaged and motivated with their respective responsibilities (Franklin, 2021).

### 3. Key Features of Different Types of Communications as well as Its Significance in Health and Social Care Settings



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**Key Features of Different Communications**

- **Verbal communication:** One of the main characteristics of verbal communication is that it can be available in two forms including direct and indirect.
- **Non-verbal communication:** Facial expression is the main component of non-verbal communication and communicators use it as their main tool.
- **Visual communication:** Communicators use graphics, images and videos while executing their communication visually.

(Source: Zillmann, 2022)

#### Key Features of Different Communications

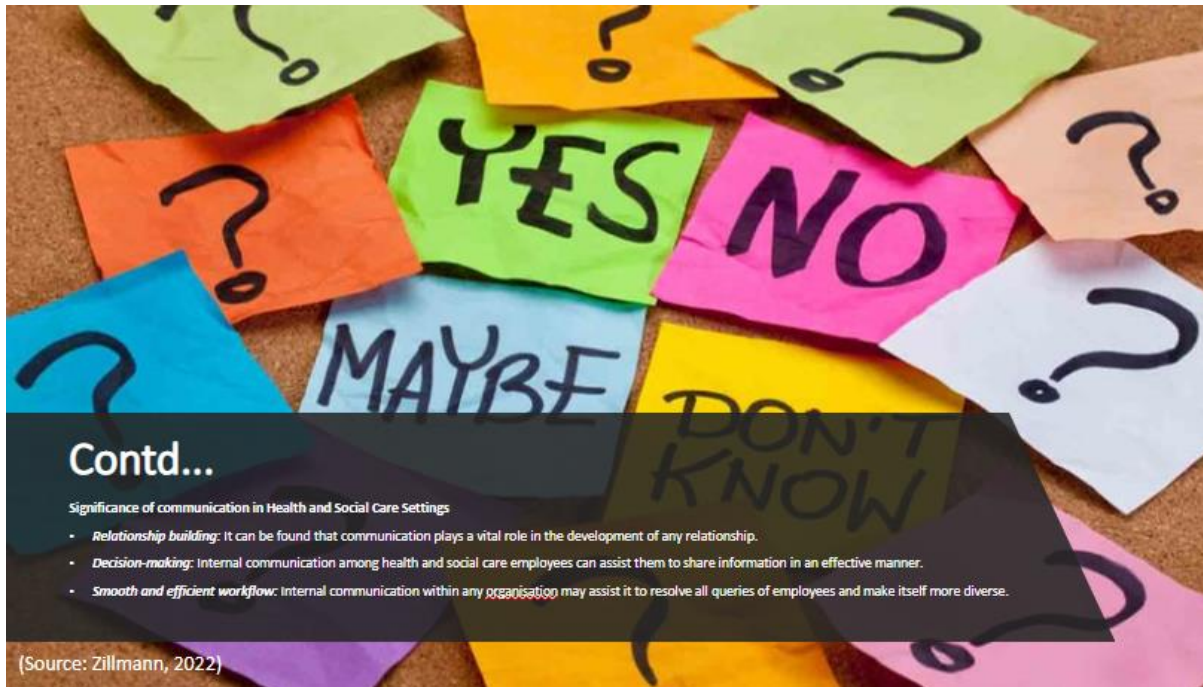
**Verbal communication:** One of the main characteristics of verbal communication is that it can be available in two forms including direct and indirect. All the contents of the communication are always related to any specific object. Additionally, verbal messages are needed to learn by speakers as different words have multiple meanings. Due to this reason, they need to learn the use of words while executing verbal communication (Gerber and Murphy, 2021).

**Non-verbal communication:** Facial expression is the main component of non-verbal communication and communicators use it as their main tool. Several times speakers use their body language to communicate with others. The use of paralanguage is another main feature of non-

verbal communication. Paralanguage is mainly used by children who are not able to talk properly. During this stage, they use different sounds to express their feelings to others (Smentek, 2016).

**Written communication:** Communicators need to have knowledge of the grammar to use written communication skills properly. Additionally, the uses of words are quite crucial in this communication process while writing any content. Additionally, written communication is comparatively time-consuming as one needs to write down the manner of communication. People may use different tools like letters, emails, charts and fax for executing written communication processes in an effective manner (Being Intelligent, 2022).

**Visual communication:** Communicators use graphics, images and videos while executing their communication visually. It has the capability of transmitting information to others in a quick manner. It can be found that visuals are quite interesting for listeners and viewers to extract the main contents from videos. Additionally, it is mainly used by teachers, lecturers and video presenters while conveying their messages near a large audience. Projectors, displays, images, maps and televisions are the main tools that can make visual communication smooth (Smentek, 2016).



## Significance of communication in Health and Social Care Settings

**Relationship building:** It can be found that communication plays a vital role in the development of any relationship. Effective communication with patients makes healthcare workers build good relationships. It may assist them to identify exact healthcare issues and apply solutions to mitigate the effect of these problems without facing any disputes (CipherHealth, 2022).

**Decision-making:** Internal communication among health and social care employees can assist them to share information in an effective manner. Sharing of information may help them to make suitable decisions on social and health care. Additionally, effective decision-making may assist them to provide excellent services to patients (Collier, 2021).

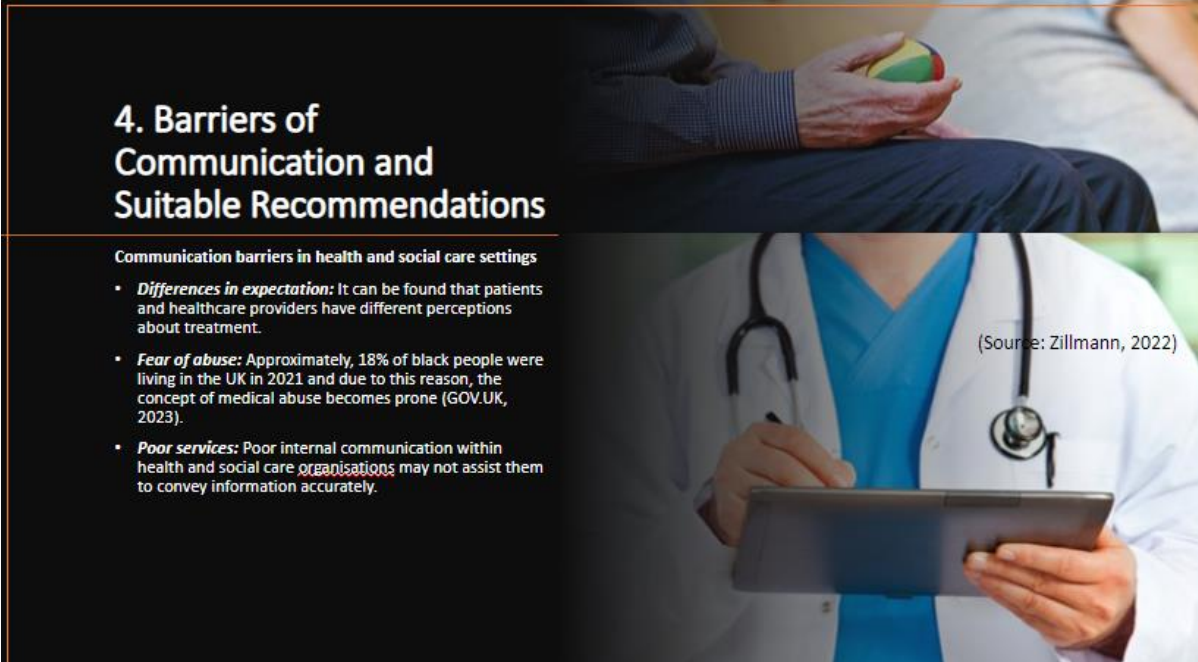
**Smooth and efficient workflow:** Internal communication within any organisation may assist it to resolve all queries of employees and make itself more diverse. Due to this reason, management of health and social care companies like HCA can manage the activities of their employees impactfully. Finally, these companies can easily carry out their smooth and efficient workflow (CipherHealth, 2022).

**Identification of actual state:** It can be found effective communication may assist social workers to communicate with locals and get information about them. Additionally, they can also identify their issues, requirements and current positions in an accurate manner. Due to this reason, they can easily apply suitable solutions to offer people the best social care quickly (Collier, 2021).

Grade Assignment Help



## 4. Barriers of Communication and Suitable Recommendations

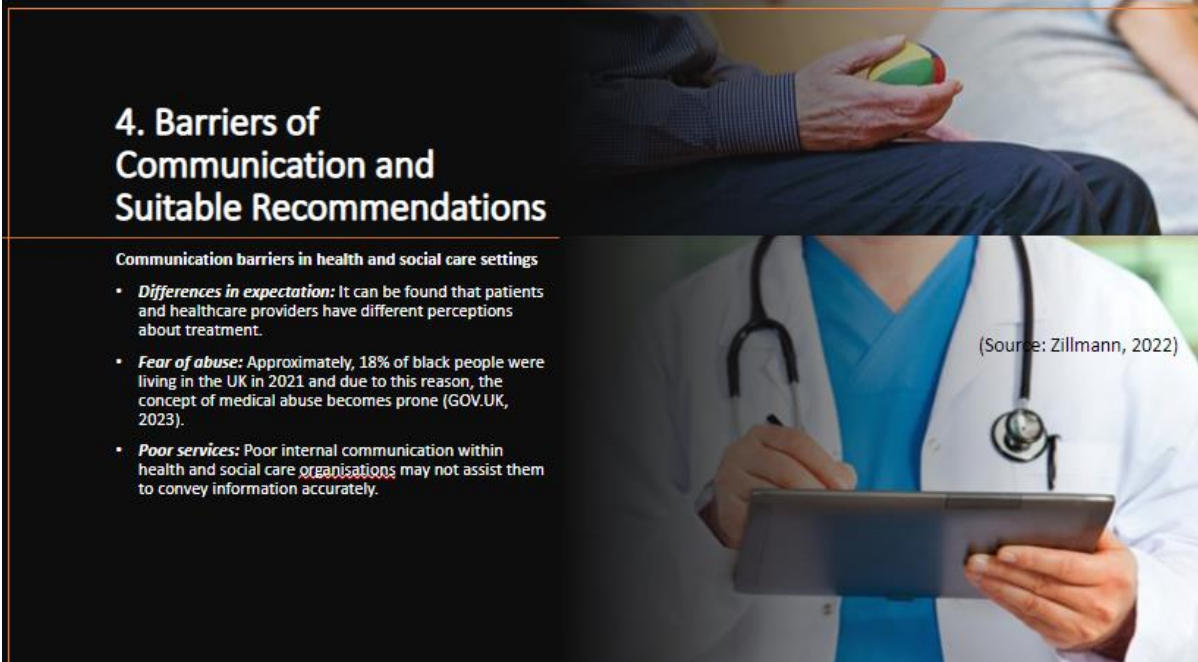


### 4. Barriers of Communication and Suitable Recommendations

Communication barriers in health and social care settings

- **Differences in expectation:** It can be found that patients and healthcare providers have different perceptions about treatment.
- **Fear of abuse:** Approximately, 18% of black people were living in the UK in 2021 and due to this reason, the concept of medical abuse becomes prone (GOV.UK, 2023).
- **Poor services:** Poor internal communication within health and social care organisations may not assist them to convey information accurately.

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### Communication barriers in health and social care settings

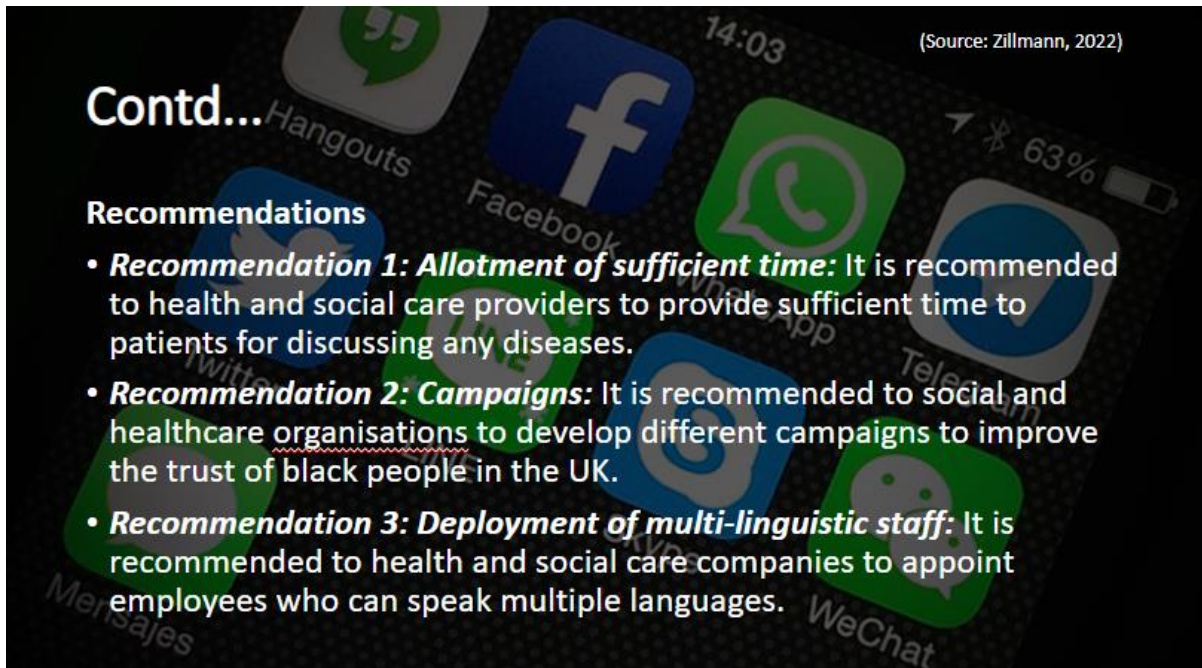
**Differences in expectation:** It can be found that patients and healthcare providers have different perceptions about treatment. Due to the high number of patients, they do not get sufficient time to

discuss diseases. Poor discussion may not satisfy patients properly and can create frustration among patients. Finally, it leads patients to create misperceptions about the provided care by healthcare organisations (Dignity Health, 2022).

***Fear of abuse:*** Approximately, 18% of black people were living in the UK in 2021 and due to this reason, the concept of medical abuse becomes prone (GOV.UK, 2023). This reason may enhance trust issues in the UK healthcare industry in recent times. Additionally, they may also feel they may not get all the facilities of social care equally (F Learning, 2022).

***Language barriers:*** A large number of travellers visit the UK for medical purposes and they are not fluent in English. Due to this reason, they cannot express their health-related issues. Additionally, medical practitioners may fail to build a good relationship with patients. Finally, all these above situations may lead to healthcare services not performing effectively (Dignity Health, 2022).

***Poor services:*** Poor internal communication within health and social care organisations may not assist them to convey information accurately. Due to this reason, employees may fail to understand their roles in specialised working areas. This reason may lead the whole healthcare organisation to provide poor-quality services to patients (F Learning, 2022).



## Recommendations

**Recommendation 1: Allotment of sufficient time:** It is recommended to health and social care providers to provide sufficient time to patients for discussing any diseases. It will assist them to improve confidence and match the expectations of patients (F Learning, 2022).

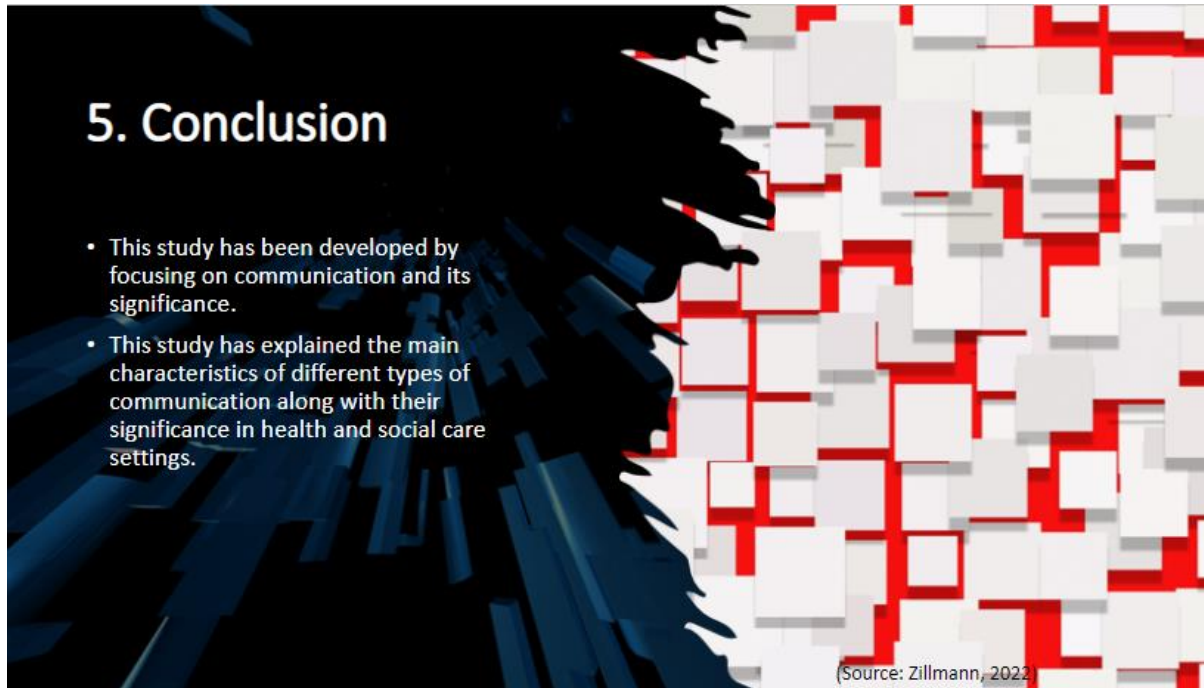
**Recommendation 2: Campaigns:** It is recommended to social and healthcare organisations to develop different campaigns to improve the trust of black people in the UK. It will assist them to reduce the misconception about medical abuse in a proper manner (Dignity Health, 2022).

**Recommendation 3: Deployment of multi-linguistic staff:** It is recommended to health and social care companies to appoint employees who can speak multiple languages. It will assist them to smoothen interaction with patients and provide timely services in a hassle-free manner (F Learning, 2022).

**Recommendation 4: Development of internal communication:** It is recommended to these types of organisations to improve their internal communication by installing communication tools including collaboration applications, video calling software and internet connectivity. These tools

will assist these companies to improve their service quality by improving internal communication (Dignity Health, 2022).

## 5. Conclusion



This study has been developed by focusing on communication and its significance. Eventually, this presentation has discussed two communication theories to acknowledge their benefits to organisations. Additionally, this study has explained the main characteristics of different types of communication along with their significance in health and social care settings. Finally, this presentation has discussed communication barriers and their suitable solutions in a proper manner.

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