## **COMMUNICATION**

**Communication is simply the act of transferring information, ideas ,thought and feelings from one place, person or group to another.**

Every communication involves

**1.(at least) one sender,**

**2. message and**

**3. .(at least) recipient.**

This may sound simple, but communication is actually a very complex subject.

The transmission of the message from sender to recipient can be affected by a huge range of things(known as Barriers of Communication). These include our emotions, the cultural situation, the medium used to communicate, and even our location. The complexity is why good communication skills are considered so desirable by employers around the world: accurate, effective and unambiguous communication is actually extremely hard.

A. SENDER B.ENCODING C.MEDIUM D.DECODING E. RECEIVER

FEEDBACK

**Types of Communication:-**

Verbal Communication and Non-Communication

* **Verbal communication:**

Communication occurs through verbal, verbal or [written communication](https://www.vedantu.com/commerce/written-communication) that conveys or conveys a message to others is called oral communication. Verbal communication is the use of language to convey information verbally or in sign language.Verbal communication is important because it works well. It can be helpful to support verbal Non-verbal communication Any non-verbal communication, spoken words, conversation and written language ​​is called.

* **Non-verbal communication:**

It occurs with signs, symbols, colours, touches, body or facial features. Insignificant communication is using body language, body language and facial expressions to convey information to others. It can be used both intentionally and deliberately. For example, you may have a smile on your face when you hear an idea or a piece of interesting or exciting information. Open communication is helpful when you are trying to understand the thoughts and feelings of others.

**Non-verbal communication:**

A substantial portion of our [communication](https://www.verywellmind.com/communication-disorder-types-5220602) is nonverbal. In fact, some researchers suggest that the percentage of nonverbal communication is four times that of verbal communication, with 80% of what we communicate involving our actions and gestures versus only 20% being conveyed with the use of words.

Every day, we respond to thousands of nonverbal cues and behaviors, including postures, facial expressions, eye gaze, gestures, and tone of voice. From our [handshakes](https://www.verywellmind.com/top-bad-handshakes-3024313) to our hairstyles, our nonverbal communication reveals who we are and impacts how we relate to other people.

## Types of Non-verbal Communication

1. **Facial expressions**
2. **Gestures**
3. **Para linguistics (such as loudness or tone of voice)**
4. **Body language**
5. **Proxemics or personal space**
6. **Eye gaze, haptics (touch)**
7. **Appearance**
8. **Artifacts (objects and images)**

### Facial Expressions

[Facial expressions](https://www.verywellmind.com/understanding-emotions-through-facial-expressions-3024851) are responsible for a huge proportion of nonverbal communication. Consider how much information can be conveyed with a smile or a frown. The look on a person's face is often the first thing we see, even before we hear what they have to say.

While nonverbal communication and behaviour can vary dramatically between cultures, the facial expressions for happiness, sadness, anger, and fear are similar throughout the world.

### Gestures

Deliberate movements and signals are an important way to communicate meaning without words. Common gestures include waving, pointing, and giving a "thumbs up" sign. Other gestures are arbitrary and related to culture.

For example, in the U.S., putting the index and middle finger in the shape of a "V" with your palm facing out is often considered to be a sign of peace or victory. Yet, in Britain, Australia, and other parts of the world, this gesture can be considered an insult.

Nonverbal communication via gestures is so powerful and influential that some judges place limits on which ones are allowed in the courtroom, where they can sway juror opinions. An attorney might glance at their watch to suggest that the opposing lawyer's argument is tedious, for instance. Or they may roll their eyes during a witness's testimony in an attempt to undermine that person's credibility.

### Para linguistics

Para linguistics refers to [vocal communication](https://www.verywellmind.com/voice-communication-creates-stronger-bond-than-text-5082922) that is separate from actual language. This form of nonverbal communication includes factors such as tone of voice, loudness, inflection, and pitch.

For example, consider the powerful effect that tone of voice can have on the meaning of a sentence. When said in a strong tone of voice, listeners might interpret a statement as approval and enthusiasm. The same words said in a hesitant tone can convey disapproval and a lack of interest.

### Body Language and Posture

Posture and movement can also provide a great deal of information.

Research on body language has grown significantly since the 1970s, with popular media focusing on the over-interpretation of defensive postures such as arm-crossing and leg-crossing, especially after the publication of Julius Fast's book Body Language.

While these nonverbal communications can indicate feelings and [attitudes](https://www.verywellmind.com/attitudes-how-they-form-change-shape-behavior-2795897), body language is often subtle and less definitive than previously believed.

### Proxemics

People often refer to their need for "personal space." This is known as proxemics and is another important type of nonverbal communication.

The amount of distance we need and the amount of space we perceive as belonging to us are influenced by several factors. Among them are [social norms](https://www.verywellmind.com/what-is-conformity-2795889), cultural expectations, situational factors, personality characteristics, and level of familiarity.

### Eye Gaze

The eyes play a role in nonverbal communication, with such things as looking, staring, and blinking being important cues. For example, when you encounter people or things that you like, your rate of blinking increases and your pupils dilate.

People's eyes can indicate a [range of emotions](https://www.verywellmind.com/an-overview-of-the-types-of-emotions-4163976), including hostility, interest, and attraction. People also often utilize eye gaze cues to gauge a person's honesty. Normal, steady eye contact is often taken as a sign that a person is telling the truth and is trustworthy. Shifty eyes and an inability to maintain eye contact, on the other hand, is frequently seen as an [indicator that someone is lying](https://www.verywellmind.com/how-to-tell-if-someone-is-lying-2795917) or being deceptive.

### Haptics

Communicating through touch is another important nonverbal communication behavior. Touch can be used to communicate affection, familiarity, sympathy, and other [emotions](https://www.verywellmind.com/what-are-emotions-2795178).

Gender differences also play a role in how people utilize touch to communicate meaning. Women tend to use touch to convey care, concern, and nurturance. Men, on the other hand, are more likely to use touch to assert power or control over others.

### Appearance

Our choice of clothing, hairstyle, and other appearance factors are also considered a means of nonverbal communication.

 These [first impressions](https://www.verywellhealth.com/study-early-experiences-mood-changes-5192016) are important, which is why experts suggest that job seekers dress appropriately for interviews with potential employers.

***Mode Of Communication:-***

* **Formal Communication:**

Formal Communication refers to communication that takes place through legal channels in an organization. That kind of communication takes place between managers or employees of the same class or between high and low and vice versa. It may be oral or written but a complete record of that communication is kept in the organization.

* **Informal Communication:**

Informal communication is defined as any communication that occurs outside of the official channels of communication. Informal communication is often referred to as the ‘vine’ as it spreads throughout the organization and on all sides regardless of the level of authority.

**What is Communication Barriers:-**

A communication barrier is anything that comes in the way of receiving and understanding messages that one sends to another to convey his ideas, thoughts, or any other kind of information. These various barriers of communication block or interfere with the message that someone is trying to send.

There are numerous barriers to effective communication that can come in the way. It happens because the message sent by the sender might not be understood exactly as it is meant to be. It can get distorted during the communication exchange.

These different [types of communication](https://www.vedantu.com/commerce/types-of-communication) barriers can come at any stage in the process of communication. It can come because of the bias or stereotyping and generalization that exists in the workplace.

***Few common Communication Barriers***

One sometimes wants to connect with one thing, but he is actually saying something else that he did not intend. This type of event in communication behaviour is known as the “Arc of Distortion”. The distortion may be the result of some error in any of the communication channels. These barriers to communication are also known as “barriers”.

Some of the barriers to communication:

* ***Lack of proper style, feedback.***
* ***Content is not related to customer requirements.***
* ***Failure to maintain dual communication.***
* ***Bad weather.***
* ***Lack of horizontal flow of ideas.***
* ***Availability of technical coordinators.***
* ***Semantic Problems.***
* ***Lack of leadership.***
* ***Lack of enthusiasm.***
* ***Lack of support from heads of institutions.***

***Common communication barriers in Healthcare Industry:-***

1. ***Medical words***
2. ***Language differences***
3. ***Cultural differences***
4. ***Disabilities and other challenges***
5. ***Low health literacy***
6. ***Complexity of health topics***
7. ***Lack of time***

**Communication in Pharmaceuticals**

**Detailing retailing**

## Pharmaceutical detailing.

Pharmaceutical detailing is a 1:1 marketing technique pharmaceutical companies use to educate a physician about a vendor's products, hoping that the physician will prescribe the company's products more often.

OR in other words, ***Detailing can be defined as the presentation of selling point in the most logical sequence.***

## Pharmaceutical Retailing.

## Pharmaceutical RETAILING can be defined as the activities performed at Retailers level to generate information to make our presentation effective and to make our sales call successful.