

A Review On Communication Theories And Practices In Health Perspective

Vimala Govindaraju, Kamalakannan Kunachagan

Article Info	Abstract
<p>Article History</p> <p>Received: May 04, 2021</p> <p>Accepted: December 08, 2021</p> <hr/> <p>Keywords : Communication, Theory, Accommodation, Agenda Setting, Healthcare, Interpersonal</p> <p>DOI: 10.5281/zenodo.5768103</p>	<p><i>Communication in healthcare significant between health care professionals and patients as bridge in clearing miscommunication associated with mistreatment, malpractice and unsatisfactory health outcome. Communication also plays important role in patient-centered care as the health care providers has to concern on the patient's need within health as well as beyond it. There are several studies conducted in healthcare and communication and theories have been applied for better healthcare practices and lead to the development of communication approaches with patients. This article reviews theories of communication that have been applied in healthcare communication perspective when interacting with patients.</i></p>

Introduction

An understanding of communication theory and practice requires reflection on the literal meaning of the word communication. health communication as similar with the form of communication which should be based on exchanging information between health care providers and patients. Scholars from the healthcare often attributed malfunctioning within medical systems to the miscommunications that occur between health care professionals and between health care teams and their respective patients (Institute of Medicine, 2000). Generally, in the health care perspective, communication accessible and create understanding and sympathy among health care professionals and patients. Literature pointed theory in healthcare communication research is used to understand, explain and predict health beliefs, attitudes, intentions, and behaviors of individuals, dyads, groups, and mass audiences (Cameron, 2009). Theories presented herein were selected following careful deliberation among the authors as well as experts in the field of healthcare communication. Not all theories presented here were developed by interpersonal communication scholars; however, each chosen theory has had recent and robust work in communication. Health communication is influenced by different disciplines and theoretical approaches. Some of the most important theories can be divided into behavioral and social science theories, mass communications theories, marketing and social marketing, and other theoretical influences, including medical models, sociology, and anthropology. The review focuses on selected theories as well as its potential impact on health communication practice.

It is significant to develop good communication in health care setting specifically between health care professionals and the patients (Gambrill, 2012). Scholars pointed it is dynamic for health care professionals develop good communication skills with patients in the treatment needs and process (Hepworth, 2010). In addition, literature also pointed health care professional would practice communication techniques to create a better health care environment (Cournoyer, 2013). Communication vary, including, for instance, verbal and non-verbal forms. There are also many approaches through which good communication relationships can be fostered (or hampered) and it is imperative, therefore, that care staff learn from best practice so as to ensure that they maximise the potential for the development of a meaningful relationship (Reeves et al., 2011). Good communication and interpersonal skills are, quite simply, essential to the practice of effective health and social care (Greenhalgh, 2008).

Communication in healthcare Perspective

As Street (2003) points out, medical consultations, like other types of social interactions, are dynamic, creative, and generally socially constructed events. First and foremost, communication is perceived as a "conversation" because different partners exchange information, make decisions, and build or maintain relationships. The nature and quality of the interaction depends on how participants select, adjust, and adjust their responses to