Administration in Healthcare Services

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 Communication is one of the major and basic requirements to interact with any one, especially in the professional field. Communication refers to imparting and exchanging information by speaking, writing, through expressions or through any other means.

 Although the field of communication is very vast and it can be divided into multiple categories, there are six major types of communication that define the whole loop of communication (McQuail, & Windahl, 2015). These types are

* Verbal Communication
* Non-verbal Communication
* Written Communication
* Formal Communication
* Informal Communication
* Visual Communication

There are multiple hindrances or barriers that can come in the way of effective communication and affect the quality of the process of communication (Lunenburg, 2010). Although these barriers are also of numerous kinds they can broadly be divided into seven major types, which have been mentioned as under:

* Cultural Barriers
* Physical Barriers
* Emotional Barriers
* Language Barriers
* Perceptual Barriers
* Gender-Based Barriers
* Interpersonal Barriers
* Withdrawal Barriers

However, the most damaging hindrance in the way of the effective communication process, especially in the field of healthcare is the language barrier or the cultural barrier.

Communication is also a very important tool in building the trust of employees in an organization. It gives a sense of empowerment to the employees and they feel that their opinion has value. As the world of science and technology is making progress every passing minute, the areas of communication have also gone through some significant developments. One of these developments in electronic communication, which includes exchanging information through electronic means like e-mail, SMS. Phone, fax, video conferencing, chat rooms, etc. (Fulk, & DeSanctis, 1995). The emergence of electronic communication has brought significant changes in the various areas especially in the sector of business and healthcare. It has come as a blessing and made the communication process much faster and easier.

**References**

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