



4. Effective Communication Strategies

BVPT-104: English & Communication

Chapter: Effective Communication Strategies

Topic: Developing Clarity, Coherence, and Relevance in Communication

□ Introduction

Communication becomes **effective** when your message is:

- **Clearly understood** (Clarity)
- **Logically structured** (Coherence)
- **Appropriate to the context** (Relevance)

As a **physiotherapy student or professional**, these three principles help you explain conditions, demonstrate exercises, write accurate case notes, and collaborate in a healthcare team.

□ 1. Clarity: Say It So It's Understood

□ What is Clarity?

Clarity means expressing your thoughts in **simple, precise, and unambiguous** words. It ensures that the listener or reader doesn't have to guess your meaning.

□ How to Achieve Clarity:

Technique	Example in Physiotherapy
Use simple language	Say "move your leg slowly" instead of "initiate controlled passive movement"
Avoid jargon , or explain it	"This is called a goniometer - it measures joint angles"
Be specific	"Do this stretch for 30 seconds, 3 times a day" instead of "do it often"
Use short sentences	Helps the patient process one idea at a time

□ Clinical Tip

If a patient looks confused, **repeat in simpler terms** or demonstrate it.

□ 2. Coherence: Make It Flow

□ What is Coherence?

Coherence means that your ideas are **logically connected** and follow a clear sequence. Think of it as a **smooth road**—not a bumpy one with missing parts.

□ How to Improve Coherence:



Strategy

Use **transition words**

Follow a **logical sequence**

Use **headings or bullet points** in writing

Stick to **one topic at a time**

Example

“First... then... finally...” when giving exercise steps

Explain a problem (e.g., back pain), its cause (e.g., weak muscles), and solution (e.g., core strengthening)

For clarity in reports or presentations

Avoid mixing issues when discussing treatment

□ In Patient Education:

Don't jump from one unrelated point to another. For example:

□ “We're focusing on shoulder mobility today. First, we'll measure your range. Then, we'll do two active exercises.”

□ 3. Relevance: Stick to the Purpose

□ What is Relevance?

Relevance means giving **only the information** that is important to the listener **in that situation**.

□ How to Maintain Relevance:

Technique

Know your **audience and purpose**

Stick to the **topic**

Remove **unnecessary details**

Ask: **“Does this help the listener?”**

Example

Use simpler terms with a patient, but clinical terms in a medical report

While giving first aid instructions, don't talk about long-term rehab

Don't over-explain anatomy when only exercise is needed

Before adding more info

△ Example in a Clinic:

A patient asks why their knee hurts.

□ Irrelevant: “This is the synovial membrane... lined by Type A and B cells...”

□ Relevant: “It's likely due to wear and tear in the joint. We'll start some strengthening to support it.”

📝 Self-Check: Practice Scenarios

1. Rewrite this to make it clearer:
“You might just want to engage in active-passive movements at appropriate durations.”
2. Make this sequence coherent:
“Next, lie down on the mat. First, we will test your balance. After that, you can sit up.”
3. Choose the relevant response for a patient with wrist pain:
A. “The radial artery runs under this area.”
B. “Let's apply ice and then try gentle wrist circles.”

ANSWERS:

1. “Do some gentle active-assisted exercises for a few minutes at a time.”
2. “First, we'll test your balance. Then, lie down on the mat. After that, you can sit up.”
3. B. “Let's apply ice and then try gentle wrist circles.”



□ Key Take-Home Points

- **Clarity** = Use simple, direct words to avoid confusion
 - **Coherence** = Present ideas in a logical, smooth sequence
 - **Relevance** = Stay focused on what the listener needs to know
 - Effective communication boosts **patient understanding, trust, and compliance**
-

AYURVEDBHARATI.ORG