Communication Pattern in Social Work Practice: A Conceptual Framework

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Abstract: *Communication is a viable element that plays an important part in direct social work practice to promote, enhance and ensure social welfare services for individual, group and community clients with diversity of problems across the societies. Purpose of the paper is to discuss basic forms, components, elements, and process of the communication with which social workers play a vital role in the helping process exchanging information related to client's needs, problems, contexts, environment, types of service, and about agency between social worker and client at individual, group and community level. In the light of communication an indigenous model developed has been discussed and applied for social work practice.*

Keywords: *Communication, Conceptual Framework, Social Work Practice*

1. INTRODUCTION

Communication is one of our most pervasive, important and complex clusters of behavior. The ability to communicate on a higher level separates human beings from other animals. Our daily lives are strongly affected by our own communication with others as well as by massages from distant and unknown persons. If there is a need to know about the world, that need extend to all aspects of human behavior, especially communication. An understanding of methodical conception of communication is an important step toward becoming a more competent, adaptive individual (Littlejohn, 1983). Communication plays very important role in our lives. We depend on communication in every aspect of our lives, from our relationships with family and friends to our success in the workplace. The communication may take place between individual, group, community and within globe. The whole world is connected by network through communication.

We live in a fast-moving, push-button, space age; we find that people are sill the center of the world and its values. The rocks, the stars, and the moon are very important but man is more important. As men and women live together, problem of relationship and interaction emerge. Personal problems, family problems and community problems appear on the horizon of everyday living (Skidmore & Thackeary, 1964).

When serious difficulties in human relationships arise, the question immediately becomes "can we get help?" the answer is "yes". Many professions and methods are ready for help, one of which is social work. Social work not only helps people to solve problems, but also assists them to prevent problems and enrich daily living. The mail focus of social work is upon helping people to improve their social functioning, their ability to interact and relate to others. Communication is very important part of social work. This article has been composed of the application of communication in social work practice.

Generally, social work is scientific method of helping people to solve their problems and fulfill their needs in individual, group and community level. In doing so, communication with person in individual, group and community level is necessity in the various phases of social work practice. Realizing the importance of communication, this study has been carried out to analyze its role in social work practice. Secondary literature including Books, Journals, Government documents, Articles of newspaper and Website have been considered as the source of data in this study, which were then subject to content analysis and descriptive studies.

2. COMMUNICATION PATTERN

Communication is a process in which one individual conveys information – either intentionally of unintentionally – to another. Communication is a form of behavior, but not all behavior is communication; it depends on whether a person perceives a massage in the words or behavior of another. Communication occurs when one person attaches meaning to the verbal or nonverbal behavior of another (Sheafor and Horejsi, 2011). Communication has been defined as exchanging information, creating and maintaining relationships and sharing understanding with those around us. Because of its complex, multidisciplinary nature, communication is difficult to define. Human communication is essentially the process of exchanging our views or feelings with another person. In its basic form, the process of communication is to express thoughts, feelings or information. Numerous definitions and conceptualizations of communication found in academic and professional literature by various components, such components are, symbolic, verbal, understanding, interactions, process, behaviour modifying response (table-1).

Table1. *Conceptual components in communication*

	Component	Conception
1.	Symbols/Verbal/Speech	"Communication is the verbal interchange of thought or idea" (Hoben, 1954).
2.	Understanding	"Communication is the process by which we understand others and inturn endeavor to be understood by them. It is dynamic, constantly changing and shifting in response to the total situation." (Anderson, 1959).
3.	Interaction/Relationship /Social Process	"Interaction, even on the biological level, is a king of communication; otherwise common acts could not occur." (Dead, reprinted, 1963).
4.	Process	"Communication: the transmission of information, idea, emotion, skills, etc., by the use of symbols -words, pictures, figures, graphs, etc. It is the act or process of transmission that is usually called communication" (Berelson and Steiner, 1964).
5.	Behavior Modifying Response	Communication is the discriminatory response of an organism to a stimulus" (Stevens, 1950).
7.	Linking/Binding	"Communication is the process that links discontinuous parts of the living world to one another" (Ruesch, 1957).
8.	Commonality	"It (communication) is a process that makes common to two or several what was the monopoly of one or some" (Gode, 1959).

3. FORMS OF COMMUNICATION

Communication takes place when someone thinks about something and talks to a friend or someone else, collaborates with a colleague in the workplace. Communication can be used to bring people close together, educate the public about an important issue. There are several forms of communication:

3.1. Interpersonal Communication

Interpersonal communication occurs between two people or in a small group of people. Interpersonal communication takes place between romantic partners, family members, friends and coworkers. Although interpersonal communication can take place in a small group of people, this type of communication is generally between two people, and it takes place in an informal manner.

3.2. Intrapersonal Communication

Intrapersonal communication occurs when people communicate with themselves. Intrapersonal communication helps people increase their self-awareness, which allows them to communicate their personalities and preferences to other people.

3.3. Intercultural Communication

Intercultural communication takes place between members of different cultures. Intercultural communication can occur between people from different ethnic, racial or socioeconomic backgrounds. It is particularly important in business, because many companies do business with others around the world, and knowing about other cultures can make business interactions run smoothly.

3.4. Organizational Communication

Organizational communication takes place among members of an organization. It occurs when coworkers talk to one another in the break room, when employees get feedback from the boss during a performance review and when colleagues discuss a project they are working on.

3.5. Small Group Communication

Small group communication generally takes place among five to 10 people. These groups form because the members of the group are charged with performing a specific task or to meet relationship needs. Examples of small group communication can be found in families, workplaces, therapy groups and groups of friends.

3.6. Mass Communication

Mass communication occurs when one source sends messages to many receivers in different locations. Mass communication includes print media, such as newspapers and magazines, and film, video, television, radio and the Internet. Compared to other forms of communication, mass communication tends to be the most formal. The audiences of mass communication do not have a lot of opportunities to give feedback to a speaker.

3.7. Public Speaking

Public speaking, also called public communication, generally occurs in venues such as auditoriums, classrooms and conference halls. In the public speaking process, a speaker prepares remarks about a certain topic by doing research about the topic and the audience, writing the speech and practicing its delivery.

4. PROCESS OF COMMUNICATION

The process of communication falls into three categories--verbal, nonverbal and written. Although they are each separate categories, they may be used independently or together during communication. The interpretation of any communication is dependent upon delivery and the environment in which it was given.

4.1. Verbal Communication

Verbal communication is any type of words, sound, speech and language. The process of human communications starts at birth. Babies find a way to communicate using sounds to get their message across to adults. A baby will cry when uncomfortable or hungry.

4.2. Nonverbal Communication

This type of communication in the process consists, in part, of gestures, facial expressions and body language. If you are telling someone a joke but have an angry expression on your face, you are conveying a mixed message. Similarly, if you are expressing love for another person with your arms crossed and maintaining a significant distance, this gives the impression you are not being truthful. Body language often leaves a stronger impression than words. For instance by smiling at another person, we send a positive message without speaking at all.

4.3. Written/Visual Communication

Written or visual communication includes the written word, drawings, songs, graphic design and video. This process of communication conveys an idea by being read or seen--relying on visuals. The possibility of misinterpretation with written communication is abundant. A message is interpreted depending upon the mood of the reader and the type of grammar, punctuation and style in which it is written.

5. STEPS OF COMMUNICATION PROCESS

Communication is a process that one can learn to master and be more effective at carrying out. Understanding the steps of the communication process is essential to become a better communicator. Once someone understands the basic steps of the communication process, then can make a conscious effort to communicate more effectively. While there are differing opinions as to how many steps there are in the communication process, a basic five-step communication process is the most useful and easiest to understand.

5.1. The Idea or Massage

The very first step of communication process is the creation of the message or idea that a person want to convey to others. Communication can occur on a number of different levels and in a variety of different formats. Therefore, it is necessary to choose how the idea is going to convey and to whom it will be communicated as well. The idea or message must be appropriate for the type of audience and the size of the audience.

5.2. Conveying the Message

Once the idea has been created and the audience has been selected, then the next step of the communication process must be taken, which is to actually convey the message. The message can be conveyed in a number of different ways: verbally, in written form or through more subtle means such as hands-on training. It is essential to choose the proper medium through which to transmit the message. Selecting the right medium can affect how the message is received.

Once the message has been transmitted to the chosen recipient and via the chosen medium, the recipient then receives the message. The reception of the message is important in the communication process because the recipient ultimately determines if part or all of the message is received. Some people have selective hearing and may only hear part of what is said. Others may hear or read and remember every word. The extent to which the message is received plays an important role in the next part of the communication process.

5.3. Interpretation

The interpretation of the message follows its reception. Once the message is received, the recipient then determines what it means. If he has only heard part of the message or has a limited capacity for understanding the message, he may interpret it differently than it was intended. Even if the message is heard in its entirety, it can be misconstrued.

5.4. Response and Feedback

The recipient of the original message interprets the information and then formulates an appropriate response to the original message. The response depends largely upon the extent to which the original message was heard or seen and whether or not it was properly interpreted. The type of response ultimately depends upon how the recipient interprets the original information and the type of response or information that the original person requests. This is where feedback is also important. If the message is not heard or interpreted correctly, it is necessary for the original sender of the message to provide additional feedback to the person receiving the message. This can only be done once the original message has been interpreted. The original sender of the message must determine whether the recipient properly interpreted the message and provide additional feedback to ensure proper interpretation.

6. MODEL OF COMMUNICATION

It is useful to look at a visual simplification of the complex relationships involved in communication through models of communication. Here an interactional model of communication will be discussed, and that help to gain insight into the definition of communication and to work towards a better understanding of communication process. In communication sender is the source or originator of the message. The *message* is a verbal (spoken) or nonverbal (behavior or gesture) transmission of ideas. The sender goes through a process of *encoding* to translate ideas and emotions into a code (in our case verbal or nonverbal symbols). The message is then passed to the *receiver* or the intended target of the message. The receiver goes through a process of *decoding* to interpret the translated ideas of the sender. The passing of the message travels through a *channel* or pathway of communication. The channel can be anything from a text message to a face-to-face discussion to sky writing. Anything that interferes with the transmission of the message is considered *noise*. Noise consists of anything that physically or psychologically gets in the way of the message being received and understood. *Physical noise* is any outside or external stimulus that makes the message difficult to understand by the receiver. *Psychological noise* is any internal stimulus that makes the message difficult to understand by the receiver. Feedback is a response from the receiver to the sender about the message (Figure-1).
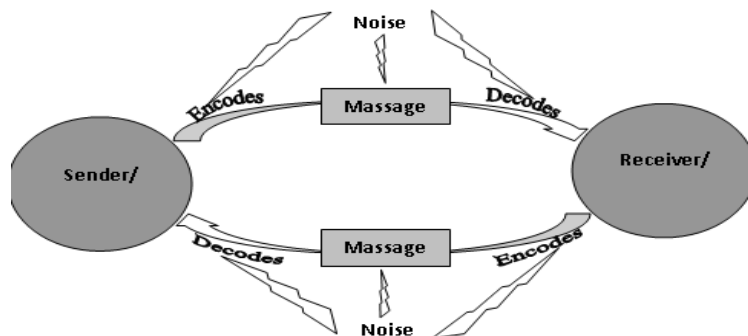
Figure1. *Interactional Model of Communication*

There are many different models of the communication, but here are some of the key elements:

- the *sender* or *communicator* (the person who initiates a message)
- the *receiver* or *interpreter* (the person to whom a message is directed)
- the *message* (the verbal and/or nonverbal content that must be *encoded* by the sender and *decoded* by the receiver)
- *the channel* (the medium by which the message is delivered and received)
- *the context* (the setting and situation in which communication takes place)
- *noise* (anything that interferes with the accurate expression or reception of a message)
- *feedback* (a response from the receiver indicating whether a message has been received in its intended form)

Effective communication takes place when a sender's message is fully understood by the receiver.

7. SOCIAL WORK PRACTICE

Social Work is a scientific process and arts of helping people to solve their problems, to fulfill their needs, or to perform their social functioning in personal, group (specially family) and community level by some specific methods to achieve satisfactory social functioning, and increase their ability to interact well with others. Social work not only helps people to solve problems, but also assists them to prevent problems and enrich daily life (Skidmore and Thackeary, 1964). Social work is based upon three premises: (1) that the man is important, (2) that his personal, family, and community problems resulting from his interaction with others, and (3) that something can be done to alleviate his problems.

Social work seeks to enhance the social functioning of individual, singly and in groups, by activities focused upon their social relationships which constitute the interaction between man and his environment. These activities can be grouped into three functions: restoration of impaired capacity, provision of individual and social resources, and prevention of social dysfunction.

The term Social work practice generally refers to the practice of helping people use their social environment to meet their needs and solve their problems. Social environment consists of family, friends, groups, organizations, agencies, and government etc. In helping process two parties are involved (1) social worker- a person who is trained in social work knowledge, values, skills and work for an agency, or involve in private practice (2) client- may be a person, a group (family), and a community that is the focus of social work's helping activity.

7.1. Social Work Practice as Problem Solving Process

Social work practice is the problem solving process. Problem solving is the process by which the social worker examines the concern and need and identifies the blocks to need fulfillment. This leads to problem identification and formulation and seeking solutions for problems. Now a day's social work is very useful and complex method, having a wide variety of applications. Because of the complexity of social work practice, there are number of descriptions, approaches or perspectives, of its nature and encounter clients with many different types of problems and concerns, it is not possible to identify a single framework of practice that is superior to all others. However, a specific approach has been developed with each subsequent edition and is referred to as an interactive-transactional approach to generalist social work practice. A generalist approach requires that the social worker assess the situation with the client and decide which system is the appropriate unit of attention, or the focus of the work, for the change effort. As the unit of attention may be an individual, a family, a small group, an agency or organization, or a community. There are five main phases of problem solving process in social work practice and these includes-

7.1.1. Engagement

Engagement is defined as the beginning phase in the helping relationship. In this phase the social worker tries to identify, define, and describe the client's concern, troublesome situation, or problem. First contacts between clients and workers can occur in different ways. The following terms are frequently used to describe how clients may come into contact with agencies or social workers:

- **Self-referral:** A client may initiate contact with the agency themselves.
- **Referral:** Someone else refers the client to the agency.

- **Mandate Attendance:** When people are mandated to attend an agency or they are legally obliged to go the agency.

7.1.2. Assessment

Assessment is a complex process at the core of the service process. In this phase social worker collect data to better understand the client's concern or situation and its context. Assess and analyze the concern and situation, and decide what needs to be changed or solved, and how it might be changed or solved. Assessment, although a creative process, is also scientific in that it is a manifestation of the problem-solving process. Some of its most important characteristics are the followings:

- It is ongoing,
- It is twofold, focusing both on understanding the client in the situation and in providing a base for planning and action,
- It identifies needs in life situations, define problems, and explain their meaning and pattern,
- It identifies client strengths with an eye toward building on those strengths during intervention.

7.1.3. Planning and Contracting

Planning is the bridge between assessment and activity focused on change. In this phase social worker identify and agree upon the goals and objectives to be achieved by the process of change and then formulate a relevant and realistic plan for reaching the goals and objectives. Once a tentative plan is being developed, it is important for the worker and client to agree or contact to take action about the plan. At a minimum, this contact should delineate the following:

- Problems or concerns to be address;
- Goals and objectives of the intervention;
- Activities the client will undertake;
- Activities to be performed by the social worker; and
- Identification of additional persons, agencies, or organizations expected to participate and their role in the change process.

7.1.4. Intervention and Monitoring

Intervention is being considered as the action phase of the process, where the client and worker collaborate to implement change, and monitor progress of the intervention and determine if it is achieving the desired goals and if not, modify the action plan and try again.

- *Intervention Activities:* As the social worker engages a client in a helping relationship and introduce the client to the process of change, he or she must select an appropriate practice framework to guide this process. In addition, the worker must choose a number of specific techniques and guidelines that are likely to facilitate and encourage the desire change.

- *Monitoring Activities:* Monitoring involves keeping watch over the changes or problem solving process. Whenever possible, the social worker should share the result of this monitoring with the client. When clients are aware of the changes that are occurring, whether positive or negative, they are more likely to involve themselves in the change process and come up with useful modification to the intervention plan.

7.1.5. Evaluation and Termination

Every helping relationship must end. The change process ends with the termination of service and a final evaluation of the intervention. Once the goals and objectives have been reached or problems have been solved or desire changes have been achieved, terminate the intervention and evaluate the problem solving process form future practice activities. However, termination can take place at any point in the change process (figure-2); when the goals set by the worker and client have been reached and the client feels comfortable in carrying out those goals without help form the worker, when the client feel that sufficient help has been given so they can meet the need or deal with the problem on their own, when it becomes apparent that no progress is being made or that the potential for change is poor, or when a worker or an agency does not have the resources needed by the client or does not have the sanction of the agency to deliver the service needed. This last condition may result in a

referral (Johnson: 1998). Each phase signposts a different stage of the helping process, although it can never be assumed that the worker and client transaction proceeds in a linear fashion from engagement through to termination.
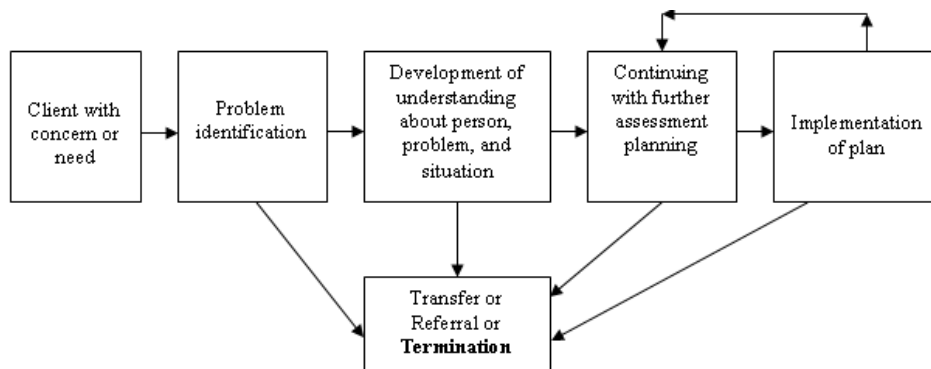

Figure2. *Termination and its place in the social work practice.*

Evaluation is also an important part of the termination process. Evaluation is the finding out of what is expected to happen and is really happening. It looks at completed work and determine which methods and strategies worked and why.

7.1.6. Interactive view of social work practice

The figure-3 presents a model of the key factors that influence the social work practice. It shows the client and social worker in an effort to bring about a desire change in the client's functioning or situation, while both are being influenced by the social agency (e.g. its policies and programs) and by the wider social environment. This planned change process involves several phases during which the client and social worker move from their decision to initiate a course of action, although the social worker is expected to guide this process, the client must ultimately decide to commit to the change process and utilize the helping resources identified by or provided by the social worker.

The client side of the figure indicates that the problem of situation the client seeks to change is, most likely, the product of a combination of personal and environmental factors. Each client has a unique set of personal characteristics (e.g., life experiences, goals, believes, perceptions, strengths, limitations, needs) and immediate environment (e.g., friends, families, school personnel, employers, neighborhood or even other professional helpers) that may have contributed in some way to the situation or problem being addressed and that might also be a resource that helps to bring about the desire change.
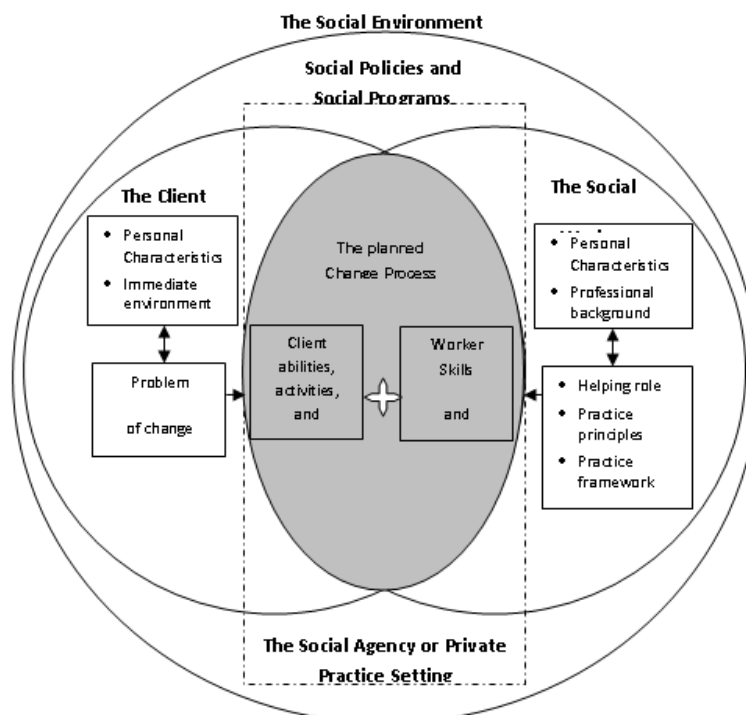

Figure3. *Interactive view of Social Work Practice*

The social worker side of the figure suggested that the worker brings unique personal characteristics and a professional background to the change process. These are experienced by the client through what the social worker actually does. What the social worker does is a function of the specific professional re he/she has assumed and the conceptual framework he/she has selected to guide practice.

The social work practice takes place within a social environment and more specifically, usually with in the context of a social agency. Typically, the agency has been shaped by local, state, and/or national social policies and its programs age a reflection of society's values and beliefs. Finally, the social worker's skills and mastery techniques, and the abilities, activities and decisions of client led to the most evident and tangible phase of planned change process (Sheafor and Horejsi, 2011).

7.2. Implication of Communication in Social Work Practice

The social work practice or the helping process in social work carried out in interaction with client and social worker, the interaction may be person to person or may involve systems of people. Thus, it is important for the social worker not only to have skills to use the social work process, but also be able to interact or communicate with client. The outstanding characteristic of the problem solving process in social work practice is the inclusion of the client as much as possible in the work at each step of the helping process. Client expresses the need and concern that is the source of the problem. The purpose of communication in the social work interaction includes:

- Gathering information needed for the helping endeavor,
- Exploring ideas, feelings, and possible ways to meet and solve problems,
- Expressing feelings of thought,
- Structuring the work of the action system,
- Informing, advising, encouraging, and giving necessary directions.

So, communication is an essential feature in all the phases of problem solving process. Communication plays the following roles in social work practice:

7.2.1. Creating an Effective Relationship

A positive relationship between social worker and client is necessary, without a positive relationship, change is not likely to occur. The nature of a professional relationship is shaped by the reason why the social worker and client are meeting, the clients presenting concern or request, an agency's program and procedures, and the practice framework by the social worker. To create helping relationship effective communication is very crucial.

7.2.2. Better Understanding of Verbal and Non-verbal Behavior of Client

Communication involves both a massage sender and a massage receiver. An essential feature of communication is the sharing and structuring of experience through the use of verbal and nonverbal behavior. The sender has a responsibility to convey his/her massage in a way that is easily received and understood. The receiver has a responsibility to make sure that he/she has accurately received the sender's intended massage.

Social worker make frequent use of two broad categories of verbal communication skills in social work practice (1) those intended to facilitate interpersonal helping and (2) those intended to facilitate the exchanges of information within an agency, between agencies, and among professionals.

The major types of communication occurs during face-to-face interview with client in the social work practice helping process is nonverbal. The massages or information are conveyed mostly by gestures, facial expressions, eye movement, touch, arms and hand movement, and tone of voice. Much of this habitual nonverbal behavior is beyond our awareness. Sometimes, we say one thing with our words and with knowing it communicate something different in our nonverbal behavior. Theses nonverbal massages of information play very essential role the assessment of the problem of client in the social work process.

7.2.3. Displaying Empathy, Genuineness and Warmth

The quality of empathy is the social worker's ability to perceive the client's inner experiences of thought and feeling. Empathy is conveyed by giving the client undivided attention and by applying

the technique of active listening to demonstrate that the worker understood the client's feelings and perceptions.

The quality of genuineness refers to a professional, who is real and speaks from the heart, what they say matches what they do. Social worker must be sensitive to the needs and emotional state of the client.

The relationship characteristic of personal warmth exists when the social worker responds to the client in a way that helps him to feel safe and accepted.

Displaying all these qualities of social workers are very important for establishing healthy and professional relationship with client in social work practice, and all these are conveyed mostly through nonverbal communication.

7.2.4. *Maintaining Progress towards Change*

Effective helping involves encouraging and assisting the client to make decisions, take action, and move ahead. From time to time, the worker must make realistic, gentle, and supportive demands that the client face his/her problem and take the steps necessary to make a needed change.

7.2.5. *Enhancing Client Motivation*

If a person is to make changes in his/her functioning and situation, the desire or motivation to change is an indispensable ingredient. Motivational Interview may offer a strategy and helpful guidelines. Motivational interviewing avoids argumentation and debate and simple creates a safe and supportive environment in which the client can lower his/her defenses and examine his/her thoughts, feelings, and desires.

7.2.6. *Understanding Emotions and Feelings*

The words emotion and feeling are often used interchangeable, an emotion is a particular physiological and psychological response or reaction and feeling is one's subjective awareness of that response. Emotion means "to move". Our emotion moves us or motivates us to take action. Emotion is a type of communication that signals the state of mind and intentions to others. The facial expressions that reflect emotions such as joy, sadness, fear, and anger are recognizable around the world, regardless of culture. The emotion of anticipation moves social worker to persist in the efforts to reach the goal.

7.2.7. *Identifying Client Strengths*

A client's strength can be defined as something positive and important that the client is doing, can do, or wants to do. That "something important" may be a behavior, a situation, or even an attitude. The social worker can identify strengths by carefully observing individual and family behavior.

Important individual strengths include the followings:

- Assuming responsibility for one's actions;
- Exercising self-control and making thoughtful decisions and plans;
- Making constructive use of ability and aptitudes,
- Taking reasonable risks in order to make needed changes,
- Willingness to keep trying despite hardship and setbacks, etc.

Important Family strengths include the following:

- Members trust, respect, and enjoy each other,
- Family has clear and reasonable rules that govern behavior and interaction,
- Member listen to and respect each other's opinions, even when they disagree,
- Each member's ideas, preferences, and needs are considered before making decisions that would affect the whole family, etc.

To be successful in social work practice, an intervention must be built on and around client strengths. The more adept a social worker becomes at identifying client strengths, the easier it becomes to built a helping relationship, formulate an individualized intervention plan, and select service that will used by and useful to the client. To discover the strengths of client communication is the most ideal way.

7.2.8. *Collection of Data to make Assessment*

The social worker have to communicate with the client, the family members, key people in the client's environment, perhaps with the referring agency to collect authentic or realistic data so that accurate assessment can be made which lead the worker to understand client's situation and formulate a plan of action in the problem solving process.

7.2.9. *Developing Two-Way Communication*

Reliability and understanding with compassion are the key words of effective communications in social work practice. The more effectively the social worker and client communicates with each other, the more the subject opens up for discussion, and helping process or the solution of client's problem will be successful.

7.3. Communication Model in Social Work Practice

The communication process in social work practice is a dynamic exchange of information among the client and the social worker within a specific context. It is the essential part of the helping process in social work practice. A model is being developed to analyze the communication process in social work practice (Figure-4). The process begins when the client seek help or referred to the social worker who works for an agency or involved in private practice. The client is a person with needs, and/or problems. Client shared something of them, whether it is feelings, thoughts, opinions, ideas, values, needs, or goals. On the other hand, social worker is a helping person with professional knowledge, skills, competence, and expertness for interacting with client for developing relationships. The social worker collects data from the client's verbal and nonverbal behavior. Data are being also collected from his/her environment or the situation. After collecting the data the assessment process begins. The accurate assessment of blocks to need fulfillment or problems depends on the authentic data and effective communication supply genuine data. Upon completing as assessment of the client's concern and situation, the social worker and the client enter the next phase of the change process that is planning. Planning is the bridge between assessment and intervention. Once an effective plan has been developed, it is important for social worker and client to explicitly agree to this plan. In other words, they enter into an agreement of a contract. Effective communication leads to the agreement on that plan.
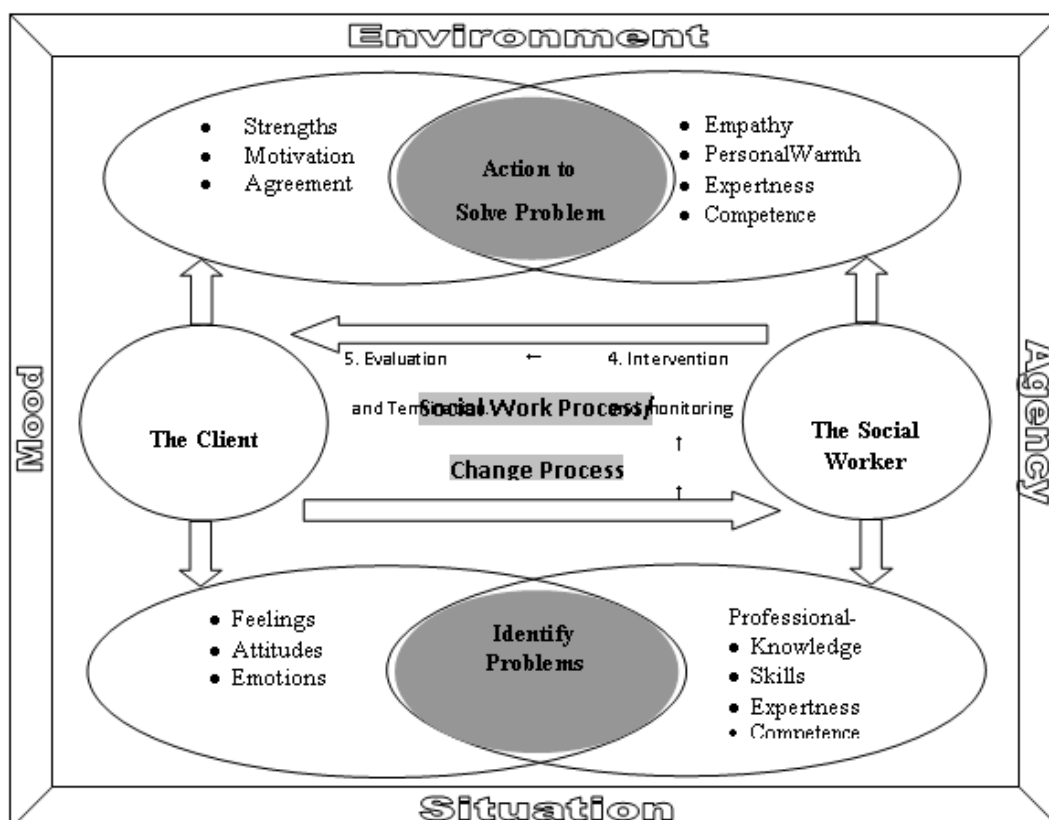

Figure4. *Communication Model in Social Work Practice*

The most visible phase in the change process is termed intervention. Sometimes called the Action phase, it is the time when the client, the social worker, and possibly others implement the plan that they believe will bringing the desired outcome. Each phase of the change process builds upon the prior ones. Thus, the success to the intervention depends on engaging with the client, data collection and assessment, and planning. As the intervention activities unfold, the social worker must monitor what is happening and continuously examine the progress of the intervention. Monitoring involves keeping watch over the change process. To do this, the social worker must regularly interact in person through other communication forms with the clients. Most often, the monitoring results are feedback to the client in a formal manner.

Effective helping involves encouraging and assisting the client to make decisions, take action, and to move ahead. For this the social worker must identify client's strengths and motivate him. The more adept a social worker becomes at identifying client strengths, the easier it becomes to build a helping relationship.

The nature of an effective relationship is shaped by the reason why the social worker and clients are meeting, the clients presenting concern or request, an agency's Program and procedure, and the practice framework utilized by social worker. A positive relationship between client and social worker is necessary. With a positive relationship, the helping process is more likely to have its intended effect. Because change is difficult, the effective relation intended to promote positive change to the client, and effective communication development positive relationship.

7.4. Skills Necessary to Generate Communication in Social Work Practice

Effective communication skills are important for any profession, more so when it comes to social work. The very basis of social work is informal interaction, which helps social worker to relate better with their clients. The client needs to feel comfortable and should be able to trust the social worker. This can be only acquired through effective communication. So, to achieve effective communication skills the social worker has to develop the following qualities:

7.4.1. Active Listening

Listening is exceedingly difficult. Everyone wants to believe that he/she is a good listener, but few of us are. In active listening, the social worker attends to both client's verbal and nonverbal massages and reflects back to the client what he received and understood. Listening is a communication technique that social workers must master. Being an effective listener means actively making connections with what the speaker is saying. After the client finishes speaking, the social worker responds with a relevant thought. Having strong listening skills help clients feel comfortable sharing their thoughts and personal issues that is useful in the social work practice.

7.4.2. Develop Interpersonal Skills

Interpersonal communication involves messages relayed from one person to another. Social workers need verbal skills to build relationships with clients. Clients may be struggling emotionally, and social workers can build trust, openness and compassion with the responses they give or the kind words they use. Social workers should show vibrant personality and enthusiasm in their relations with clients. A social worker with strong interpersonal communication skills gets the desired message from the client, and makes social workers likable and approachable.

7.4.3. Adept in Applying Nonverbal behavior

Nonverbal communication occurs when nothing is said, but a message has been passed between two people. Nonverbal behavior plays and important part in the interaction between social worker and client. In the situation where information is given it might provide the social worker with feedback, indicating whether the information given was understood or not. So, Social workers should effectively use nonverbal cues to make clients feel comfortable, send nonverbal messages of authority and professionalism to clients. Thus the client shares information with the social worker without any hesitation.

7.4.4. Empathy and Personal Responsibility

Show empathy and take responsibility. The person you're speaking to needs to feel that you understand what he means and not feel threatened. One of the best ways to do the former is to use the paraphrasing strategy mentioned above. Taking responsibility relies on one word: "I." Never use "you" when discussing something negative--for example, "you made a mistake" sounds more confrontational than "I'm having a hard time understanding," although the message is ultimately the same.

7.4.5. Clarity

Clarity is so important in effectively communicating that it deserves its own section. It's a tricky thing to do, too; you need to use enough words to get your point across without assuming that the other person has information he doesn't, but you also need to economize so that your point isn't lost or muddled in a sea of unnecessary words.

7.4.6. Soothing

If someone is angry, don't try to deduce the cause of or a solution to the anger until he has calmed down. People usually just need to be heard out when they're angry, so let them talk; only speaking to give compliments. A resolution can be pursued later.

8. CONCLUSION

Social Work is emerging as an important in the modern world. Social work today is utilizing a variety of settings and agencies. Some of the important ones are psychiatric, medical, marriage and family counseling, the school, rehabilitation, correction, public welfare and child welfare. Social work is becoming more and more important, because people are testing its services. Social worker help the client with personal, family, and community problems, especially related to adequate social functioning and fulfillment of needs. To go through this problem solving process social worker follows some phases which is called social work practice. The success the social work practice depends on the implication of appropriate communication with client and his/her surrounding environment, because effective communication is an important ingredient of functioning or problem solving process. So, it is important for all social workers to develop good communication skills.

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