

Communication - A Central Theme for Public Health

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People interact with their energy with or without words, attitudes, and images thinking of them. Their relationships vary individual emotional states, ways of thinking, and acting toward others. Unsafe interactions between them alter the personal equilibrium, and the best communication skills offer comfort and improve life quality and the person's health. Genetic and environmental factors influence verbal and nonverbal communication styles. Well-educated behaviour elements ensure people effective collaboration. Instinctive and unskilful cooperation between them is in front of illusory health, deceptive clinical manifestations following.

Evidence in clinical practice shows us various effects of improper communication on individuals; they range from minor to significant alteration of people's health, according to the subject matter, transmission channel [oral, written format], interaction [face to face, virtual] type of communication [verbal, and nonverbal], time and exposure magnitude, dissemination area, environment characteristics, and sensitivity and vulnerability of intended recipient. Middle-aged people and the elderly are more sensitive to offensive attitudes and inappropriate words' energy transfer to them. Unskilful interactions imply the adrenergic pathway increasing activity determining changes in the blood volume flowing through the vessels, finally altering the cell's functionality in the fragile area. Transitory and persistent unsafe communication increases blood pressure; it is another key for initiating, maintaining, and accelerating the evolution of arterial hypertension, affecting the heart and blood vessels. High blood pressure in arteries determines changes and adaptation of their structure and function in line with time action, forces, and individual susceptibility; it goes along with other risk factors for the building-up of atherosclerotic plaque. Atherosclerosis narrows blood vessels, disturbing the corresponding areas working. If nutrients and oxygen supply decrease by another medical condition interplay, the summative for possible exponential count effects increases. Atrial fibrillation, heart failure, stroke, peripheral arterial disease, chronic kidney disease, vision loss, or altered mind activity may be some effects of such disturbed blood volume flowing. Suggestive clinical signs and symptoms accompany the gradual or sudden loss of function of altered zones. Compiling all factors implying the functionality of the cardiovascular system, including communication skills, we have a general picture of its changing harmony and possible fissures; brain haemorrhage is an unwanted situation. The loss of proper control of the individual working appears under excessive nervous tension. Usually, forceful discussions between business partners, family, and community members may generate haemorrhage in fragile areas. Words' battle forces exceeding limits lead to subsequent disorders in the easily broken zone. Other effects of inappropriate communication are initiation and advances of dyslipidaemia, altered blood sugar control, leads to depression, and generates people's conflict end-

ing in their separation or death by victim's physical aggression or suicide. Concern about the wrong delivery of bad news in clinical practice is necessary since unskilful transmission of such info can lead to disaster in a person at risk. Improper communication affects an individual [intended recipient], but the effects extend to their dear ones, who will suffer for their distress. Finally, unsuitable communication alters individuals' well-being.

By contrast, the best communication skills delight people, amend the worsening of individual health, and improve life quality and expectancy. The right, kind words and attitudes act as medicines and must be considered in the personal therapeutic plan; they may resonate with a person, harmonizing his mind-sets. Practical, suitable terms and images created with the words assist the people passing trouble time for a better emotional state and enhance their ability to deal with dilemmas. Magnificent word composition energizes and inspires humans. Stars in this zone fascinate the individual since their words are a miracle in the body's functioning. The best words' composition, products of divine inspiration, produces a good, bright effect.

There are communications in front of indifference.

Therefore the words represent a valuable communication channel for people's collaboration; they inform us about the difference between individuals. Words influence the nervous system's functioning through their energy and meaning. Appropriate word energy people use in interaction leads to effective clinical outcomes in practice. Unsuitable words' energy and power alter their health and decrease work efficiency and social and professional life. For these reasons, communication skills represent a central theme for public health. In a family, there are differences between generations. The aspirations of older adults do not align with those of a young age, leading to conflict. Excessive debates and opinion differences generate nervous tension, leading to disaster for vulnerable people, as mentioned. Respect and appreciation for the parents' input for their children's professional, social, and cultural life formation are required. Over time the parents usually do not have a good memory or judgment. Their child has to impart compassion, be polite, and be attentive to them. Promoting good habits in doing well for other people, especially with the parents, is mandatory. Health promotion messages, such as 'Be polite, and you'll be rewarded,' can effectively increase attentiveness and interest in communication. Encouragement and emotional support are essential for the elderly health improvement. We must advocate for the refinement into a partnership between the patient's family, community members, and business partners. Professionalism in all domains is necessary. Unhealthy behavioural manifestations may originate in mental disorders, and we must identify and treat them. Modelling people's interaction adversities is a key to preventing and treating other disorders, including recuperating altered personality traits; social, professional, and culturally safe work is essential for society's refinement and advancement. Artificial Intelligence supply offers another perspective for analysis, modelling, and applying the best communication skills in practice. Based on an analysis of 'what happened?' guided by AI experts, we can predict what will happen, and they can insert an influence mechanism as a solution and services for corrective actions to mitigate the harmful effects of an individual's improper communication. Educational programs, hybrid models, IT devices, and artificial intelligence supply offer us the opportunity for instruction, modelling, and recovery in a short time, and that chance never existed before. They ensure human safety for a better life in an unceasingly changeable environment. The people must be aware, especially of words' power to illuminate or destroy personal values. In this digital era of innovation, technological advances and discoveries allow us to use the words' composition to our advantage, with cost and time saving, at our e-comfort, when and where necessary, for revitalization or peaceful moments. The ability to cope with harsh conditions makes us influential people in dilemmas. Improving our knowledge, communication skills in daily practice, customer centricity, increased revenue, and best interaction with other trades define us as professionals. Guidance in this direction assists us through excellence in the way of living, in the end, appreciation, and offerings abundantly supplying.