



ADVANTAGES OF CASE STUDIES TO ENHANCE COMMUNICATION SKILLS IN THE MEDICAL FIELD

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Abstract: This article highlights the importance of the case study method in developing communication skills within the medical field. In medical practice, effective communication between a doctor and a patient is a crucial factor in accurately diagnosing illnesses, organizing the treatment process, and earning the patient's trust. Case studies enable students to analyze real clinical situations, make decisions in problematic circumstances, work in a team, and develop professional communicative competencies. This method also serves to cultivate students' critical thinking, empathy, and listening skills. The article analyzes the advantages of the case study method and its effectiveness in the medical education process.

Keywords: medical education, communication skills, case study, communicative competence, clinical situation, doctor-patient relationship, interactive education, critical thinking, empathy, medical pedagogy.

Today, the formation of new social relations in our society, the integration of education into the global education system, and the development of democratization and humanization processes necessitate a new approach to modern pedagogical technologies in the educational process. Communication skills are a dynamic process involving the exchange of information between two or more individuals to convey thoughts or feelings. One of the main reasons why effective communication skills are required in medicine is to ensure the health and safety of patients. Communication between the patient, family, and healthcare team plays an important role in outpatient visitation and adherence to inpatient care programs. Communication models and methodological methods are used to develop students' professional communication skills, as effective communication helps foster proper relationships between the doctor and the patient and prevents problems such as misunderstandings. A medical worker needs to pay great attention to the patient, use all their capabilities and knowledge to restore the patient's health and alleviate the illness that is tormenting them.

Leading scholars from around the world and the republic have been conducting research on elevating medical education to a new level of quality within the higher education system since the second half of the 20th century. These studies have primarily focused on examining the social needs of the medical education process.

Specifically, in the article "The Quality Movements in Higher Education in the United States" (1996), American scholar Richard I.M. expressed his views on the development of quality in higher education institutions of the United States. In her 2008 article, Russian scholar Y.A. Yegorova investigated the problems affecting the quality of higher education, their causes, and contributing factors. Furthermore, Professor A.A. Sonkina of I.M. Sechenov Moscow Medical University offered conclusions on the professional communication skills essential in a doctor's work.

In her academic work, "Evolution of Quality Culture in an HEI: Critical Insights from University Staff in Bangladesh" (2020), Bangladeshi scholar Naureen Rahnuma described a new stage in quality culture and conducted research on guaranteeing educational quality and developing a quality culture in the higher education institutions of Bangladesh.

Professors and instructors from higher education institutions in the Republic of Uzbekistan have also conducted a number of studies in this area. For instance, Gulfura Tashmetova (2022) conducted research on the formation and development of communication skills in medical students based on media technologies. Additionally, Z.B. Olimjonova and I.A. Yoldoshev have carried out scientific research on the psychology of communication between doctors and patients. The Bangladeshi scholar Naureen Rahnuma described a new stage of quality culture in her scientific views "Evolution of Quality Culture in an HEI: Critical Insights from University Staff in Bangladesh" (2020).

On guaranteeing the quality of education and developing a quality culture in higher educational institutions of Bangladesh conducted research. Professors and teachers of higher educational institutions of the Republic of Uzbekistan have also conducted a number of studies in this direction.

The culture of communication is of great importance in the field of medicine, and is one of the main factors in ensuring a trusting partnership between doctor and patient, increasing the effectiveness of the treatment process, and strengthening human relations.

The medical field relies not only on scientific knowledge and experience, but also on qualities such as humanity, attentiveness, respect, and patience. In modern medicine, it is considered important to understand the psychological state of patients and to listen to their worries and problems. The ethics, communication culture, and professionalism of doctors directly affect the quality of medical services. Therefore, it is crucial for medical professionals not only to develop their professional skills but also to communicate with people, understand their emotional state, and choose the right approach.

The concepts of culture and spirituality are a real manifestation of the external and the internal. If culture is the external aspect of the issue we want to consider, then spirituality is the internal aspect. Culture is a product of a person's inner world, in particular, the development of mature thought. Spirituality, which is formed under the influence of culture, is an incomparable power that calls a person to spiritual purification and growth, strengthens a person's will, makes their faith and beliefs whole, and awakens their conscience; it is the criterion for all their views. In short, there is a mutual connection between these concepts, which embody a deep and comprehensive meaning. This is because the concept of culture, in a broad sense, encompasses the achievements of human intellect and thought, and in a narrow sense, it includes the high human skills and abilities, actions, and types of activities that have emerged from life experience. Spirituality, on the other hand, is the concept that makes a person human, is inextricably linked with their mind and psyche, and fully embodies a person's ideological, religious, and moral views. Both culture and spirituality have common aspects. Their common aspect is that they possess social meaning, while their specific aspect is manifested in the world of a particular individual, their behavior,

In recent years, the political, socio-economic, demographic, and ecological changes occurring in our country have worsened the situation regarding the organization of accessible medical care for the population. Changes in nursing training can greatly help to improve this

situation. The mismatch between the level of nursing education and modern requirements, the shortage of nursing faculty, the lack of scientific research in the field of nursing, and insufficient knowledge of foreign experience, on the one hand, prevent nurses from performing the tasks assigned to them within the healthcare system. On the other hand, this underscores the importance of research aimed at studying and improving the professional training of nurses. We believe that the critical situation regarding medical services in our country is largely due to the fact that the main focus of nursing is on the illness rather than on the individual whose needs it should address. During their professional training, nurses develop an approach focused on treating diseases through procedures, without emphasizing the importance of communicating with the patient in their future practice. It is precisely through communication that a patient's individual characteristics and a nurse's professional qualities are revealed. Limiting interaction with the patient to that of a mere biological being, without considering their psychological, social, and spiritual state, often leads to healthcare services becoming mechanical and not sufficiently humane.

Adherence to the rules of etiquette is an important element of behavioral culture. It should be noted that not all people perceive this the same way. Some place it above human spiritual wealth and demand that it be "firm and absolute." Some defenders of etiquette, on the other hand, search through various sets of rules for ready-made behavioral guidelines for every life situation. Yet others look down on the rules of etiquette, considering them unnecessary conditions and formalities that hinder free interaction. Clearly, both points of view are inappropriate. Regardless of how people relate to the rules of etiquette, they exist in every culture, and their purpose is to facilitate communication between people. The rules of etiquette express the totality of signs of consideration and respect for people. They embody many behavioral norms developed over centuries to ease the process of human interaction.

According to psychologists, it is difficult to find two people who are identical in every respect. This also applies to determining the level of culture. Even when it comes to fundamental cultural values, people view them differently, think differently, feel differently, and address one another differently. This is natural, because culture itself is incomparably diverse, its riches are immense, and the circumstances of people's lives and upbringing are varied.

The culture of communication is of great importance in the field of medicine, serving to ensure effective dialogue between patients and medical staff, the successful outcome of the treatment process, and the improvement of the patient's psychological state. Below, we will discuss the main aspects of communication culture in medicine.

Conclusion: The conclusion is the final part of the work, in which the main results are summarized and conclusions are drawn based on the research. Based on the presented data, we can conclude the following: This study examined the key aspects of professional communication between nurses and patients and identified the main problems faced by medical professionals in this area. One of the main problems identified in the study is the focus on the technical aspects of nurses' work, which leads to a breakdown in interpersonal relationships with patients. This supports the need for further training and skills. Additionally, personal growth training and other teaching methods were found to significantly increase the effectiveness of professional communication between nurses and patients. This opens up prospects for introducing new approaches and training programs in the field of medical



education. In conclusion, it should be noted that improving the quality of professional communication between nurses and patients is an important direction for the development of modern medicine. The recommendations and findings from this study can be used by healthcare providers to develop and implement effective training and support programs to improve the quality of care and increase patient satisfaction.

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