**Clinical Nutrition and dietetics – 2nd semester**

**Paper No.: CND 202**

**Name of the paper: Functional foods and Nutraceuticals including GM food & Nutritional education, Counselling and Entrepreneurial development**

**Topic: Critical features of effective communication**

**Lecture prepared by Prof. Debidas Ghosh**

**Seven C’s of communication:**

1. **Credibility:** communication starts with a climate of belief.

This climate is built by performance of the practitioner/ resource person.

Performance helps to built confidence in the sender.

Confidence Climate of belief.

1. **Content:** Content of the message must have meaning and have value system to the receiver and must be relevant in connection with problem solving to the receiver. Actually content determine level of the audience.
2. **Clarity:** The message must have simplicity, understandable and transparent to the receiver. The message must clearly focus the matter which the sender likes to deliver. There is no gap between the matter which sender likes to deliver and which are is delivering.
3. **Continuity and consistency:** Communication is unending process. It requires repetitions to grow attitude but the content is without any variation.
4. **Context:** The context or background is the environmentwhen the message is communicated. So the context must confirm the utility of the message but did not contradict necessity of the message.
5. **Channels:** Established channels should be used for communication because new channels may create several difficulties.

* About the effectiveness of the channel.
* Sustainability of the channel.
* Reliability of the channel.

1. **Capability:** The background knowledge of the receiver should be considered for effective communication. This is capability. If the depth of the message is beyond the capability of the receiver, communication becomes ineffective, fruitless and useless.

**Functions of communication:**

1. **Informing functions:** Informing the subject/ content to the learner/ individually or in group. Class lecturing, this functions may be vertically/ horizontally/ diagonally.
2. **Evaluation function:** Through examination type of communicate evaluation of one’s activities, performance, one’s input, others output etc can be performed.
3. **Directing function:** Communication also give direction of work, duties from higher authority to the lower level in the form of verbal communication or written. Orders may be three types: Command order, Request order, and Implied order.
4. **Influencing function:** Communication also influence the attitude, motivation, behaviour of others.
5. **Teaching function:** Communication also helps to teach and educate the workers about the personal safety on the job.
6. **Image projecting function:** Through communication personal image is projected among the public. Similarly any organisation can able to establish its image in society through communication.
7. **Orientation function:** Communication also helps to orient the new employee as per guiding principal of organisation.

Formal education: Less flexibility, fixed course curriculum, time frame, examine degree system.

Non-formal education: Flexible, not rigid, not degree oriented, skill oriented.

Informal education: Knowledge gain by observation, learning by doing, it is also accidental education in home, travel, place of work.

1. **Interview function:** It is an also a type of communication known as face to face oral communication.

Effective communication tips for class room.

1. Communicate respectfully: Teacher never use any word so that students are shocked mentally. Always stimulating words for encouraging the students should be used.
2. Repeat your message in different way: Repetition helps mental imprintation that lead to recapitulation of the students.
3. Check for understanding: Feedback response by verbal and by written form.
4. Non-verbal communication: Proper postural language of teacher during teaching is most effective. It helps mental imprintation of the matter and facilitates short-term memory to long term memory.