



Report for Group Presentation:

“Communication Barriers in a
Business Setting – Case of Flight
Foods Ltd.”



Group Details;

NAME:

STUDENT ID:

MD AKLAK AHMED

2425612

SUMIHA QUADI

2426557

MARTIN MIRCHEV

2424882

ARIF ALI

2425768

GHALYA RIDHA

2429778

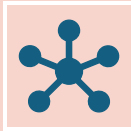
• Overview of Presentation



We will:



✓ Identify key communication barriers



✓ Link them to theoretical communication models

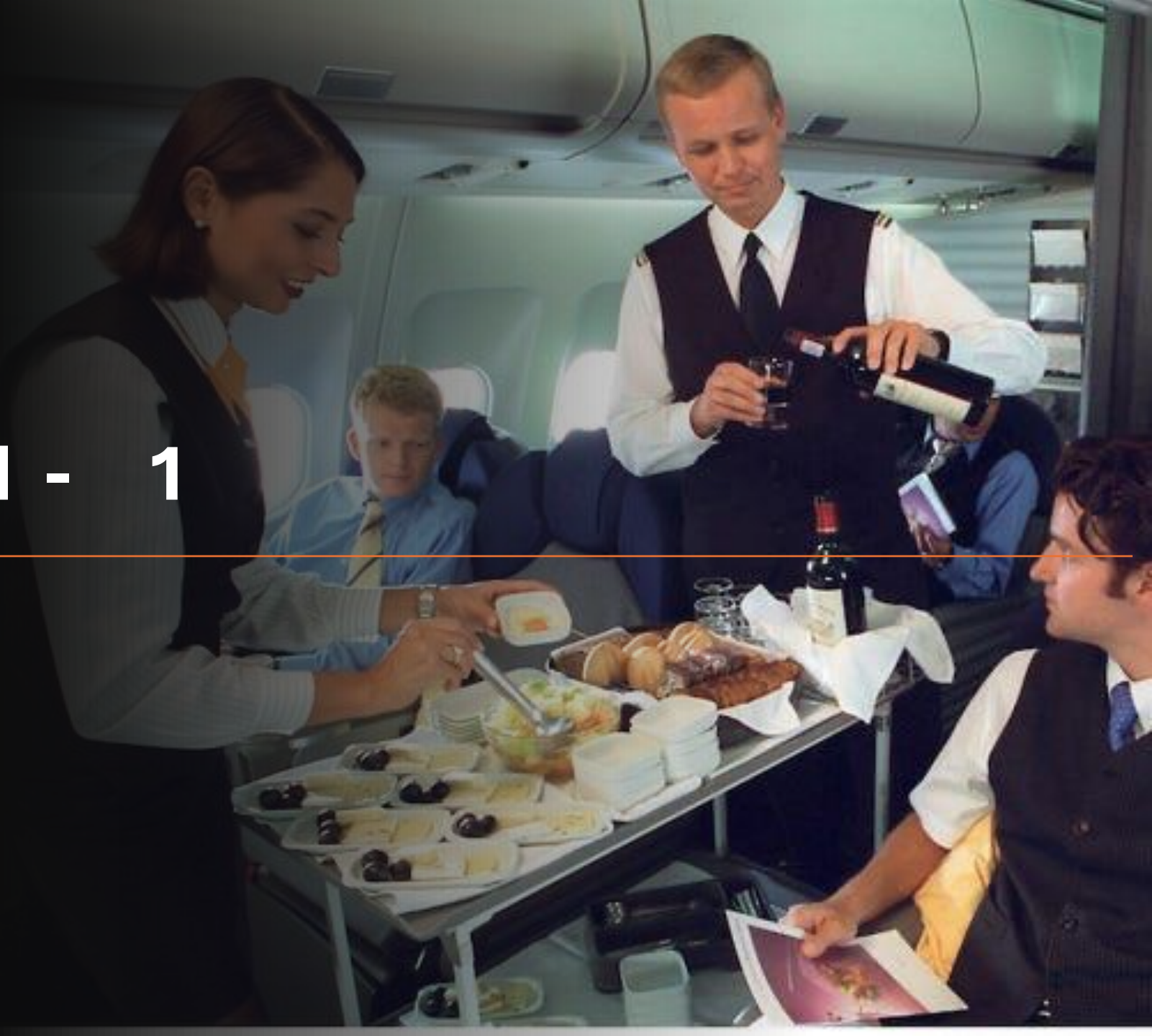


✓ Suggest practical ways to improve communication



✓ Conclude with reflections and key takeaways

BARRIER AND SOLUTION - 1



BARRIERS TO COMMUNICATION



WE FOUND SEVERAL
SERIOUS
COMMUNICATION
ISSUES:



LANGUAGE BARRIERS



• MOST STAFF ARE
IMMIGRANTS SPEAKING
DIFFERENT NATIVE
LANGUAGES.



• ENGLISH IS BARELY
USED – OFTEN JUST A
FEW WORDS THROWN
IN.



• INSTRUCTIONS ARE
MISUNDERSTOOD OR
IGNORED DUE TO LACK
OF LANGUAGE FLUENCY.



Cultural Differences

- Staff come from 5 different cultural backgrounds. This affects how they interpret instructions, behaviour norms, and workplace expectations.

👤👤 Age Gap

- Employees range from 16 to 60 years old.

- Manager finds it easier to communicate with older workers than younger ones, suggesting generational communication gaps.

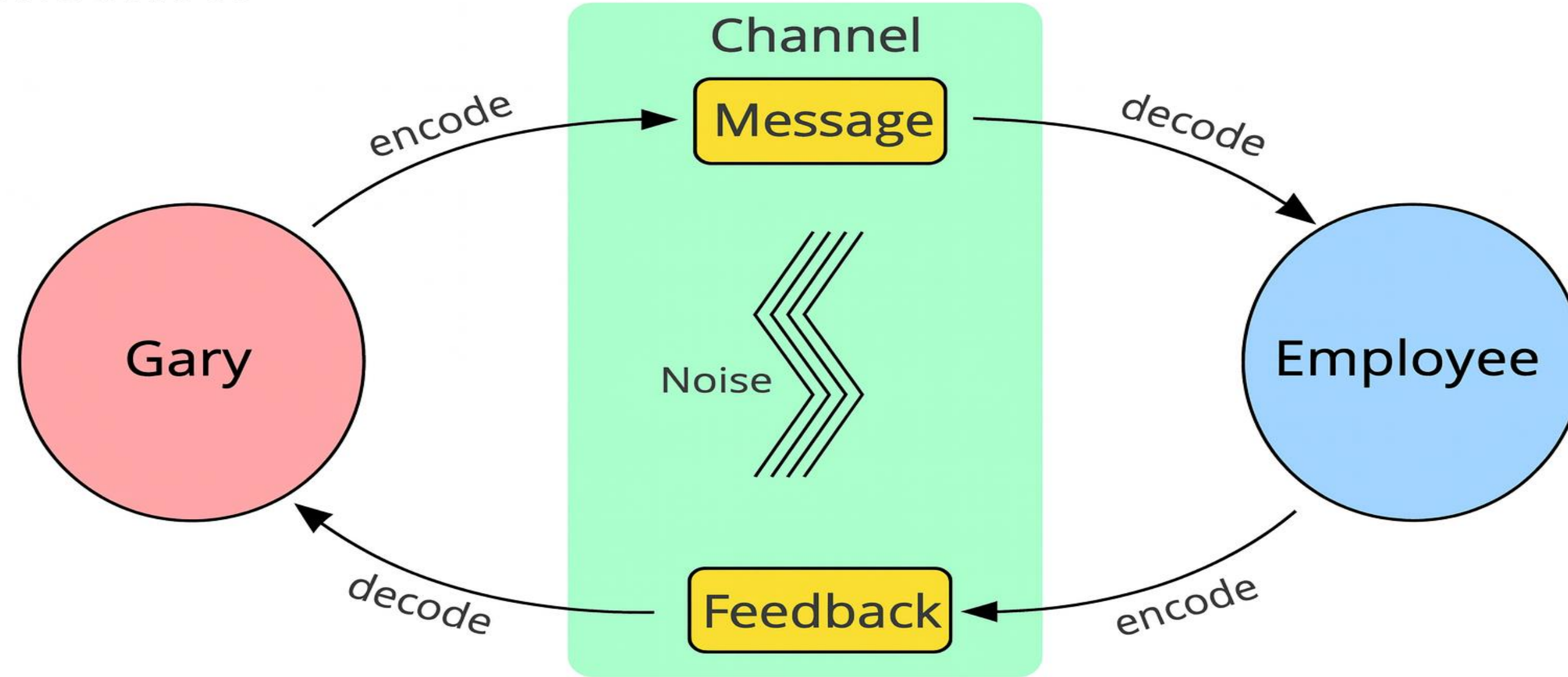
💡 One-Way and Informal Communication

- Manager uses posters and shouts instructions across the floor.

- There's no formal training or structured onboarding.

- Communication is mostly reactive, not planned.

Relevant Communication Theories.



RELEVANT COMMUNICATION THEORIES

- **Shannon and Weaver Model**

- This model sees communication as a linear process:
Sender → Message → Channel → Receiver
- Noise is a major issue at Flight Foods – like loud machines, unclear language, and distractions – which blocks message delivery.



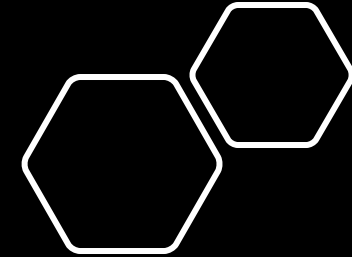
- **Berlo's SMCR Model**

- Emphasizes the importance of Source, Message, Channel, and Receiver
- At Flight Foods, the source (Gary) and receiver (workers) do not share the same background or language. Hence, decoding fails



- **Schramm's Model**

- Focuses on shared field of experience
- The model breaks down when the sender and receiver don't share common culture or understanding, which is clearly the case in this factory



5 Solutions to Overcome Barriers

1

Multilingual Training & Induction



- Train staff in English and their native language using visual guides
- Offer basic English classes on hygiene & safety terms

2

Visual Communication

Use color-coded signs and pictograms instead of only text
Example: “Hairnet Required” or “Wash Hands” with clear images



3

Cultural Awareness Workshops



- Promote understanding of different backgrounds & expectations
- Build trust and reduce assumptions

4

Two-Way Communication

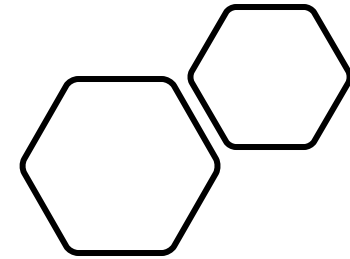
Encourage feedback and questions during meetings
Appoint bilingual team leaders as interpreters



5

Train the Trainer

Supervisors from each group trained to teach hygiene & communication





Flight Foods Ltd. faces real communication problems that affect food safety, quality, and company reputation. By applying communication theories, we now understand how language, culture, age, and noise create barriers.



But with structured training, visual aids, and two-way channels, these can be reduced.



Better communication = better teamwork, better food, and better business.



References (Harvard Style – Example)

Adler, R.B. and Elmhorst, J.M. (2019). Communicating at Work: Principles and Practices for Business and the Professions. McGraw-Hill Education.

Shannon, C.E. and Weaver, W. (1949). The Mathematical Theory of Communication. University of Illinois Press.

Schramm, W. (1954). How Communication Works. In: The Process and Effects of Communication. University of Illinois Press.

Berlo, D.K. (1960). The Process of Communication. Holt, Rinehart and Winston.

University of the West of Scotland (2020). Harvard Referencing Guide. Available at: <https://uws.ac.uk>