

Study Plan for LCLM4003_BIRM – Component 2

Time Frame: Four Weeks

Goal:	This study plan is tailored to help students collaboratively prepare and deliver a high-quality presentation. Each week includes individual and group tasks with clear goals.
Week 1 Understanding the Case Study and Communication Barriers Goals: - Familiarise the group with the case study. - Identify key communication barriers and connect them to specific communication models.	Individual Tasks: Day 1-2: - Read the case study thoroughly. Highlight examples of communication barriers (e.g., language differences, lack of training, cultural misunderstandings). - Research the Shannon and Weaver Model: - Understand the key components: Sender, Encoder, Channel, Decoder, Receiver, and Noise. - Identify how "Noise" might apply to Flight Foods Ltd (e.g., language barriers, cultural differences). - Research the Schramm Model: - Focus on the concept of "Shared Field of Experience." - Relate this to Gary's difficulty in communicating with staff who lack similar training or background. Day 3: - Explore the Berlo's SMCR Model (Source, Message, Channel, Receiver): - Analyse how the "Source" (Gary) and the "Receiver" (staff) lack alignment in communication competence. Day 4-5: - Write notes on how these theories connect to specific examples from the case study. Group Tasks: Day 6: Meet as a group to: - Share findings on communication barriers and how each model applies. - Discuss specific examples from the case study that align with the models.

	○ Assign roles for each member: ▪ One person focuses on Shannon and Weaver. ▪ One person on Schramm. ▪ One person on Berlo's SMCR Model. • Day 7: Draft a working outline for the presentation. Suggested Slide Structure 1. Title Slide: ○ Include student names, ID numbers, and the presentation title. 2. Introduction Slide: ○ Brief overview of the case study and its challenges. 3. Communication Barriers Slide(s): ○ Present specific barriers and align them with communication models (one slide per model). 4. Solutions Slide(s): ○ Propose solutions for each barrier, explicitly tied to the theories. 5. Conclusion Slide: ○ Summarize the barriers, theories, and solutions. 6. Reference Slide: ○ Include academic sources for theories and case study insights.
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Week 2: Research and Content Development Goals: • Develop detailed explanations of communication barriers and connect them to the models.	<u>Individual</u> Tasks: • Day 1-3: Research deeper into your assigned model: ○ For Shannon and Weaver: ▪ Focus on "Noise" and its types (physical, semantic, psychological). ▪ Link "physical noise" to the factory environment (e.g., noisy machines). ○ For Schramm: ▪ Explore "Field of Experience" further. Consider how training gaps and cultural differences create misalignment. ○ For Berlo's SMCR Model: ▪ Analyze the role of the "Source" (Gary's limited ability to convey clear messages) and "Channel" (ineffective signage).
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Brainstorm and plan solutions for the barriers.	Day 4: Identify practical solutions based on your assigned model: - For Shannon and Weaver: Suggest reducing "Noise" (e.g., quieter machines, multilingual materials). - For Schramm: Emphasize the importance of shared training programs. - For Berlo's SMCR: Propose improving "Source" competence (e.g., manager training in cultural sensitivity). <u>Group</u> Tasks: Day 5: Meet to: - Share individual research and solutions. - Decide how to integrate each model into the presentation. Day 6-7: Draft slides collaboratively for: - Explanation of the barriers using the models. - Proposed solutions linked to each model.
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Week 3: Refinement and Slide Preparation Goals: - Finalize presentation slides. - Practice integrating communication models into the presentation delivery.	<u>Individual</u> Tasks: Day 1-2: Refine your assigned section slides: - Ensure key points of your communication model are clearly explained with examples from the case study. - Write speaker notes to accompany each slide. Day 3-4: Practice presenting your section to ensure clarity and time management. <u>Group</u> Tasks: Day 5: Meet to: - Review and refine slides for consistency (e.g., font, layout). - Ensure all communication models are logically connected. Day 6-7: Conduct a group practice session: - Time each section to ensure adherence to the 15-minute limit. - Provide feedback on each member's explanation of their assigned model and solutions.
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Week 4: Final Practice and Submission

Goals:

- Perfect the delivery of the presentation.
- Submit the final slides.

Individual Tasks:

- **Day 1-2:** Polish your speaker notes and rehearse multiple times.
- **Day 3:** Double-check the accuracy of slides, including the reference list.

Group Tasks:

- **Day 4:** Conduct a final full-group rehearsal:
 - Focus on transitions between sections and the cohesiveness of the presentation.
 - Prepare answers to potential audience questions, such as:
 - How did you decide on the communication models?
 - What was the most challenging barrier, and why?
- **Day 5:** Submit the finalized slides on Turnitin.
- **Day 6-7:** Rest and mentally prepare for the presentation.