

Module Name: Effective Teamwork and Communication
Module Code: LCLM4003

Assignment 2: Communication Barriers at Flight Foods Ltd

Student Name

ID numbers

1. Melsew Alemayehu

2532851

2. Ruby Tadol Salip

2523952

3. Ressie Jarlene cusi

2526989

4. Mumtaz Hussain Malik

2532265

Overview

- Introduction/background
- Environmental Noise
- Language and Communication Differences
- Age and Generational Differences
- Cultural Differences
- Emotional Barriers
- Conclusion/recommendations
- References

Introduction

Company background

- Flight Foods Ltd manufactures ready meals for airlines
- The company has been losing customers due to
 - Undercooked food
 - Poor packaging
 - Meat found in vegetarian meals
 - Failure to meet food safety standards
- The factory floor is large and spacious with good lighting and ventilation; it is packed with old, noisy machines. The workforce consists of 40 people aged 16 to 60.

(Flight Foods Ltd, 2026)

Barrier 1: Environmental Noise

Evidence from the Case

- Factory contains old, noisy machinery
- Gary describes machines as "clanking and banging."
- Workers struggle to hear instructions

Impact

- Instructions may be misheard
- Mistakes occur during food preparation
- Food safety regulations may not be followed

Recommendations

- Replace or maintain noisy equipment
- Use communication headsets
- Provide visual demonstrations
- Hold briefings away from machinery

Shannon and Weaver Model (1949) states that noise interferes with the transmission of messages between sender and receiver. If noise disrupts the channel, the receiver may not understand the intended message.

(Shannon and Weaver, 1949)

Barrier 2: Language and Communication Differences

Evidence from the Case

- Staff are immigrants from five cultural groups.
- Many speak their own languages.
- Gary struggles to explain tasks

Impact

- Instructions are misunderstood.
- Food safety procedures are incorrectly followed.
- Increased production errors.

Recommendations

- Multilingual training materials.
- Translation support.
- Simple English instructions.
- Use pictures and diagrams.

Berlo's SMCR Model (1960) states that when the sender and receiver have different language abilities, communication becomes less effective.

(Berlo, 1960)

Barrier 3: Age and Generational Differences

Evidence from the Case

- Workforce ranges from ages 16 to 60.
- Gary reports older workers understand instructions better.
- Younger workers appear to misunderstand or ignore guidance.

Impact

- Different learning styles.
- Reduced understanding of procedures.
- Inconsistent workplace performance.

Recommendations

- Tailored inclusive training programs.
- Mentoring between older and younger workers.
- Interactive learning methods.
- Regular feedback sessions.

Schramm's Model (1954) states that People understand messages better when they share similar experiences, knowledge, and understanding. Different age groups may interpret messages differently because their experiences vary.

(Schramm, 1954)

Barrier 4: Cultural Differences

Evidence from the Case

- Employees come from five cultural groups.
- Different beliefs and workplace practices exist.
- Workers primarily communicate within their own groups.

Impact

- Misunderstandings.
- Different attitudes towards food hygiene.
- Reduced teamwork.

Solutions

- Diversity and inclusion training.
- Cross-cultural awareness programs.
- Team-building activities.
- Clear company-wide standards.

Berlo's SMCR Model (1960) identifies culture and social systems as major influences on communication. Different cultural backgrounds affect how messages are interpreted and acted upon.

(Berlo, 1960)

Barrier 5: Emotional Barriers

Evidence from the Case

Gary:

- Was tired from lack of sleep.
- Arrived stressed.
- Became angry and shouted, "Idiots!"

Impact

- Reduced employee morale.
- Fear and stress among workers.
- Poor communication between manager and staff.

Recommendations

- Leadership training.
- Stress-management programs.
- Respectful communication.
- Constructive feedback culture.

Shannon and Weaver Model (1949) states that Psychological noise occurs when emotions and stress interfere with communication and message interpretation. Strong emotions can prevent effective communication.

(Shannon and Weaver, 1949)

Management Problems

Lack of Training

- Workers receive no formal food hygiene training.

Poor Leadership Example

Gary:

- Wore a dirty uniform.
- Needed a haircut.
- Failed to fully follow hygiene standards himself.

Poor Control Systems

- Chicken left unrefrigerated overnight.
- Food safety checks ineffective.

Recommendations

- Product contamination risks.
- Customer complaints.
- Loss of business and reputation.

Recommendations

Communication Improvements

- Multilingual communication materials.
- Visual signs and instructional videos.
- Regular team meetings.
- Feedback systems.

Training Improvements

- Mandatory food hygiene induction.
- Refresher training every 6 months.
- Practical demonstrations.

Management Improvements

- Leadership development.
- Performance monitoring.
- Stronger quality control systems.

Technology Improvements

- Modern machinery.
- Digital monitoring systems.
- Clear visual warning systems.

Conclusion

- Flight Foods Ltd experienced serious communication failures.
- Environmental, language, generational, cultural, and emotional barriers contribute to mistakes.
- Shannon and Weaver, Schramm, and Berlo's communication models explain why messages are not being effectively communicated. Better training, leadership, communication systems, and cultural awareness would improve food safety, employee performance, and customer satisfaction.

References

- Berlo, D.K. (1960) *The Process of Communication*. New York: Holt, Rinehart and Winston.
- Flight Food Ltd (2026) Case Study provided in class. UWTSD.
- Shannon, C.E. and Weaver, W. 1949). A mathematical model of communication. *Urbana, IL: University of Illinois Press, 11*, pp.11-20.
- Schramm, W., 1954. Procedures and effects of mass communication. *Teachers College Record, 55*(10), pp.113-138.



Thank
you

