

LCLM4003- communication barriers at flight foods

Altaf Mohammed 2509622

Overview

- Introduction to Flight Foods Ltd.
- Communication barriers identified
- Communication theories
- Recommendations to overcome barriers
- Conclusion
- References

Introduction: Flight Foods Ltd. Case Study

Company Background

- Flight Foods Ltd is a medium-sized company that produces and supplies ready meals to airlines. As customers have complained more about food quality and food safety, the company has lost market share. A consultancy investigation revealed that many of these problems were due to poor communication between management and employees affecting food hygiene standards and day to day operations.

Purpose of the Presentation

This presentation discusses the communication barriers identified in the case study, explains them with the help of established communication theories and offers practical strategies to improve communication and organisational performance.

Environmental noise barrier

Evidence from the Case Study

The factory contains old, noisy machinery that creates constant clanking and banging.

Gary struggles to communicate with employees while machines are operating.

Important food hygiene instructions can be missed or misunderstood because of the working environment.

• Recommendations

- Team briefings before machines are started. Maintain or upgrade equipment to minimise unnecessary machine noise.
- Provide visual demonstration with verbal directions. Introduce communication tools (i.e., headsets or microphones where appropriate)
- <https://press.uillinois.edu/books/?id=p009203>

Communication Theory – Shannon and Weaver (1949)

- In the **Shannon and Weaver Communication Model**, noise can interfere with communication by disrupting the message from the sender to the receiver.
- **In this case:**
- Sender: Gary (Floor Manager)
- Message: Instructions for food safety and hygiene
- Noise: loud machines on the factory floor
- Receiver: Factory workers
- This can mean staff do not receive or understand important instructions, with greater risk of food safety errors.

Language and Communication Barrier

Evidence from the Case Study

- The workforce is made up of employees from **five different cultural groups**.
- Many employees speak their own language and have limited English.
- Gary communicates only in English and relies mainly on verbal instructions.
- Safety signs are written only in English, making them difficult for some employees to understand.

Recommendations

- Provide food hygiene training in multiple languages.
- Use pictorial signs and symbols alongside written instructions.
- Demonstrate tasks practically instead of relying only on verbal communication.
- Encourage employees to ask questions and confirm their understanding.
- Provide translated training materials where necessary.
- <https://archive.org/details/processofcommuni00berl>

Communication Theory – Berlo's SMCR Model (1960)

Berlo's **SMCR (Sender–Message–Channel–Receiver) Model** explains that effective communication depends on the sender and receiver sharing similar communication skills, language, knowledge and understanding.

In this case:

- **Sender:** Gary
- **Message:** Food hygiene and safety procedures
- **Channel:** Verbal instructions and written signs
- **Receiver:** Employees with different language abilities

Because employees have different levels of English proficiency, Gary's instructions are not always understood correctly, increasing the risk of mistakes in food handling.

Age / Generational Barrier

Evidence from the Case Study

- The workforce ranges from **16 to 60 years old**.
- Gary states that the older employees appear to understand instructions better than the younger workers.
- Younger employees often fail to follow food hygiene procedures, suggesting differences in experience, learning styles and communication preferences.

• Recommendations

- Provide structured induction training for all new employees.
- Pair younger employees with experienced colleagues through mentoring.
- Use practical demonstrations alongside verbal instructions.
- Offer regular refresher training and feedback to reinforce food hygiene procedures.
- Adapt communication methods to suit employees with different levels of experience.
- <https://archive.org/details/processeffectsof00schr>

Communication Theory – Schramm's Communication Model (1954)

Schramm's Communication Model introduces the concept of the **Field of Experience**, which suggests that people understand messages based on their knowledge, experience and background.

In this case:

- Older employees have more workplace experience and are more likely to understand Gary's instructions.
- Younger employees may have less experience in food manufacturing and require clearer guidance and additional support.
- The difference in experience creates misunderstandings and reduces the effectiveness of communication.

Cultural Barrier

Evidence from the Case Study

- The factory workforce consists of employees from **five different cultural backgrounds**.
- Employees may have different attitudes, values and expectations regarding workplace behaviour and food hygiene practices.
- Differences in cultural experiences may influence how employees interpret instructions and respond to management.

Recommendations

- Provide culturally inclusive workplace training.
- Establish clear and consistent food hygiene standards for all employees.
- Avoid relying on assumptions about employees' previous knowledge or practices.
- Encourage open communication where employees feel comfortable asking questions.
- Use a combination of written, visual and practical training methods to ensure everyone understands expectations.

Communication Theory –Schramm's Communication Model (1954)

Schramm's Communication Model highlights the importance of the **Field of Experience**, which refers to an individual's background, knowledge, beliefs and previous experiences.

In this case:

- Gary assumes that all employees have the same understanding of food hygiene standards.
- However, employees may have different experiences with workplace rules, communication styles and food handling practices.
- These differences can create misunderstandings between Gary and the workforce.

Emotional Barrier

Evidence from the Case Study

- Gary experiences high levels of stress due to managing a busy factory environment with communication difficulties.
- He arrives at work tired, frustrated and under pressure, which affects his attitude and behaviour.
- Gary's reaction of shouting "Idiots!" demonstrates how emotions can negatively influence communication and relationships with employees.
- Employees may become less willing to ask questions or report problems if they feel criticised or blamed

• Recommendations

- Provide leadership and emotional intelligence training for managers.
- Encourage a supportive workplace culture where employees can raise concerns.
- Use constructive feedback instead of blame when mistakes occur.
- Hold regular team meetings to discuss problems openly.
- Ensure managers maintain professional behaviour when communicating under pressure.

Communication Theory – Berlo's SMCR Model (1960)

Berlo's SMCR Model explains that effective communication is influenced by the sender's **attitudes, emotions and communication skills**.

In this case:

- **Sender:** Gary, the floor manager
- **Message:** Food safety instructions and expectations
- **Attitude/Emotion:** Stress, frustration and anger
- **Receiver:** Factory employees

Gary's emotional state may affect how his message is delivered, while employees may focus on his frustration rather than understanding the importance of food hygiene procedures.

Recommendations: Reducing Communication Barriers

Employee Training

Provide food hygiene training before employees start work.

Introduce regular refresher training.

Use practical demonstrations to support understanding.

Clearer Communication

Use simple language when giving instructions.

Provide translated materials and visual signs.

Encourage employees to ask questions and confirm understanding.

Better Working Environment

Reduce noise by maintaining or replacing old machinery.

Hold team meetings away from the factory floor.

Use visual instructions alongside verbal communication.

Positive Workplace Culture

Encourage respect between employees from different backgrounds.

Provide leadership and communication training for managers.

Create an environment where employees feel comfortable reporting mistakes.

Expected Outcomes

Improved food safety standards.

Fewer workplace errors.

Better employee cooperation.

Increased customer trust.

Conclusion

- The case study is another example of the fact that poor communication was a key factor contributing to food safety and operational challenges for Flight Foods Ltd.
- The key diagrams of the communication limitations recognised were:
 - Environmental noise
 - Language and communication differences
 - Age and generational differences
 - Cultural differences
 - Emotional barriers
- There are communication theories like Shannon and Weaver's Model, Berlo's SMCR Model, Schramm's Communication Model which explains how these barriers stop people from receiving messages effectively.
- Through enhanced training, agile communication techniques, minimised workplace distractions and improved leaders selection and development processes Flight Foods Ltd could create a safer but highly effective work place.

References

- Berlo, D.K. (1960) *The Process of Communication: An Introduction to Theory and Practice*. New York: Holt, Rinehart and Winston.
<https://archive.org/details/processofcommuni00berl>
- Daft, R.L. (2021) *Management*. 14th edn. Boston: Cengage.
<https://www.cengage.com/c/management-14e-daft/>
- Goleman, D. (1998) *Working with Emotional Intelligence*. London: Bloomsbury.
<https://www.bloomsbury.com/uk/working-with-emotional-intelligence-9780747543848/>
- Hofstede, G., Hofstede, G.J. and Minkov, M. (2010) *Cultures and Organizations: Software of the Mind*. 3rd edn. New York: McGraw-Hill.
- Schramm, W. (1954) *The Process and Effects of Mass Communication*. Urbana: University of Illinois Press. <https://archive.org/details/processeffectsof00schr>
- Shannon, C.E. and Weaver, W. (1949) *The Mathematical Theory of Communication*. Urbana: University of Illinois Press.
<https://press.uillinois.edu/books/?id=p009203>