

LCLM4003

Effective Teamwork and Communication

Group presentation

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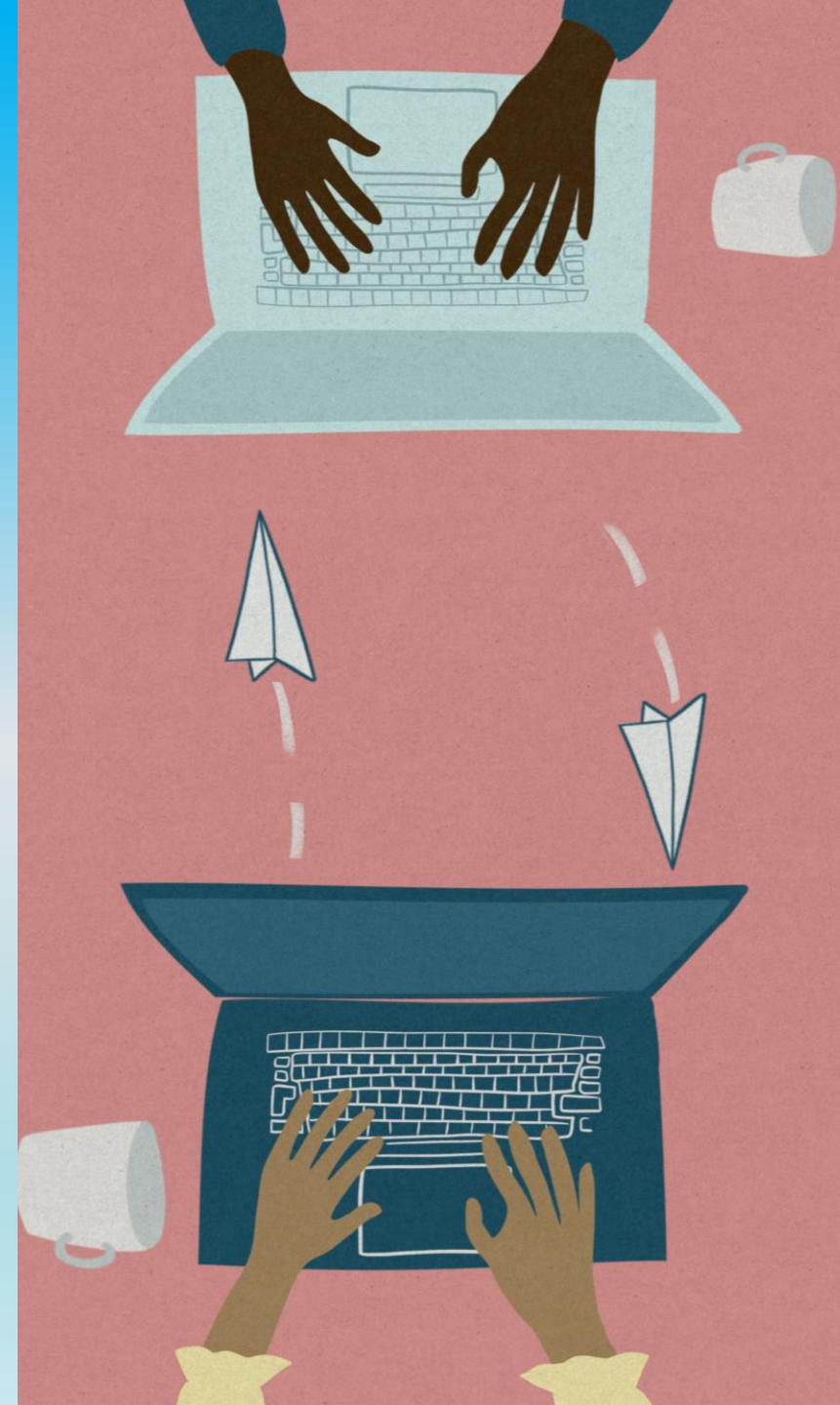
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OVERVIEW

- Introduction
- Individual presentations (Q & A)
 - Environmental noise
presented by Maria Da Silva
 - Language/communication/body language
presented by Ma. Corazon
 - Age/Generational
Presented by Shianne Adams
 - Cultural
presented by Hassan Fullah
 - Emotional/psychological
presented by Monica de Carvalho
- Conclusion
- References



INTRODUCTION

Communication barriers- Something that makes it difficult for people to understand each other (UWTSD 2026).

- Flight foods Ltd manufactures and sales meals to Airlines finds it is losing business from complaints of non-compliance with food safety and quality control procedures.
- The focus will bn the 5 identified communication barriers in Flight foods Case study
 - *Environmental noise*
 - *Language/communication/body language*
 - *Age/Generational*
 - *Cultural(standards and practice)*
 - *Emotional*
- Describing and understanding the nature and scope of each of these barriers utilising the three communication models.
- Explaining how these models reflect each identified communication barrier within the Flight Foods case study.
- Evaluating different strategies Gary (Flight Foods floor manager) could implement to improve over all productivity.
- Reviewing the findings in the Flight Foods Ltd communication problems

Environmental and Physical Noise

Environmental noise is unwanted sound that in this case is been generated by the industry. This noise affects communication and performance negatively (Parliamentary Office of Science and Technology, 2009).



Case study barriers

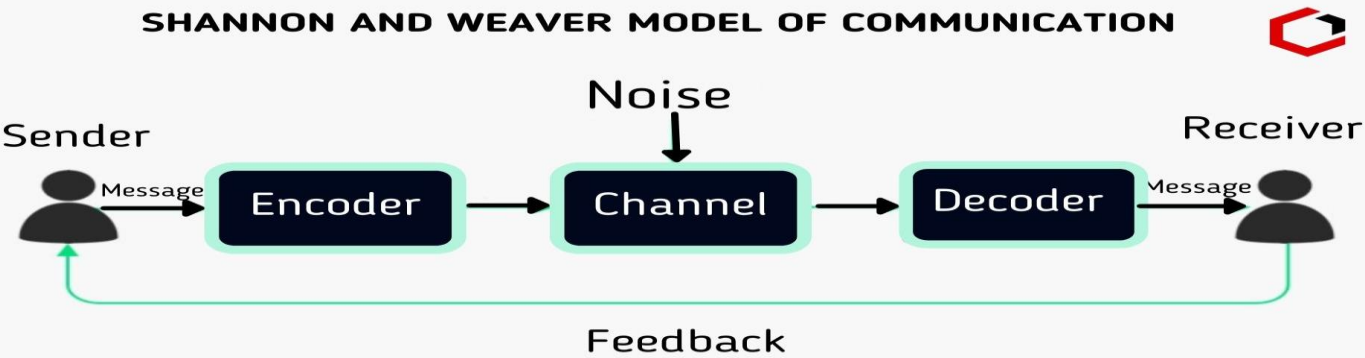
- Machinery noise, such as clanking and banging.
- Communication noise, such as chatting between colleagues.
- Outburst noise, such as screams due to work stress.
- Overall poor working conditions (lack of maintenance of maintenance of machinery and poor organisation).

Shannon and Weaver's theory

This theory explains that environmental noise is external sound that affects the message transmission. Sounds like machinery or conversations disrupt the channel, causing distortion or misunderstanding. This reduces communication accuracy and effectiveness, showing the importance of controlling noise to ensure messages are clearly received and correctly understood (Shannon & Weaver, 1048).



Maria Da Silva - 2510495



Barriers	Solutions
Machinery noise	• Regular maintenance and servicing of equipment • Provide noise-cancelling PPE
Communication Noise	• Set clear workplace communication rules
Outburst Noise	• Provide stress management support. • Train staff in conflict resolution and emotional control
Poor Working Conditions	• Improve organisation and workflow systems • Reduce noise to improve message clarity and understanding

Language-Verbal and Non Verbal

Case Study Barriers

- The important of body language
- Types of body language and nonverbal communication
- How body language can go wrong
- How to improve nonverbal communication
- Body language is important because people do not just listen for what you say they also read what you saying
- Good body language makes your words stronger

Body Language verbal non-verbal communication:

Is use of physical behaviour, it is not the words that you use but your nonverbal cues or body language that speak the loudest (Non-verbal communication human interaction 8th ed. Wadsworth) Knapp M. L., Hall, J.A ., and Horgan, T, G. (2013



Body Language Communication

(verbal and non-verbal)

- According to Shannon-Weaver model- The communication problem is the noise in the kitchen because of loud noise that is why the staff cannot hear Gary, Also Gary is a typical English manager, Gary needs a body language to help different culture to understand.
- According to Berlo's SMCR model- The communication model problem is non-verbal. Gary facial expressions how he looked make the staff nervous. Some culture avoiding eye contact disparity. Gary may see it lack of attention.
- According to Schramm's model- The communication problem are lack of feed back, misunderstanding of signals. Gary give task and the staff nod, but they not understand. They feel beside oneself by his posture and tone

Body Language Communication

Model	Type	Key Focus	Problems at Flight food limited.
Schramm	Two-Way	Feedback and Understanding	Lack of Feedback. Culture differences.
Shannon and Weaver	Linear	Noise and Interference	Machinery, Noise and Unclear Signal.
David Berlo	Process	Skills, Attitude and Culture	Poor Body Language. Lack of Trainings.

Generation / age

The problem

- The problem is that the message is not being communicated clearly
- Barlos mode or communication explains how age can be a barrier because of a difference in preference of how messages are sent and receive and this leads to break down of communication in the workplace

According to research Valentina (2023) younger generations more likely to use facial expressions to communicate where as older generation are more direct.

Younger people may use slang and abbreviations and Older people may have articulated vocabulary

“As workers age their physical, physiological and psychosocial capabilities change” (poscia et el.,2016), which creates creates a barrier. Between younger and older employees

Generational / age

To improve

- could use simple instructions
- Avoid long explanations / use visual instructions
- Gary needs to use better training, make sure others understand as a group through meetings



Cultural



The case study is about highlighted communication problems of Flight Foods Ltd. Due to poor food standards, packaging and meat being found in vegetarian meals. Therefore, a consultancy firm was hired- Key problems were physical barriers(noise), emotional, distress, Language, culture differences and poor listening skills.

- The culture barriers to effective communication are challenges from difference in cultural background such as language, values, beliefs, verbal and non-verbal methods of communication.
- From the case study in the second paragraph, the last sentence mentioned *immigrants from five cultural groups* employed at Flight Foods Ltd. **This is the cultural barrier.**
These situations lead to misunderstanding, mistrust and conflict within the company. The values, social/personal beliefs especially topics like gender roles or decision- making can also lead to conflict. Different cultures have their own way of interpreting messages. Some use gestures, signs and symbols which are not universal.

- From David Berlos model of communication (1960) culture is part of the social system that influence both the sender (source) and the receiver. Berlo argued that communication is in the cultural context, beliefs and values of the individuals involved.
- In Shannon and Weaver the model is technological(digital) by nature. The cultural aspect is viewed as an external noise



Emotional/Psychological



The emotions of the receiver and sender is also a barrier. Namely *emotional/psychological barrier*. *What this implies is the subjective emotional symptoms of situational stress, discomfort, uncertainty and anxiety in a workplace environment due to complex barriers.

* In the case study of Flight foods Ltd an emotional barrier is demonstrated when Gary, the floor manager, explains the staff have not been trained in food hygiene he says “Im running around in this madhouse trying to explain to them what they have to do “ I have determined that because they are expected to know food hygiene standards (which they have no training)in order to adhere to the industry standard. Not being equipped with right training would cause emotional distress. Carelessness and causing errors and mistakes as they lack the understanding- making the work feel pressured. As for Garys’ emotions, this demonstrates that he is stressed and clearly overwhelmed at the excessive workload he must take on.

*If the sender is affected the message might not be clear and he might overlook some necessary attributes of the receiver. Jin and Omar S. (2024)

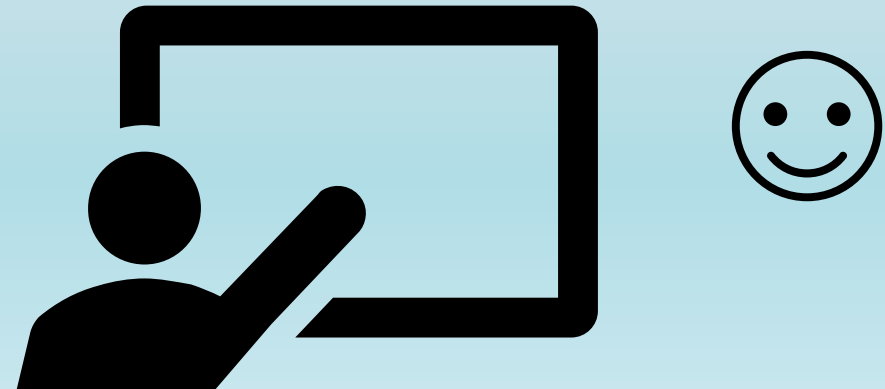
*If the receiver is affected by a psychological stress, they too might not receive the message as intended.

*According to Shramms method, it would render the communication incomplete because there is no method in Garys team for feedback.

*In Shannon and weavers, SMCR, the message isn't received because the channel (noise) is emotional/psychological.

*According to the case study; Gary mentions his busy personal life, which suggests that by adopting Eisenhower's time management matrix could help him prioritise tasks to reduce stress. I would recommend implementing Berlo's model by improving sensitivity to the team's language and cultural needs and making communication complete knowing that there are complex human aspects to acknowledge from sender to receiver and adjusting the communication accordingly. This could include appointing a bilingual shift leader to facilitate clearer communication, providing training materials in multiple languages and establishing a proper feedback system.

*These changes would reduce staff anxiety, improve message clarity and ultimately boost productivity for the business.



CONCLUSION

From our findings Flight Foods' Internal workforce is struggling with poor working conditions due to complex communications barriers.

These include,

Environmental noise from machines

Communication issues like language differences.

Generational gaps

Cultural backgrounds

And emotional stress.

Using the three communication models we have thoroughly examined these barriers to recommend the best possible solutions for improving food safety standards and quality control.

Based on the findings Flight Foods LTD and Gary (floor manager) should now re-strategise and develop a solid action plan that addresses every barrier from the case study. Enabling the business to reach its full potential and to increase its market share once again.

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Q & A ?

