

Flight foods case study: communication barriers.

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Overview of presentation

Content:

Brief case summary

- Flight foods is losing business due to food safety
- Workers are not properly trained
- Communication barrier between manager and staff
- Hygiene failure (chicken left out)

We will cover barriers, theories and solutions.

**TODAY WE WILL BE ANALYSING
COMMUNICATION BARRIERS IN THE
FLIGHT FOODS CASE, APPLY
COMMUNICATION THEORIES, AND
SUGGEST SOLUTIONS.**



ENVIRONMENTAL NOISE

Content:

- . Loud machines
- . “madhouse” environment
- . Workers can not hear instructions

Theory:

- . Shannon and weaver= noise disrupts message

Solution:

- . Give instructions in quieter area
- . Use visual signs

Noise in the factory makes it difficult for works to receive messages clearly, which leads to mistakes.





Language / communication barrier

Content:

- . Workers all speak different languages
- . Limited English from them
- . Signs are not useful

Theory:

- . Schramm= no shared understanding

Solution:

- . Translate instructions
- . Use simple language and visuals

BECAUSE WORKERS DON'T SHARE THE SAME
LANGUAGE, COMMUNICATION BREAKS DOWN

Age / Generational Barrier

Content:

- Workers are aged between 16 to 60.
- Gary has belief that older workers tend to understand better than young workers.
- One style of communication may not work for all the age groups.

Theory:

Schramm insists that communication works better when people have the same type of experience. Different age groups learn differently and will interpret the instructions different.

Solution:

- Demonstrate rather than only use verbal methods.
- Pair up the younger workers with the experienced workers.
- Repeat all hygiene rules before and after every shift.

Cultural Barrier

Content:

- Immigrants from 5 distinct cultural groups.
- Different cultures may have different standards, habits and ways to how they respond to authority.
- This can create conflict in the team.

Theory:

Berlo affirms that social systems and culture have an impact on how messages are coded and decoded. Gary may think is convinced his message is clear, but workers could interpret differently.

Solution:

- Standard induction for all staff
- Explain the hygiene rules loud and clear from day one.
- Create a respectful environment where workers feel free to ask questions.

Emotional Barrier

Content:

- Gary arrives tired, stressed and distracted.
- Gary spots chicken left out from night before and screams “Idiots!”
- Stress and anger bring conflict into the team and make staff to reduce their trust and less likely to listen to orders.

Theory:

DeVito explains that emotions affect on how people send, receive and interpret messages. When emotions are high, the way to communicate is more defensive and less effective.

Solution:

- Correct staff calmly and professionally.
- Give feedback instead of insulting.
- Set specific roles so that problems are reported and resolved early, before emotions start rising.

Suggestions to Reduce the Barriers

Training	• Food hygiene training before shift. • Short refresher briefings before every shift.
Communication Tools	• Simple Language • Signs with pictures
Management	• Use calm and respectful feedbacks. • Managers must keep hygiene rules updated.
Team Support	Create a Buddy system for new or younger staff. Encourage questions without blame.

Conclusion

- Flight Foods is losing clientele because the communication problems are having an impact on food quality and consistency.
- The main barriers are; Environmental noise, Language differences, age differences, Cultural differences and emotional pressure,
- The communication models help you understand why Garys messages aren't always well interpreted.
- Better training, instructions given clearer and stronger management behaviour can prevent mistakes and improve their standard.

References

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A close-up photograph of two hands shaking in a firm grip. The hands are positioned in the center of the frame, with fingers interlaced. The skin tone is a warm, light brown. The hands are wearing dark blue suit sleeves with light blue cuffs visible. The background is a smooth gradient from dark blue on the left to a warm orange-brown on the right.

Thank You

Any Questions ?