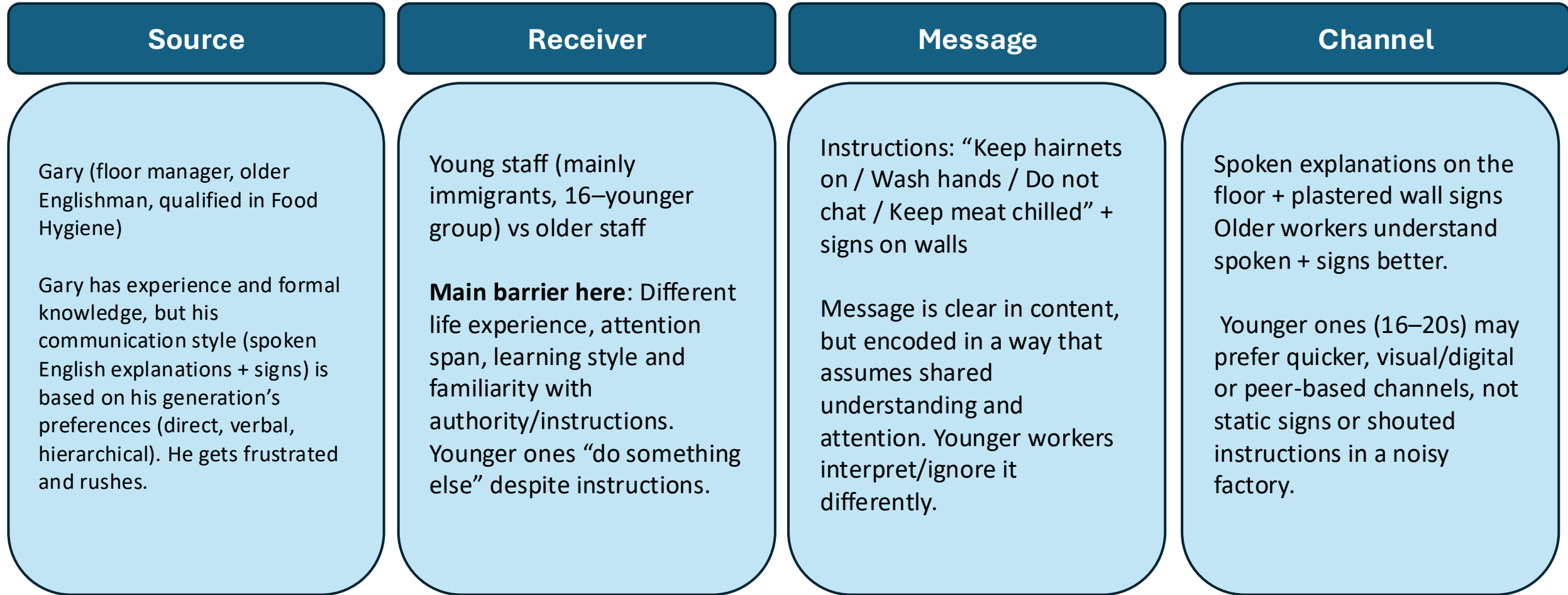


Age / Generational Barrier

- Staff aged 16–60 years
- Different generations communicate differently
- Younger workers struggle to follow instructions
- Older workers understand better
- Creates misunderstanding in hygiene practices
- Leads to operational errors



The age/generational barrier creates a mismatch: Gary's way of communicating does not match the younger workers' experience and preferred learning style. This leads to poor compliance with food hygiene rules.



Berlo's SMCR Model was created by **David K. Berlo** in 1960. It focuses on four key elements — Source, Message, Channel, Receiver — and shows how personal factors like age and experience affect communication.

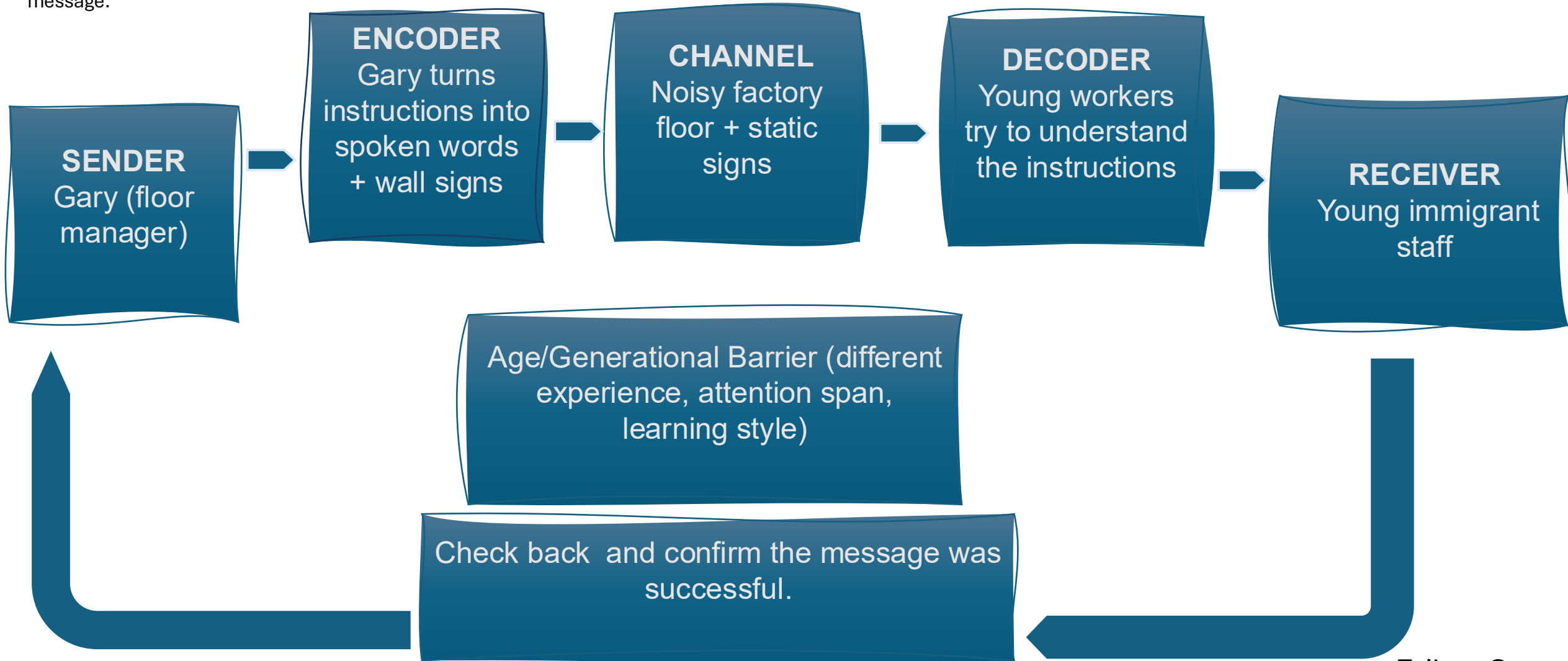
Impact of Age Barrier

- Poor food hygiene standards
- Undercooked food complaints
- Cross-contamination issues
- Decrease in quality control
- Loss of customers
- Reduced market share



The Shannon-Weaver Model: Improving Communication

Shannon-Weaver Model was developed by Claude Shannon and Warren Weaver in 1949. It shows communication as a linear process and highlights “noise” that distorts the message.





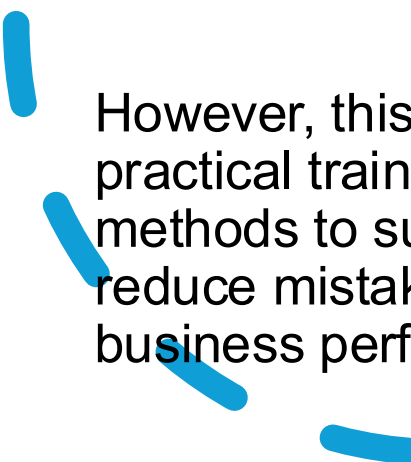
Solutions

- Simplify encoding (use easy language + examples)
- Improve Channel (add short videos, demos, visual checklists)
- Help Decoder (pair with mentors, ask them to repeat instructions)
- Reduce Noise (short regular training + immediate feedback)



Conclusion

In conclusion, age differences within the workforce at Gary's organisation act as a significant communication barrier that affects food hygiene standards and operational performance. The case study shows that younger employees are more likely to misunderstand verbal instructions, especially in the absence of structured training and adapted communication methods. Using the Shannon–Weaver model, this issue can be understood as “noise” disrupting the intended message between manager and staff, leading to errors in hygiene practices.



However, this barrier can be reduced through clearer communication strategies such as practical training, visual aids, and ongoing supervision. By adapting communication methods to suit different learning styles and age groups, Gary can improve understanding, reduce mistakes, and ultimately enhance food safety, customer satisfaction, and overall business performance.

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- 3. Communication Theory. (n.d.). Berlo's SMCR model of communication. <https://www.communicationtheory.org/berlos-smcr-model-of-communication/>