

Presentation On- Communication Problems at Flight Foods Ltd

Student's Name	Student's ID

Overview of Presentation

- ▶ The presentation is an analysis of communication issues in Flight Foods Ltd, a medium-sized ready-meal manufacturer, which supplies airlines. The quality problems that are hurting the company and leading to loss of market share are; undercooked food, contamination and poor packaging. These malfunctions in operation are directly related to poor communication among the workforce.
- ▶ The presentation concentrates on the five key communication barriers observed in the scenario including environmental noise, language and communication, generational differences, cultural diversity and emotional factors.
- ▶ All barriers have been described with the help of the appropriate communication theories and models like Shannon and Weaver model and SMCR model by Berlo. Practical solutions are also suggested to address these barriers in order to enhance the performance of the organisation.

Slide 1: Overview of Presentation

The presentation is an analysis of communication issues in Flight Foods Ltd, a medium-sized ready-meal manufacturer, which supplies airlines. The quality problems that are hurting the company and leading to loss of market share are; undercooked food, contamination and poor

packaging. These malfunctions in operation are directly related to poor communication among the workforce.

The presentation concentrates on the five key communication barriers observed in the scenario including environmental noise, language and communication, generational differences, cultural diversity and emotional factors. All barriers have been described with the help of the appropriate communication theories and models like Shannon and Weaver model and SMCR model by Berlo. Practical solutions are also suggested to address these barriers in order to enhance the performance of the organisation.

Case Study Summary

- ▶ Flight Foods Ltd has an average of 40 employees between the ages of 16-60 with five cultural backgrounds. The factory environment is noisy due to old machinery, and employees often speak different languages. Gary, the floor manager, is also not effective in conveying directions, which often results in errors.
- ▶ Poor hygiene practices, absence of formal training and poor management systems are also evidenced. As an example, food is not refrigerated over the night, and employees do not adhere to the safety rules. These issues are indicative of inherent malfunctions in communication channels, feedback and organisational control.

Slide 2: Case Study Summary

Flight Foods Ltd has an average of 40 employees between the ages of 16-60 with five cultural backgrounds. The factory environment is noisy due to old machinery, and employees often speak different languages. Gary, the floor manager, is also not effective in conveying directions, which often results in errors.

Poor hygiene practices, absence of formal training and poor management systems are also evidenced. As an example, food is not refrigerated over the night, and employees do not adhere to the safety rules. These issues are indicative of inherent malfunctions in communication channels, feedback and organisational control.

Environmental Noise Barrier

- ▶ One of the major physical barriers in this instance is the environmental noise. Shannon and Weaver Communication Model suggest that noise disrupts the flow of messages between the sender and receiver (Omojuwa, 2025).
- ▶ Verbal communication is not easy in the factory because of the machine noise all the time. Gary cannot communicate effectively through giving instructions and workers cannot listen to and understand messages in the correct manner. This results in miscommunication, mistakes in food handling, and decreased productivity.

Slide 3: Environmental Noise Barrier

One of the major physical barriers in this instance is the environmental noise. Shannon and Weaver Communication Model suggest that noise disrupts the flow of messages between the sender and receiver (Omojuwa, 2025).

Verbal communication is not easy in the factory because of the machine noise all the time. Gary cannot communicate effectively through giving instructions and workers cannot listen to and understand messages in the correct manner. This results in miscommunication, mistakes in food handling, and decreased productivity.

Overcoming Environmental Noise

- ▶ The company should invest in modern and quieter machinery to minimize the amount of noise in the environment. Also, non-verbal communication tools like visual messages, colour-coded messages, and digital displays can enhance the clarity of the messages.
- ▶ Verbal communication can also be reduced by the use of written standard operating procedure (SOPs), and formal communication systems. The communication theory states that the less noise one has, the more accurate a message and efficient the feedback (Chitode, 2021).

Slide 4: Overcoming Environmental Noise

The company should invest in modern and quieter machinery to minimize the amount of noise in the environment. Also, non-verbal communication tools like visual messages, colour-coded messages, and digital displays can enhance the clarity of the messages.

Verbal communication can also be reduced by the use of written standard operating procedure (SOPs), and formal communication systems. The communication theory states that the less noise one has, the more accurate a message and efficient the feedback (Chitode, 2021).

Language and Communication Barrier

- ▶ A significant problem is language differences, with many workers having little English. The SMCR model by Berlo emphasizes that the success of communication is determined by communicative abilities and common knowledge of the sender and receiver (Muyanga and Phiri, 2021).
- ▶ Gary is prone to misunderstanding his instructions since employees give them different interpretations. Poor vocabulary and common language make the message less clear, and the errors made and misplaced food handling are among them.

Slide 5: Language and Communication Barrier

A significant problem is language differences, with many workers having little English. The SMCR model by Berlo emphasizes that the success of communication is determined by communicative abilities and common knowledge of the sender and receiver (Muyanga and Phiri, 2021).

Gary is prone to misunderstanding his instructions since employees give them different interpretations. Poor vocabulary and common language make the message less clear, and the errors made and misplaced food handling are among them.

Overcoming Language Barriers

- ▶ Basic language training should be offered by the organisation and multilingual communication materials should be used. Diagrams and symbols can be used as the means of overcoming language constraints.
- ▶ Bilingual supervisors or interpreters may also be hired to enhance the flow of communication. It can be simplified by use of repetition to make sure language is understood. Such tactics are in line with good encoding and decoding in communication theory.

Slide 6: Overcoming Language Barriers

Basic language training should be offered by the organisation and multilingual communication materials should be used. Diagrams and symbols can be used as the means of overcoming language constraints.

Bilingual supervisors or interpreters may also be hired to enhance the flow of communication. It can be simplified by use of repetition to make sure language is understood. Such tactics are in line with good encoding and decoding in communication theory.

Generational Barriers

- ▶ The employees are young and old and this brings generational gaps in the attitude, learning styles, and work behaviour. The younger employees can be less attentive or experienced, whereas older employees might not be open to change.
- ▶ This gives rise to misconceptions and poor performance. The communication theory states that the perception and experience dissimilarity influence the message interpretation (Chitode, 2021).

Slide 7: Generational Barriers

The employees are young and old and this brings generational gaps in the attitude, learning styles, and work behaviour. The younger employees can be less attentive or experienced, whereas older employees might not be open to change.

This gives rise to misconceptions and poor performance. The communication theory states that the perception and experience dissimilarity influence the message interpretation (Chitode, 2021).

Overcoming Generational Barriers

Barriers

- ▶ Different age groups should be served with training programmes. Younger employees can be used to practical demonstrations whereas older employees are more favored to structured instructions.
- ▶ Teamwork: It can be encouraged by promoting intergenerational mentoring. Effective communication and inclusive leadership can help overcome the generational differences and enhance the collaboration.

Slide 8: Overcoming Generational Barriers

Different age groups should be served with training programmes. Younger employees can be used to practical demonstrations whereas older employees are more favored to structured instructions.

Teamwork: It can be encouraged by promoting intergenerational mentoring. Effective communication and inclusive leadership can help overcome the generational differences and enhance the collaboration.

Cultural Barriers

- ▶ The employees are of five different cultural backgrounds resulting in differences in values, beliefs and work practices. Cultural barriers influence the form of communication, views on the authority, and perceptions of hygiene standards (Pillai, 2021).
- ▶ To illustrate, cultural differences might mean that some workers do not comprehend the significance of the food safety rules.

Slide 9: Cultural Barriers

The employees are of five different cultural backgrounds resulting in differences in values, beliefs and work practices. Cultural barriers influence the form of communication, views on the authority, and perceptions of hygiene standards (Pillai, 2021).

To illustrate, cultural differences might mean that some workers do not comprehend the significance of the food safety rules.

Overcoming Cultural Barriers

- ▶ Training in cultural awareness can assist the employees to know what is expected and what is required in the workplace. The management must encourage inclusivity and respect towards diversity.
- ▶ Uniformity can be achieved through clear organisational policies and standardised procedures that are independent of the cultural background. The cultural dimensions can assist managers to comprehend the variations in behaviour and communication style using Hofstede cultural dimensions (Żemojtel-Piotrowska and Piotrowski, 2023).

Slide 10: Overcoming Cultural Barriers

Training in cultural awareness can assist the employees to know what is expected and what is required in the workplace. The management must encourage inclusivity and respect towards diversity.

Uniformity can be achieved through clear organisational policies and standardised procedures that are independent of the cultural background. The cultural dimensions can assist managers to comprehend the variations in behaviour and communication style using Hofstede cultural dimensions (Żemojtel-Piotrowska and Piotrowski, 2023).

Emotional Barrier

- ▶ Gary is frustrated and stressed due to emotional barriers. His attitude, like referring to workers as idiots, has a negative impact on communication.
- ▶ Communication theory states that emotions may interfere with the message encoding and decoding process and result in conflict and low morale (Chitode, 2021). Stress lowers the focus as well as decision making capacity.

Slide 11: Emotional Barrier

Gary is frustrated and stressed due to emotional barriers. His attitude, like referring to workers as idiots, has a negative impact on communication.

Communication theory states that emotions may interfere with the message encoding and decoding process and result in conflict and low morale (Chitode, 2021). Stress lowers the focus as well as decision making capacity.

Overcoming Emotional Barrier

- ▶ Managers can be taught emotional intelligence to regulate their responses and talk better (Chung et al. 2023). Employee motivation can be enhanced by positive feedback and supportive leadership.
- ▶ Emotional tension can be lowered through stress management strategies and an appreciative working environment. Effective communication is clear and calm, which enhances understanding and teamwork.

Slide 12: Overcoming Emotional Barrier

Managers can be taught emotional intelligence to regulate their responses and talk better (Chung et al. 2023). Employee motivation can be enhanced by positive feedback and supportive leadership.

Emotional tension can be lowered through stress management strategies and an appreciative working environment. Effective communication is clear and calm, which enhances understanding and teamwork.

Recommendations and Conclusion

- ▶ To sum up, Flight Foods Ltd has severe communication issues that have a direct effect on the quality of products and business performance. Environmental noise, language differences, generational gap, cultural diversity and emotion factors are main barriers.
- ▶ In order to solve these problems, the company ought to invest in training, enhance communication systems, modernise equipment and inclusive leadership. The application of communication theories can be used to explain these issues and thus offer systematic solutions.
- ▶ Through communication, Flight Foods will be able to increase operational efficiency, quality of products and customer satisfaction which will eventually restore its competitiveness in the market.

Slide 13: Recommendations and Conclusion

To sum up, Flight Foods Ltd has severe communication issues that have a direct effect on the quality of products and business performance. Environmental noise, language differences, generational gap, cultural diversity and emotion factors are main barriers.

In order to solve these problems, the company ought to invest in training, enhance communication systems, modernise equipment and inclusive leadership. The application of communication theories can be used to explain these issues and thus offer systematic solutions.

Through communication, Flight Foods will be able to increase operational efficiency, quality of products and customer satisfaction which will eventually restore its competitiveness in the market.

References

- ▶ Chitode, J.S., (2021). Communication theory. Technical Publications.
- ▶ Chung, S.R., Cichocki, M.N. and Chung, K.C., (2023). Building emotional intelligence. *Plastic and Reconstructive Surgery*, 151(1), pp.1-5.
- ▶ Muyanga, C.C. and Phiri, J., (2021). Assessment of effective communication in international schools in developing countries based on the Berlo's SMCR model. *Open journal of Business and Management*, 9(1), pp.448-459.
- ▶ Omojuwa, B.A., (2025). Exploring the Communication Process Model. *Mount Saint Vincent University*.
- ▶ Pillai, B., (2021). Cultural barriers. In *International Medical Graduates in the United States: A Complete Guide to Challenges and Solutions* (pp. 117-124). Cham: Springer International Publishing.
- ▶ Żemojtel-Piotrowska, M. and Piotrowski, J., (2023). Hofstede's cultural dimensions theory. In *Encyclopedia of sexual psychology and behavior* (pp. 1-4). Cham: Springer International Publishing.

Slide 14: References

Chitode, J.S., (2021). Communication theory. Technical Publications.

Chung, S.R., Cichocki, M.N. and Chung, K.C., (2023). Building emotional intelligence. *Plastic and Reconstructive Surgery*, 151(1), pp.1-5.

Muyanga, C.C. and Phiri, J., (2021). Assessment of effective communication in international schools in developing countries based on the Berlo's SMCR model. *Open journal of Business and Management*, 9(1), pp.448-459.

Omojuwa, B.A., (2025). Exploring the Communication Process Model. *Mount Saint Vincent University*.

Pillai, B., (2021). Cultural barriers. In *International Medical Graduates in the United States: A Complete Guide to Challenges and Solutions* (pp. 117-124). Cham: Springer International Publishing.

Żemojtel-Piotrowska, M. and Piotrowski, J., (2023). Hofstede's cultural dimensions theory. In *Encyclopedia of sexual psychology and behavior* (pp. 1-4). Cham: Springer International Publishing.