

The background image shows a person in a white lab coat and blue gloves holding a tablet. They are in a food processing plant, with stainless steel equipment and pipes visible. The image is slightly blurred, focusing on the person and the tablet.

Communication Barriers at Flight Foods Ltd

LCLM4003 Effective Teamworking and Communication
UWTSD Birmingham | Group presentation

[Ali Raza – 2535289] [Jacqueline Garcia – 2536018] [Reylani Acuna – 2536095]

OVERVIEW



- Summary of the case
- Five barriers and the theory behind them
- Solutions for Gary and the company
- Conclusion

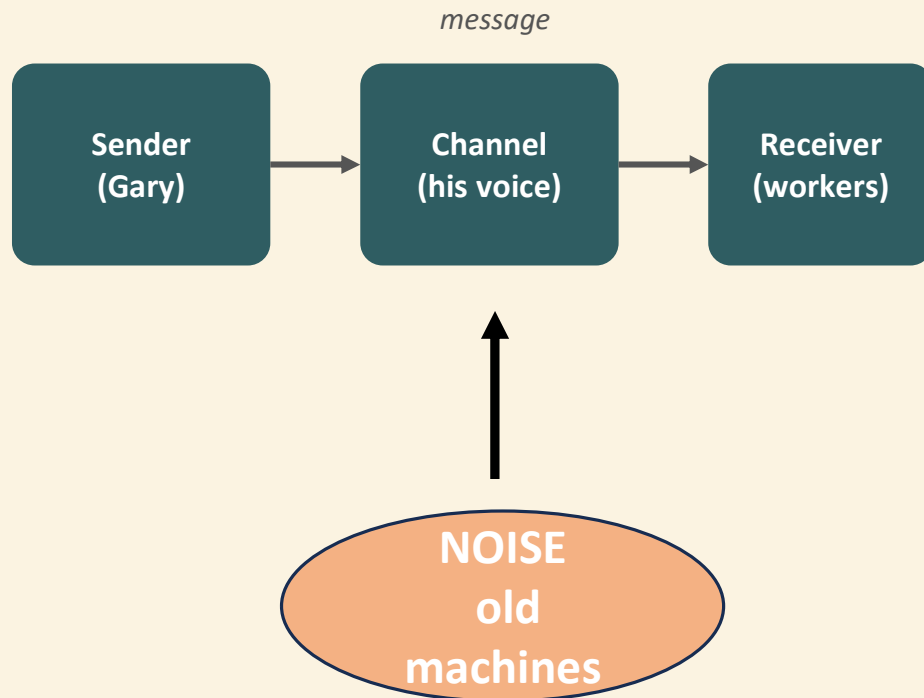
THE CASE: A QUALITY PROBLEM OR A COMMUNICATION PROBLEM?



- Medium company, ready meals for airlines
- Airline complaints: under-cooked food, bad packaging, meat in vegetarian meals
- 40 workers, 16–60 years old, 5 cultural groups, limited English
- No hygiene training; Gary teaches "on the job"
- Main idea: the messages are not reaching the workers

BARRIER 1: ENVIRONMENTAL NOISE

Shannon & Weaver (1949)



In the case

- Old, noisy machines
- Gary runs around and shouts
- Instructions are lost in the "madhouse"

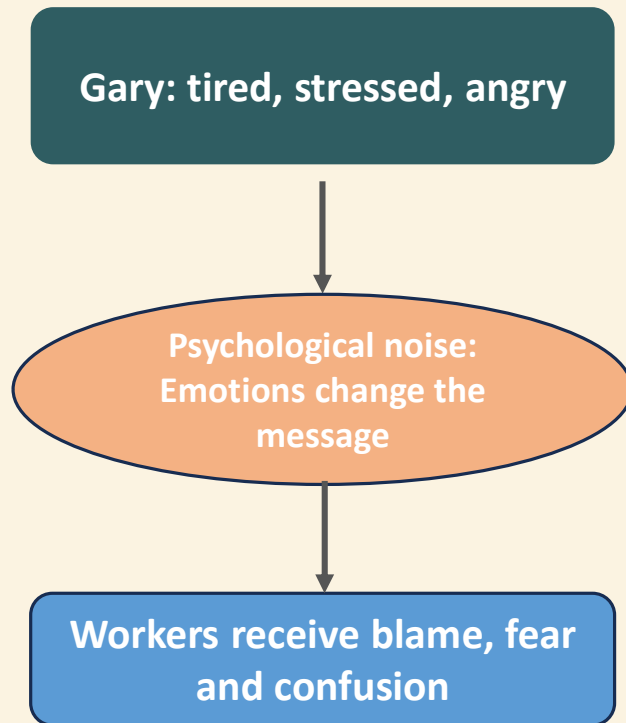
Theory

- Shannon and Weaver (1949)
- Sender → message → channel → receiver
- Noise distorts the message

Solutions

- Quiet pre-shift briefings
- Pictures, colour codes, hand signals
- Communication ear defenders
- Maintain or replace machines

BARRIER 2: EMOTIONAL



In the case

- Gary: tired, stressed, late
- Shouts "Idiots!"
- Gives a bad example (dirty uniform, long hair)
- Workers may feel afraid or undervalued

Theory

- Berlo (1960): the source's attitudes shape the message
- Shannon and Weaver (1949): emotions as psychological noise

Solutions

- Stress management and planning
- Positive feedback, not blame
- Regular team meetings
- More support from management

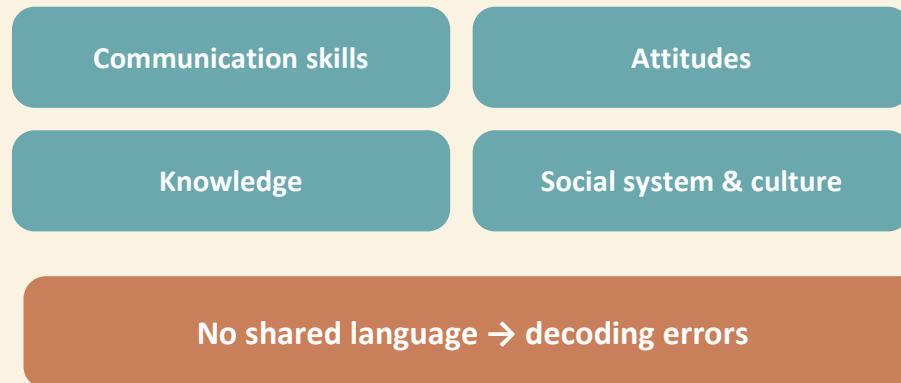
BARRIER 3: LANGUAGE AND BODY LANGUAGE



Berlo SMCR (1960)



Both sides need similar:



In the case

- Workers speak mainly their own languages
- Signs only in English, with complex phrases
- Gary's tone and frustration
- No check of understanding

Theory

- Berlo SMCR (1960): shared skills and knowledge
- Decoding errors
- Schramm (1954): feedback

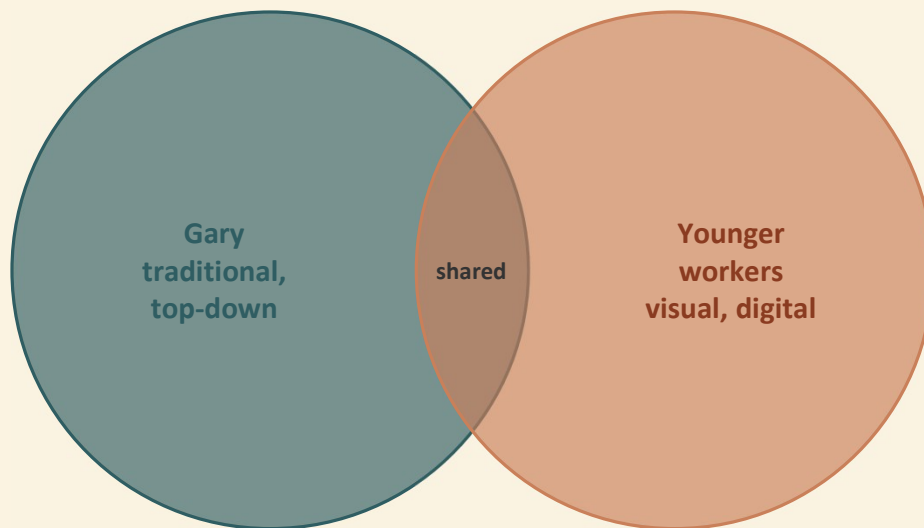
Solutions

- Translated signs with pictures
- Simple, direct English
- Bilingual "language champions"
- Basic English lessons
- Check understanding: "Show me"

BARRIER 4: AGE / GENERATIONAL



Schramm (1954): field of experience



Small overlap = more misunderstanding

In the case

- Older workers seem to understand
- Younger workers "do something else"
- Gary uses a traditional, top-down style

Theory

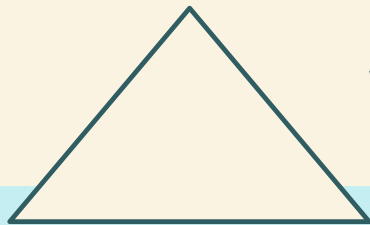
- Schramm (1954): field of experience
- Berlo (1960): receiver's knowledge and attitudes
- Caution: a tendency, not a rule

Solutions

- Short videos / QR codes
- Mentoring with experienced workers
- Clear responsibilities
- Ask for feedback

BARRIER 5: CULTURAL STANDARDS AND PRACTICES

Culture: the hidden part of the iceberg



Visible:
language, clothes, food

**Hidden: Values attitudes to
authority, ideas of hygiene,
time.**

In the case

- 5 cultural groups
- No common hygiene training
- Different ideas about hygiene and authority
- Gary accepts low standards

Theory

- Berlo (1960): social system and culture
- Schramm (1954): small shared field of experience

Solutions

- Training BEFORE starting
- Clear standards for all
- Safe space for questions
- Gary as role model

RECOMMENDATIONS

- Training first: hygiene and safety before work starts
- Clear, visual, multilingual communication
- A quieter workplace and better equipment
- Two-way communication: feedback and team meetings
- Management gives resources and leads by example

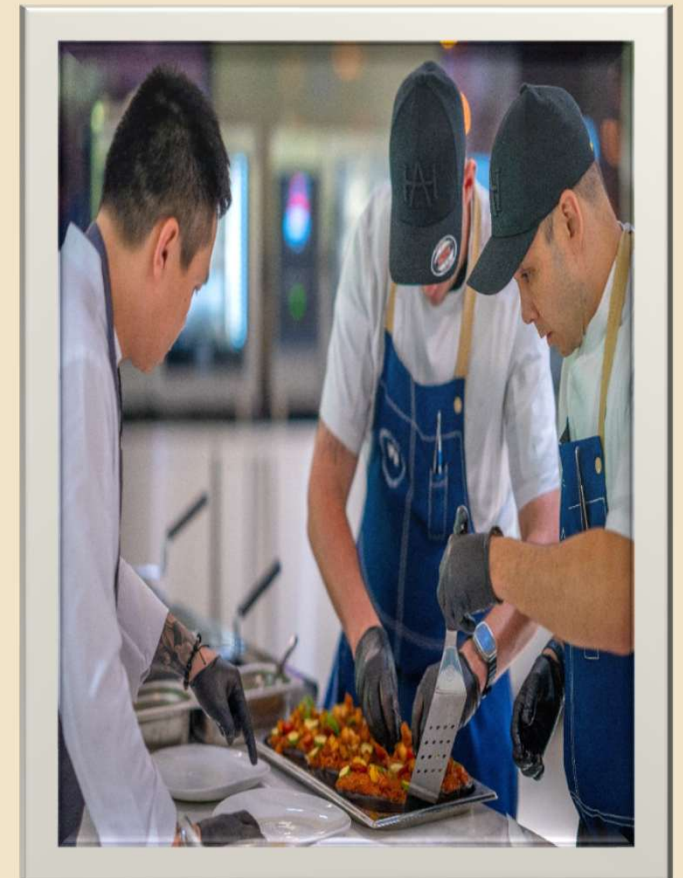


CONCLUSION

- The problem is communication, not "bad workers"
- Five barriers stop messages from being understood
- Models show where communication breaks down
- Better training, clearer messages and stronger leadership can win back customers

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Thank you

Any questions?