

Communication Barriers & Solution at Flight Food Ltd

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Overview of Presentation

1.Introduction to the Case Study

- Brief background on Flight Foods Ltd and the communication issues affecting food standards.

2.Communication Problem 1: Language & Cultural Barriers

- Description of the problem
- Analysis using Berlo's SMCR Model

3.Communication Problem 2: Physical Noise & Environmental Barriers

- Description of the problem
- Analysis using the Shannon & Weaver Communication Model

4.Proposed Solutions

- Solutions linked directly to each communication model
- How these changes can improve hygiene, understanding, and food quality

5.Conclusion

- Summary of the key findings and the importance of effective communication at Flight Foods

1. Communication Problem 1: Language & cultural Differences

Description

- Workers speak “their own language with a few English words”
- Staff come from 5 cultural groups with different levels of English and different food handling expectations.
- Gary gives verbal instructions, but workers “seem to do something else.”

Why this is a problem

- Instructions are misunderstood or partially understood.
- Food safety practices vary across cultures, so meaning is not shared.
- Leads to mistakes such as incorrect handling of food or ignoring hygiene rules.

Analysis Using a Communication Model-Berlo's SMCR Model

Source (S)

- Gary has knowledge but lacks intercultural communication skills.
- His encoding (using only English) does not match workers' language abilities.

Message (M)

- Sent in English-workers cannot decode fully.
- Instructions about hygiene become distorted.

Channel ©

- Gary relies mainly on spoken messages and English only signs.
- These channels don't match workers' literacy/language levels.

Receiver(R)

- Workers decode the message incorrectly because of limited English and different cultural norms.

Result: Miscommunication-poor hygiene practices-customer complaints.

Proposed Solution Using Berlo's Model

Improve Encoding & Decoding

- Use multilingual signs, pictograms, colour-coded instructions.
- Provide translated onboarding training in workers' native languages.
- Use bilingual team leaders to help encode messages more effectively.

Improve the Channel

- Replace long text signs with visual step-by-step instructions.
- Use demonstrations and video training to reduce reliance on spoken English.

Better alignment between Source, Message, Channel, Receiver=fewer errors.

2. Communication Problem 2: Physical Noise & Environmental Barriers

Description (from the case)

- Factory has “old noisy machines”.
- Gary must “run around” trying to explain instructions.
- Workers cannot hear instructions clearly.

Why this is a problem

- High noise levels-messages become incomplete or distorted.
- Workers misinterpret instructions about cooking,packing, or hygiene.
- Leads to dangerous mistakes like leaving chicken out overnight.

Analysis Using Communication Model-Shannon & Weaver Model

Sender-Message-Channel-Receiver

Noise is a core part of this model.

Noise in this case

- Loud machines
- Busy factory floor
- Distractions
- Visual clutter (crowded walls with too much text)

This disrupts the signal, so workers receive only fragments of information.

Effect

- The message loses clarity
- Misunderstood instructions -unsafe food-customer-complaints.

Proposed Solutions Using Shannon & Weaver

Reduce Noise in the Channel

- Reduce machine noise where possible (maintenance, repositioning).
- Use visual communication tools: symbols, diagrams, colour coded areas.
- Provide quiet briefing areas for giving instructions at the start of shifts.

Add Feedback Loops

- Ask workers to repeat back instructions to confirm understanding.
- Supervisor check tasks during production.

Strengthen the Signal

- Use hand signals, posters with image, and simplified messages.
- Provide consistent SOPs (Standard Operating Procedures).

Stronger signal+reduced noise-improved comprehension and food safety.

FINAL SUMMARY FOR PRESENTATION!

You can use this as your final slide or conclusion:

Flight Foods suffers mainly from:

1. Language & cultural barriers
2. Environmental/physical noise

Using Berlo's SMCR model, we see that poor alignment between the Source, Message, Channel, and Receiver leads to misunderstandings.

Using Shannon & Weaver, we identify heavy "noise" in the communication channel.

Solutions:

- Multilingual and visual communication
- Structured training
- Noise reduction and feedback loops
- Clearer, simpler channels of communication
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These changes would significantly improve communication, hygiene practices, and ultimately food quality and customer satisfaction.