

COMMUNICATION PROBLEMS AT FLIGHT FOODS LTD

Group Presentation

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(Thrillist.com, 2026)

PRESENTATION DETAILS

- ❑ **Module: Effective Teamwork and Communication**
- ❑ **Lecturer: Tim Hopkins**

OVERVIEW

- ❑ Introduction to the case
- ❑ Communication barriers
- ❑ Environmental noise – **Romny**
- ❑ Language & Body Language – **Irem**
- ❑ Age / Generational differences – **George**
- ❑ Cultural standards and practices – **Carlos**
- ❑ Emotional barriers – **Tetiana**
- ❑ Recommendations
- ❑ Conclusion
- ❑ References



(Metro.co.uk, 2026)

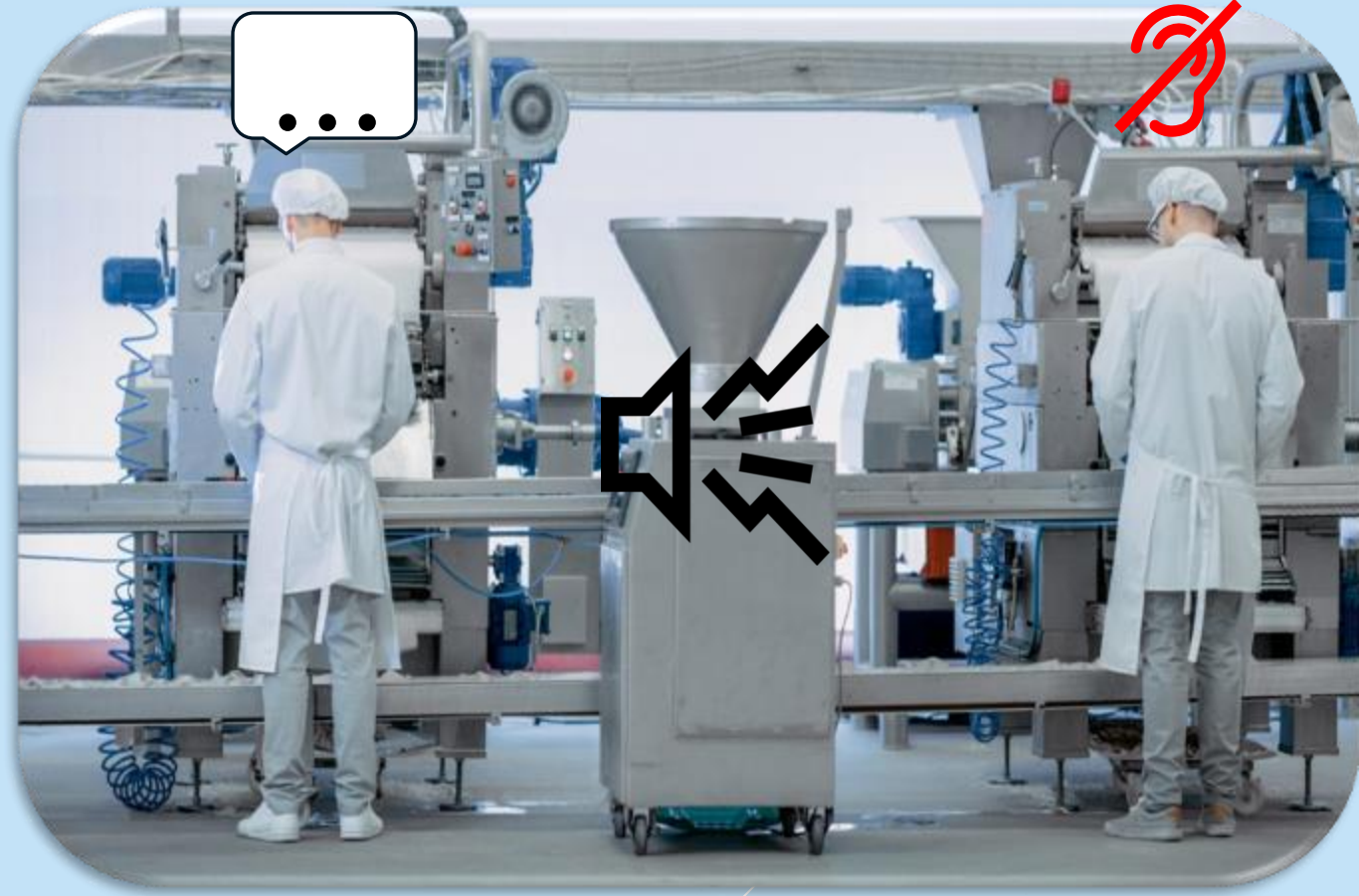
INTRODUCTION TO THE CASE

❑ **Case Study Background**

- ❑ Flight Foods Ltd is a medium-sized company
- ❑ It manufactures ready meals for airlines
- ❑ The company is losing business
- ❑ Airlines complained about:
 - undercooked food
 - poor packaging
 - meat in vegetarian meals
- ❑ Communication problems are affecting food quality and hygiene standards

ENVIRONMENTAL NOISE

- Environmental noise means sounds that interrupt communication
- In Flight Foods Ltd, the factory has old noisy machines



(farmsanctuary.org,2026)

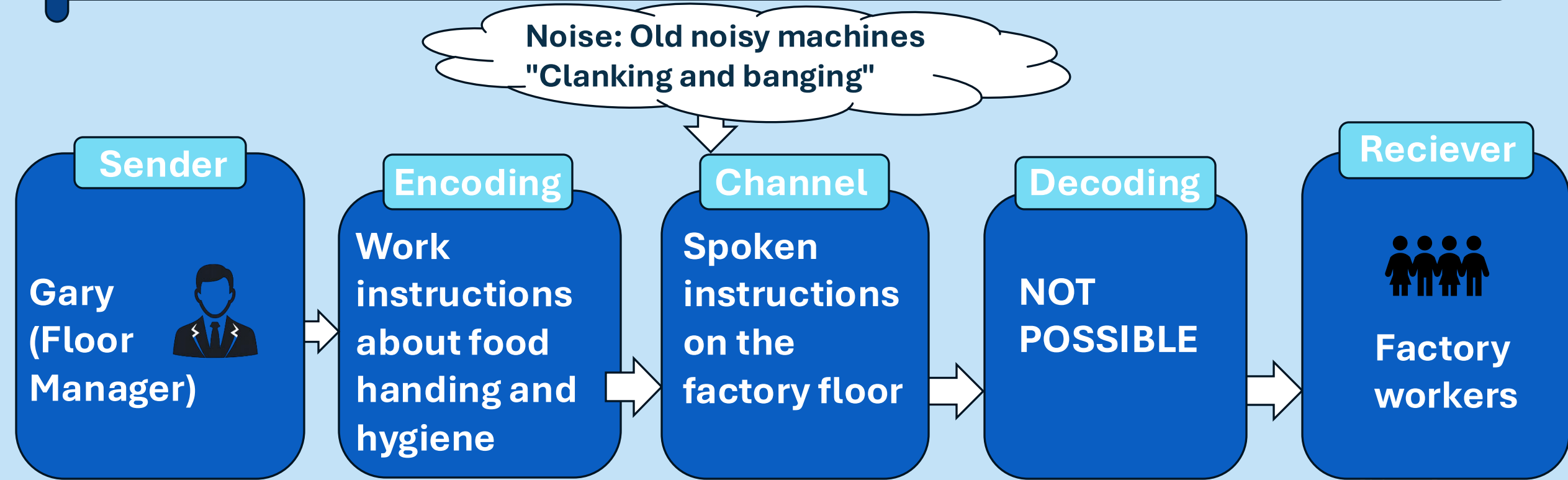
EVIDENCE FROM THE CASE

- ❑ Old machines are “clanking and banging”
- ❑ Gary struggles to explain tasks
- ❑ Workers cannot hear instructions clearly



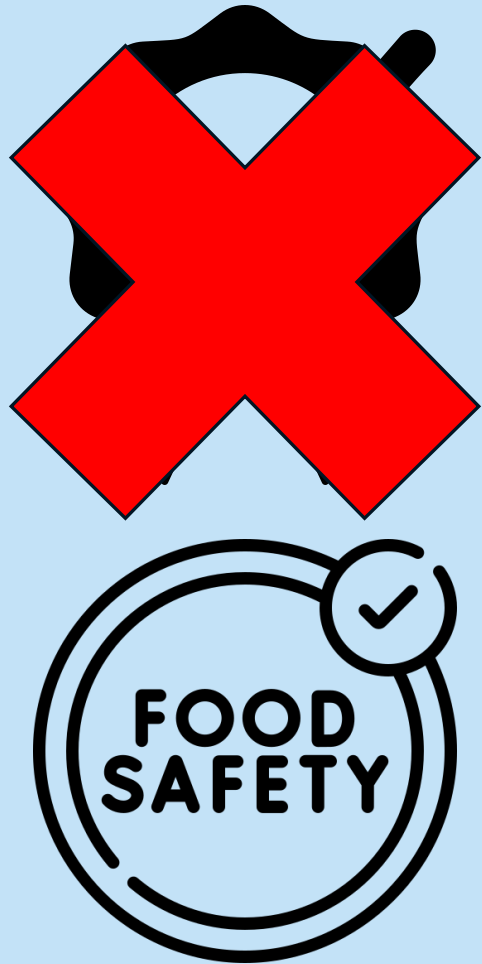
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SHANNON AND WEAVER MODEL: ENVIRONMENTAL NOISE AT FLIGHT FOODS LTD



Result: Workers may not hear or understand correctly → food mistakes / safety risks

Machine noise disrupts Gary's spoken instructions and causes misunderstanding.



- ❑ Workers may misunderstand instructions
- ❑ Food may be prepared incorrectly
- ❑ Hygiene and safety risks increase
- ❑ Food quality may fall

EFFECTS OF ENVIRONMENTAL NOISE ON THE CHANNEL

Shannon and Weaver Model: Reducing Environmental Noise at Flight Foods Ltd

Problem: Environmental noise disrupts spoken instructions

Noise: Old noisy machines
"Clanking and banging"

Sender

Gary
(Floor
Manager)



Encoding

Work instructions
about food
handling and
hygiene

Channel

Spoken
instructions on
the factory floor

Decoding

Verbal
instructions are
recieved, visual
signage can be
followed

Receiver



Factory
workers

☐ Reduce noise

☐ Use visual instructions

Solutions:

☐ Check understanding

☐ Give instructions in quieter moment

Result:

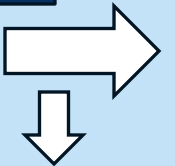
☐ Clearer communication

☐ Improved food safety

☐ Fewer

misunderstandings

Clearer communication improves food safety.



LANGUAGE / BODY LANGUAGE

Language Barrier

- ❑ A language barrier happens when people do not share the same language
- ❑ This affects understanding at work



([shutterstock.com](https://www.shutterstock.com), 2026)

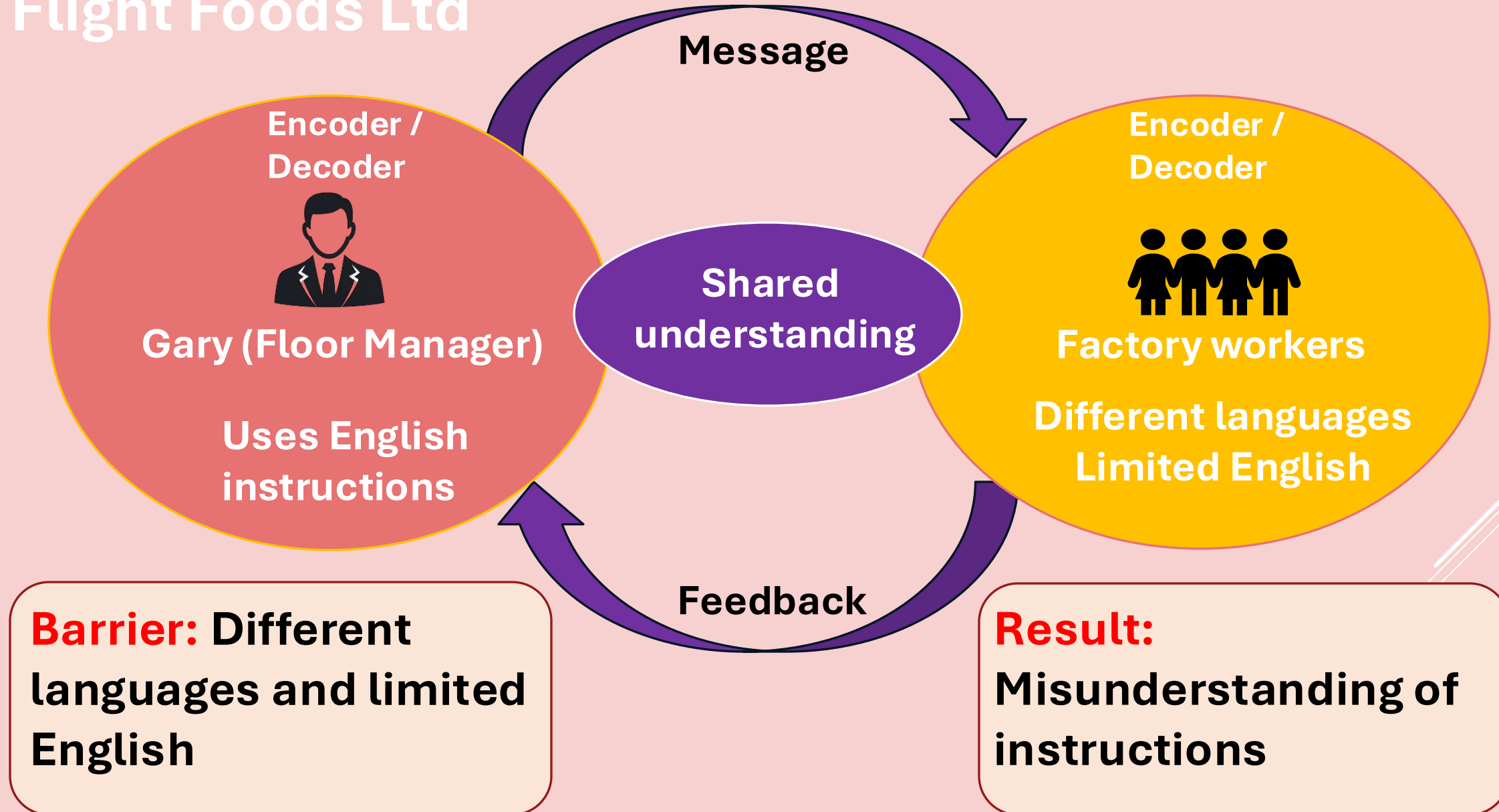
EVIDENCE FROM THE CASE

- ❑ Workers speak their own languages
- ❑ They use only a few English words
- ❑ Gary struggles to explain tasks clearly

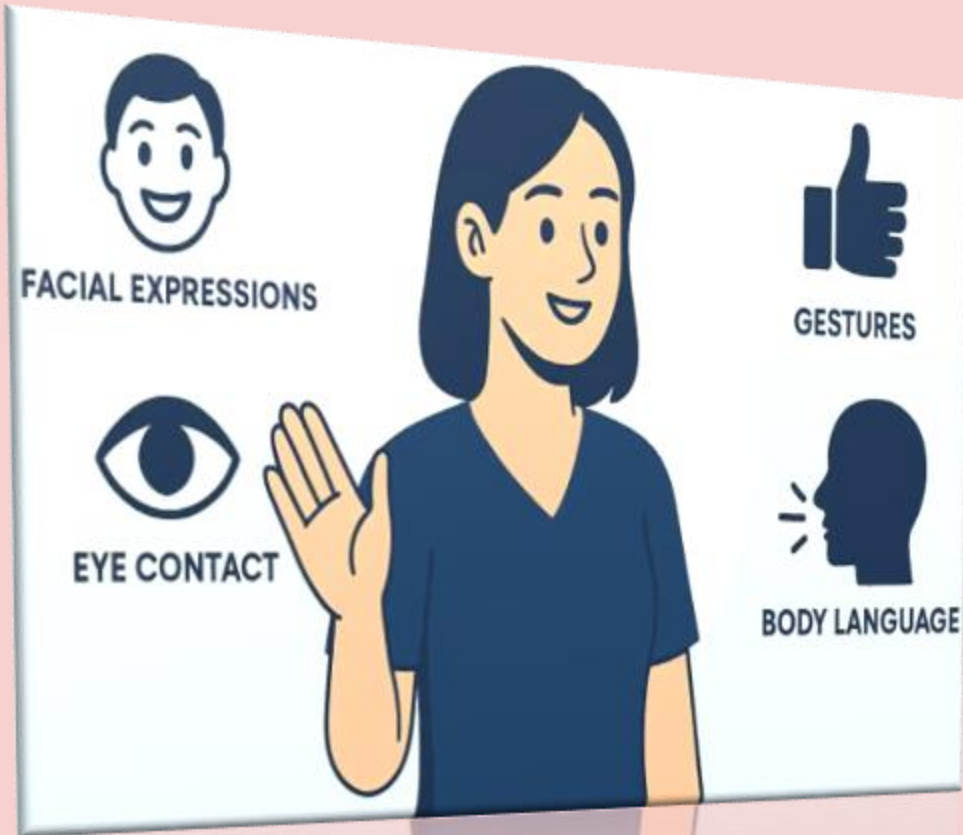


freepik.com, 2026)

Schramm Model: Language Barrier at Flight Foods Ltd



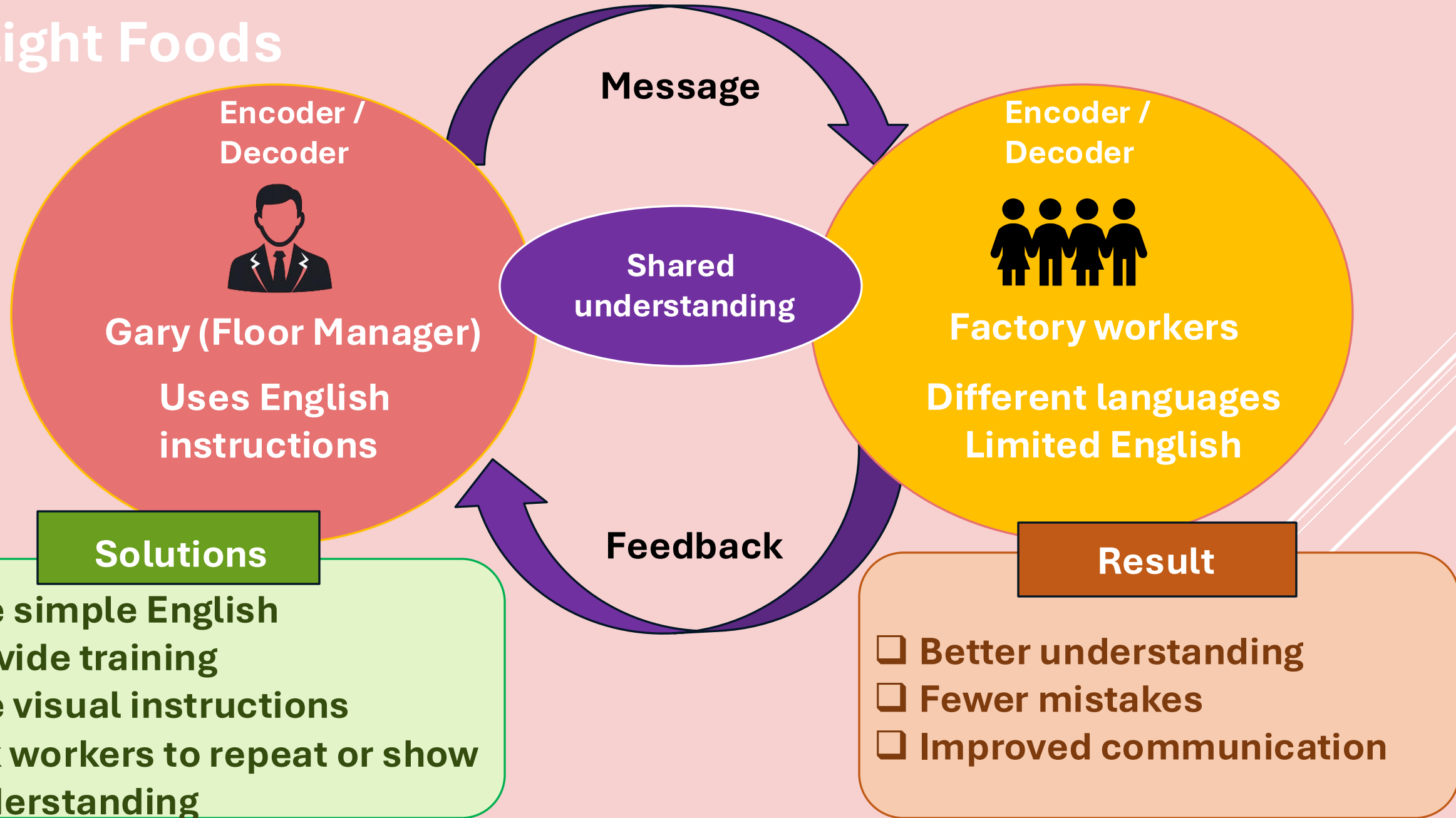
BODY LANGUAGE



Source: <https://www.skygrammar.com/nonverbal-communication/>
(Accessed: 2 April 2026)

- ❑ **Gestures can support spoken instructions**
- ❑ **But body language can be understood differently**
- ❑ **Different backgrounds may lead to confusion**

Schramm Model: Improving Shared Understanding at Flight Foods



AGE / GENERATIONAL BARRIER

- ▶ Different age groups may communicate differently
- ▶ Age can affect behaviour, learning and understanding



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EVIDENCE FROM THE CASE



- ❑ **Workers are aged 16 to 60**
- ❑ **Gary says older workers understand better**
- ❑ **Younger workers seem to struggle more**

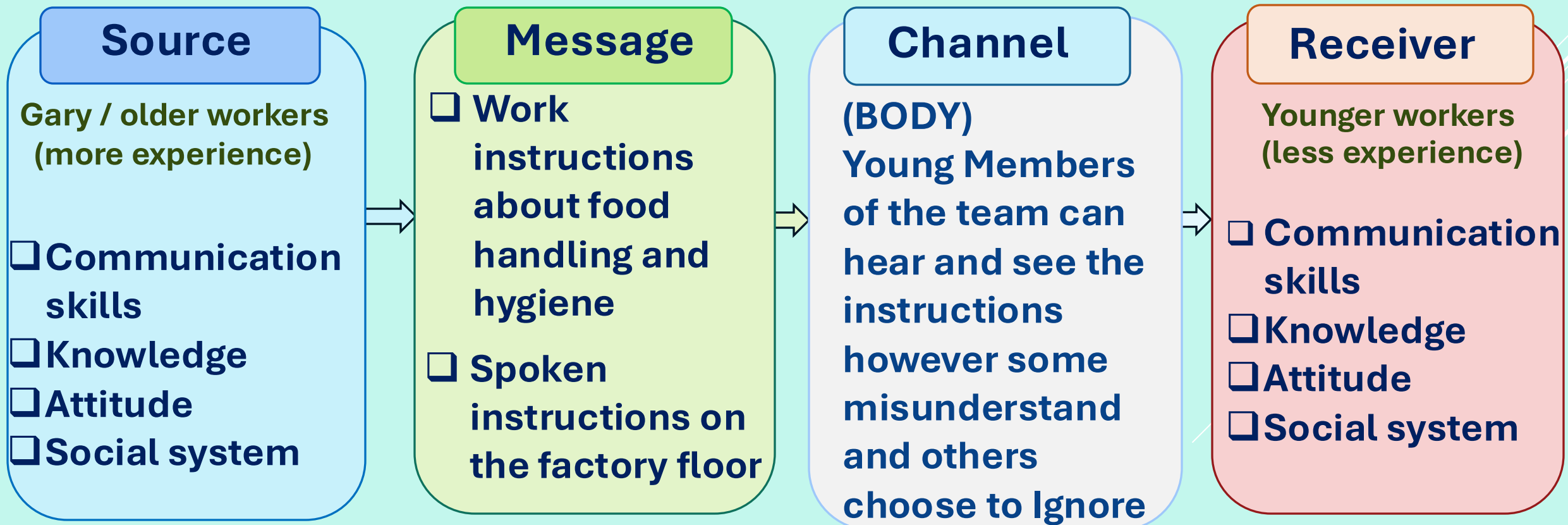
(employdiversitynetwork.com, 2026)

Berlo's SMCR Model

❑ Communication depends on:

- communication skills
- knowledge
- attitude
- social system

❑ Experience affects understanding



IMPACT OF AGE DIFFERENCES

- ❑ Younger workers may need more guidance
- ❑ Older workers may rely on experience
- ❑ Misunderstandings can affect food production

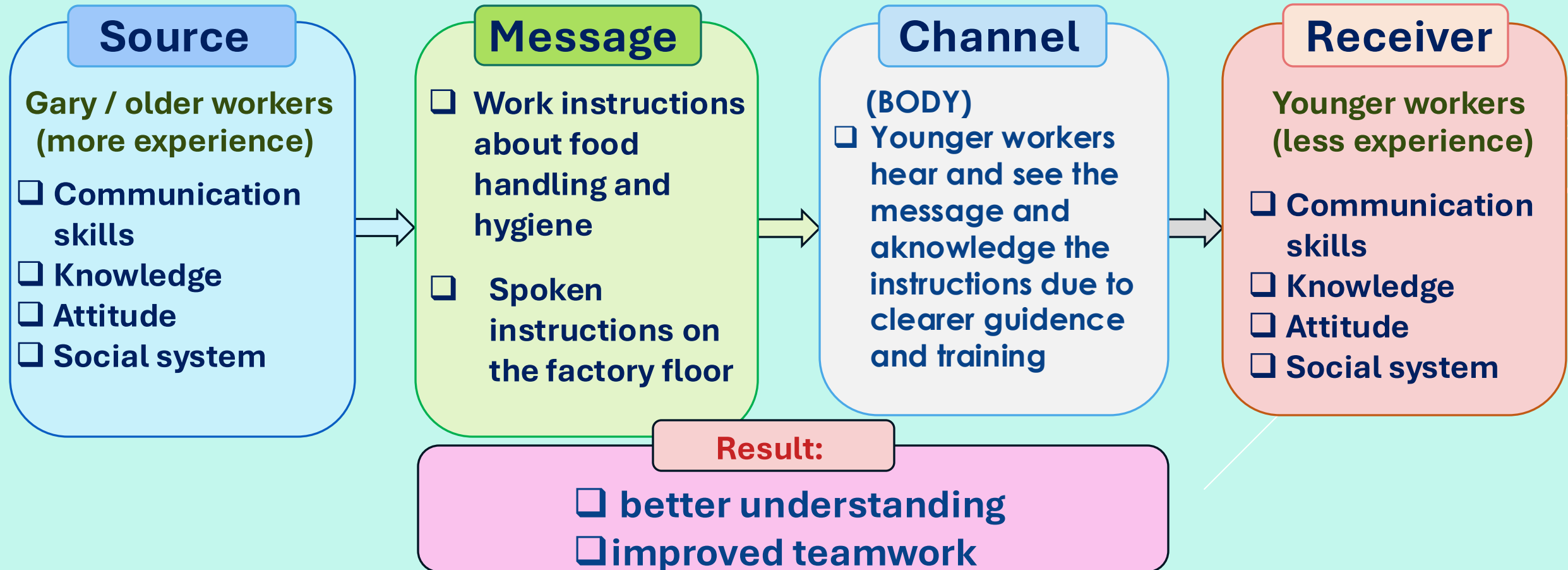


(stock.adobe.com, 2026)

Berlo's SMCR Model: Improving Communication Through Training and Mentoring

Communication improves through:

- ☐ training
- ☐ mentoring
- ☐ clear instructions
- ☐ shared experience



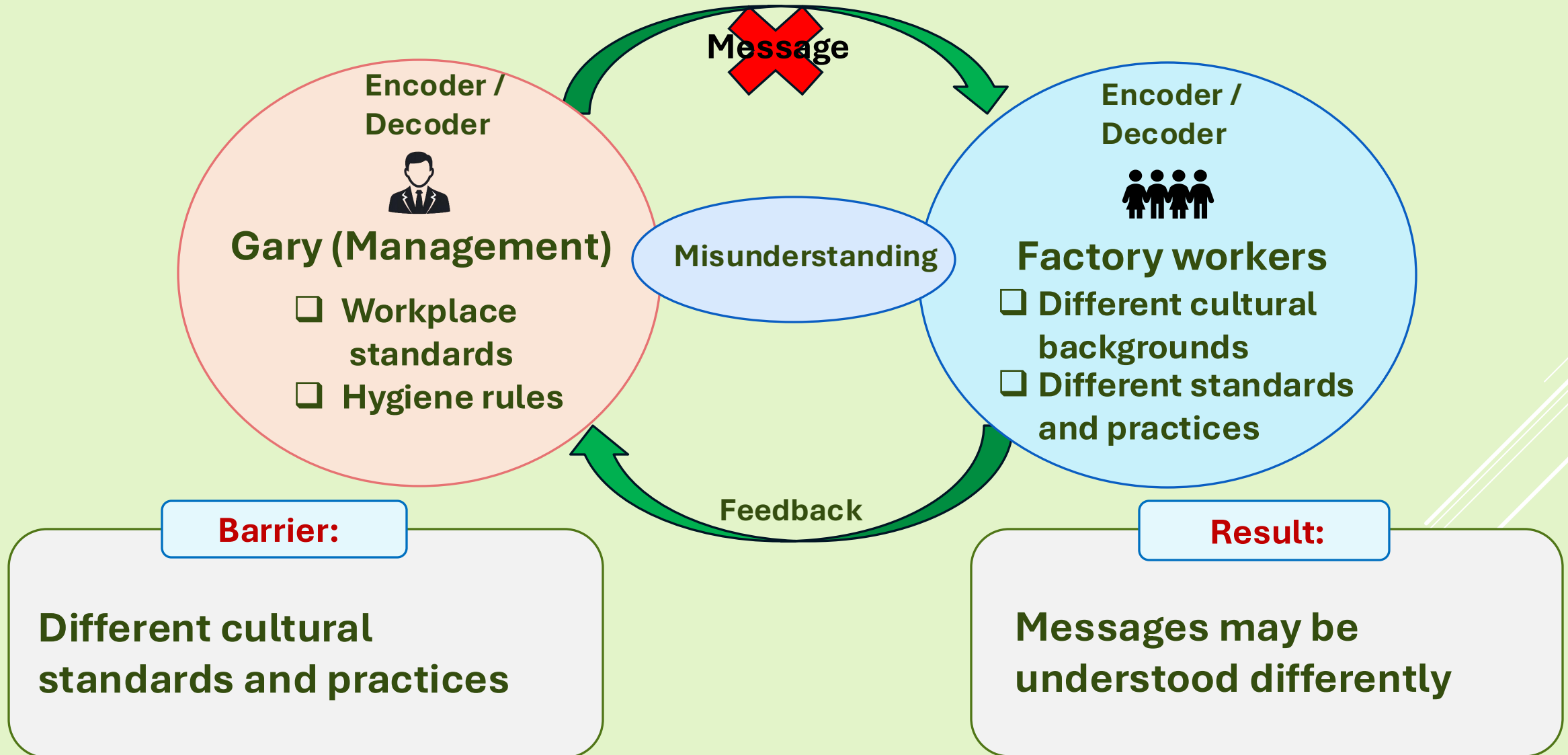
CULTURAL BARRIERS

- ❑ Workers come from different cultural groups
- ❑ Cultures may have different workplace standards and practices



(freepik.com, 2026)

Schramm's Model: Cultural Barriers at Flight Foods Ltd



IMPACT ON STANDARDS AND PRACTICES

- ❑ Different views of hygiene and behaviour
- ❑ Risk of poor food handling
- ❑ Problems with consistency and food safety



Source: <https://www.behance.net/gallery/45995603/Whats-Wrong-series-of-food-hygiene-illustrations>
(Accessed: 3 April 2026)

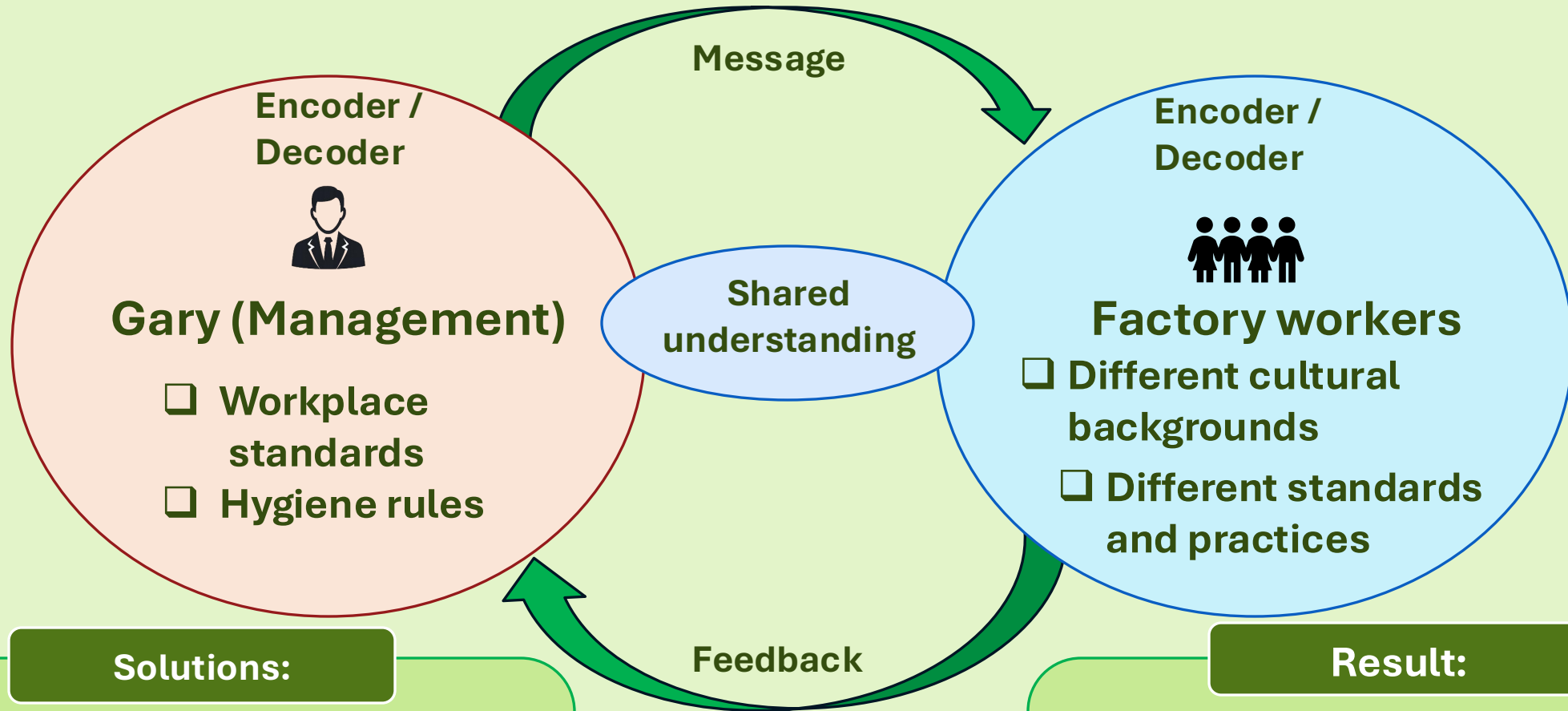
EVIDENCE FROM THE CASE



(freepik.com 2026)

- ❑ Workers come from 5 distinct cultural groups
- ❑ They may have different ideas about hygiene practices
- ❑ This may affect food handling and standards

Schramm's Model: Improving Shared Understanding at Flight Foods Ltd



EMOTIONAL BARRIERS

- ❑ **Emotions affect communication**
- ❑ **Stress, tiredness and anger can reduce effectiveness**



(Ru.freepik.com, 2026)

EVIDENCE FROM THE CASE

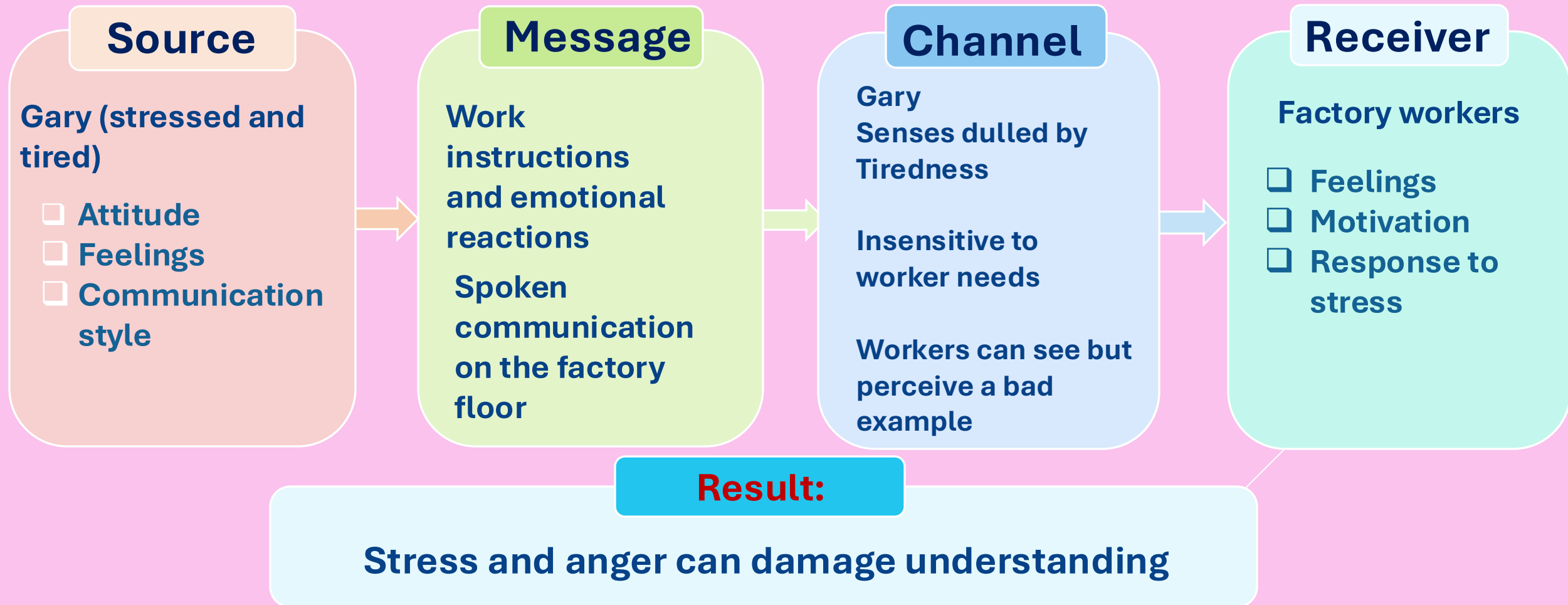
- ❑ Gary is tired and stressed
- ❑ He arrives at work under pressure
- ❑ He screams “Idiots!” at workers



(ru.freepik.com 2026)

Berlo's SMCR Model

- ❑ Attitude affects communication
- ❑ Feelings influence how messages are sent and received
- ❑ Stress can damage understanding



IMPACT OF EMOTIONAL BARRIERS

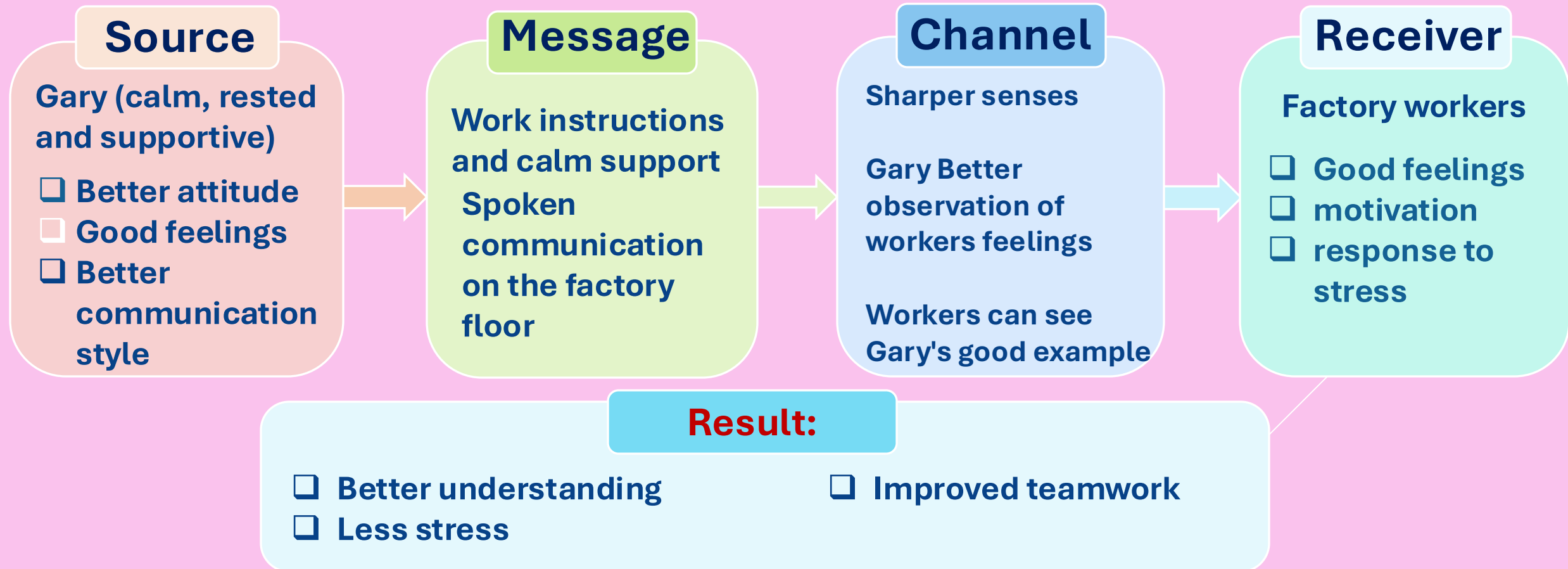


(ru.freepik.com 2026)

- ❑ Poor teamwork
- ❑ Low motivation
- ❑ Fear and tension
- ❑ Negative working environment

Berlo's SMCR Model: Improving Communication Through Support and Calm Leadership

- ❑ Calm communication improves understanding
- ❑ Support reduces emotional stress
- ❑ Respect improves teamwork



RECOMMENDATIONS

- ❑ Provide food hygiene training before employees start work
- ❑ Use simple language and visual instructions
- ❑ Reduce machine noise where possible
- ❑ Check hygiene rules regularly:
 - uniform
 - hair
 - hands
 - chilled meat storage
- ❑ Provide cultural awareness training
- ❑ Use mentoring and support for younger workers
- ❑ Improve management communication and supervision



(ru.freepik.com 2026)

CONCLUSION

- ❑ **Communication problems affect food safety and quality**
 - ❑ **The barriers are connected**
 - ❑ **Poor communication can damage business performance**
 - ❑ **Better training, support and management are needed**
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