

LCLM4003 Effective Teamworking and Communication

Communication Problems at Flight Foods Ltd

Group Presentation

Mouna tazarni / 2508292

Overview

- Context: the Flight Foods Ltd case study
- The communication barriers in the case
- The communication theories we will use
- Ways to overcome the barriers
- Conclusion and references

Context

- Flight Foods Ltd makes ready meals for airlines
- It is losing customers because airlines complain about poor food (undercooked food, bad packaging, meat in vegetarian meals)
- The company wants to grow, but these food quality problems are driving airlines away

Context (continued)

- The factory floor is large but full of old, noisy machines
- There are 40 workers, aged 16 to 60, from 5 different cultures.
Most speak little English
- Gary, the floor manager, trains staff while they work
- The hygiene problems (like chicken left out overnight) are really a communication problem, not just carelessness

Communication Models

- Shannon and Weaver: a message travels from a sender to a receiver, and 'noise' can get in the way
- Schramm: people only understand each other when they share some common experience
- Berlo (SMCR): the sender, message, channel and receiver are all shaped by skills, attitudes, knowledge and culture
- These models help explain why Gary's instructions do not get through

Barriers in the Case Study

- Environmental noise: loud, banging machines
- Language and body language: workers speak different languages and the signs are not understood
- Age: younger and older workers react differently
- Culture: five cultures with different habits and standards
- Emotional: stress and frustration (Gary shouting 'Idiots!')

Barriers

- Environmental noise (Shannon and Weaver): the loud machines drown out what Gary says
- Language and body language (Schramm): workers do not speak the same language, so words and English signs mean little to them
- Age (Berlo): older and younger workers have different knowledge and attitudes. The older ones understand, the younger ones do not
- Culture (Berlo): the five groups understand hygiene rules in different ways
- Emotional: Gary's stress and his 'Idiots!' outburst break down trust and stop people talking to him

Solutions

- Environmental noise: repair or replace the old machines, and hold training in a quiet area away from the floor
- Language: use signs with pictures, translate the hygiene training, and use an interpreter at induction
- Method: train people by showing them what to do, not just by telling them
- Pair each new worker with a bilingual 'buddy' from their own group

Solution 2

- Age: use different training for different ages, and let experienced workers mentor new and younger staff
- Culture: give a proper induction that respects different cultures, and train staff in hygiene before they start work
- Emotional: help Gary with his communication and stress. He should set a good example and let staff talk to him
- Organisation: managers should stop putting staff on the floor untrained. Good training from the start fixes the root cause

Conclusion

- The problems at Flight Foods are caused by poor communication, not just careless staff
- Noise, language, age, culture and emotion all block Gary's message
- Communication theory (Shannon and Weaver, Schramm, Berlo) helps explain why
- Better machines, picture signs, translation, proper training and support for Gary can remove these barriers
- Fixing communication should improve food safety and win back customers

References

- [Shannon and Weaver model, original paper \(pure.mpg.de\)](http://pure.mpg.de)
- [Shannon and Weaver model explained \(communicationtheory.org\)](http://communicationtheory.org)
- [Osgood and Schramm model explained \(communicationtheory.org\)](http://communicationtheory.org)
- [Berlo's SMCR model explained \(communicationtheory.org\)](http://communicationtheory.org)