

LCLM4003

Effective Teamwork and Communication

- **ASSIGNMENT 2: Group Presentation**

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• Overview

- Introduction
- Barrier and Solution 1 -
Environmental noise : Dmytro Liakhov
- Barrier and Solution 2 -
Language/Communication/Body
language: Olga Kutuzova
- Barrier and Solution 3 - Cultural
(standards and practices): Mariia
Yantsevych
- Conclusion
- References
- Questions

THE PROBLEM: NOISY MACHINES

- Flight Foods Ltd. – Noise Problem.
- The factory uses old and noisy machines.
- The factory floor is large, but the noise makes communication difficult. Gary, the manager, needs to give workers instructions about food hygiene and safety.
- Many workers cannot communicate easily in English. Because of the noise and language barriers, workers may misunderstand instructions.



Analysis of the Problem

Shannon-Weaver

- Noise is a major communication barrier
- Instructions may be misunderstood
- Noise can distort the message

Schramm

- Communication requires shared understanding
- Feedback checks whether the message is understood
- Noise makes feedback more difficult

Berlo (SMCR)

- Source → Message → Channel → Receiver
- The channel must suit the audience
- Language and experience affect understanding

Critical point

- Poor communication can lead to hygiene, food-quality and productivity errors.

Solutions

Improve the Workplace

- Replace or maintain old machinery
- Install noise-reduction equipment
- Reduce unnecessary background noise
- Protect workers' ability to hear instructions

MAINTAIN

REDUCE NOISE

Improve Communication

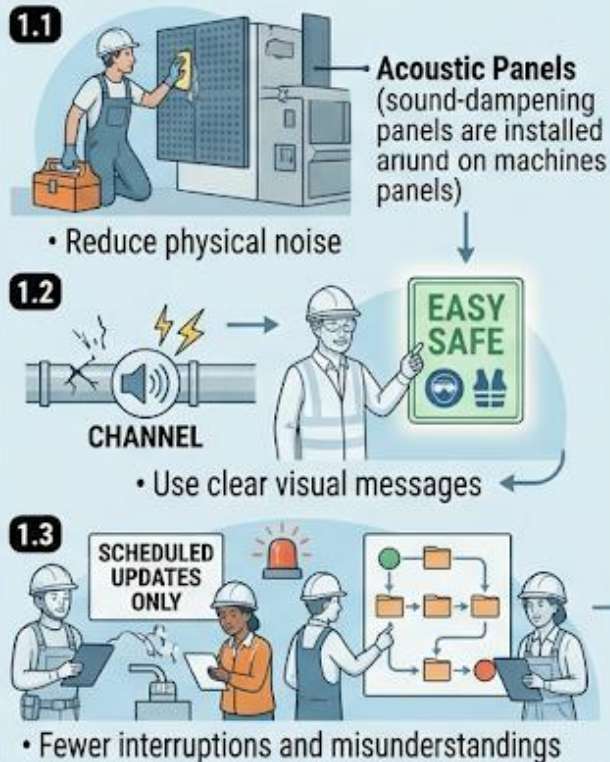
- Provide regular hygiene and safety training
- Use visual signs and simple language
- Encourage feedback and questions
- Check understanding

TRAIN

FEEDBACK

SOLUTIONS USING COMMUNICATION MODELS

SHANNON-WEAVER MODEL: Reducing Noise



SCHRAMM MODEL: Interactivity & Understanding



BERLO (SMCR) MODEL: Adapting to Receiver



SYSTEMIC IMPROVEMENTS

 **FEEDBACK LOOP**

Conclusion

Key Findings

- Noisy machinery reduces effective communication.
- Communication problems can affect food safety and quality.
- Reducing noise and improving training supports better communication.
- Shannon-Weaver, Berlo and Schramm help explain the problem.
- Goal: safer workplace, better food quality and fewer mistakes.

Final message

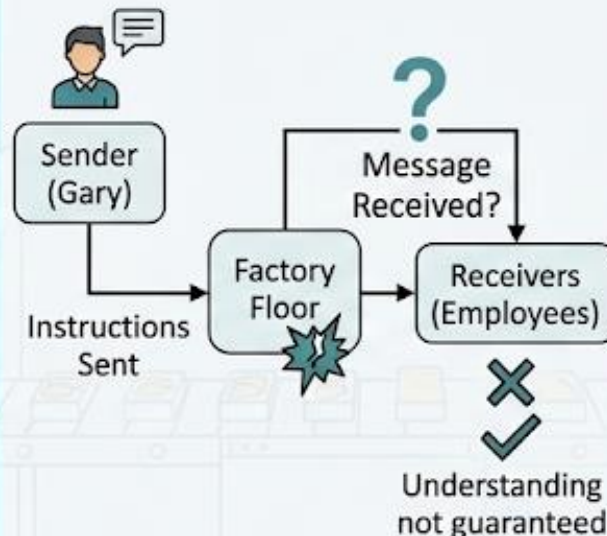
- Reduce noise + communicate clearly + check understanding.

Language, Communication & Core Issues

1. Communication Limitations

- Many employees speak their own language and have limited English. 
- Gary mainly gives instructions verbally while the factory is noisy. 
- Written signs alone do not show whether instructions are understood. 
- Body language and tone can add meaning — or create tension (Burgoon et al., 2016). 

2. The Message Flow



Core barrier: The message is sent, but receipt/understanding is not verified.

3. Consequences



MAJOR RISK: Critical food-safety instructions are misunderstood, leading to safety violations.

Barrier 2 – Analysis Using Communication Models

Berlo (SMCR, 1960)

- Gary = Source
- Hygiene instructions = Message
- Speech, signs & gestures = Channels
- Employees = Receivers
- Language, knowledge and culture affect decoding.

Shannon & Weaver (1949)

- Gary sends the message through a channel.
- Factory noise can interfere with spoken instructions.
- Language differences can also distort meaning.
- A message reaching the receiver does not guarantee understanding.

Schramm (1954)

- Meaning depends partly on each person's field of experience.
- Different language and work experience may affect interpretation.
- Feedback is needed to check that the instruction was understood.

Critical point

- Communication should be checked, not assumed.

Barrier 2 – Solution

Communicate Clearly

- Use plain, simple English.
- Demonstrate each hygiene procedure.
- Translate critical safety instructions.
- Use pictures, symbols and colour coding.
- Ask employees to repeat key instructions.

TRAIN

TRANSLATE

Use Body Language Well

- Stay calm when correcting mistakes.
- Demonstrate rather than only describe.
- Avoid shouting, sarcasm or threatening gestures.
- Encourage questions without embarrassment.
- Managers should model the required behaviour.

DEMONSTRATE

CHECK

Barrier 2 – Solution Using Communication Models

Berlo (SMCR, 1960)

- Adapt the message to the receiver.
- Use accessible channels: speech + visuals.
- Match language to employees' knowledge.
- Check that the message has been decoded correctly.

Shannon & Weaver (1949)

- Reduce interference from noise.
- Give important instructions away from machinery.
- Repeat and confirm safety messages.
- Visual instructions provide a second channel.

Schramm (1954)

- Build shared understanding through training.
- Use two-way communication.
- Encourage questions and feedback.
- Correct misunderstandings immediately.

Result

- Clear • Understandable • Consistent • Safer communication

Barrier 2 – Conclusion

Key Findings

- Language differences can make routine instructions difficult with multilingual tools.
- Communication is also affected by noise, channel choice and feedback.
- Body language and tone can support a message, but can also **increase tension**.
- Flight Foods needs training, demonstrations.
- Better communication can support food safety, and quality and customer satisfaction strategies build trust and shared understanding.



Finding 1: Language differences managed with multilingual tools.



Finding 4: Targeted training and demonstrations build shared understanding.



Flight Foods Benefits



- **Finding 5:** Overall communication success leads to tangible business growth.

Final message
Do not assume that a message has been understood be **checked**, not assumed.

References

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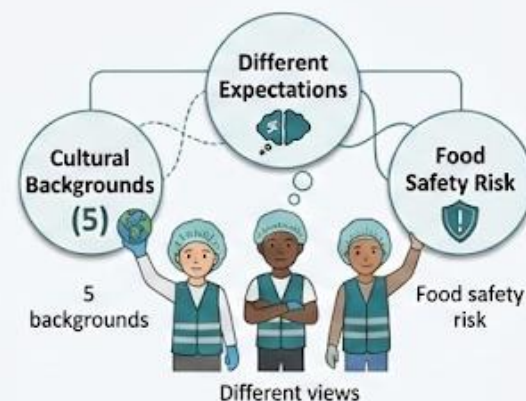
Barrier 3 – Description

Cultural Standards & Practices

- Staff come from 5 cultural backgrounds.
- Different views of workplace behavior and hygiene.
- Instructions may be interpreted differently.
- English-only signs may not reach everyone.

Core Risk Area

- Hygiene mistakes and customer complaints.



Key Takeaway: Core Barrier

- The same message may not mean the same thing to everyone.

Barrier 3 – Analysis Using Communication Models

Shannon & Weaver

- Gary = sender
- Employees = receivers
- Culture creates semantic noise
- Message may be misunderstood

Schramm

- Different fields of experience
- Culture affects interpretation
- Feedback checks understanding

Berlo (SMCR)

- Source • Message • Channel • Receiver
- Language + culture + experience matter
- Message must fit the audience

Critical point

- Leadership credibility affects how seriously messages are taken.

Barrier 3 – Solution

Communicate Clearly

- Hygiene + intercultural training
- Translate key instructions
- Use symbols, visuals & color coding
- Check understanding through feedback

TRAIN

TRANSLATE

Lead Consistently

- Encourage teamwork across cultures
- Share knowledge and questions
- Managers follow the same hygiene standards

VISUALISE

FEEDBACK

Barrier 3 – Solution Using Communication Models

1. Shannon & Weaver (Transmission)



- Use multilingual & visual messages to reduce semantic noise and increase accuracy.

2. Schramm (Interaction & Understanding)



- Utilize training to build shared experience; feedback confirms understanding in two-way communication.

3. Berlo (SMCR) (Adaptation)



- Adapt the message to the receiver; use accessible channels for more effective communication.

CUMULATIVE RESULT OF ALL MODELS



CLEAR:
Confident
understanding.



CONSISTENT:
Reliable message
across channels.



INCLUSIVE:
Multilingual and
adaptable.

Barrier 3 – Conclusion

Key Findings

- Cultural diversity is a strength.
- Communication must suit a multicultural workforce.
- Communication models explain the barrier.
- Training + leadership + clear messages are essential.
- Result: safer food, better quality, stronger customer confidence.

Final message

- Lead by example + build mutual understanding.

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CONCLUSION

- ✓ Flight Foods Ltd's quality collapse is not a worker capability issue; it is a **systemic communication infrastructure failure.**
- ✓ Resolving noise, language, generational, cultural, and emotional barriers requires shifting from informal verbal shouting to **structured, visual, and emotionally intelligent leadership.**
- ✓ Implementing these recommendations will restore product standards, protect airline contracts, and secure **market growth.**

FLIGHT FOODS LTD. 

COMMUNICATION EFFICIENCY



BETTER COMMUNICATION. BETTER FOOD. BETTER BUSINESS.

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