

LCLM4003 Effective Teamwork and Communication

Assignment 2: Group Presentation

- Student: Jumoke Balogun ID No. 2513139
- Student: Katelynne Difuntorum. ID No. 2516666
- Student: Jackline Gonzalaze. ID No. 2514958
- Student: Polina Ivanova. ID No. 2513373
- Students: Mariam Kostanashvili ID No. 2519872

Overview

- Introduction
- Environmental noise 1-Jumoke Balogun
- Language/Communication/Body language 2-Katelynne Difuntorum
- Age/Generational 3-Jackline Gonzalaze.
- Cultural(standards and practices)4-Polina Ivanova.
- Emotional 5-Mariam Kostanashvili
- Conclusion
- References
- Questions

Indtroduction

- Customer complaints about Flight Foods Ltd
- Concerns about food quality and safety
- Declining performance and loss of business

BARRIER 1

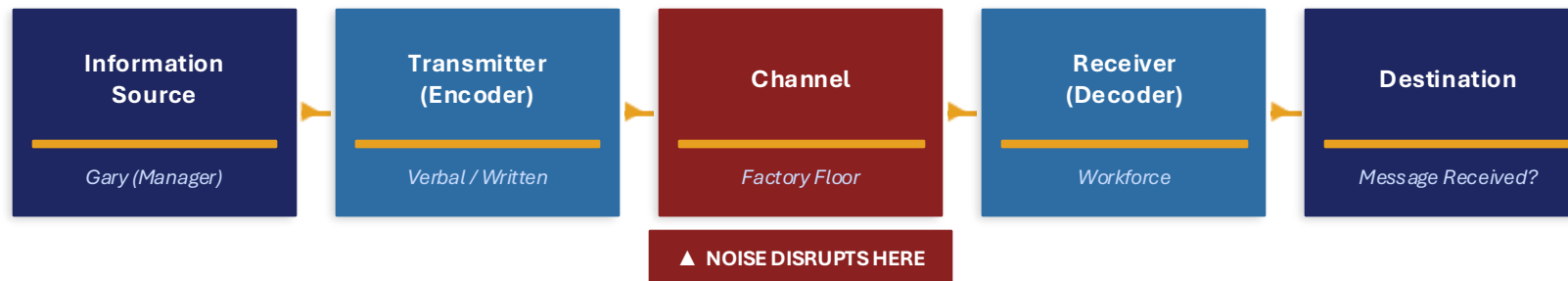
Barrier 1: Environmental Noise

- Old, noisy machinery creates constant physical noise on the factory floor, therefore, Gary's verbal instructions cannot be heard (Case Study)
- Workers from 5 cultural groups speak their own languages with minimal English, creating severe semantic noise (Gudykunst, 2004)
- Gary arrived fatigued and stressed, therefore, psychological noise that degraded his own clarity of communication
- Result: food safety rules ignored, chicken left out overnight, meat in vegetarian meals, airlines withdrew contracts

BARRIER 1

Shannon and Weaver (1949) (Mathematical Model)

- Gary (Source) encodes verbal instructions → factory floor (Channel) → workers (Receiver); noise disrupts at every stage
- Physical noise (machinery) blocks transmission; semantic noise (language) prevents decoding; psychological noise (fatigue) corrupts encoding



Berlo's SMCR Model (1960)

- Noise disrupts all four elements simultaneously: Source, Message, Channel and Receiver, compounding the failure at Flight Foods

BARRIER 1

Recommended Solutions

- Replace ageing machinery to eliminate physical noise at source, restoring the communication channel (Shannon and Weaver, 1949)
- Translate all safety signage and briefings into all five workforce languages to reduce semantic noise (Gudykunst, 2004)
- Hold daily pre-shift briefings in a quiet area before entering the factory floor, isolating communication from channel noise
- Introduce rest protocols and communication training for Gary to reduce psychological noise at the encoding stage (West and Turner, 2018)

BARRIER 1

Schramm's (1954) Field of Experience Model

- Schramm (1954) argues communication only succeeds when sender and receiver share a common field of experience
- Environmental noise destroys this shared field, multilingual signage and briefings rebuild it within workers' own language context
- Quiet pre-shift briefings remove the noisy channel entirely, allowing Shannon and Weaver's model to function correctly

BARRIER 1

Further Analysis

- Berlo (1960) argues communication depends on the skills, attitudes, knowledge and culture of both sender and receiver, both sides fail at Flight Foods
- Noise is cumulative, multiple simultaneous noise sources compound to make communication structurally impossible (Griffin, Ledbetter and Sparks, 2019)

Conclusion

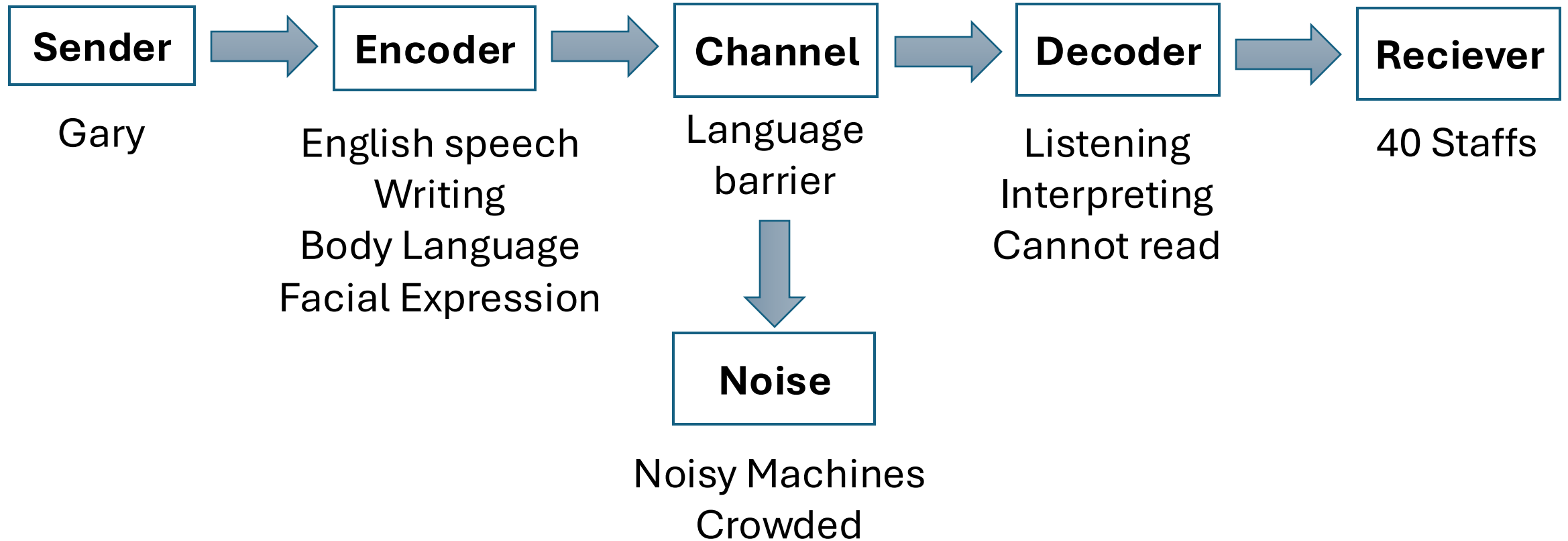
- Environmental noise, physical, semantic and psychological, is the primary barrier at Flight Foods and requires structural, linguistic and managerial solutions working together.

BARRIER 2

Describe the PROBLEM

- Language/Communication/Body language
- 5 different languages

Shannon & Weaver Model (1948)



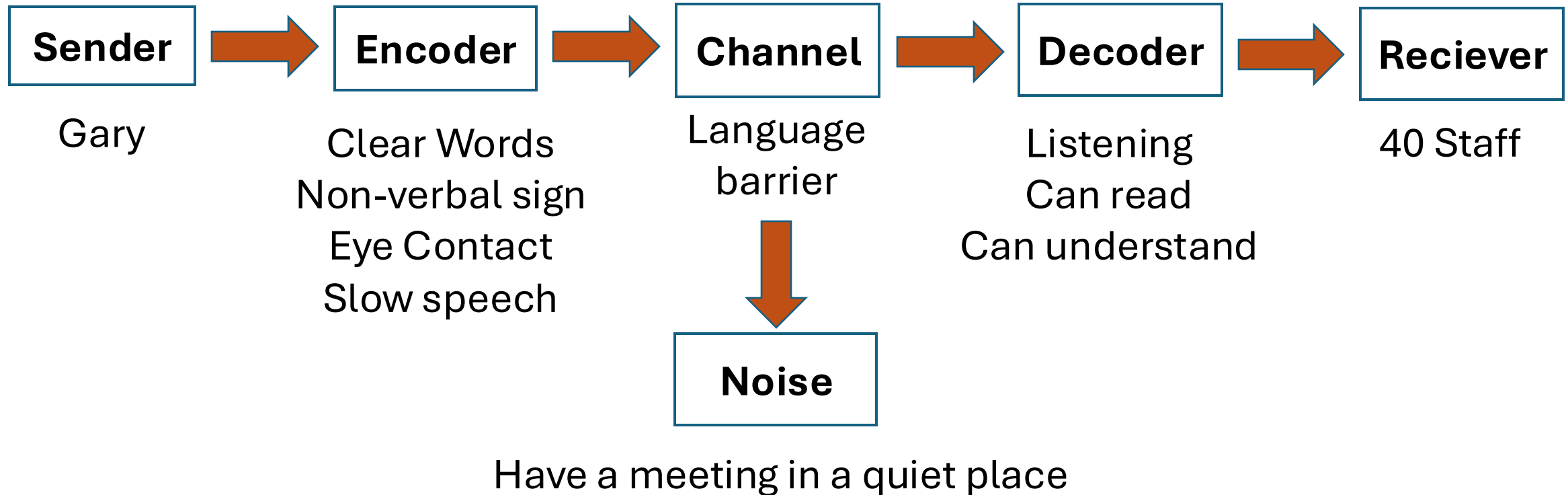
Barrier 2

Describe the solution

Be clear, use simple language/Translation

- Use pictures/Non-Verbal sign (with translation)
- Eye contact (to show that what you are saying is important)
- Have a meeting in a quiet place
- Speak slowly

Shannon & Weaver Model (Solution)



Details & Conclusion

- Used the Shannon & Weaver model to find and solve the Flight Food Ltd.
- Language/Communication/Body language is one of the Important tools we use to interact in the workplace.
- To prevent misunderstanding, prevent conflict and strengthen the employees' engagement & relationship

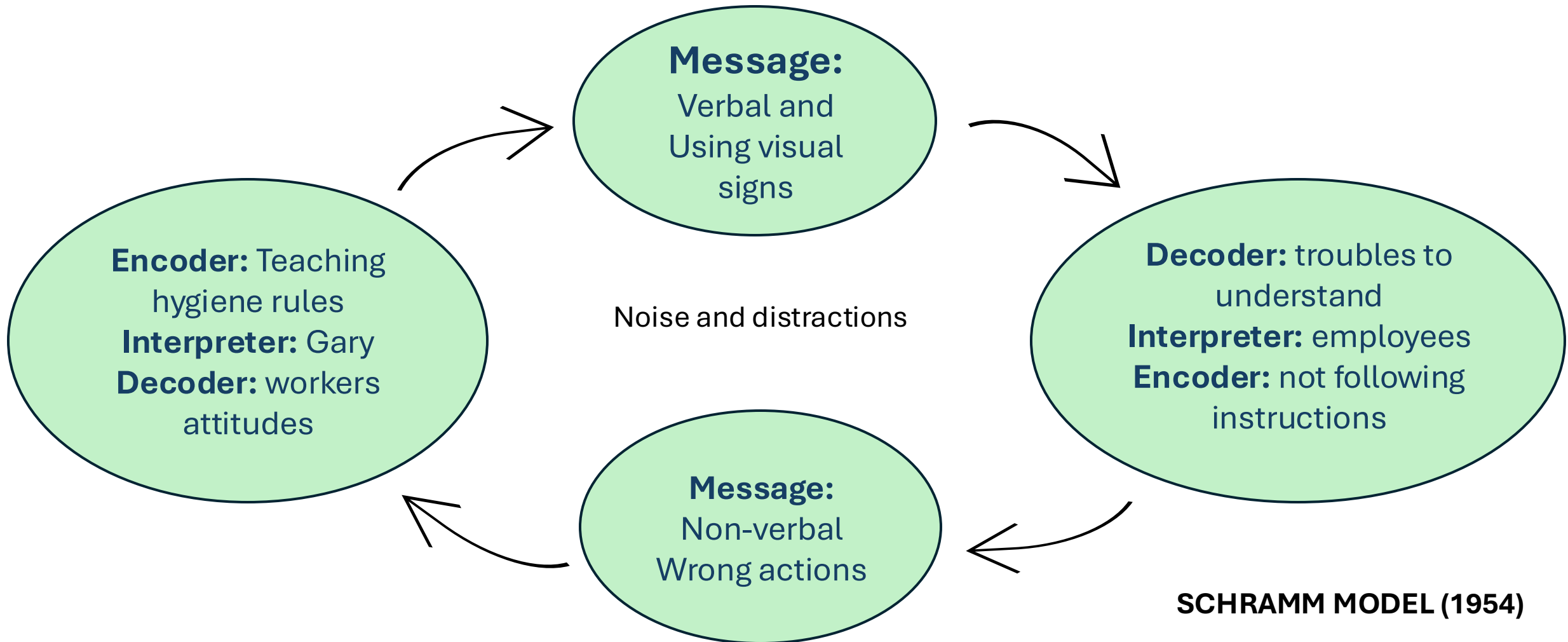
Barrier 3: Age/generational

- Age range is quite broad, with employees between 16 and 60.
- Younger employees do not understand hygiene rules they are need to follow.
- Mostly the younger employees disregard the manager's instructions.
- They often ignore the signs posted by the manager.



Barrier 3: Age/generational

- Analysis using **Schramm** communication model



Barrier 3: Age/generational

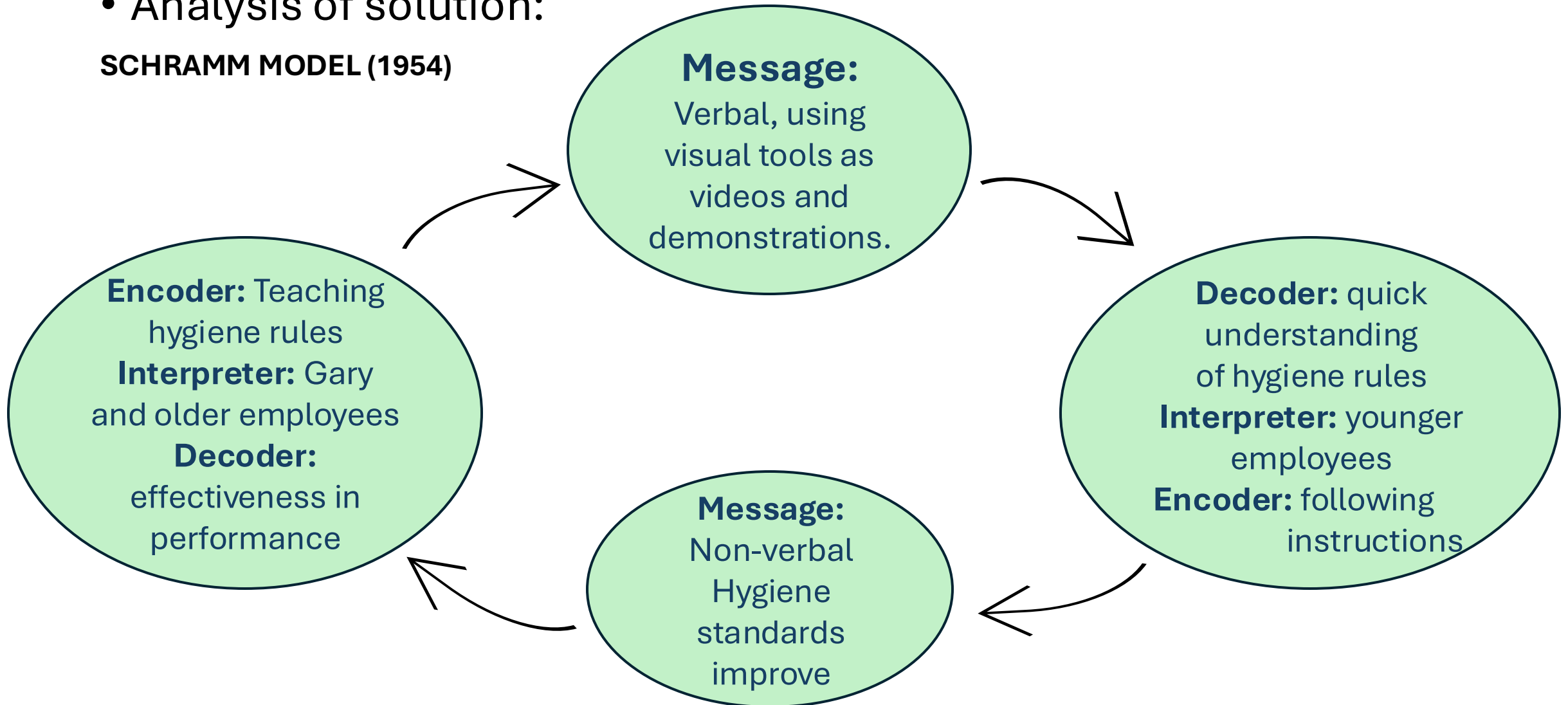
Solution

- The solution is to train more experienced employees on how to train new staff, especially younger ones, so that work can be distributed in a way that allows personalized training for each individual.
- Also motivating younger employees by treating them with respect and patience. Foster a sense of camaraderie among them, encouraging them to ask questions to promote participation, and making them feel valued by recognizing their efforts and leading by example, demonstrating through his actions how to work well.

Barrier 3: Age/generational

- Analysis of solution:

SCHRAMM MODEL (1954)



Barrier 3: Age/generational

Schramm (1954) argues that communication is more effective when the sender and receiver share similar experiences.

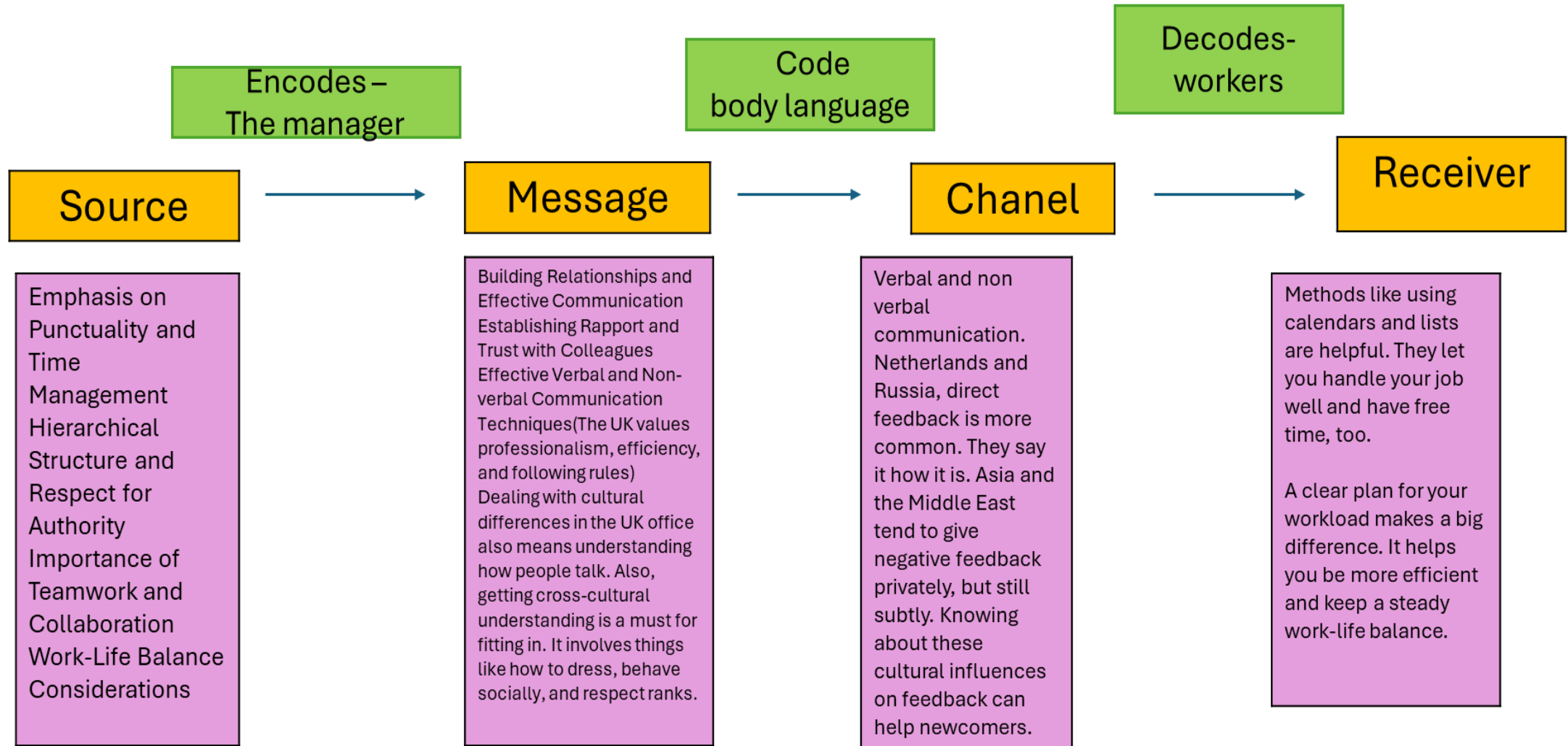
In conclusion, the manager's message is not understood by the younger employees due to their experience gap, as indicated by Schramm's model. This results in low productivity and frustration from Gary, who does not know how to handle it effectively. By implementing the solution, the employees will develop a similar level of expertise, improving communication among staff and increasing productivity.

BARRIER 4

- **Problem come firstly** from neglected of rules of Food Hygiene- hair management **and next** problem is miscommunication created from language barrier and different way of conveying of messages at different cultures.
- **Bullet points:** Cultural Differences and Challenges Faced by Foreign Workers. Language Barriers and Communication Styles. Understanding and Adapting to Different Workplace Norms. Navigating Cultural Nuances and Unwritten Rules.

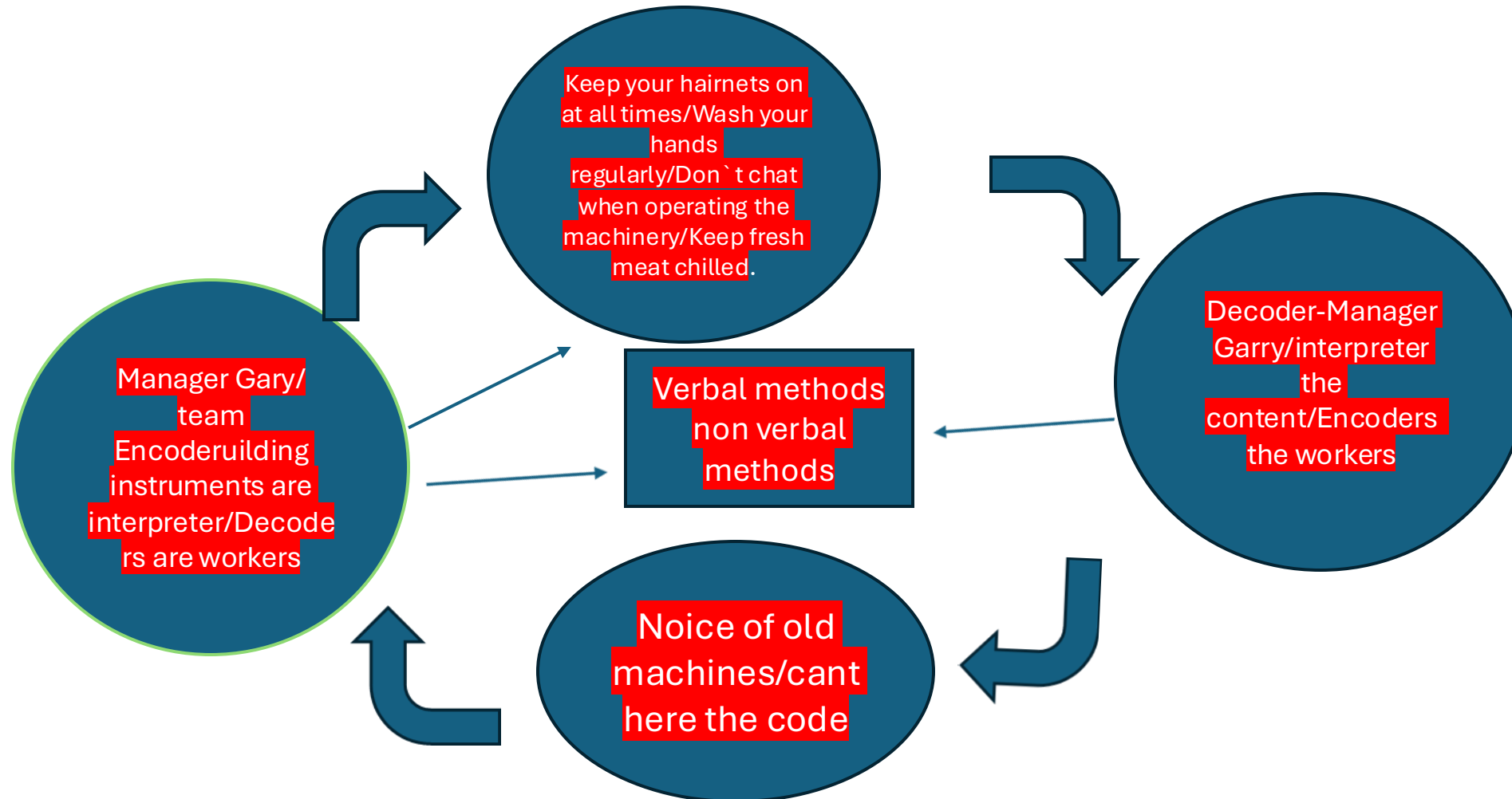


BARRIER 4



BARRIER 4

Analysis of SOLUTION using Schramm's model:



Schramm`s(1954)

Source : P. Ivanova

BARRIER 4

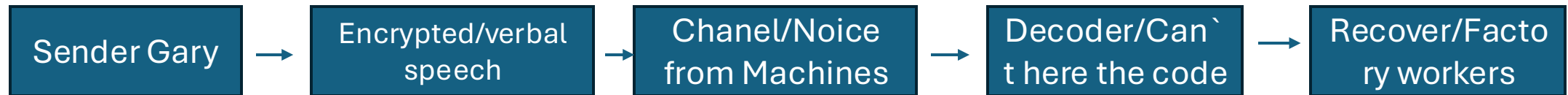
1. The way we see asking for help UK have specific difference from places like Europe and North America, independence is highly prized. People might feel like unsolicited help is a bit pushy.
2. In Russian and Asian societies, everyone helps each other out. In UK offering help is openly welcomed.
3. A British workmate might not ask for your help even if they need it. They might do this to show they can do things on their own. In this case, it's wise to not keep pushing it.
4. UK workers can say no In places like Asia or Eastern Europe, being helpful without being asked is often appreciated. Not offering your help in such places can make you look distant

Use bullet points:

1. Understanding Communication Styles and Behaviours- Learning the UK's unique ways of communication is very helpful for correctly building of right team.
2. Empathy skills like listening, watching, and trying to understand others are key for cultural competency in the UK workplace.

BARRIER 4

- On next day when Manager Gary was on routine inspection of warehouse understand that rules of Food Hygiene was neglected – all uniforms were dirty, trays of chicken pieces on the work tops, by temperature checking was stays all night on the top.
- Samd W model



- Conclusion and hand over to next student
Foreign workers can become more flexible by adjusting their style to fit the situation and the team. This makes the workplace better for everyone. Being balanced and showing empathy towards colleagues helps them succeed in the fast-paced UK work environment. Learning to balance task and people orientation is important for success in the UK.
And now my colleague Mariam will introduce emotional part.

Emotional Factors in the workplace

- Manager and environment is stressed
- Frustration due to misunderstanding
- Negative workplace atmosphere
- Low motivation among staff

Impact of Emotional Barriers

- Poor understanding of instructions (he is not giving the team clear task to do)
- Increased mistakes in food preparation(team is not prepared and language barrier makes the situation worse)
- Reduced teamwork and cooperation(team is emotionally burn out)
- Decline in food quality

Applying Berlo's Model

- **Source** (Gary): limited communication skills, lacks leadership impact
- **Receiver** (Staff): difficulty understanding instructions
- **Message**: not clearly delivered or interpreted
- **Channel**: mainly verbal communication (English)
- **Code**: language mismatch (English vs multiple languages)
- **Culture**: diverse workforce creates misunderstanding
- **Knowledge**: different levels of experience and understanding



Solution

- Provide proper training(to prepare team for effective work)
- Support the manager emotionally
- Use clear and respectful communication
- Improve cultural understanding

Creates a supportive and emotionally aware workplace

Conclusion

- Emotional stress affects communication
- Poor communication affects performance
- Key-Emotional support improves teamwork



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Thank you!

Questions?