

MODULE: EFFECTIVE TEAMWORKING AND COMMUNICATION

COMMUNICATION BARRIERS

AT

Flight Foods Ltd

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COMPANY BACKGROUND



COMPANY OVERVIEW

- Medium-sized company
- Produces ready meals for airlines
- Supplies different airline companies



CURRENT SITUATION

- Focus on quality and safety
- Communication problems between teams
- Quality issues impacting performance

INTRODUCTION

In this assessment, My team and I will examine multiple communication barriers at Flight Foods Ltd — a medium-sized company specializing in manufacturing ready meals for airlines. Recently, the company has struggled to maintain its market shares due to reported issues in food quality and safety. By applying key communication theories—including Shannon & Weaver's, Schramm's, and Berlo's models—we will identify the different barriers hindering effective communication on the factory floor. Finally, My team and I will then propose practical, theory-based solutions to combat these barriers and improve overall operational efficiency.



EMOTIONAL BARRIERS

Barries

- Gary (manager) shows stress and frustration, calling the workplace a “mad house” and shouting “Idiots!”
- Fatigue affects his performance (lack of sleep → poor communication and decisions)
- Employees feel confused, anxious, and lack confidence due to poor training
- Low trust and weak relationships limit open communication between staff and management

EMOTIONAL BARRIERS



Relevant Theory.

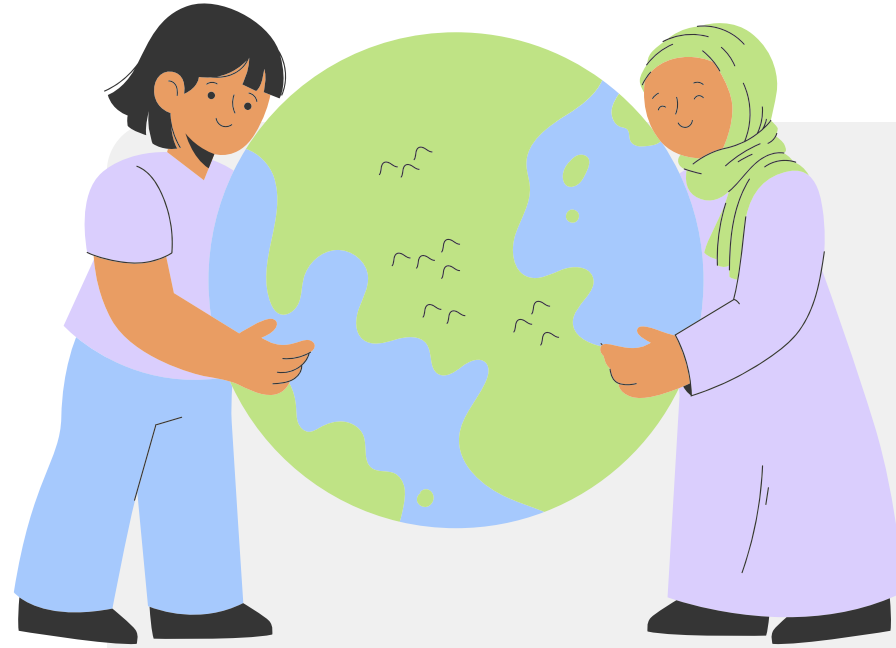
- Emotional Intelligence (Goleman, 1995)
 - Ability to manage own and others' emotions
- Gary shows low emotional control, affecting communication
 - Psychological Noise (Shannon & Weaver, 1949)
- Emotions like stress and anger interfere with communication
 - Messages are not clearly sent or understood



EMOTIONAL BARRIERS

How to Overcome Barriers

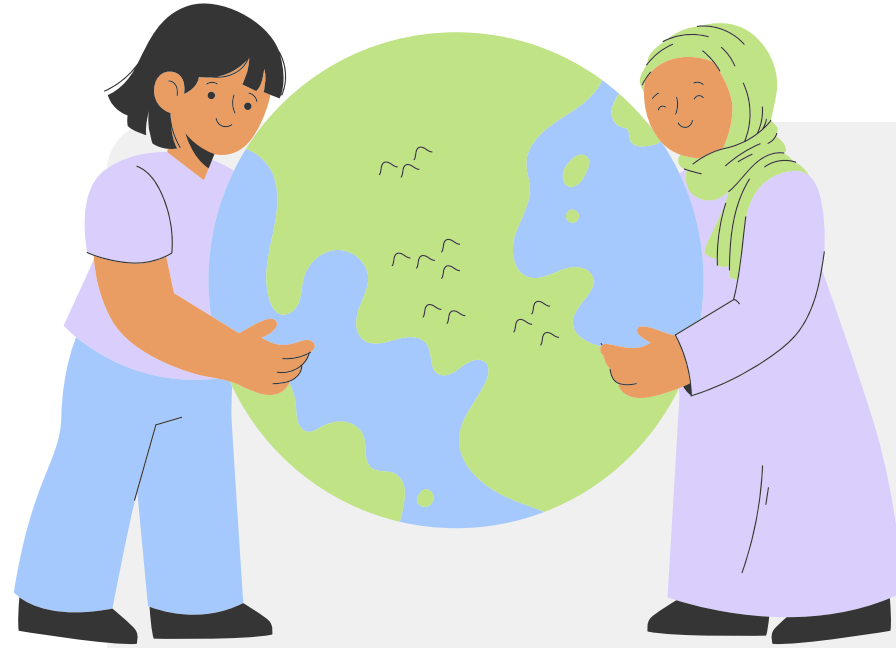
- Provide emotional intelligence & leadership training
 - Improve working conditions (rest, workload)
 - Create a supportive environment for questions
 - Encourage positive communication (avoid blame)
- Introduce proper training programs to build confidence



CULTURAL BARRIERS

Barriers

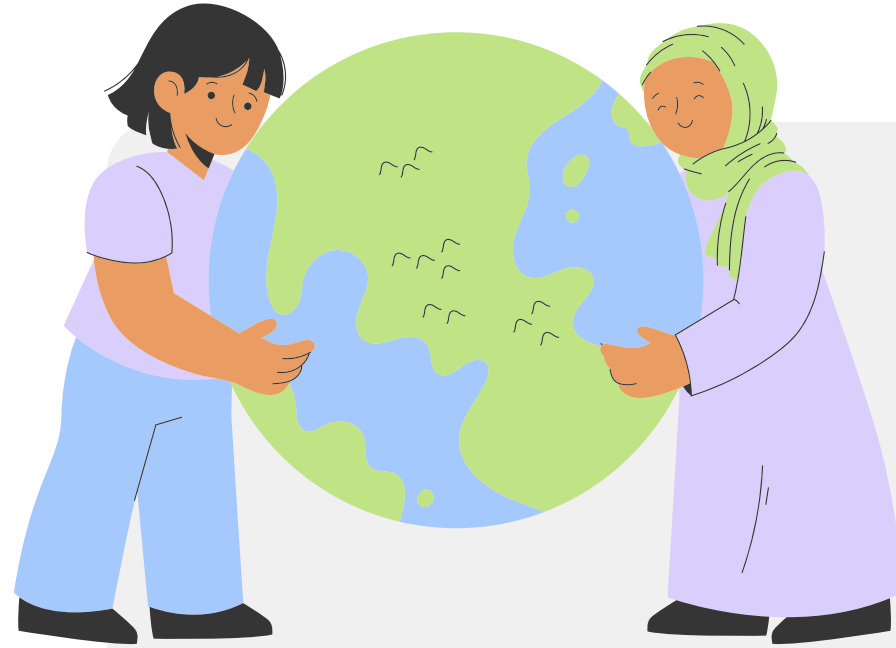
- **Mainly immigrants from 5 distinct cultural groups**
- **Employees from different cultural backgrounds**
 - **Different hygiene practices**
 - **Different understanding of instructions**



CULTURAL BARRIERS

Communication Theory_(Berlo Model)

- Communication depends on sender, message and receiver
 - Culture affects understanding
- Different backgrounds → different interpretations



CULTURAL BARRIERS

Solutions to Cultural Barrier - Advice for Gary.

- **Provide basic training for employees**
- **Give instructions using pictures or demonstrations**
- **Simplify communication and use clear language**



AGE GENERATIONAL

Barriers

- Workers aged 16–60 have different communication styles
- Employees struggle to follow instructions due to a language barrier
- The older ones seem to understand, but the problem seems to be with the younger ones.



AGE GENERATIONAL

Theory.

- According to the Schramm communication model, communication depends on shared experience
- Different generations have different experiences → misunderstanding



AGE GENERATIONAL

Solutions (Advice for Gary)

- Adapt communication to different age groups
- Use simple language and clear instructions
 - Provide structured training before work
- Use demonstrations (show, not only tell)



LANGUAGE, COMMUNICATION & BODY LANGUAGE BARRIER

Barriers

- **Workers come from different countries and speak different languages**
 - **Some of them don't understand English well**
 - **Instructions are not always clear due to language restrictions**
- **Body language can also be confusing, as it means different things in different cultures**



LANGUAGE, COMMUNICATION & BODY LANGUAGE BARRIER

Theory.

- In the Shannon and Weaver model, language differences can create misunderstanding (semantic noise)
- Also, body language is not always understood in the same way by everyone



LANGUAGE, COMMUNICATION & BODY LANGUAGE BARRIER

Solution

- Use simple and easy English
- Provide multilingual text and imagery for employees
- Use both verbal and practical instructions during work and training
- Make sure workers understand (for example, ask them to repeat or show the task)



ENVIRONMENTAL / PHYSICAL NOISE

Barriers

- **Loud Machinery (Primary Source)**
 - **Large, Busy Workspace**
- **Crowded Working Conditions**
- **Constant Machine Operation**



ENVIRONMENTAL / PHYSICAL NOISE

Theory.

- Shannon & Weaver's model identifies noise as anything that distorts or interferes with the message as it travels from sender to receiver.



ENVIRONMENTAL / PHYSICAL NOISE

Solutions

- **Reduce Environmental Noise**
- **Create designated quiet areas for briefings**
- **Signals or alarms instead of shouting**
- **Provide written/visual guides that are clear and minimal**

CONCLUSION



The situation at Flight Foods Ltd demonstrates how several communication barriers can contribute to create a serious organisational crisis. **Differences in languages** can prevent clear understanding of essential food hygiene procedures, while **cultural variations** in communication styles and expectations further complicate the transmission of instructions. These issues are increased by **generational differences**, with younger workers reacting differently to authority, learning styles, and workplace norms in comparison to older staff. At the same time, the **environmental noise** from outdated machinery makes verbal communication unreliable, forcing the manager to depend on written signs that many employees cannot fully understand. Finally, **emotional barriers**, including frustration, stress, and inconsistent leadership behaviour, undermine trust and decrease the willingness of staff to participate or seek clarification.

Unless Flight Foods addresses these linked communications, they will continue to face challenges through structured training, culturally aware communication strategies, improved environmental conditions, and stronger leadership practices, the organisation will continue to struggle with quality control and declining market shares.

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THANK
You!

