Case Study



COMMUNICATION BARRIERS AT FLIGTH FOOD LTD.

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Y Drindod Dewi Sant
University of Wales
Trinity Saint David



INTRODUCTION

WARFH BRIDGE SOLUTION



Our Role as a Consultants Firm

MISSION

We,were hired by Flight Foods Ltd. to investigate and solve ongoing communication barriers problems.

METHOD

Interviews, observational and theory-based analysis

GOAL

Provide practical solutions to restore food quality, safety, and operational efficiency

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TEAMWORK AND COMMUNICATION

LCLM4003

ASSIGNMENT 2:

GROUP 1 PRESENTATION

TUTOR'S NAME:TIMOTHY HOPKINS

TEAM MEMBERS

Estera Radu
Student ID-2414757
Member

Barriers & Solution
Language
Physical/
Environmental

Matilda Jace
Student ID-2415101
Member

Barriers & Solution
Emotional
Cultural

Chiara Alaimo
Student ID-2414747
Leader

Barriers & Solution
Educational/
Knowledge
Age
(Demographic)

Mihay
Student ID-
Member

Barriers & Solution
Attitudinal
Physiological

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OVERVIEW

1.-INTRODUCTION

2.-TEAM MEMBER

3.-OVERVIEW

4.-BACKGROUND COMPANY

5.-COMMUNICATION BARRIERS/THEORY/SOLUTION

5.1-LANGUAGE BARRIER

5.2-PHYSICAL/ENVIRONMENTAL BARRIER

5.3-EMOTIONAL BARRIER

5.4-CULTURAL BARRIER

5.5-EDUCATIONAL/KNOWLEDGE BARRIER

5.6-AGE (DEMOGRAPHIC)BARRIER

5.7-ATTITUDINAL BARRIER

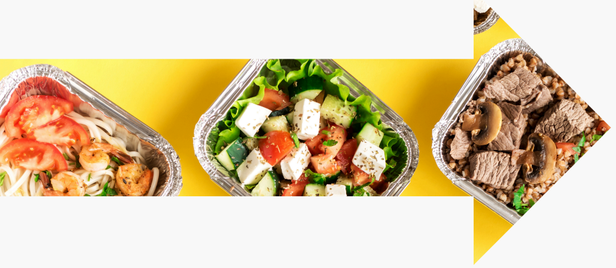
5.8-PHYSIOLOGICAL BARRIER

6.-CONCLUSION

7.-REFERENCES

8.-Q & A

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FLIGTH FOOD LTD BACKGROUND

Medium-sized ready-meal producer for airlines

Staff:
40 people, 5 cultural backgrounds, aged 16–60

Poor communication leads to hygiene and quality issues

Manager Gary struggles to communicate effectively with staff

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LANGUAGE BARRIER

PROBLEMS

- Staff mainly speak native languages, limited English
- Instructions misunderstood

THEORY:

SHANNON & WEAVER

Noise in the channel

SOLUTION

- Multilingual signage/training
- Visual aids & pictograms
- Hire bilingual team leaders

(Language, 2024)

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PHYSICAL/ENVIRONMENTAL BARRIER

PROBLEMS

- Noisy machines make communication difficult
- Poor layout leads to confusion

THEORY:

Berlo's SMCR – Channel interference

SOLUTION

- Reduce noise or use headsets
- Rearrange workspace
- Microphones for announcements
- Invest plan in new machines

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EMOTIONAL BARRIER

PROBLEMS

•Stress and personal issues affect communication

•LEAD BY EXAMPLE Manager's hygiene shows lack of professionalism

THEORY: Schramm's – Poor shared experience

SOLUTION

•Stress management support

•Open communication

•Train managers in emotional intelligence communications

(McDuffee, 2019)

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CULTURAL BARRIER

PROBLEMS

- Misinterpretation due to cultural norms
- Different expectations and behaviors

THEORY:

Schramm's – Limited shared context

SOLUTION

- Cross-cultural training
- Inclusive culture
- Cultural mentorship

(Schramm, 1965)

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EDUCATIONAL/KNOWLEDGE BARRIER

PROBLEMS

- Lack of basic food hygiene knowledge
- Insufficient training

THEORY:

Berlo's SMCR – Receiver lacks skills

SOLUTION

- Structured onboarding
- Interactive tools
- Repeated training

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AGE (DEMOGRAPHIC)BARRIER

PROBLEMS

- Older workers understand better; younger ones struggle
- Generational gaps affect communication styles

THEORY:

Shannon and Weaver – Different “decoding” abilities

SOLUTION

- Mixed-age team collaboration
- Tailor communication style for age group
- Peer mentoring programs

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ATTITUDINAL BARRIER

PROBLEMS

- Lack of motivation or negative attitudes toward rules
- Signs are ignored or not taken seriously

THEORY:

Berlo's SMCR Model – Message blocked by receiver's attitude

SOLUTION

- Recognize and reward compliance
- Involve staff in decision-making
- Build team morale with regular feedback

(Berlo, 1960)

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PHYSIOLOGICAL BARRIER

PROBLEMS

- Undiagnosed limitations (hearing, vision)
- Especially among older staff

THEORY:
Shannon & Weaver – Physiological noise

SOLUTION

- Health checkups
- Accessible materials
- Task assignments based on ability

Dry cleaning services

(Shannon and Weaver, 1949)

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CONCLUSION

- Communication issues lead to hygiene problems
- Language, culture, education, and more are involved
- Models help diagnose and fix issues
- Right strategies improve quality and teamwork

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- Schramm, W. (1965). The Process and Effects of mass communication.

- Berlo, D.K. (1960). The Process of Communication.

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Q & A

- **How the Schramm’s Model process it seen?**
- Schramm’s Model Communication is seen as a two-way process with a shared “field of experience” that determines how well people understand each other.

- **Which are the key element of Berlo’s Model?**
- The four main components of Berlo's SMCR Model are the following:
- Source-Message-Channel-Receiver
- Highlights the social context, culture, knowledge, and communication skills of the sender and the recipient are all vital components in effective communication.

- **In what way Shannon & Weaver Model is view?**
- This model views communication as a technical process with potential noise that disrupts the message from sender to receiver

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