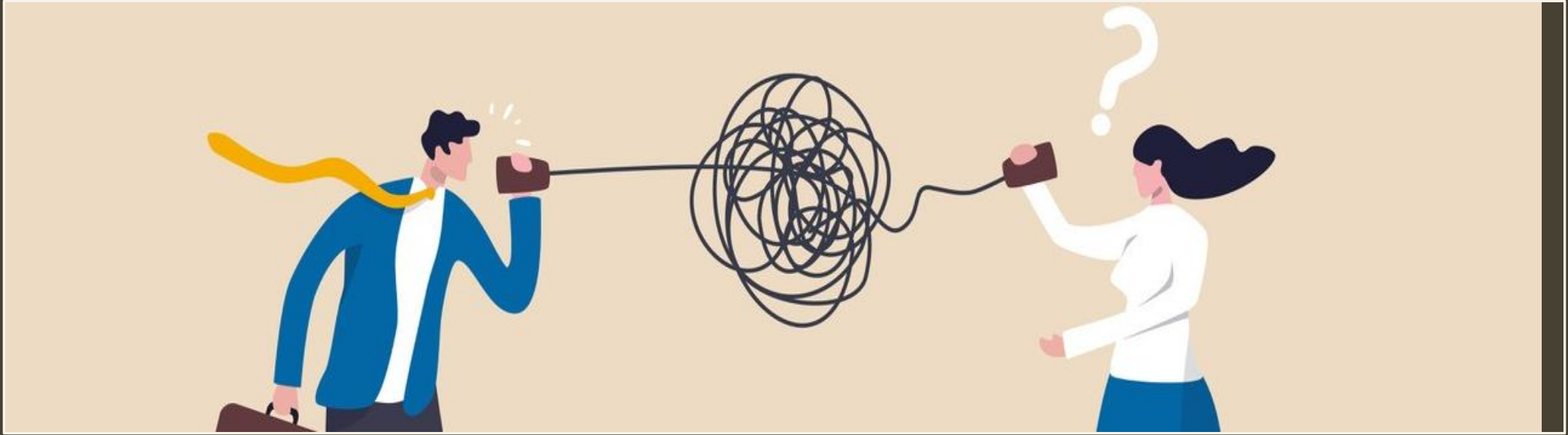




COMMUNICATION BARRIERS

Analysis and Solutions



LCLM4003 Effective Teamwork and Communication

Tutor's Name: Lloyds Beharry

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INTRODUCTION

Flight Foods Ltd. is facing difficulties due to customer complaints about poor food quality.

The problem may be related to communication barriers on the factory.

In this presentation, we'll identify these barriers and suggest solutions.

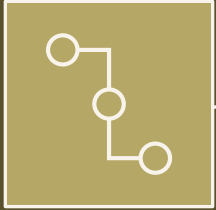
- Using the models of **Shannon & Weaver**, **Schramm**, and **Berlo's**.



COMPANY BACKGROUND

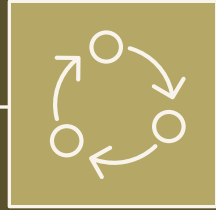
- **Company:** Flight Foods Ltd.
- **Size:** Medium
- **Business:** Manufactures and sells ready meals to airlines
- **Problem:** Losing market share due to:
 - Undercooked food
 - Poor packaging
 - Meat found in vegetarian meals

SUMMARY OF THE CASE STUDY



A

Factory has **old, noisy machines** and **40 workers** aged 16–60



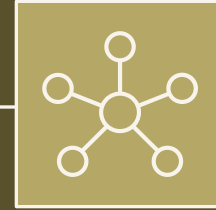
B

Workers come from **5 different cultural groups**



C

Many workers have **low English skills**



D

Workers start with **no food hygiene training**



E

He uses many **warning signs**, but workers do not follow them
Manager **Gary** tries to train workers while working

BARRIERS DETECTED

When studying in groups, we encounter many barriers, and we will discuss five of them specifically.	LANGUAGE Employees speak different languages with a few English ②	ORGANIZATIONAL Lack of formal training programs for staff ④
NOISE The factory is noisy with old machines, making it hard to hear instructions ①	CULTURAL Workers from five cultural backgrounds ③	AGE Generational differences between older and younger workers ⑤

1 NOISE



BARRIER

- Factory full of **old, noisy machines**
- Hard to hear instructions or communicate effectively
- Noisy environment creates confusion

LINK TO SHANNON & WEAVER
Channel Noise: which distorts the message

SUGGESTIONS

- Reduce machine noise or replace old machines
- Use headsets or a sound system for instructions
- Provide printed materials in multiple languages
- Create quieter training areas

2 AGE



BARRIER

- **Generational differences** between older and younger workers
- Younger workers may not follow instructions as closely
- Older workers have better understanding, but may struggle with technology or new procedures

LINK TO BERLO'S MODEL

Differences in **age and experience** lead to different , perceptions of the message

SUGGESTIONS

- Encourage mentoring between older and younger workers
- Provide training materials that cater to both younger and older generations
- Create intergenerational teams to encourage learning from both sides
- Offer training on new technology or processes to older workers

3 CULTURAL



BARRIER

- Workers from **five cultural backgrounds**
- Different understanding of hygiene, authority, and instructions
- Different non-verbal communication styles

LINK TO SCHRAMM'S MODEL
Small "shared field of experience", creating
misuderstanding

SUGGESTIONS

- Cross-cultural training for both management and staff
- Multilingual supervisors or cultural mediators
- Encourage inclusive communication practices

4 ORGANIZATIONAL



BARRIER

- Lack of formal training programs for staff
- Factory floor is chaotic, with no structured processes
- Workers lack clear guidelines or supervision in the absence of consistent leadership
- Gary, the manager, is overwhelmed and has to handle everything on his own

LINK TO SCHRAMM'S MODEL

Organizational structure affects the flow of communication and creates confusion

SUGGESTIONS

- Develop formal training programs for food hygiene and safety
- Establish a clearer chain of command and responsibilities
- Streamline communication channels through a formal system (e.g., meetings, reports)
- Provide managerial support and hire more supervisors to share the workload

5 LANGUAGE



BARRIER

- Workers speak mainly their own languages
- Only “a few English words” understood
- Warning signs use English words workers may not understand
- Young workers misunderstand instructions constantly

LINK TO SHANNON & WEAVER
Language Misunderstanding: Message noise

SUGGESTIONS

- Use simple English + visual symbols (non verbal)
- Translate key signs into each group’s language
- Provide basic English training
- Show demonstrations instead of long explanations

Flight Foods is losing business due to **communication failures**, not just technical mistakes

- Barriers include: **noise, language, cultural, age, and organizational**
- Communication models (Shannon & Weaver, Schramm, Berlo) help explain why these problems happen

With proper training, clearer communication, less noise, and organizational support, **food quality and safety can improve:**

Better communication = better performance + regained market share, becoming a more reliable and reputable company with good results.

CONCLUSION



ASSIGNMENT 2

Tutor’s Name: Lloyds Beharry

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THANK YOU

We appreciate your attention.

We hope you enjoyed it !

Any questions?