

Communication Barriers at Flight Foods Ltd

Group Presentation – Component 2

Presented by:

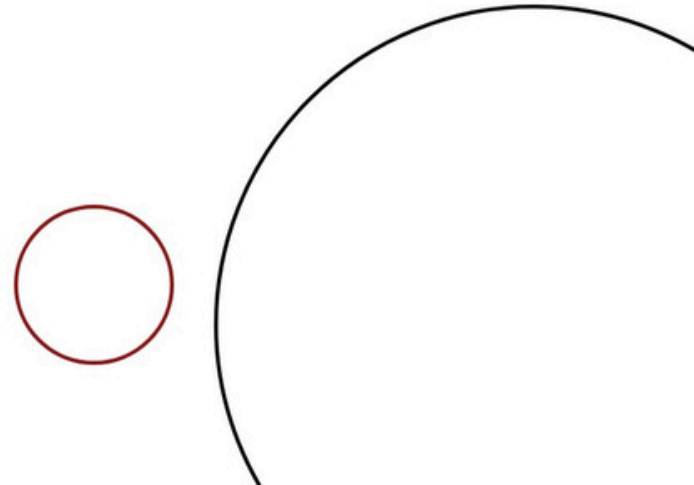
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Presentation Overview

- 01 Case Context
- 02 Communication Barriers
- 03 Application of Communication Models
- 04 Recommendations

"I try my best, but the staff are not trained... I have to do what I can to teach them on the job."
— Gary, Floor Manager

The Flight Foods Ltd Crisis

Flight Foods Ltd is a UK manufacturer of airline **ready meals**. *The company experienced a decline in market share due to the following quality issues:*

- *Undercooked food*
- *Poor packaging*
- *Vegetarian meals containing meat*
- *Hygiene failures*

The factory environment was described as noisy, stressful and lacking formal training.

40 Employees

- *5 cultural groups*
- *Ages 16–60*
- *Many employees with limited English*

Environmental Noise

Physical Disturbances

- *Old machinery creates constant noise, making it difficult for employees to hear and understand Gary's instructions.*

Theory: Shannon & Weaver

- *According to Shannon and Weaver (1949), physical noise disrupts communication between the sender and the receiver.*

IMPACT

- *Staff cannot clearly hear hygiene instructions.*
- *This increases the risk of food safety mistakes.*

Language & Communication

Semantic Distortion

Gary uses London East End dialect (“a bit tired”, “rushed out”) while staff speak their own languages with minimal English. Semantic gaps lead to total misunderstanding.

Theory: Berlo's SMCR

Berlo's SMCR model explains that communication is less effective when the sender and receiver have different communication skills and language abilities.

IMPACT

- Staff misunderstand instructions.**
- Signs alone cannot replace proper training.**

Age & Generational Gap

Age Differences

- *Employees range from 16 to 60 years old.*
- *Younger and older staff communicate differently.*
- *Different work habits lead to misunderstandings.*

Theory: Schramm Model

- *According to Schramm (1954), communication is more effective when people share similar experiences.*
- *Different age groups may interpret messages differently.*

Impact

Staff misunderstand instructions.

Teamwork becomes less effective.

Cultural Standards

Different Cultural Standards

- *Employees come from 5 different cultural backgrounds.*
- *Food handling standards vary between cultures.*
- *Hygiene procedures require clear training for everyone.*

Theory: Berlo's SMCR Model

- *According to Berlo (1960), culture influences how messages are understood.*
- *Different cultural backgrounds can lead to misunderstandings.*

CRITICAL ERROR

Meat in vegetarian meals suggests a lack of cultural/religious understanding of cross-contamination.

Emotional & Psychological

Personal Stress

- *Gary worked long hours under pressure.*
- *He often became frustrated and shouted at staff.*
- *Employees became reluctant to ask questions.*

Theory: Psychological Noise

- *According to Robbins & Judge (2022), emotions can interfere with effective communication.*
- *Stress reduces message clarity and affects understanding.*

Impact

- *Staff avoided communicating with Gary.*
- *Feedback and teamwork became less effective.*

Integration of Communication Models

SHANNON-WEAVER

- *Explains how factory noise and shouting disrupted communication between Gary and the staff.*

SCHRAMM

- *Shows that different ages and cultural backgrounds created different “Fields of Experience”, leading to misunderstandings.*

BERLO (SMCR)

- *Explains how language differences and cultural backgrounds affected how instructions were sent and understood.*

Key Message

- *No single communication model explains the problem completely. Together, these models show how environmental, cultural and psychological barriers contributed to the communication failures at Flight Foods Ltd.*

Strategic Recommendations

Formal Training

- *Provide induction training for all new employees.*
- *Replace “on-the-job” learning with structured training.*

Visual Aids

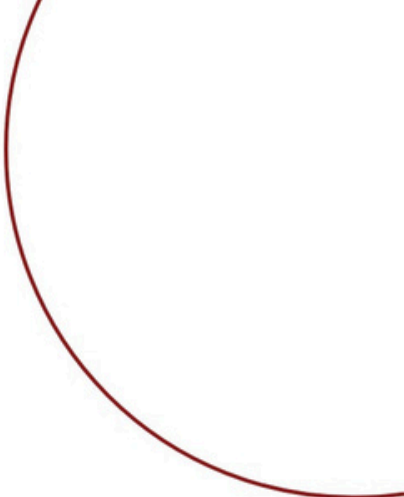
- *Use simple signs and universal pictograms.*
- *Reduce language barriers in the workplace.*

Noise Reduction

- *Maintain machinery to reduce factory noise.*
- *Improve communication during production.*

Cultural Champions

- *Appoint one team representative from each cultural group.*
- *Encourage two-way communication and feedback.*



Conclusion

Communication failures at Flight Foods Ltd were systemic rather than individual. Environmental, cultural and psychological barriers, together with language and generational differences, reduced communication effectiveness. By applying communication theories and improving training and communication practices, the company could improve food quality, strengthen teamwork and rebuild customer trust.

Reference List

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