

Communication Problems at Flight Foods Ltd

By: Ellie durkal

Agenda

- Background
- Barriers
- Theories
- Solutions
- Conclusion
- References

Background

- Flight Foods Ltd manufactures ready meals for airlines.
- Customer complaints include undercooked food, poor packaging and meat in vegetarian meals.
- The factory employs 40 staff aged 16–60 from five cultural groups. Gary is the floor manager.

Environmental Noise

The problems:

- Loud machinery prevents workers hearing instructions.
- Theory: Shannon & Weaver Communication Model.
- Noise interferes with the message between sender and receiver.
- Recommendation:
- Hold briefings away from machinery.
- Use visual displays and radios/headsets.

Language & Body Language

The problems:

- Many employees have limited English.
- Signs alone are ineffective.
- Theory: Schramm's Model.
- Different experiences and languages reduce understanding.
- Recommendation
- Translate training.
- Demonstrate tasks.
- Ask workers to repeat instructions.

Age & Cultural Barriers

The problems:

- Younger workers respond differently.
- Five cultural groups may interpret messages differently.
- Theory: Berlo SMCR Model.
- Culture, knowledge and attitudes affect communication.
- Recommendation:
- Inclusive training.
- Cultural awareness.
- Buddy system.

Emotional Barrier

The problems:

- Gary is stressed, tired and frustrated.
- He shouts 'Idiots!', damaging morale.
- Theory: Berlo – attitudes affect communication.
- Recommendations:
- Stress management.
- Positive leadership.
- Constructive feedback.

Overall Recommendations

- Food hygiene training before work starts.
- Multilingual manuals and posters.
- Regular meetings.
- Encourage questions.
- Monitor understanding.
- Improve teamwork.

Conclusion

- Communication failures caused food safety and quality problems.
- Applying communication theories helps explain why.
- Better communication improves employee performance, customer satisfaction and business success.

References

- Berlo (1960) SMCR Model.
- Schramm (1954) Communication Model.
- Shannon & Weaver (1949) Mathematical Model of Communication.
- Food Standards Agency (UK).