

Module Name: Effective Teamwork and Communication

Module code:LCLM4003

Group 3

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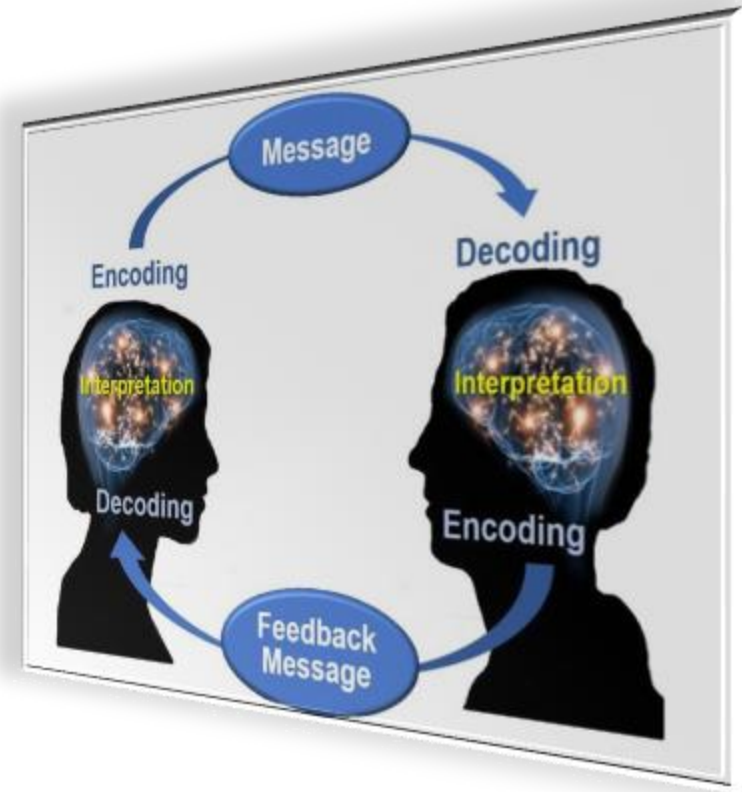
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(PowerPoint Images, 2026)

Overview

- Introduction
- Barrier 1 – Language/Communication/Body Language - Mariia
- Barrier 2 - Environmental Noise - Jubed
- Barrier 3 - Emotional - Pavlo
- Barrier 4 - Cultural (Standards and Practices) - Mariana
- Barrier 5 - Age/Generational - Mutwakil
- Conclusion
- References
- Questions



(PowerPoint images, 2026)

Introduction

Company: Flight Foods Ltd

- Produces ready meals for airlines
- Around 40 employees (age 16–60)
- Multicultural workforce

Current Situation:

- Decline in market share
- Complaints from airline clients

Key Problems:

- Undercooked food
- Poor packaging
- Wrong meals

Main Issue:

- Communication barriers between staff



Key Communication issues in Flight Foods Ltd

Gary's (Floor Manager) Communication Issues

- Communicates only in English
- Cannot adapt or simplify instructions
- Uses signs and non-verbal communication that are not understood by workers

Factory Workers' Communication Issues

- Workers speak different native languages
- Workers have a limited understanding of English instructions
- Tasks are misunderstood due to language barriers

Impact of Communication Barriers

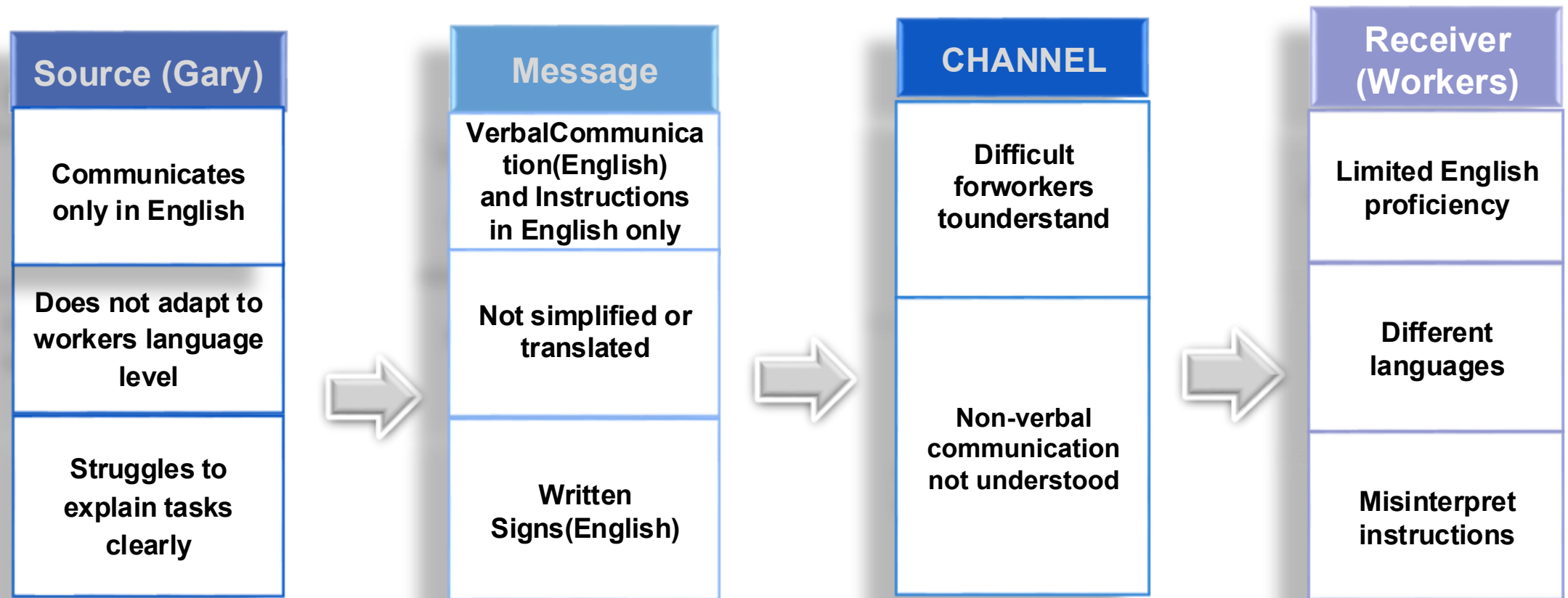
- Instructions are misunderstood
- Food hygiene errors occur
- Customer satisfaction decreases
- Business performance is negatively impacted



(PowerPoint images, 2026)

Analysis of Language, Communication and Body Language Barriers using Berlo's Model

- According to Berlo (1960), problems in the source, message, and channel can lead to misunderstanding.



- As a result, communication becomes ineffective in the workplace.

Improving Communication through Schramm's Model

Main Idea (Theory)

According to Schramm (1954), communication is effective when sender and receiver share the same “field of experience” (language, understanding, and background).

Problem

Gary and workers don't share language → no understanding

Solution

Create a shared field of experience.

Role of Sender (Gary)

Adjust communication to worker's level

- Helps create shared understanding

Check feedback (workers repeat/show tasks)

- Ensures message is correctly understood

Applied Solutions based on Schramm's Model

1. Multilingual signs & translation

- Aligns language between Gary and workers
- Creates shared field of experience

2. Visual diagrams & demonstrations

- Reduces need for language
- Builds common understanding without words

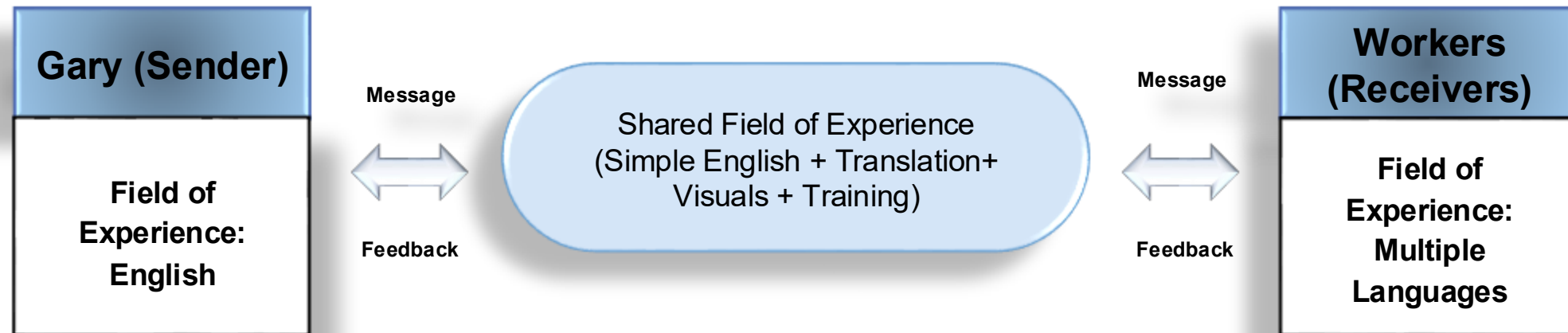
3. Training sessions

- Ensures workers understand the same standards and terms
- Expands shared knowledge and experience

4. Simple English communication

- Easier for workers to understand
- Reduces gap in interpretation

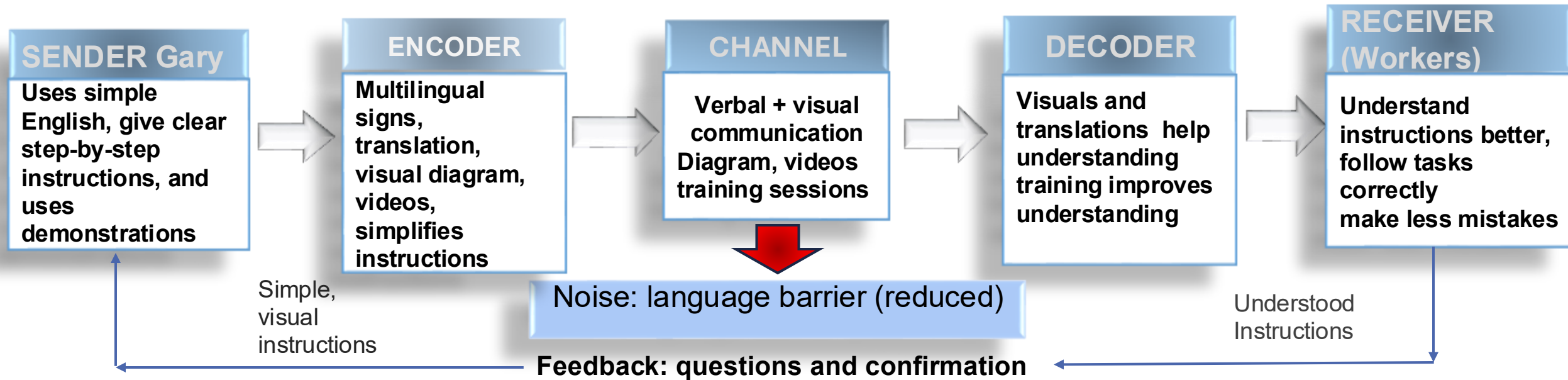
Improving Communication through Schramm's Model



A shared field of experience is created through the use of simple English, visual aids and training, which improves understanding and reduces errors.

BARRIER1: LANGUAGE, COMMUNICATION AND BODY LANGUAGE

Improving Communication using the Shannon - Weaver Model



Conclusion

- The language barrier was identified using Berlo's model, showing problems in communication between Gary and workers.
- Schramm's model was applied to develop solutions by creating a shared field of experience.
- The Shannon-Weaver model (Shannon-Weaver, 1949) demonstrates how these solutions reduce noise and improve message understanding.
- As a result, communication improves, leading to fewer errors and better food quality.

Environmental barrier: Flight Food LTD

Problem

- ❖ Loud machinery disrupts communication
- ❖ Verbal instructions are difficult to hear
- ❖ Leads to mistakes in food production
- ❖ Increased risk of errors due to noise
- ❖ Undercooked food
- ❖ Causes hygiene issues



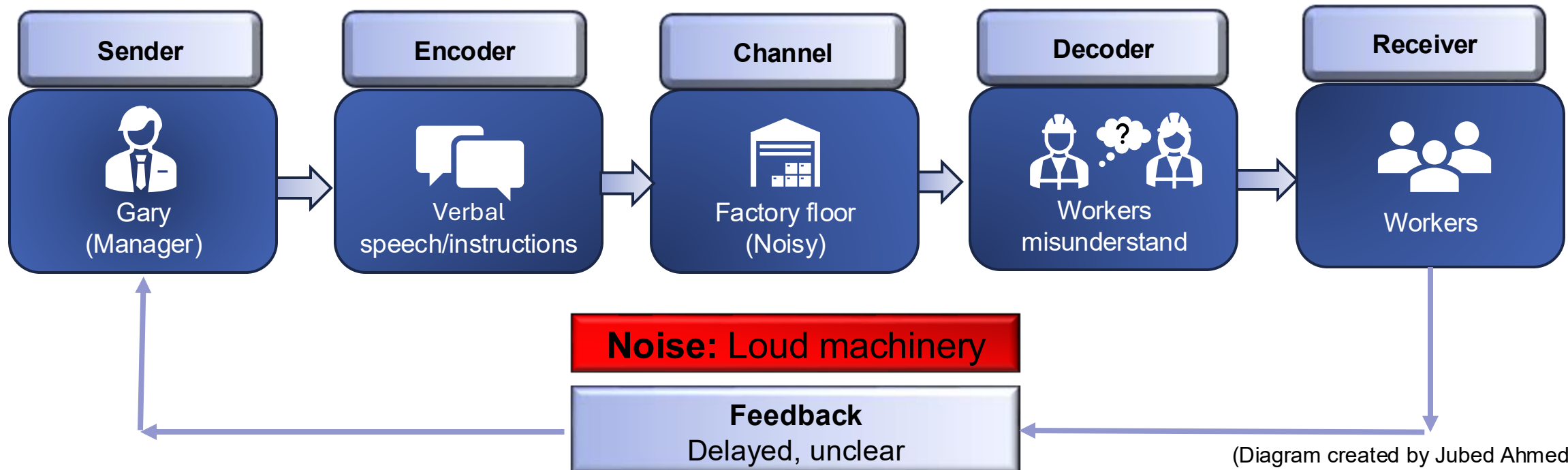
(Pngtree, 2026)

Environmental: Theory

Shannon & Weaver Model of Communication

The Shannon and Weaver Model of Communication is a mathematical theory of communication that argues that human communication can be broken down into 6 key concepts: sender, encoder, channel, noise, decoder, and receiver. (Helpful Professor, 2023)

- Communication is affected by environmental noise
- Noise disrupts the channel, meaning the message is distorted before reaching the receiver (workers).



(Diagram created by Jubed Ahmed, 2026)

Environmental barrier: Solutions

- ❖ The most effective solution would be to regularly maintain and service machinery to reduce noise on the factory floor.
- ❖ Clear instructions and a quieter environment will help workers understand and keep food quality and hygiene at a high standard.
- ❖ Maintaining and servicing machinery will make the factory floor less noisy that will ensure workers can receive clear instructions from Gary.



Maintain and service
machinery to reduce excess
noise



Install soundproofing to
create a quite and more
controlled working
environment



Use technology such as
headsets for the workers to
ensure instructions are
clearly received

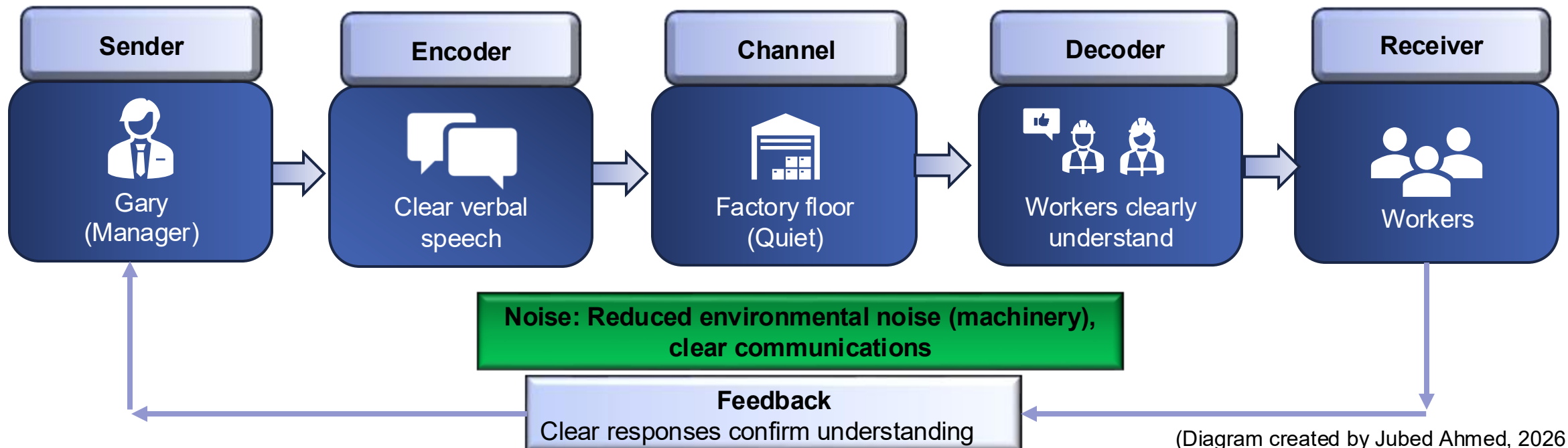


Use written instructions for
the workers and hygiene
checklists

Analysis of Solution: Maintenance/service of machinery

- ❖ Regular maintenance and servicing reduces noise levels on the factory floor
- ❖ This improves clarity of instructions and reduces errors
- ❖ Workers can understand tasks more accurately, improving food safety and efficiency
- ❖ Reducing noise improves the communication channel, leading to clearer understanding

(Shannon & Weaver model of communication)



(Diagram created by Jubed Ahmed, 2026)

Environmental: Conclusion



Noise from machinery disrupts communication by interfering with the channel



Workers may mishear instructions, leading to errors and safety issues



Reducing noise through maintenance improves communication



This ensures instructions are understood clearly and food quality improves



(Rocket Machine Works, 2025)



BARRIER 3 EMOTIONAL



Key issues in the Workplace

- ❖ Manager works under stress and pressure
- ❖ Struggles to communicate calmly and clearly
- ❖ Workers feel confused, overwhelmed or unmotivated
- ❖ Cultural and language differences increase difficulty
- ❖ Emotional stress leads to misunderstandings and mistakes



Source: Pexels (2024)

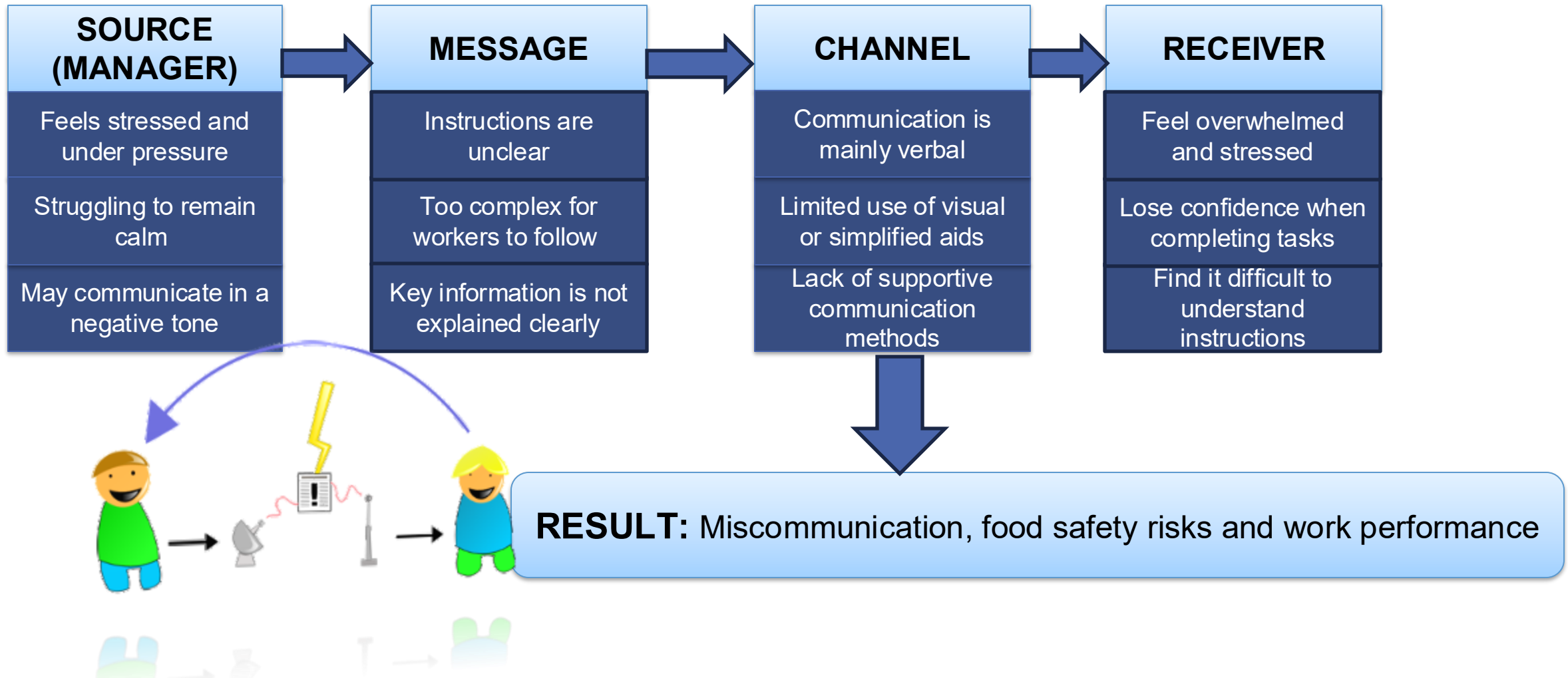


BARRIER 3 - EMOTIONAL



COMMUNICATION MODEL (Berlo's Model)

According to Berlo(1960), communication includes source, message, channel and receiver. Emotional stress can affect this process and lead to misunderstanding (Piller, 2017)



SOLUTIONS (BARRIER 3: EMOTIONAL)



Improve working environment

- ✓ Reduce noise from machines
- ✓ Create a calmer atmosphere



Provide Training

- ✓ Train workers to reduce confusion
- ✓ Promote confidence and skills



Offer emotional support

- ✓ Show patience and empathy
- ✓ Give positive feedback



Breaks and rest time

- ✓ Allow regular breaks for workers
- ✓ Include days off and holidays



Use visual Aids

- ✓ Add signs and illustrations
- ✓ Support workers with language barriers



Bonuses and incentives

- ✓ Reward good performance
- ✓ Increase motivation and reduce stress

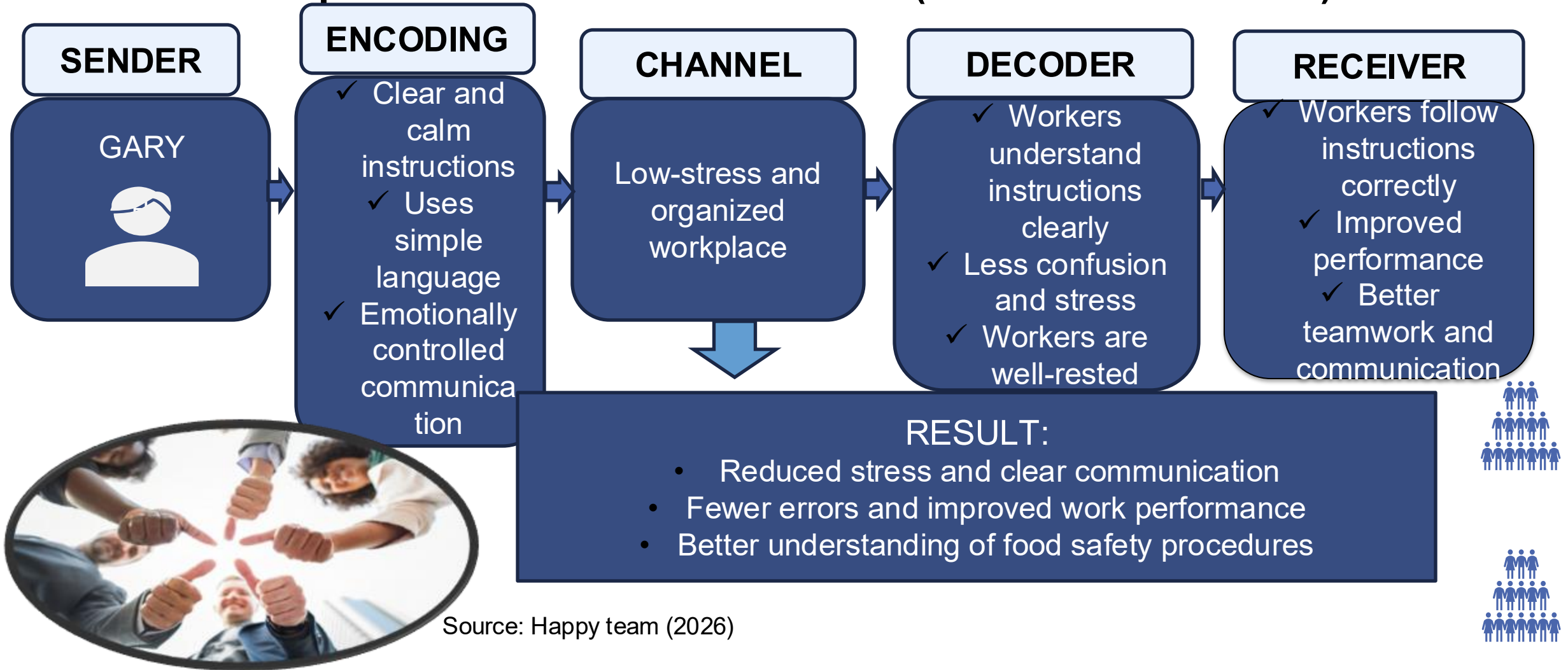




BARRIER 3 - EMOTIONAL



Improved Communication Model (Shannon & Weaver)





CONCLUSION: Emotional Barrier in Communication



PROBLEM (Before)

- Manager communicates under stress and pressure
- Instructions are unclear and emotionally affected
- Workers feel confused, overwhelmed and unsure



SOLUTION(What was done)

- Calm and supportive working environment
- Clear, simple and controlled communication
- Training, regular breaks and positive feedback



OUTCOME (After)

- Reduced emotional stress in the workplace
- Workers understand instructions clearly
- Better performance and teamwork
- Fewer errors and improved task completion



Reducing emotional stress leads to clearer communication, fewer errors and improved performance

Source : University of Wales
(2025)

BARRIER 4: CULTURAL PROBLEM

Staff from diverse cultural backgrounds

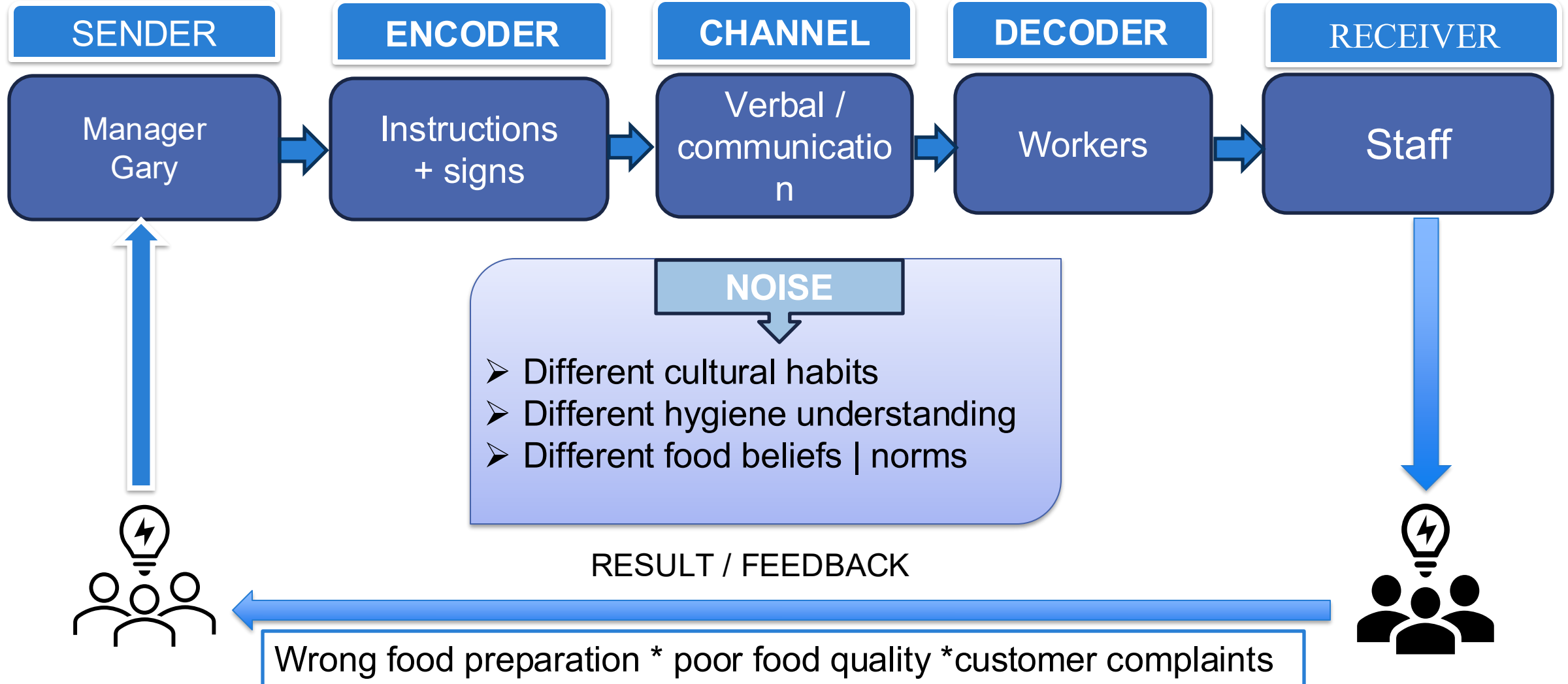
- Varied food habits and beliefs
- Presence of vegetarian and vegan staff
- Restrictions on certain types of meat
- Different interpretations of hygiene standards
- Varying attitudes towards workplace rules
- Tendency to follow personal cultural practices



<https://texty.org.ua/fragments/111393/u-buchi-vidkryly-pershu-v-ukrayini-fabryku-kuhnyu-dlya-shkil-i-sadochkiv-foto/>

BARRIER 4; CULTURAL PROBLEM

The Shannon – Weaver Mathematical Model



➤ **Standardizing food safety culture**

- ✓ One clear hygiene standard for all employees
- ✓ Clear explanation of UK food safety rules

➤ **Culturally adapted training**

- ✓ Consider Different food handling backgrounds
- ✓ Explain not only "what to do" but "why it matters"

➤ **Visual food safety communication**

- ✓ Icons: handwashing. Gloves, hairnets
- ✓ Color-coded zones (meat/ vegetarian/ clean areas)

➤ **Respecting cultural differences in food handling**

- ✓ Awareness of religious and cultural practices
- ✓ While maintaining one strict safety standard

➤ **Team integration in production**

- ✓ Mixed teams from different cultural
- ✓ Support and understanding of people from different cultures

BARRIER 4: CULTURAL SOLUTION

Everyone has their own
CULTURE -
But work is built on shared
rules, respect, and support
!!!



BARRIER 4: CULTURAL SOLUTION

Berlo's Model of Communication

Source Manager



- ☐ Train managers in intercultural communication
- ☐ Develop clear leadership style
- ☐ Improve understanding of cultural differences

Message



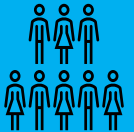
- ☐ Use simple language
- ☐ Add visual instructions (icons images)
- ☐ Adapt message to different cultures (Piller, 2017)
- ☐ Focus on clarity S consistency

Channel



- ☐ Combine visual+ demonstration training
- ☐ Use videos S practical examples
- ☐ Provide multilingual materials
- ☐ Ensure feedback S checking understanding

Receiver



- ☐ Consider language differences
- ☐ Respect cultural habits
- ☐ Provide step-by- step training
- ☐ Encourage questions S involvement

BARRIER 4: CONCLUSIONS RECOMMENDATIONS

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graph TD; A[BARRIER 4: CONCLUSIONS  
RECOMMENDATIONS] --> B[Cultural diversity creates  
misunderstandings in food  
hygiene and communication]; B --> C[Key issue]; B --> D[❖ Poor food quality  
❖ Hygiene failures  
❖ Customer complaints]; D --> E[Impact]; B --> F[➤ Standardize food safety rules for all staff  
➤ Provide culturally adapted training  
➤ Use visual & multilingual communications  
➤ Improve teamwork and cultural understanding]; F --> G[Final recommendations];
```

Cultural diversity creates misunderstandings in food hygiene and communication

Key issue

❖ Poor food quality
❖ Hygiene failures
❖ Customer complaints

Impact

- Standardize food safety rules for all staff
- Provide culturally adapted training
- Use visual & multilingual communications
- Improve teamwork and cultural understanding

Final recommendations

BARRIER Age / Generational differences- Flight Foods Ltd

Problems

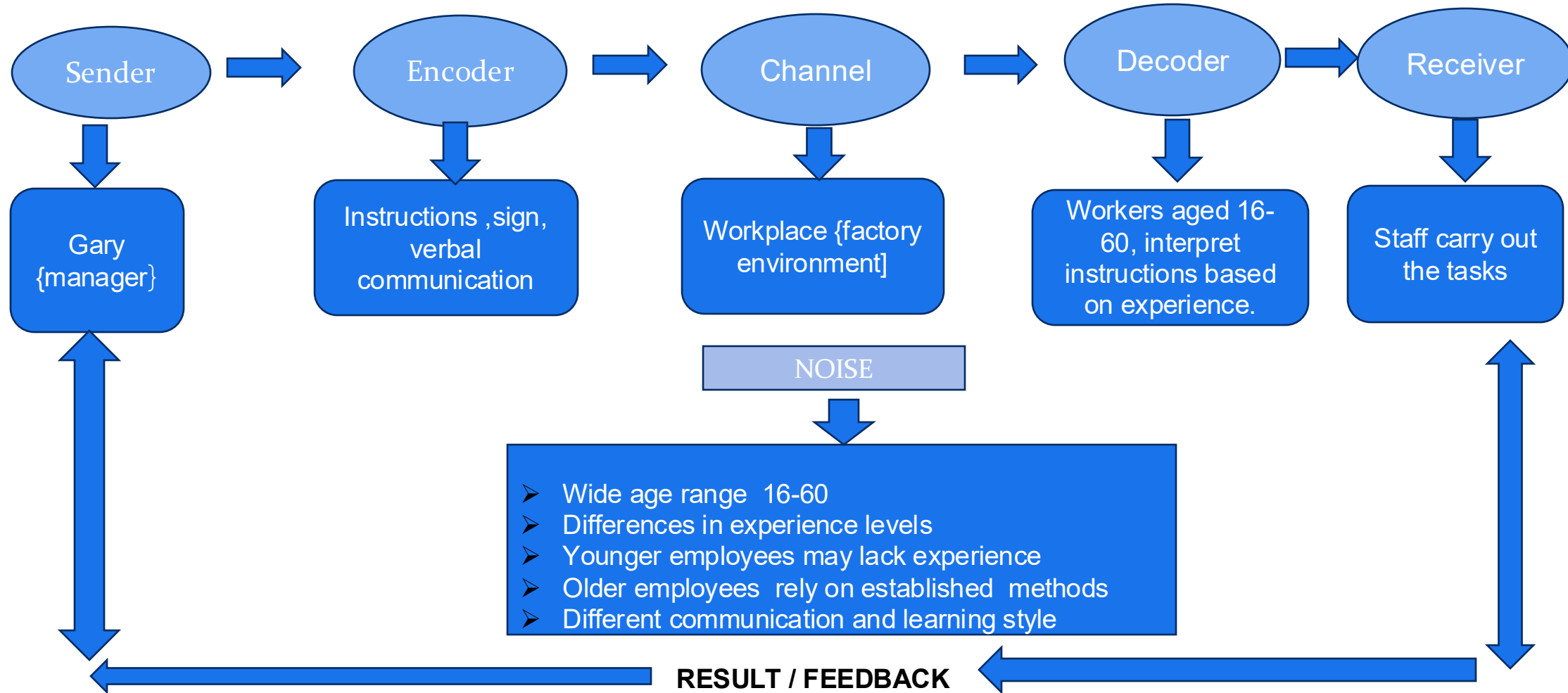
- Wide age range 16–60 which creates a generational gap
- Communication differences lead to misunderstandings
- Older staff rely on experience and established methods
- Younger staff may have limited experience and misinterpret instructions
- This results in airline complaints and food handling errors



Available at: <https://www.diversityresources.com/wp-content/uploads/2024/07/Age-Diversity.jpg>

BARRIER AGE / GENERATIONAL DIFFERENCES - PROBLEM

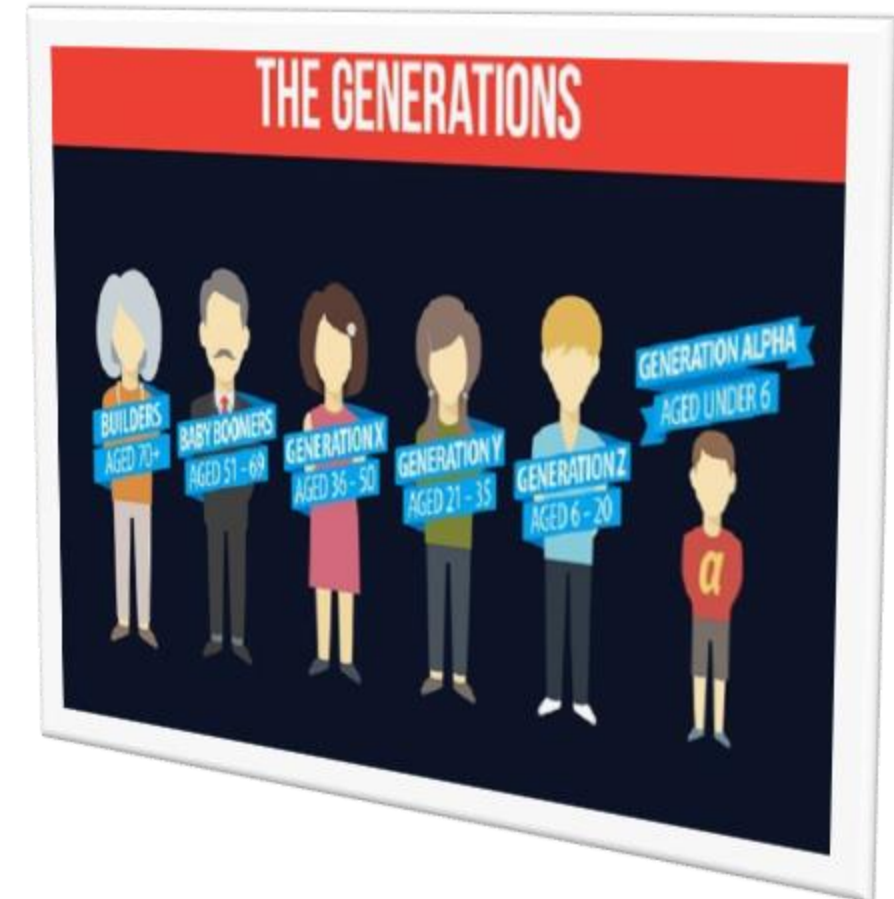
Shannon and Weaver (1949) highlight 'noise' as interference in communication, which can include generational differences that may lead to misunderstandings.



Misunderstood instructions, More mistakes, Poor food quality, Food safety risks, Customer complaints and Need for more training.

Barrier : Age / Generational differences – Solution

- Use clear and simple language to ensure understanding across all age groups
- Adapt training methods to suit different learning styles (visual, practical, verbal)
- Provide support by pairing experienced staff with less experienced employees
- Encourage teamwork between different age groups
- Ensure all staff understand instructions through feedback and clarification

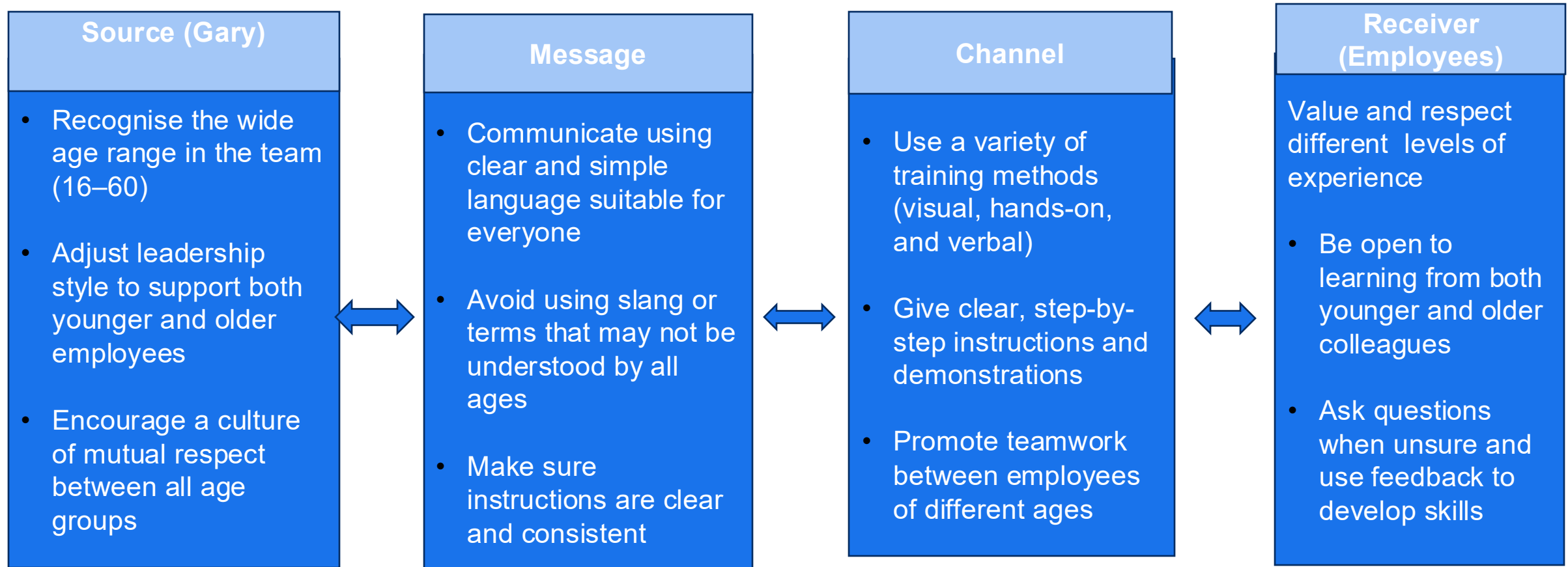


<https://www.linkedin.com/pulse/discussion-generational-diversity-workplace-including-cylx-shane>

BARRIER : Age/ generational differences – Solution



- Berol's model highlights how communication is influenced by skills, attitudes, and experience, which vary across age groups." Berol (1960).



conclusion

Conclusion -Age / generational differences

Final recommendations

Impact

Key issue

A wide age range (16–60) in the workplace can lead to differences in communication styles, learning approaches and expectations

- Work may not be completed consistently
- Staff may misunderstand each other
- Teamwork and efficiency may be affected
- Some employees may resist new ways of working

- Provide clear and structured training for all staff
- Use simple and easy-to-understand language
- Show practical demonstrations instead of only explaining
- Pair younger staff with more experienced workers for support
- Encourage teamwork and knowledge sharing
- Adapt training to suit different learning styles

<https://www.dreamstime.com/illustration/conclusion-badge.html>

CONCLUSION

To conclude, we identified five communication barriers in Flight Food Ltd:

- **Language** barriers make communication difficult.
- **Envirimental** noise can block communcation
- **Emotional** barriers affect understanding
- **Cultural** differences can couse misunderstanding
- **Age** differences affect communication styles

By reducing these barriers, the company can improve communication, quality and performance.

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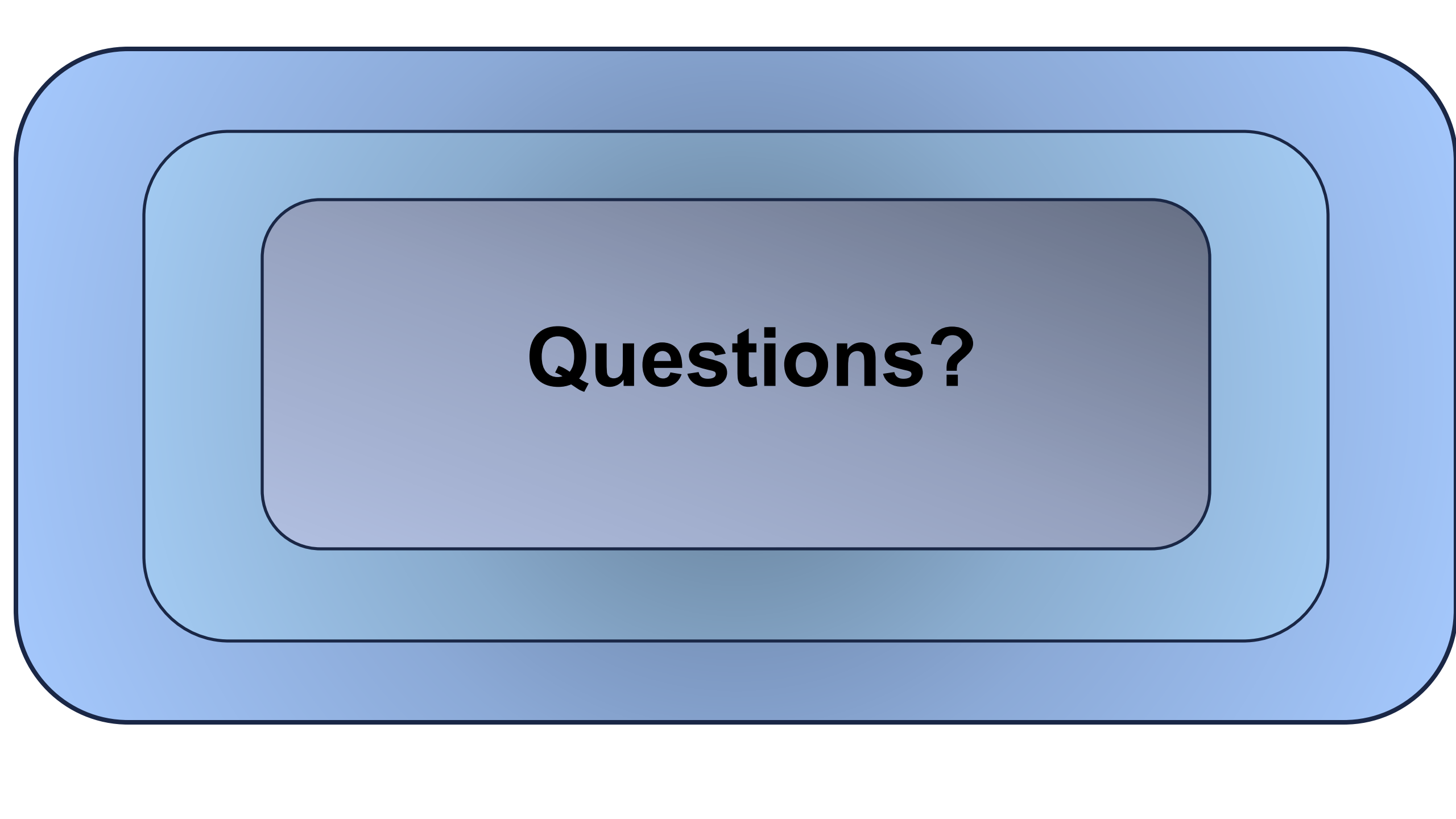
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Shannon, C. E. and Weaver, W. (1949) *The Mathematical Theory of Communication*. Urbana: University of Illinois Press.



Questions?