

Culture Context

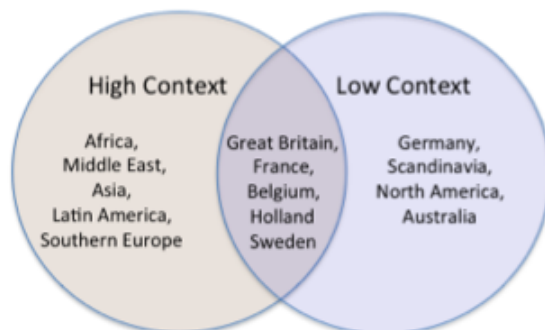
High and Low Context Cultures

High Context

- Less verbally explicit communication, less written/formal information
- Long term relationships
- Knowledge is situational, relational.
- Decisions and activities focus around personal face-to-face relationships, often around a central person who has authority.

Low Context

- More knowledge is codified, public, external, and accessible.
- Separation of time, space, activities, and relationships
- Knowledge is more often transferable
- Decisions and activities focus around what needs to be done, division of responsibilities.



High and Low Context Cultures



High context culture

- **Strong sense of insiders and outsiders**
- **Informal**
- **Team and family activities preferred**
- **A lot of confidential information**
- **Public criticism insulting**
- **Close personal relationships**
- **General information**
- **Elders/authoritative figures in control**
- **Concerned about 'losing'**
- **Who you know is important**
- **Focus on task**
- **Strong sense of family**

Low context culture

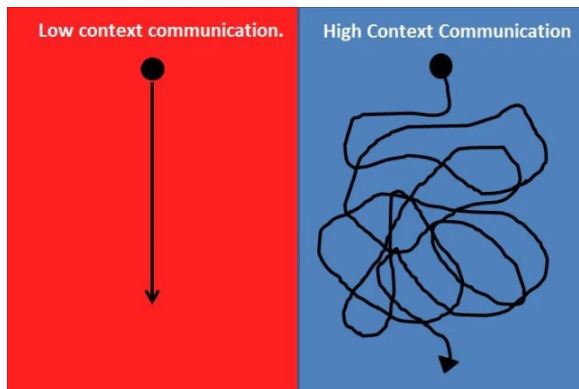
- **Specific information exists**
- **Focus on results**
- **Transparency expected**
- **Rules and regulations are easily accessible**
- **Written contracts**
- **"Have a go at it" philosophy**
- **Individual responsibility**
- **Expertise valued**
- **Emphasis on words and text**
- **What you know is important**
- **Individual freedom valued**

- **Polite people admired**
- **Reserved**
- **Strong sense of honor**
- **Process more important than product**
- **Public admission of wrongdoing expected.**
- **Strong sense of respect**
- **Better response to visual information**
- **No direct eye contact**
- **Verbal agreements**
- **Very rare marriage with outsiders**
- **Privacy (even when dealing with one's own family) highly valued**
- **Gender roles less fixed**
- **Strong sense of fairness**
- **Values logic over feeling**
- **Clear division of responsibilities at work**



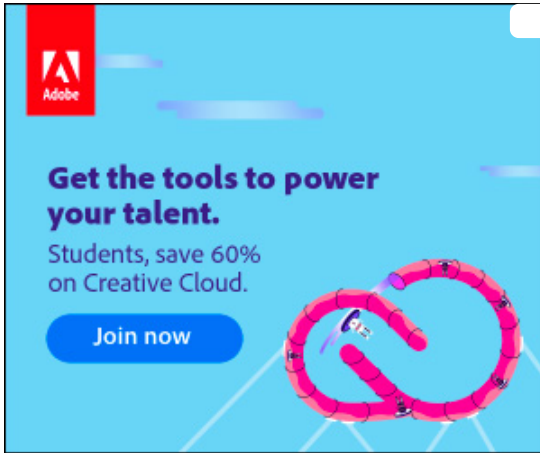
High and Low Context Culture Examples

- **Very rare marriage with outsiders:** I do not prefer marriage from other nationality because I think it is difficult to stay away from parents and relatives while, the culture and traditions will be different and the rights might be lost. Thus, will have more barriers to have real vacation while the airplane tickets are expensive.
- **Polite people admired:** polite people respect themselves before respect others. Moreover, I admired polite people because They make us feel comfortable, feel respected and valuable. I would love to be more like

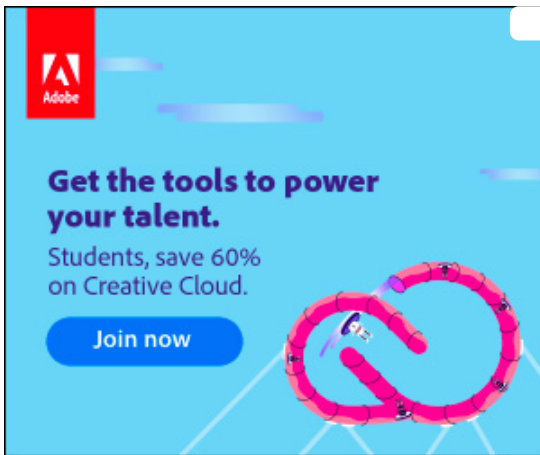


tions, thus increases the work productivity. I prefer work in team work because it is one of the main benefits team environment is the ability to share ideas between the group

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