“Constantly talking isn’t necessarily communicating”
(Charlie Kaufman)
"One of the most effective ways to learn about oneself is by taking seriously the cultures of others. It forces you to pay attention to those details of life which differentiate them from you." ~ Edward T. Hall

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What do you value the most, a legal document or an informal agreement? Words you can hear or the meaning in what is not said? Is an Asian customer likely to appreciate your attempt to get straight to the point? How well do you understand your audience?
The list of high context cultures includes (but is not limited to):
Afghan, African, Arabic, Brazilian, Chinese, Filipino, French Canadian, French, Greek, Hawaiian, Hungarian, Indian, Indonesian, Italian, Irish, Japanese, Korean, Latin American, Nepali, Pakistani, Persian, Portuguese, Russian, South American, Spanish, Thai, Turkish, Vietnamese, South Slavic, West Slavic

(Copeland & Griggs)

The list of low context cultures includes (but is not limited to):
Australian, Dutch, English Canadian, English, Finnish, German, Israeli, Kiwi, Scandinavian, Swiss, American (mainly North American)

(Copeland & Griggs)
Low Context Cultures (monochronic)

- Messages are explicit, direct, easily understandable by anyone
- The use of non-verbal communication is limited
- Written communication is common and relied on, contracts tend to be long and extremely detailed
- Decisions are made after evaluation of facts and data
- Rules and procedures are followed closely
- Learning occurs by following clear instructions and explanations of others
- Speed, efficiency and goal-orientation are valued
High Context Cultures (polychronic)

- Messages are implicit and indirect: context is more valuable than words
- The use of non-verbal communication (voice, gestures, etc) is significant
- Reliance on written communication is low: knowledge of “unwritten” rules tends to be assumed
- Decisions are based on feelings and emotional factors
- Rules and procedures are somewhat flexible. Relationships are the priority
- Learning occurs by observing first and then replicating
- Accuracy and thoroughness are valued

