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by W T

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High and Low Context Cultures

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1 **High and Low Context Cultures**

High context together with **low context culture** are ways people communicate in their daily manipulation of the day. Different cultures have different ways through which they relate with one another. People's communication is usually based on verbal and non-verbal communication while passing information based on their needs and wants. Understanding the global perception of life and creek of activities is not recognized as high context as well as low context. Although, the governing of culture understanding is all based on low and high-context cultures. An anthropologist named Edward T Hall explains the full understanding of high context and low context cultures (Alexander, 2019). He emphasizes that the division of the two types of cultures was derived 40 years ago globally. Also, he extends that no culture is entirely subjected to operate in high context or low context alone. Each culture has mixed reactions to the high and low context culture.

The difference between the two cultural contexts is the sole use of verbal and non-verbal communication. High context cultures focus on communication that doesn't concentrate on the words used only but also tone variation and gestures to deliver information effectively. Countries that fall under high context cultures include China, Japan, France, Spain, Brazil, and others in Asia. Low context cultures (Alexander, 2019). Some of the characteristics of explicit high context cultures include the same level of education or understanding or sharing the same ethnic groups or religion.

On the other hand, low context cultures have different characteristics, which include being diverse, having a basic understanding so that understanding becomes easy. Low-context cultures are common in uniting states of America, the United Kingdom, and others that hold an individualistic mind to deal with their daily lives. My choice to work with one of these cultures, I

would choose to work with low context cultures, which gives one a sense of responsibility since one can think individually without involving a group of people to function in the right manner.

Reference

Alexander, R. (2019). Usability themes in high and low context cultures: A comparative study
(Doctoral dissertation, Murdoch University).

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