

Context Orientation

- distinguished two types of culture context

High context communication

Low context communication

- is one in which most of the information is already in a person, while very little is in the coded, explicit, transmitted part of the message.

- is just the opposite: the mass of the information is vested in the explicit code.

- In high-context cultures, the rules, norms, and guidelines for various types of social encounters are very clear. Everyone well-socialized into the culture knows exactly how to behave in a variety of situations.

- In low-context cultures, all these questions lead to negotiations of one sort or another. Since there are no rules, people have to invest a great deal of time and energy in formulating ad hoc solutions.

- High-context communication, tends to occur in collectivistic cultures, and in these societies people expect more from others than do persons in low-context cultures.

- In the light of this theory, one can characterize American culture as law-context culture, while Russian culture will be higher up the scale, but not high as Japanese or Arab cultures.