

Cultural Dimensions

Edward Hall

- [social orientation] Individualism || Collectivism
 - [context] High-context || Low-context
 - [time] Monochronic || Polychronic
- + [space] 4 spatial zones:
- 1 Intimate [0 – 5/10 cm]
 - 2 Personal [10 cm – 1,5 m]
 - 3 Social [2 – 7 m]
 - 4 Public [more than 7 m]

German
German Swiss
Scandinavian

American
English
Canadian

French
Spanish
Italian

Mexican
Greek
Arab

Japanese
Chinese



Lower Context

Higher Context

Low Context

Communication:

- Specific
- Detailed
- Precise

Poorer at decoding:

- Unspoken message
- Body language

High Context

Communication:

- Less direct

Emphasis on:

- Human relations

More sensitivity to:

- Non-verbals
- Feelings of others

Concept of Time

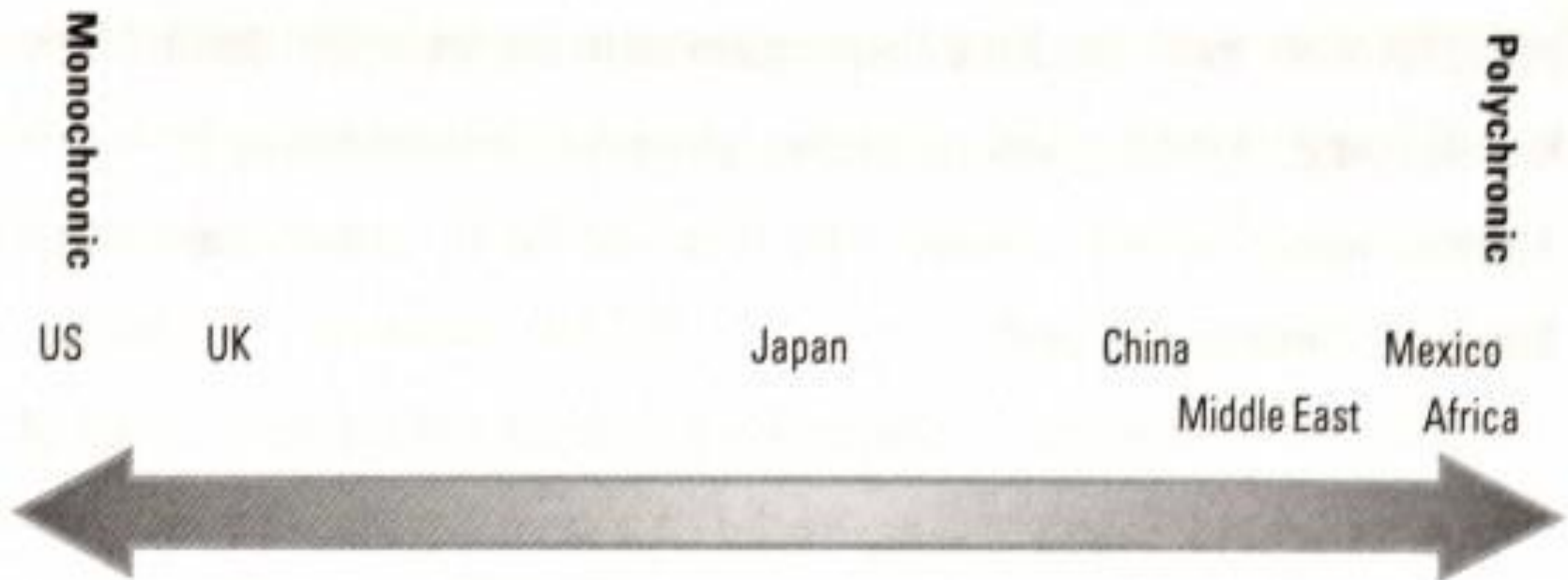


FIGURE 7.1

Adapted from Craig Storti, *Figuring Foreigners Out: A Practical Guide* (Yarmouth, Me.: Intercultural Press, 1999), 82.

Spatial Zones

Intimate [0 – 5/10 cm] – the same almost everywhere

□ **What's the difference then?**

Personal [10 cm – 1,5 m] = Casual-personal

North America: 45 – 50 cm

Western Europe: 35 – 40 cm

Far East (Japan): 90 – 100 cm

Middle East: 20 – 30 cm

Social [2 – 7 m] = Social-consultative

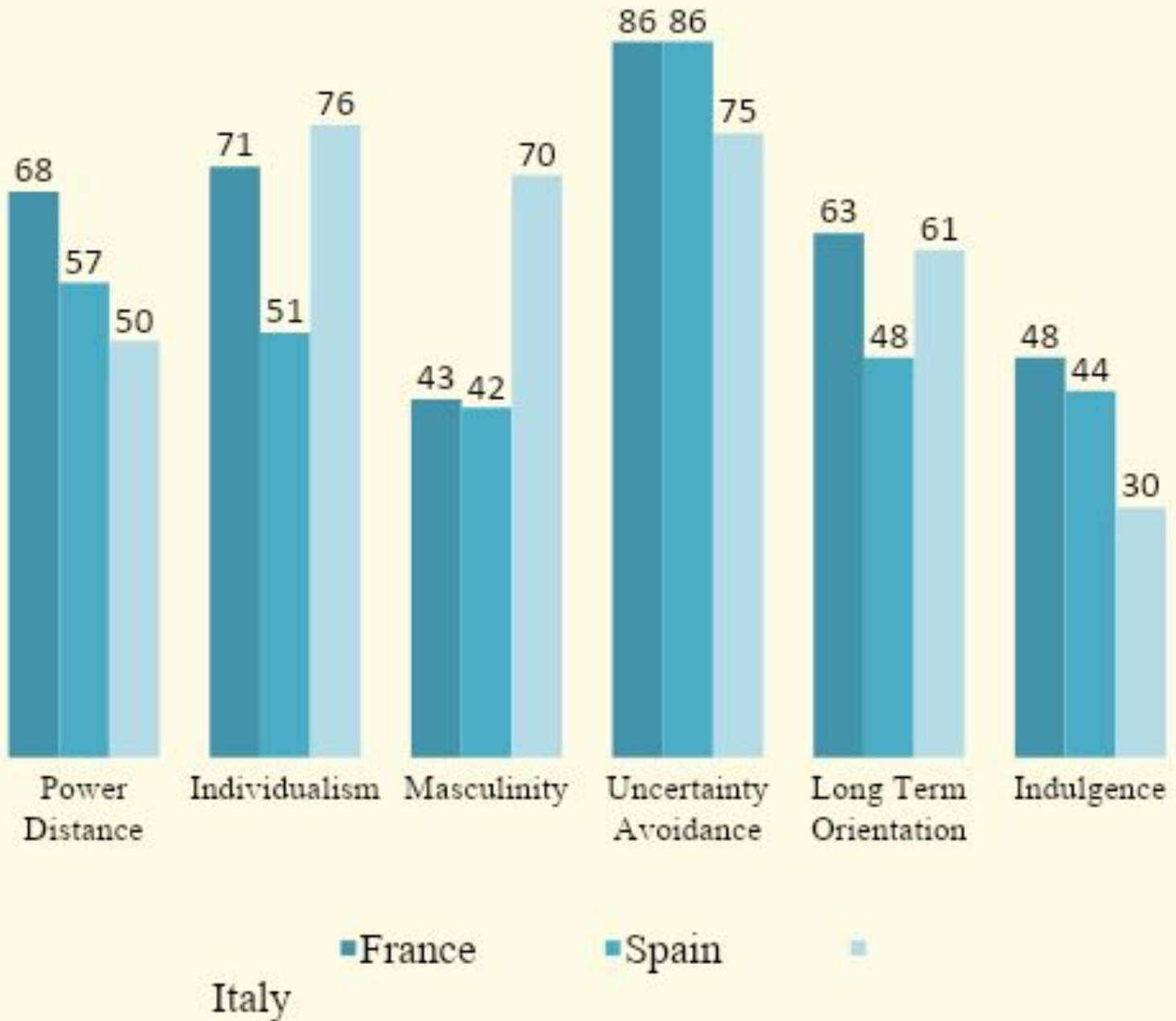
North America: ? cm

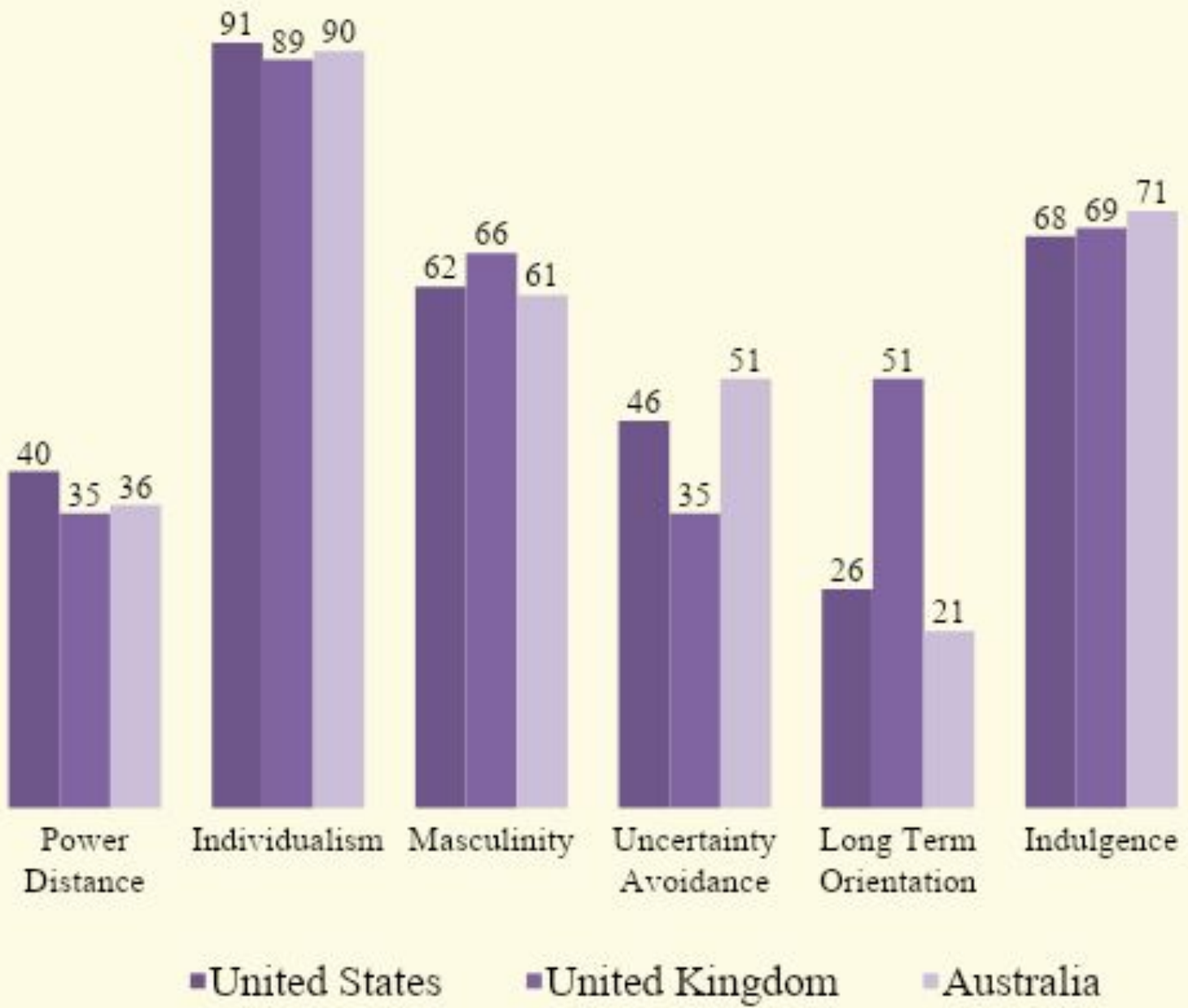
Western Europe: ? cm

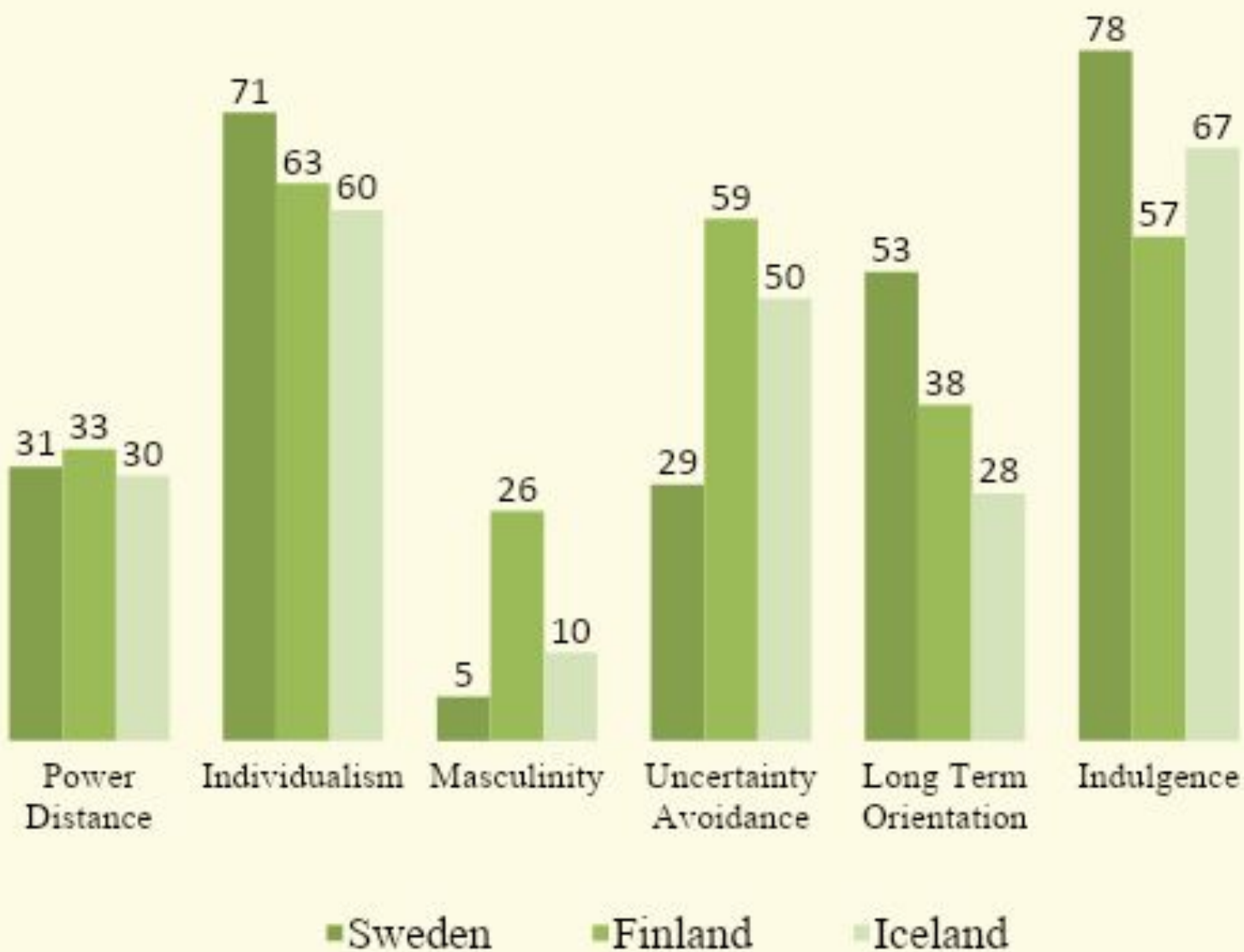
Far East (Japan): ? cm

Middle East: ? cm

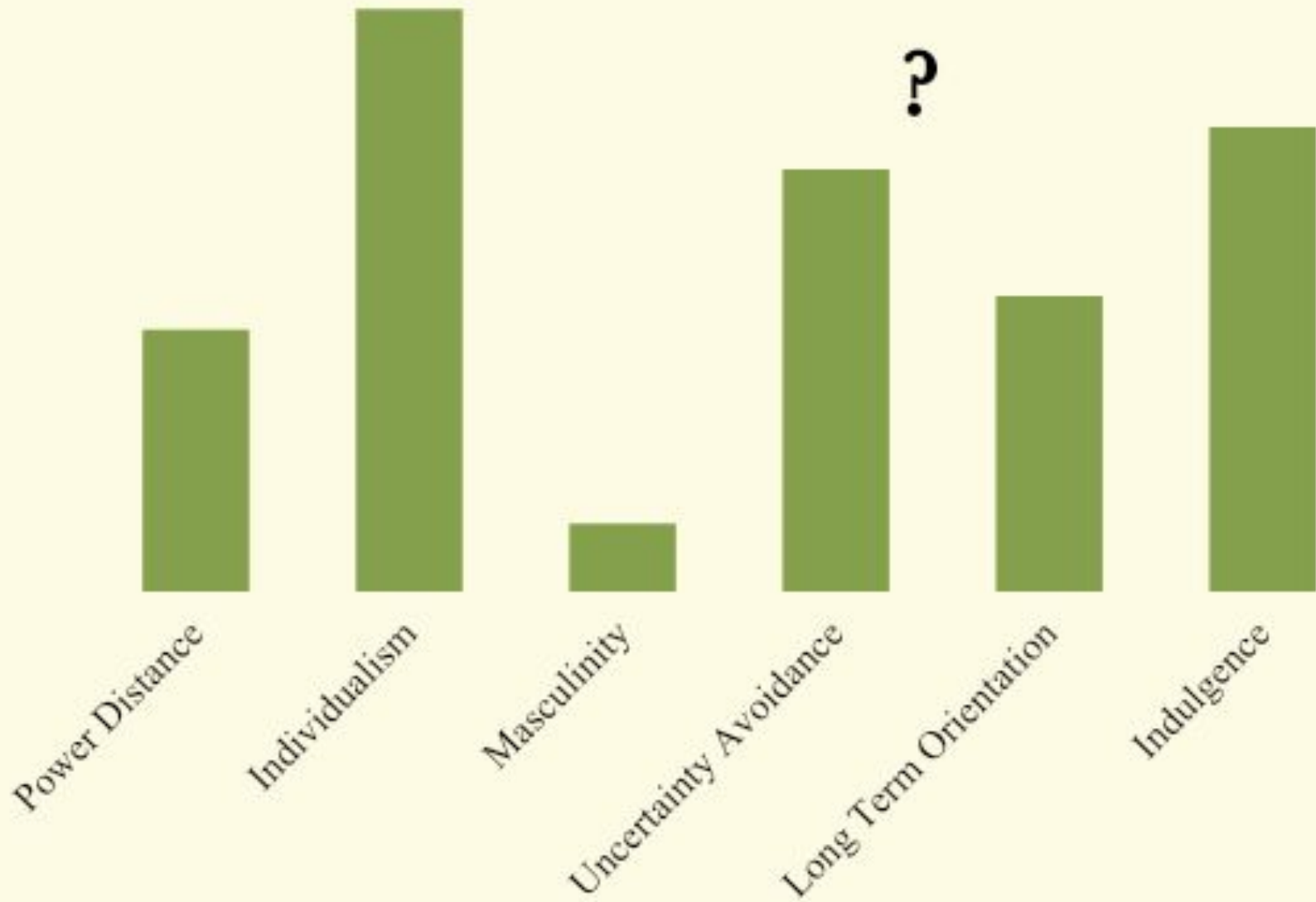
Public [more than 7 m] – common □ **Why?**



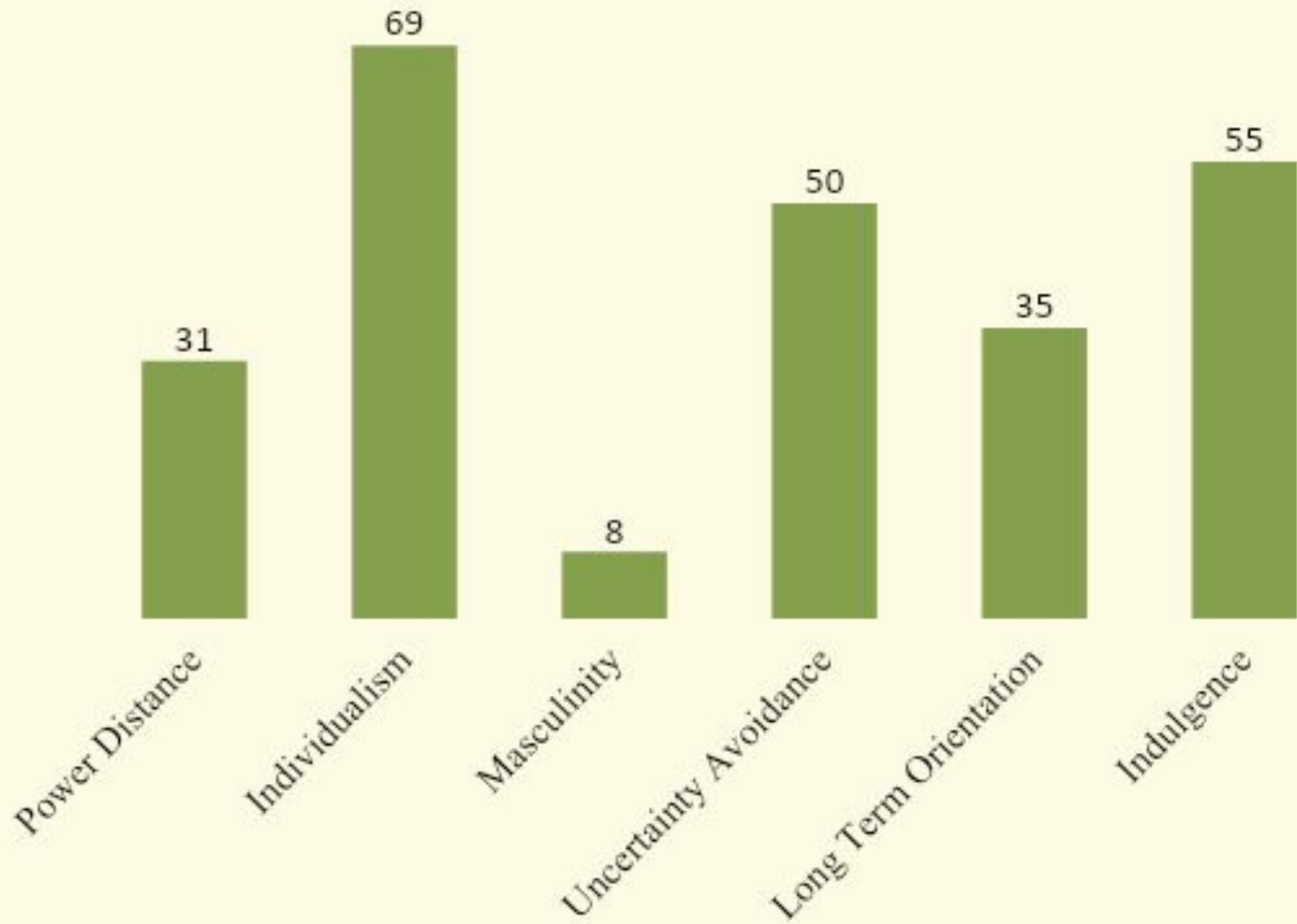


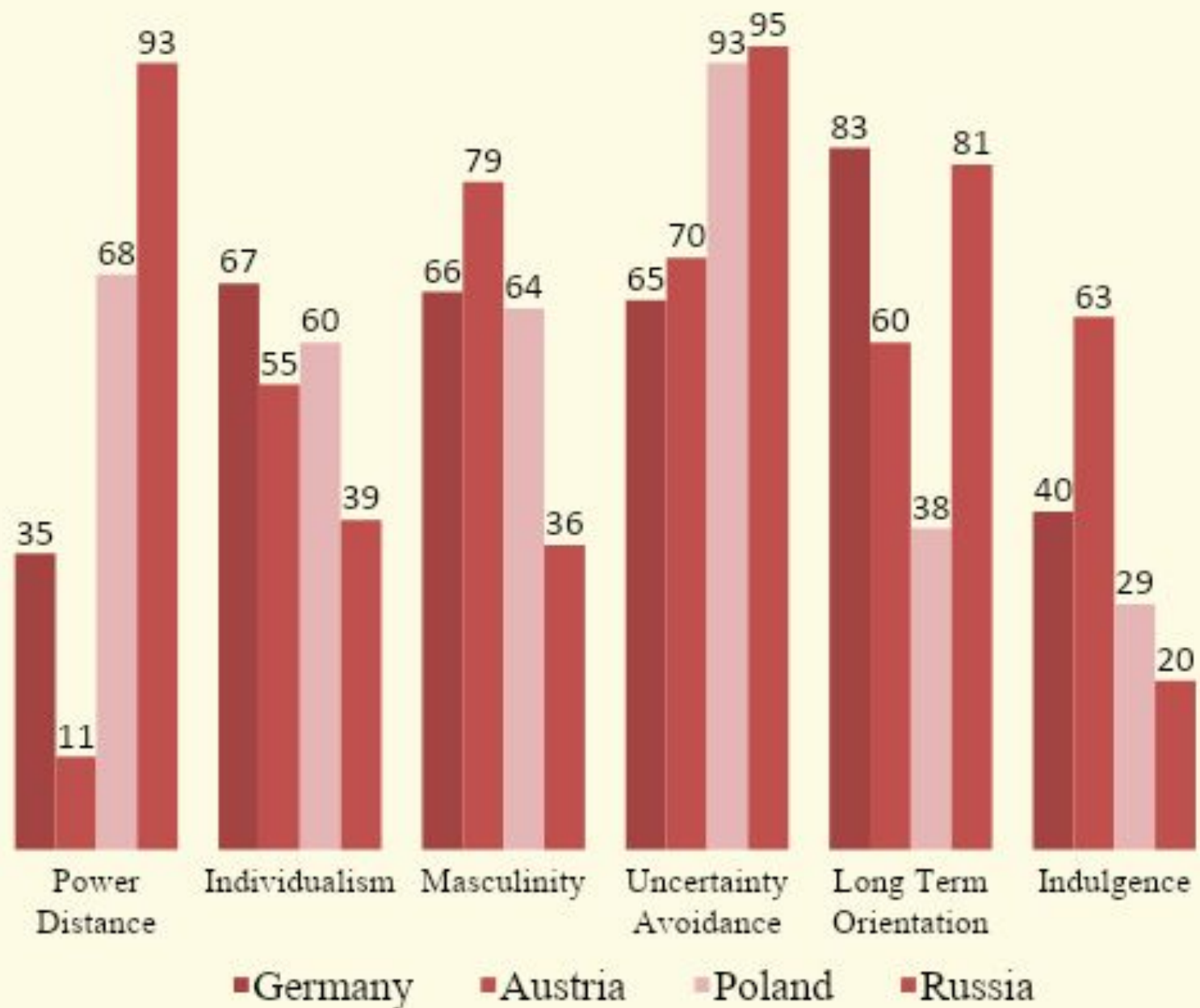


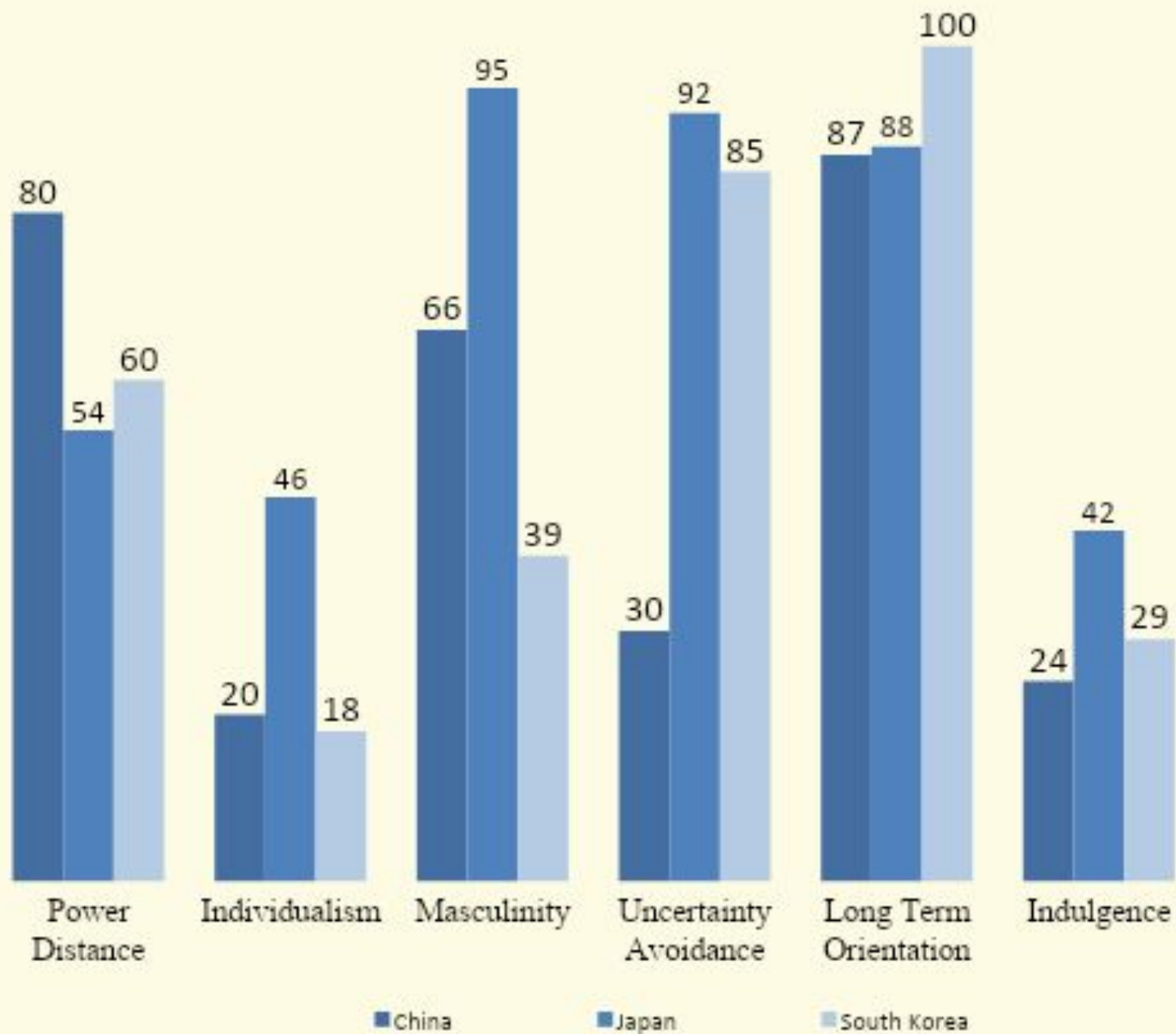
What about Norway?

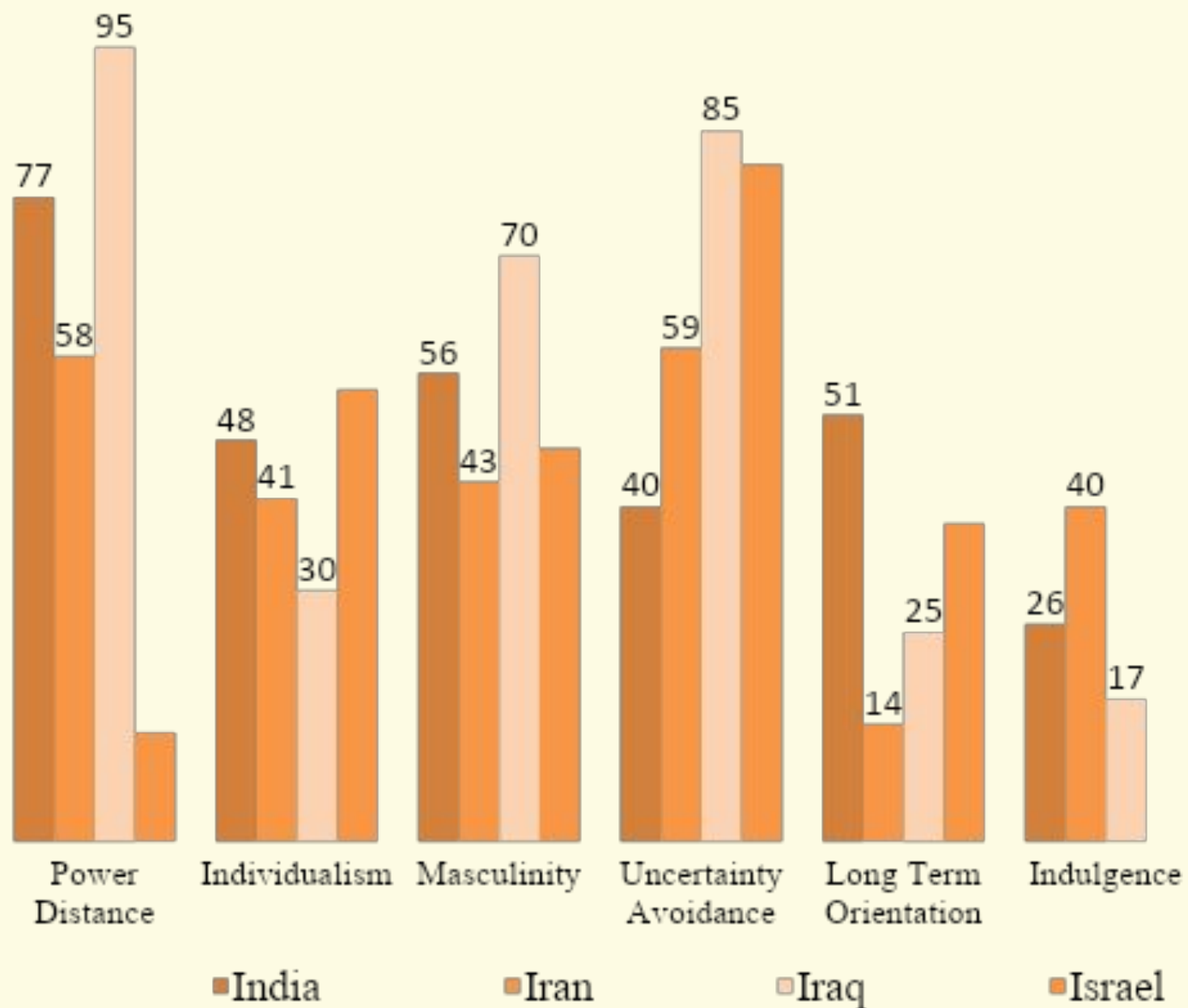


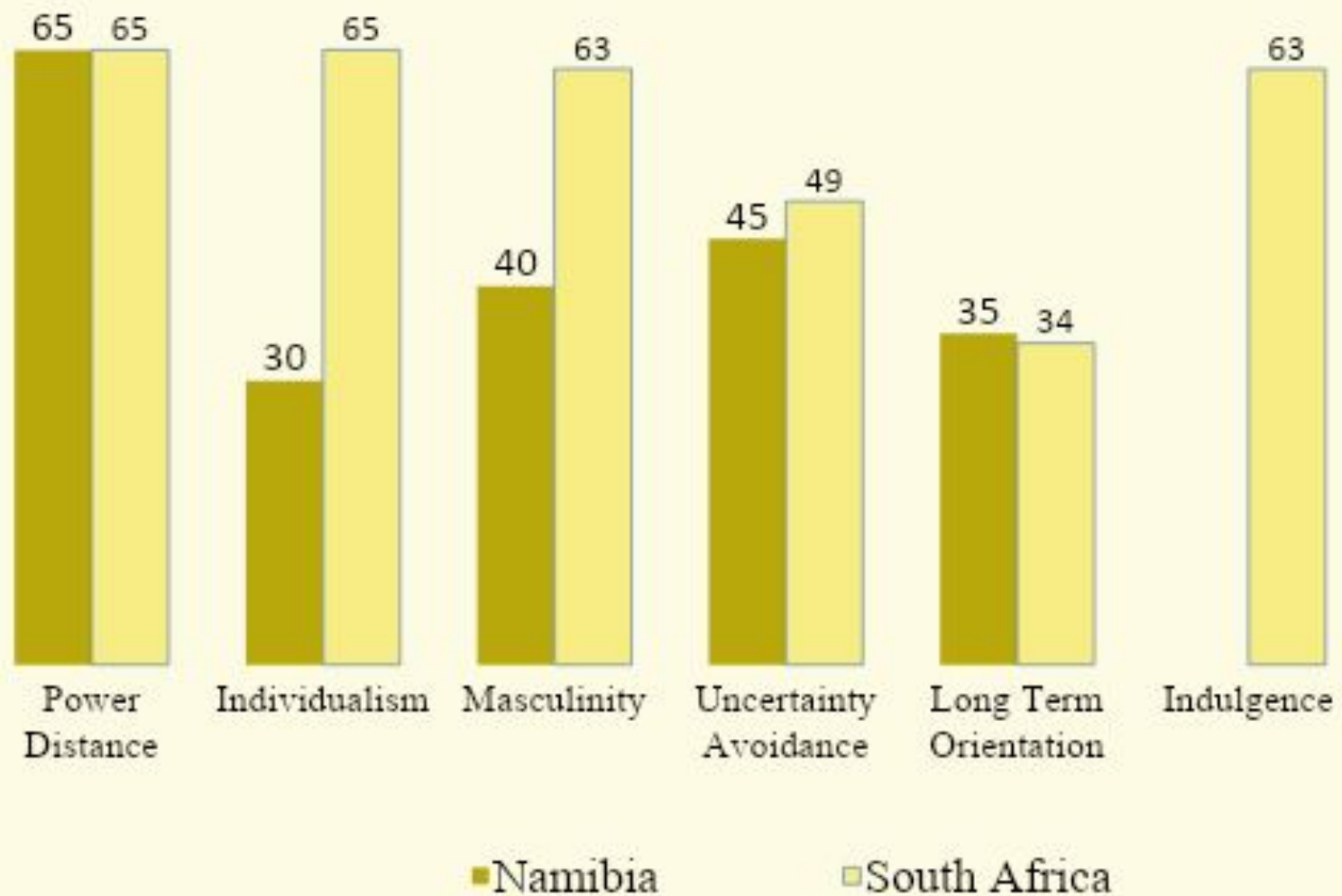
What about Norway?

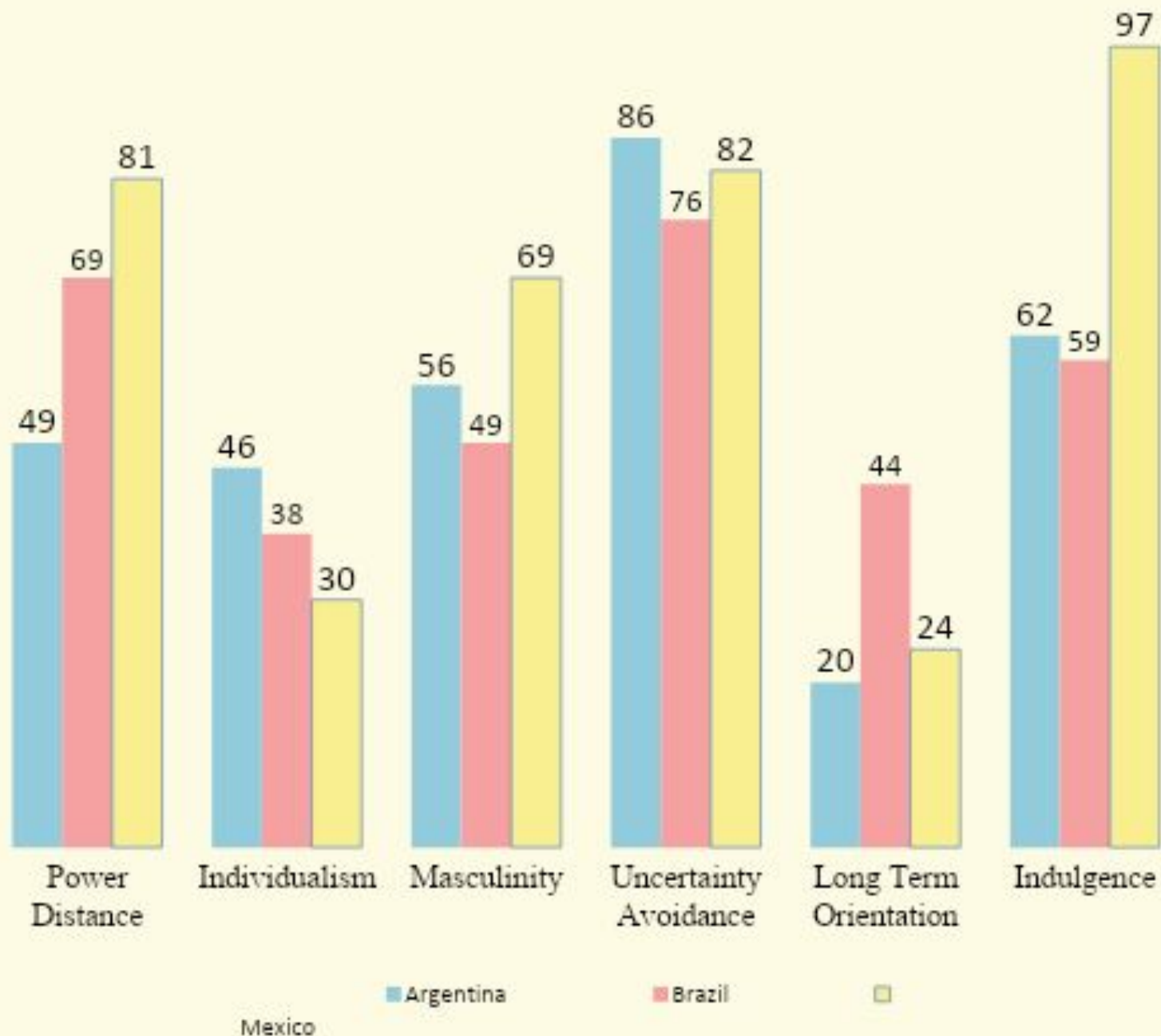


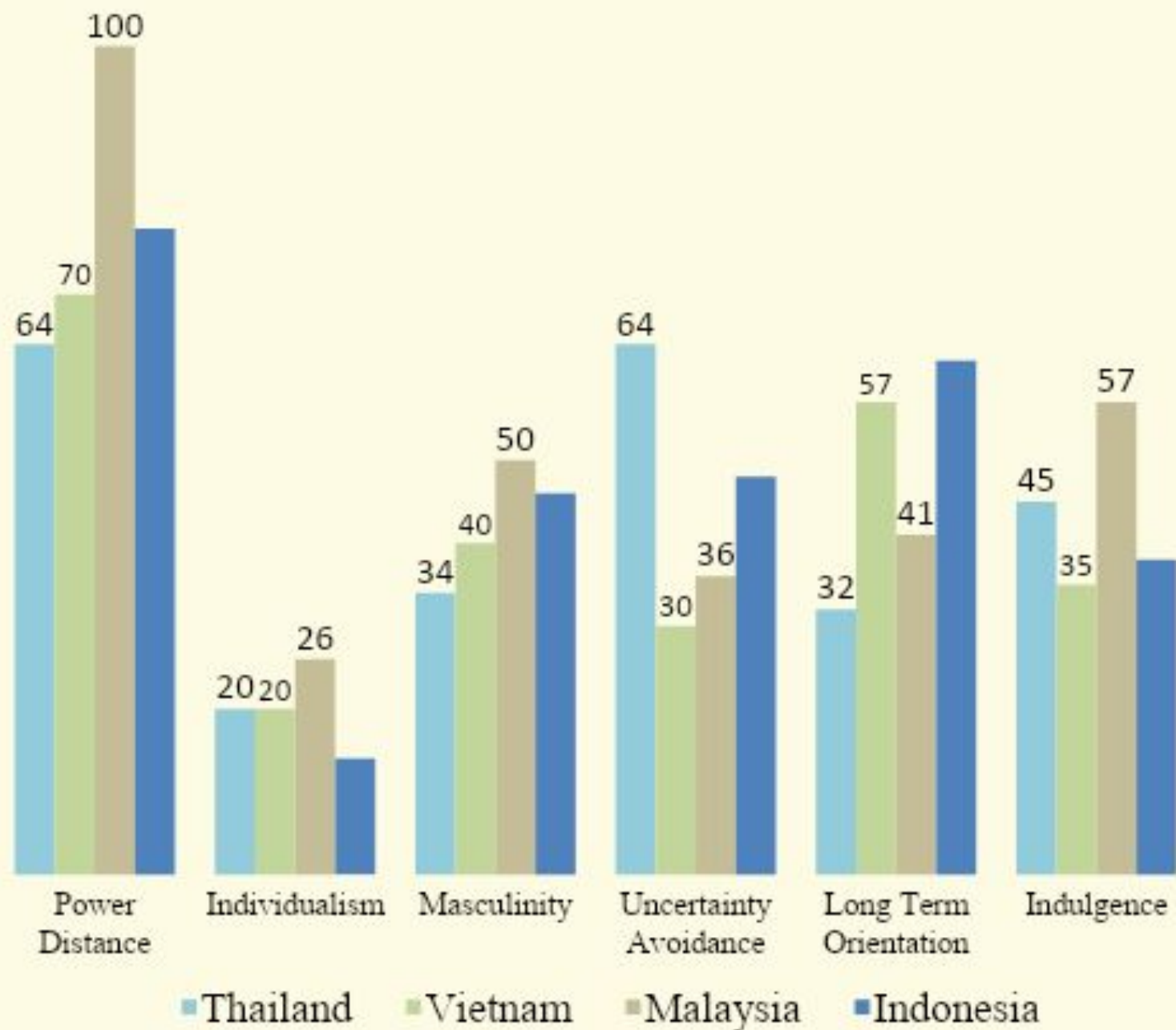












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Mapping