



**Welcome to
Cross Cultural
Communication**

The background of the slide is a blurred image of a dictionary page. The word 'monitor' is clearly visible and highlighted in a darker shade. Other words like 'ORIGIN', 'warn', 'thing', and 'duties' are also partially visible but out of focus. The overall color scheme is a cool blue gradient.

Cultural Differences: Some Culture Aspects

Compiled by Terri Yueh

What does that mean?

Hi, I'm a German
coconut – nice to
meet you.

Hi, I'm an
American
peach.



Outline

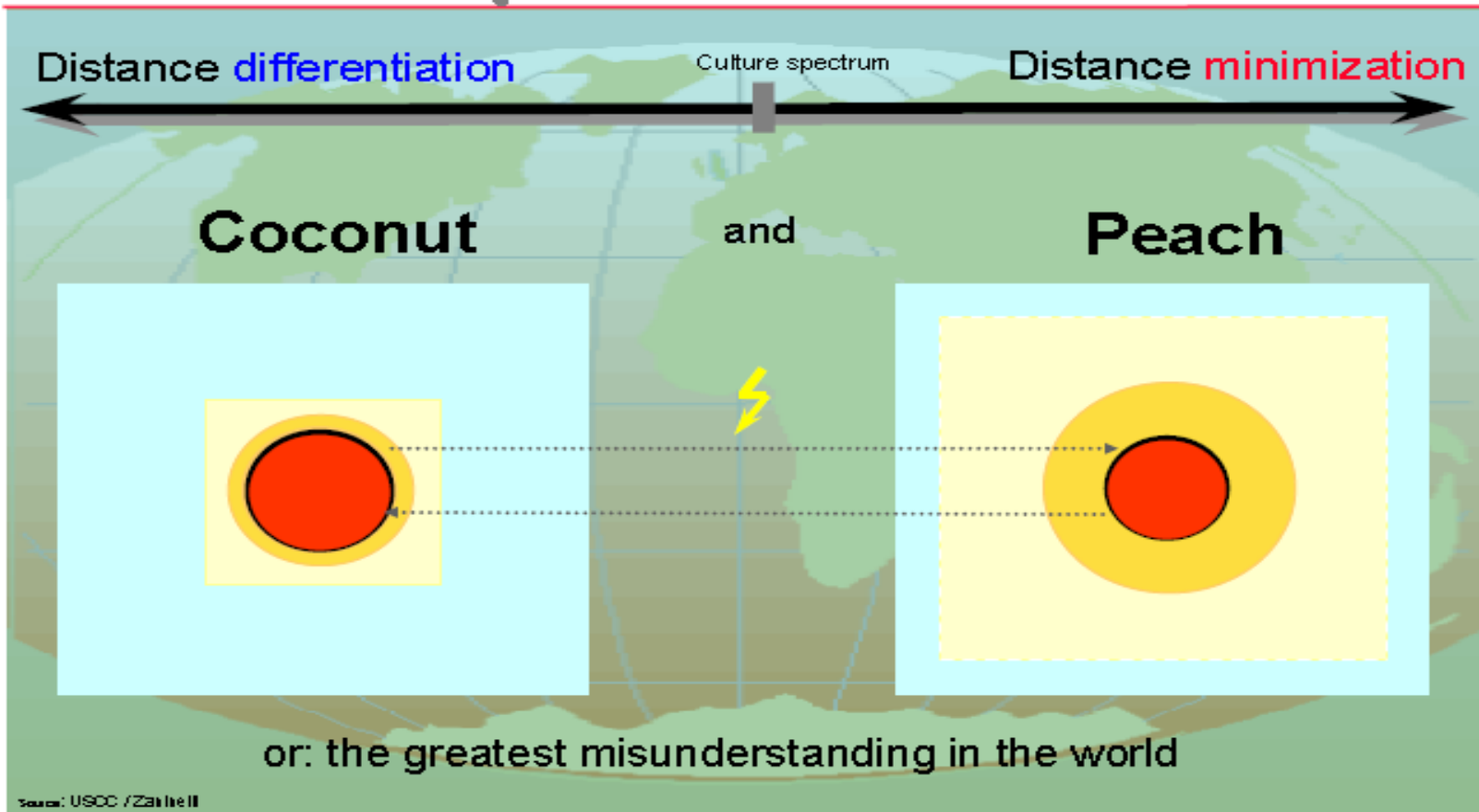
- **Coconut Culture vs. Peach Culture**
- **Six Levels of Culture**
- **Five Dimensions of Cultures**
- **Context of Cultures**



Distance minimization

Distance differentiation

Interpersonal Distance



source: USOC / Zehnell

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Diagram 1: Coconut and Peach

Six Levels of Culture

- ✓ The **national** level
- ✓ The **regional** level: ethnic, linguistic, or religious differences within a nation
- ✓ The **gender** level
- ✓ The **generation** level
- ✓ The **social class** level
- ✓ The **corporate** level: the organizational culture artifacts and behaviors → values → basic assumptions (Edgard Henry Schein, 2004)

http://www.valuebasedmanagement.net/methods_schein_three_levels_culture.html

5 Dimensions of Cultures (Hofstede, 1997)

- **Power Distance Index (PDI)**
- **Uncertainty Avoidance Index (UAI)**
- **Femininity-Masculinity (MAS)**
- **Collectivism-Individualism (IDV)**
- **Short-term vs. Long-term Orientation (LTO)**

- **Hofstede's Model**

<https://www.youtube.com/watch?v=ITY6LH9WdZ4>



5 Dimensions of Cultures (Hofstede, 1997)

- **Power Distance Index (PDI):** the extent to which people accept inequality, including the relationship with authority
- **Uncertainty Avoidance Index (UAI):** the extent to which a society willingly embraces or avoids rules and situations with uncertainty or ambiguity
- **Femininity-Masculinity (MAS):** the extent to which a culture exhibits traditionally masculine values (achievement, ambition, materialism) or feminine values (relationship, quality of life, service to others, support for the unfortunate)

5 Dimensions of Cultures (Hofstede, 1997)

- **Collectivism-Individualism (IDV):** the degree to which people are integrated into groups. Individuals weigh their personal responsibility, self-determination, the willingness to submit to the goals of the group, and a feeling of belonging with others.



5 Dimensions of Cultures (Hofstede, 1997)

- **Short-term vs. Long-term Orientation (LTO):**
 - First called "Confucian dynamism"
 - **Short-term orientation** are focused on the present or the past. People value tradition, the current social hierarchy, and fulfilling social obligations, while cultures demonstrating a **Long-term time orientation** will be more concerned with the future and focus their efforts on the future goals.
 - **Cultural time orientation in Business:** Long Term pragmatic orientation and Short Term Normative orientation
- A Survey: Hofstede's Cultural Dimensions visualized on a world map: <https://www.youtube.com/watch?v=U-XdlbgFxZo>

Context of Cultures (Edward T. Hall, 1976)

- **High/Low Context:** determined by the emphasis that a culture places on the message versus the stimuli surrounding a communication event

*Body language, Gestures; Tone of voice;
Physical distance between interlocutors;
Time; Weather; Situation; Societal norms;
Geographic Place of communication; and
other external factors.*

<http://www.filippsapienza.com/CultureContextEnglish.html>

Geert Hofstede & Edward Hall

Edward T. Hall's Model

High-context cultures

- Long-lasting relationships
- Exploiting context
- Spoken agreements: depend less on language precision and legal documents
- Insiders and outsiders distinguished clearly
- Cultural patterns ingrained, slow change

Low-context cultures

- Shorter relationships
- Less dependent on context
- Written agreements: use precise words and intend them to be taken literally
- Insiders and outsiders less clearly distinguished
- Cultural patterns change faster

Language Context

■ Low-Context Cultures

- ✓ "What is said" is more important.
- ✓ People value logic and facts. Verbal message is direct, straightforward, and efficient. Communication is seen as a way of exchanging information, ideas, and opinions.
- ✓ North America and much of Western Europe (e.g. Germany)

■ High-Context cultures

- ✓ "What is said" and "How or Where it is said" are significant. Flowery language and elaborate apologies are typical.
- ✓ People emphasize interpersonal relationships and prefer group harmony. Verbal message tends to be more indirect and more formal. Communication is seen as an art form.
- ✓ Asia, Latin America, The Middle East, Africa

Cultural Context Continuum



O'Hara-Deveraux &
Johansen (1994)

高語境

日本人
中國人
阿拉伯人
希臘人
墨西哥人
西班牙人
義大利人
法國人
法籍加拿大人
英國人
英籍加拿大人
美國人
北歐人
德國人
德籍瑞士人

低語境

Low-context in business

- **Business before friendship**
- **Credibility through expertise & performance**
- **Agreements by legal contract**
- **Efficient negotiations**



High-context in business

- **No business without friendship**
- **Credibility through relationships**
- **Agreements found on trust**
- **Slow & Ritualistic Negotiations**



High and Low Context Cultures

Factors / Dimensions

Lawyers

A person's word

Responsibility for organizational error

Negotiations

Examples

High Context

Less important

Is his or her bond

Taken by top level

Lengthy

Japan
the Middle East

Low Context

Very important

To get it in writing

Pushed to lowest level

Proceed quickly

U.S.A.
Northern Europe

Review Questions

- What are the differences between the Coconut culture and the Peach culture?
- What are six levels of culture?
- According to Geert Hofstede, what are five dimensions of cultures?
- What is Edward Hall's Model for High context and Low context?
- Discuss the practices of High-Low Context in Business field.

Works Cited

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