



Nakhon Pathom Rajabhat University

Unit 6
High and Low Context Culture in Business
Part 1

1554400

Intercultural Communication in the Business World

Pranee Seenak, Ph.D.
Nareema Sangwiman, Ph.D.

Learning outcome

The students will be able to.....

N **P** **R** **U**

Identify and compare some examples illustrating high and low context culture in business.

Characteristics of Culture

N P R U



Culture is learned

Culture is a set of shared interpretations

Culture is dynamic & heterogeneous

Culture affects behavior

Culture involves beliefs, values, norms, and social practices



01

High Context Culture

High Context: Implicit message

A communication or message is one in which most of the information is either in the physical context or internalized in the person.

Non-verbal clues are important, as is the context in which the situation takes place.

Relationship building is important in high-context cultures

High Context Culture

N P R U

1

Expression: Reserved, inward reaction

2

People bonds: long-term relationship, bonds with family and community

3

Flexible of time:
Time is open and flexible.



02

Low Context Culture

Low Context: Explicit message

low-context cultures (such as the USA) meaning is made explicit, and put into words.

Direct message and verbal communication are important, as is the context in which the situation takes place.

Low Context Culture

N P R U

1

Expression: Visible, external outward reaction

2

People bonds: Fragile bonds between people with little sense of loyalty

3

Flexible of time: Time is highly organized.

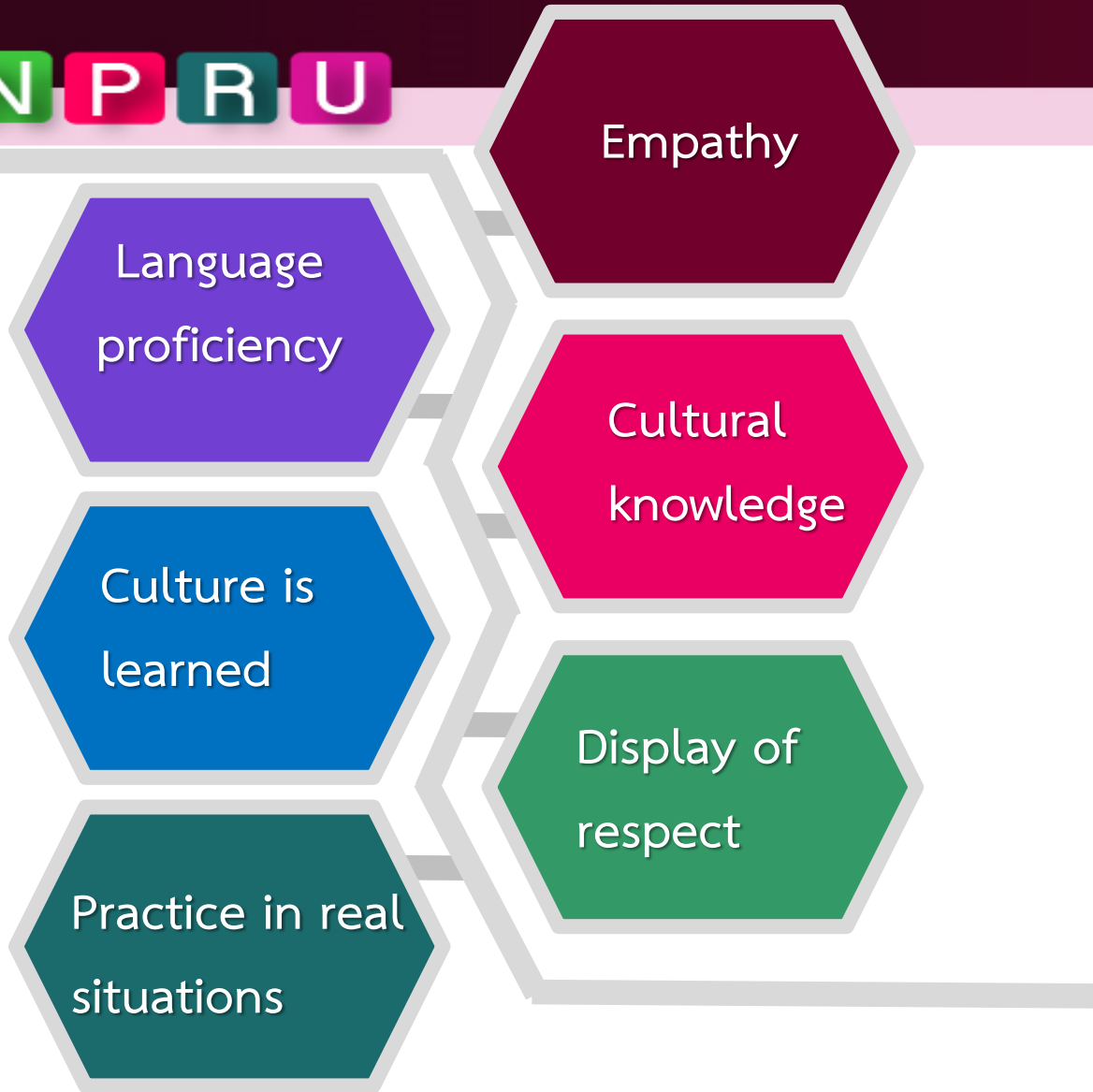


03

Unit Summary

Intercultural Communicative Competence

N P R U



High Context VS Low Context

N P R U

Nonverbal communication

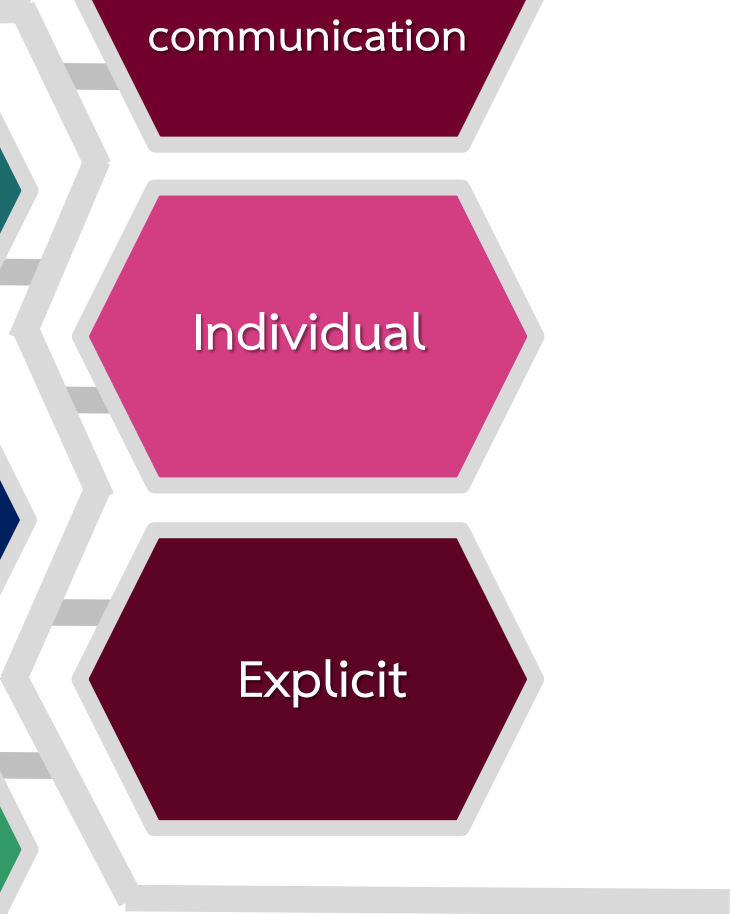
Collective

Implicit

Verbal communication

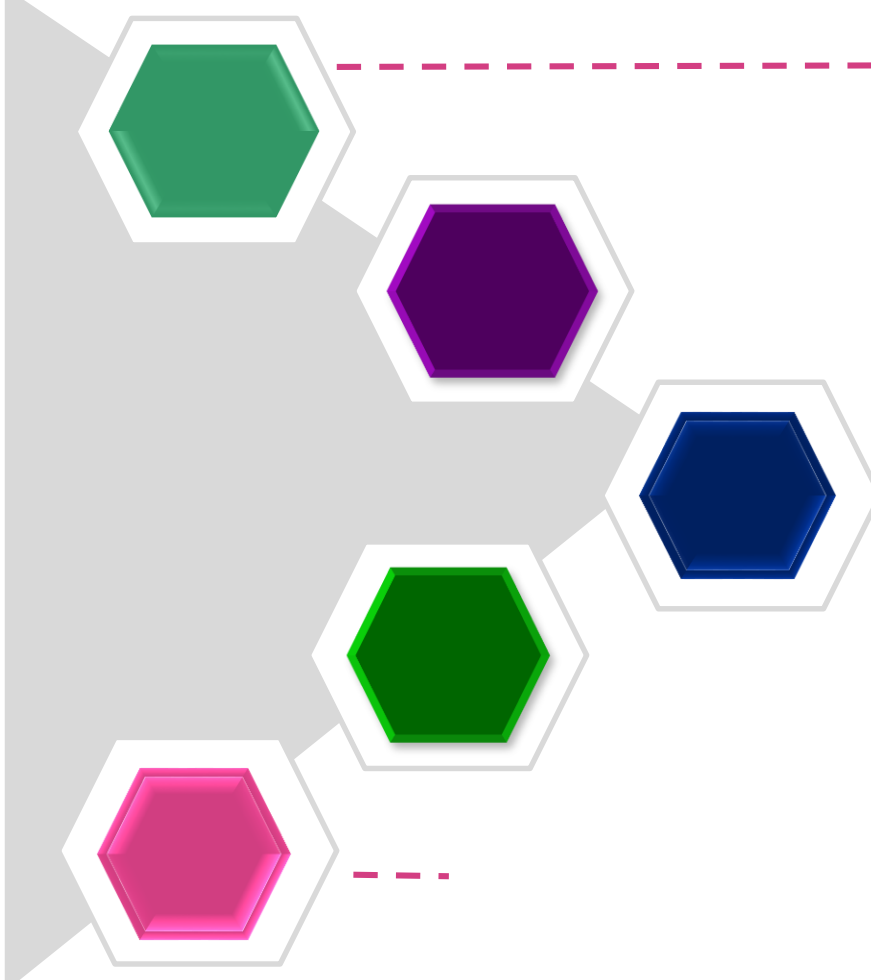
Individual

Explicit



Intercultural Communicative Competence

N P R U



The diagram consists of six hexagonal shapes arranged in a zig-zag pattern from top-left to bottom-right. The colors of the hexagons are: light green, purple, dark blue, green, and pink. Dashed lines connect the top-right corner of one hexagon to the top-left corner of the next. A dashed line from the top-left hexagon points to the text 'Display of respect...'. A dashed line from the dark blue hexagon points to the text 'Relational role behavior...'. A dashed line from the pink hexagon points to the right but has no text associated with it.

Display of respect: 'The ability to show respect & positive regard for another person'

Relational role behavior:
'Behaviors associated with interpersonal harmony & mediation'.

Intercultural Communicative Competence



Display of respect: 'The ability to show respect & positive regard for another person'

Orientation to knowledge: 'The terms people use to explain themselves & the world around them'

Empathy: 'The capacity to behave as though you understand the world as others do'

Interaction management: 'Skill in regulating conversation'

Task role behavior: 'Behaviors that involve the initiation of ideas related to group problem-solving activities'

Relational role behavior: 'Behaviors associated with interpersonal harmony & mediation'



04

Exercise

Exercise



I: Put the suggested phrases in the order 'most direct' to 'most indirect'.

You want someone to open the window:

- 1 Would you be so kind as to open the window?
- 2 It's hot in here.
- 3 Please open the window.
- 4 Open the window.
- 5 Could you possibly open the window?
- 6 I was wondering if you could open the window.
- 7 Would you like to open the window?
- 8 Don't you think it's a little hot in here?

Exercise



II: Try to make the following more polite:

- 1 You must do this by Monday.
- 2 Your report contained a lot of mistakes.
- 3 Give me two beers, (ordering beers at the bar)
- 4 You forgot the sales figures.

Exercise



III: What do you think is happening here?

A Belgian manager working in Thailand is unhappy that his secretary regularly arrives at work at least 30 minutes, and sometimes as much as one hour, late for work. He knows that the traffic in Bangkok is bad, but this is getting ridiculous. One morning, when she arrives late again, he explodes in front of the others in the busy office. He then takes her aside and tells her that if she can't get to work on time she may risk losing her job. She responds by handing in her resignation.

N P R U

Thank you