

Differences in Communication according to Context

Understanding 'High Context' and 'Low Context'



Low Context

- Straightforward communication
- Honest feedback



High Context

- Indirect communication
- Vague feedback



Differences in Communication according to Context

Understanding 'High Context' and 'Low Context'

Straightforward

Low Context

- Individuals have the right to express their personal opinions
- Conflict in opinions is an excellent method to induce discussion and bring out diversity in thought

High Context

- Silence is also an expression of opinion
- Keep up appearances by showing respect to your superior, 'rank mentality'
- Stresses harmony in the group you belong to

Indirect

Differences in Communication according to Context

Understanding 'High Context' and 'Low Context' - EXAMPLES

**Debate
Culture**

Low Context

When debating, we express our opinions **freely** and **critique** the opinions of others.

High Context

We are not accustomed to **critiquing** others' opinions or expressing **opposing** opinions.

**Understanding
others during
conversation**

Rather than considering the atmosphere or intent of the speaker, we take what the speaker said **literally**.

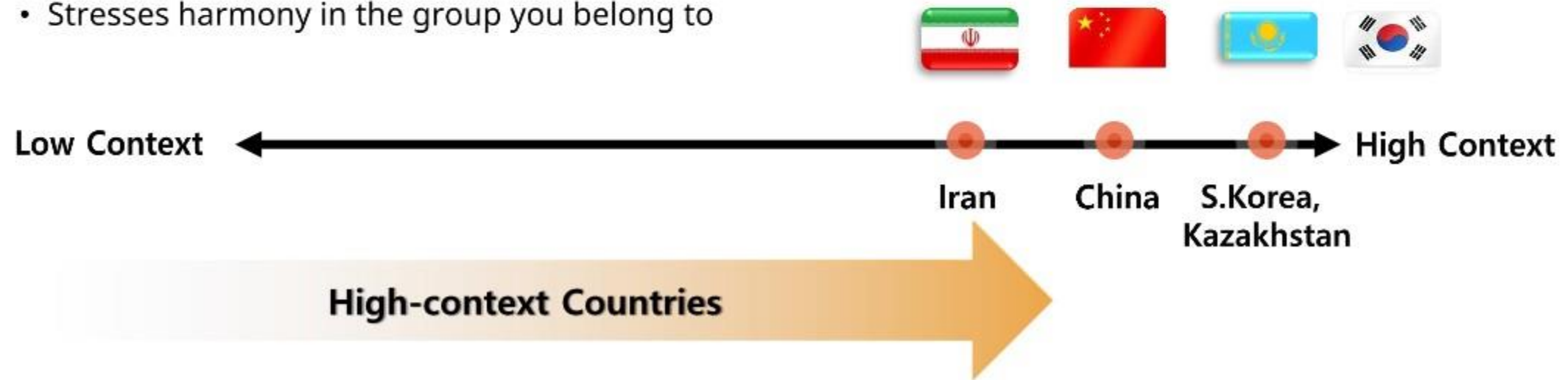
When listening to others speak, we not only listen to what they're saying, but also examine **body language** and **circumstances**.

Differences in Communication according to Context

Differences within Identical Contexts: High Context

High Context

- Indirect communication
- Vague feedback
- Silence is also an expression of opinion
- Keep up appearances by showing respect to your superior, 'rank mentality'
- Stresses harmony in the group you belong to



Differences in Communication according to Context

Ex.) When expressing intent to refuse a certain business directive

