

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**.

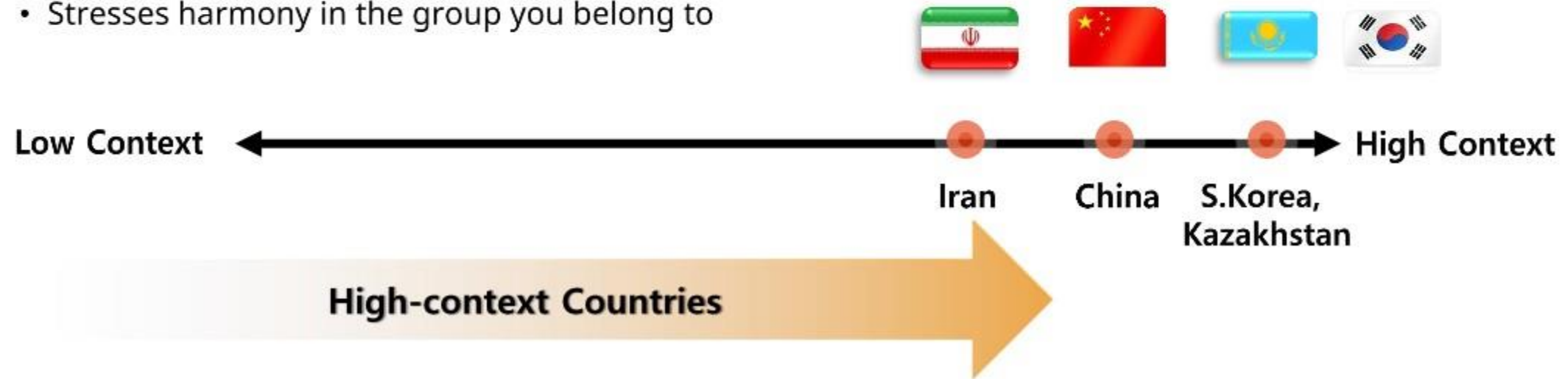
When listening to others speak, we not only listen to what they're saying, but also examine **body language** and **circumstances**.

Differences in Communication according to Context

Differences within Identical Contexts: High Context

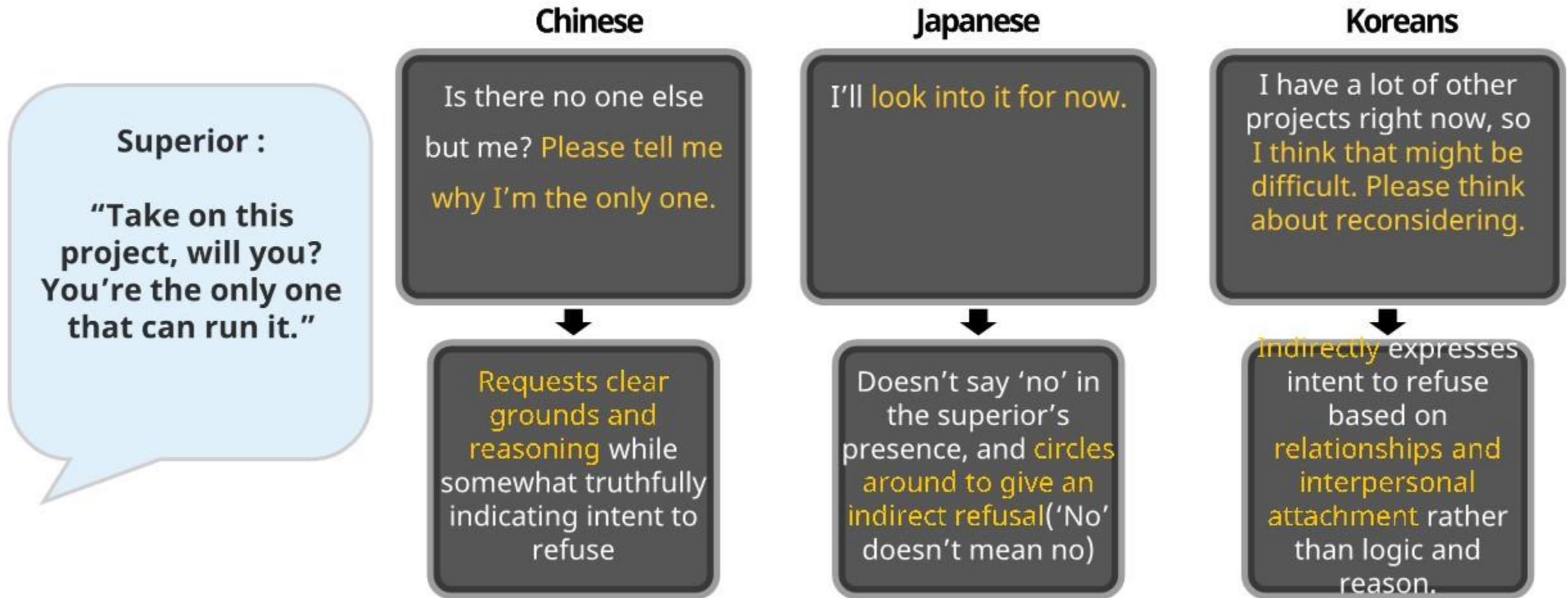
High Context

- 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



2. Characteristics of Korean Culture

In the Workplace



1. Hierarchy in the Workplace

- ◆ Leadership
- ◆ Roles and expectations

2. Work Ethic = Diligence

- ◆ Willingness to work hard

3. Korea's famed phrase: "Pali-pali"

- ◆ means hurry!

Do's when working with Koreans



01

If someone senior to you enters a room, it is polite for you to **stand up.**



02

Pass an object or document with **both hands** to a senior person. (Business Card)

Do's when working with Koreans



03

Show **politeness**
if your Korean
counterpart looks
significantly older.



04

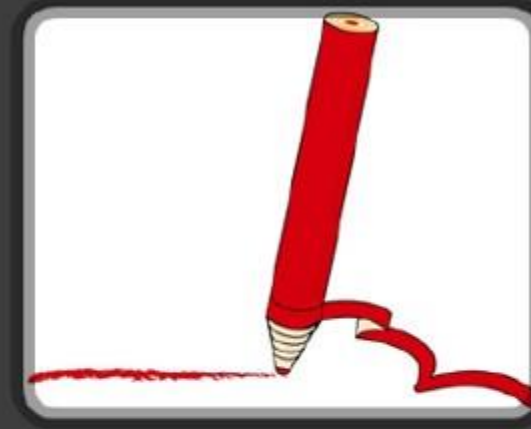
Ask for regular
meetings, and
frequent
communication.

Don'ts when working with Koreans



01

Many Koreans don't feel comfortable with **intense eye contact.**



02

Don't write someone's name or sign a contract in **red.**

Don'ts when working with Koreans



03

Don't beckon **a**
senior with an
index finger gesture.



04

Don't place your
feet up
on a table or desk.