

EDWARD T. HALL

- ALL HUMAN BEINGS ARE CAPTIVES OF THEIR CULTURE
- AN "ACTION CHAIN" IS A SET OF EVENTS THAT RESEMBLES A DANCE, EXCEPT THAT IT IS A DANCE WITH A GOAL
- HIGH CONTEXT CULTURE – A SOCIAL ORDER WHERE:
 - REFORMS COME SLOWLY
 - RIGID CLASS STRUCTURE
 - GROUP ORIENTATION
 - CLOSE NETWORKS: EXTENDED FAMILY/ FRIENDS
 - CLOSER THAN USUAL SOCIAL DISTANCE
 - INHERITED STATUS: ASCRIBED ROLES
 - PERSONAL : WHO YOU KNOW
 - TRUST: A MAN'S WORD IS HIS BOND.
- LOW CONTEXT CULTURE– A SOCIAL ORDER WHERE:
 - PRAGMATIC REFORMS: "WHAT WORKS IS REAL"
 - FLEXIBLE CLASS STRUCTURE–UPWARD MOBILITY
 - INDIVIDUAL ORIENTATION
 - NUCLEAR FAMILY STRUCTURES
 - DISTANT, LARGER SPACE IN SOCIAL DISTANCE
 - MERITOCRACY: ACHIEVED [WHAT YOU KNOW]
 - IMPERSONAL BUREAUCRACY
 - CONTRACTS [MARRIAGE...RELATIONSHIPS, ETC.]
- TIME: MONOCHRONIC–ACTUAL CLOCK TIME
 - POLYCHRONIC–EVERY LIVING THING HAS ITS OWN PERSONAL TIME CLOCK
- SPACE: [BETWEEN TWO PERSONS]
 - PUBLIC–6 OR MORE FEET, AS IN AN AUDITORIUM
 - SOCIAL–2 TO 6 FEET
 - PERSONAL/INTIMATE–UNDER 2 FEET

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HIGH CONTEXT

ARABS

GREEKS

SPANISH

ITALIANS

ENGLISH

FRENCH

AMERICANS

SCANDINAVIANS

GERMANS

GERMAN-SWISS

LOW-CONTEXT

DECISION 13a – Write either “Yes” or “No” in the blanks provided:

- _____ 1. According to Ed Hall, all human beings are captives of their culture.
- _____ 2. An “Action Chain” is a set of events that resembles a dance, except that it is a dance with a goal.
- _____ 3. Many traditional Chinese people believe that once one acknowledges an event, then one must take action; therefore, not to acknowledge that an event has occurred means that one is not obligated to take action.
- _____ 4. Ed Hall states that a high context culture is characterized by a plethora of experts, precise specification, and emphasis upon bicultural family patterns.
- _____ 5. In a low context culture less information is contained in the verbal part of the message, i.e., meanings are implicit and preprogrammed.
- _____ 6. According to Hall, examples of “national character” types in a high context culture are Germans and German-Swiss.
- _____ 7. Hall offers examples of low context types as Arabs, Greeks, and Italians.
- _____ 8. Polychronic time is “clock time.”
- _____ 9. A closer-than-usual “social” distance, such as used by Arabs, is an example of a high context cultural trait.
- _____ 10. Monochronic time is “personal time”, i.e., all living things have a built-in personal time clock.
- _____ 11. In a high context culture, reforms come slowly.
- _____ 12. A low context culture places emphasis on the ideal of a “meritocracy” wherein the “individual” may achieve upward mobility through his/her own efforts.
- _____ 13. In principle, in a low context culture success is more often determined by “who you know” than “what you know.”
- _____ 14. The effective teacher should be aware that pupils from the “high context” cultural backgrounds have internalized unique worldviews and behavior patterns that require individualized attention, especially in the area of interpersonal communication.

ANSWER KEY: DECISION 13a ED HALL [HIGH/LOW CONTEXT CULTURES]

YES 1.

YES 2.

YES 3.

NO 4. LOW NOT HIGH CONTEXT

NO 5. HIGH NOT LOW CONTEXT

NO 6. LOW NOT HIGH CONTEXT

NO 7. HIGH NOT LOW CONTEXT TYPES

NO 8. MONOCHRONIC TIME IS CLOCK TIME

YES 9.

NO 10. POLYCHRONIC TIME NOT MONOCHRONIC

YES 11.

YES 12.

NO 13. THE CONVERSE

YES 14.