

Culture

Key Terms



Cross-Cultural Competence As defined by the Air Force Culture and Language Center - the ability to quickly and accurately comprehend a culturally-complex environment, and then appropriately and effectively act to achieve the desired effect. See http://www.culture.af.mil/library/pdf/3c_factsheet.pdf

Culture As defined by the Air Force Culture and Language Center - the creation, maintenance and transformation across generations of semi-shared patterned of meaning, sense making, affiliation, action and organization by groups. See <http://www.airuniversity.af.mil/AFNC/>

Low Context Culture Edward Hall's Beyond Culture is the basis for a discussion on describing culture using the high / low framework. Deals with the idea of communications styles and messaging within a culture. Low context cultures are opposite of the high context with direct communications and do not hold back in their messaging. Examples of low context cultures include the United States, Canada (English speaking), Australia, etc.

High Context Culture Edward Hall's Beyond Culture is the basis for a discussion on describing culture using the high / low framework. Deals with the idea of communications styles and messaging within a culture. High context cultures communicate in a less direct manner. They use messaging through context and delivery with many implied and non-verbal communications. This messaging can be very complex, but is normally well understood within a cultural group, but not well understood outside the group. This is especially true as a low context culture attempts to understand a high context culture. As with any model, this is a rule of thumb. Example high context cultures include those in Japan, China, Africa, the Middle East, etc.