



Bright Ideas

High and Low Context Cultures in the Classroom

Jamina Tubbing
ADoS Navitas English Perth



englishaustralia.com.au

Celebrating **40 years** of quality and innovation in ELICOS

ACKNOWLEDGEMENT OF COUNTRY

I acknowledge the Traditional Custodians of the land on which we meet today, their continuing connection to the land and waterways, and I pay my respects to their Elders past and present.

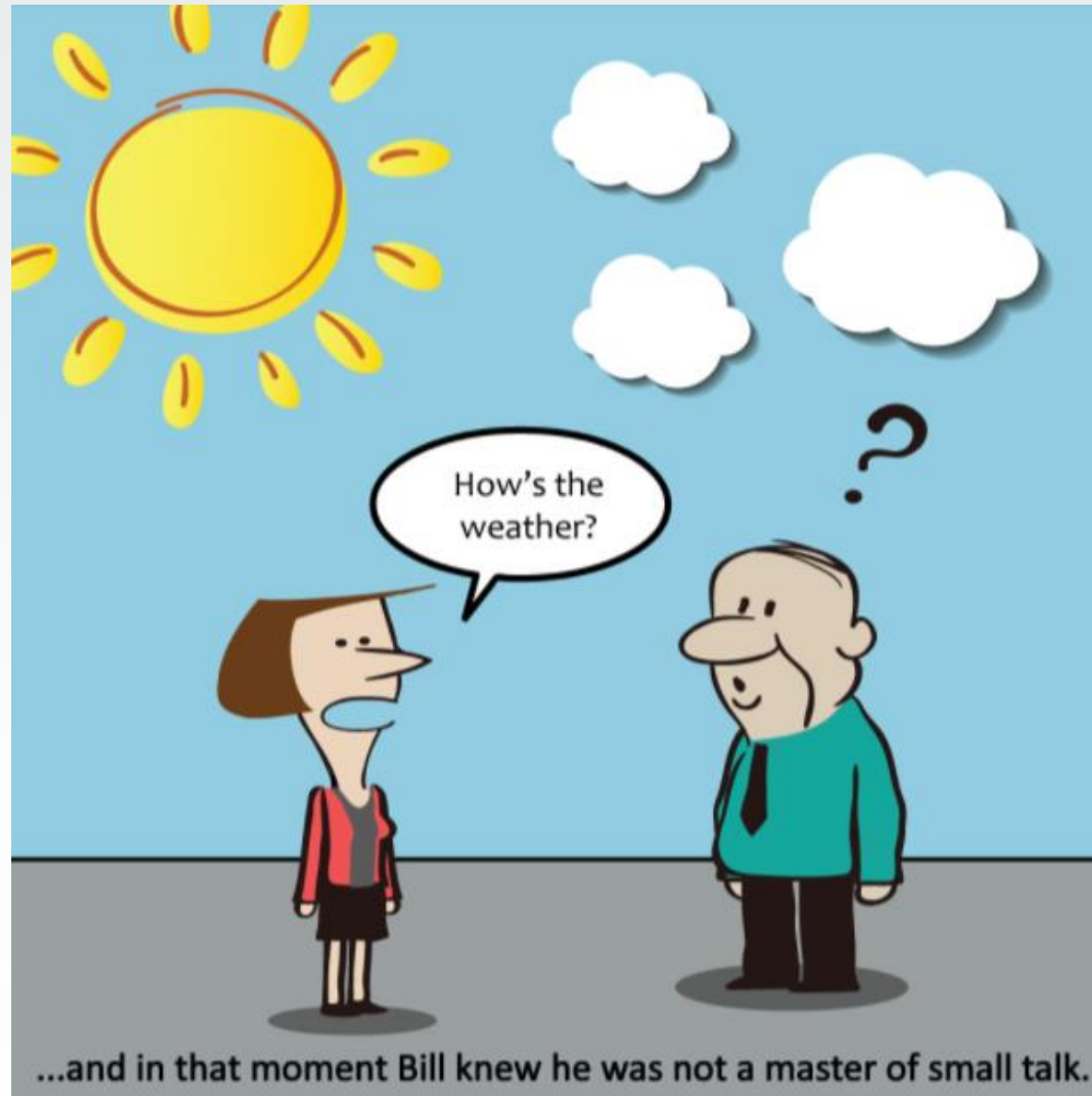
- Culture & The Rules
- High and Low Context Cultures
- Impacts in ESL Writing
- Practical Classroom Strategies
- Bonus – Culture Tips, Competence, Humility

- 15 years teaching writing for exams
- Travelled to 50 countries, taught in 4
- Delta qualified
- Studies in mental health, psychology
- Student success
- Student wellbeing, reducing affective filter

TELEPHONE ETIQUETTE



CULTURAL RULES OF ENGAGEMENT



LET'S GET COOKING



PESTO SAUCE

Take several handfuls of nice quality basil leaves, combine with a couple of spoonfuls of pine nuts, a handful or two of parmesan cheese, salt pepper and enough garlic.

Add olive oil until the consistency is right.



FRESH BASIL PESTO

PREP TIME 15 mins

SERVINGS 4 servings

YIELD 1 cup

Basil pesto darkens when exposed to air. To store, cover tightly with plastic wrap, making sure the plastic is touching the top of the pesto and not allowing the pesto to have contact with air. The pesto sauce will stay greener longer that way.

Ingredients:

- 2 cups fresh basil leaves, packed (can substitute half the basil leaves with baby spinach)
- 1/2 cup freshly grated Romano or Parmesan cheese (about 2 ounces)
- 1/2 cup extra virgin olive oil
- 1/3 cup pine nuts (can sub chopped walnuts)
- 3 cloves garlic, minced (about 1 tablespoon)
- 1/4 teaspoon salt, or more to taste
- 1/8 teaspoon freshly ground black pepper, or more to taste

Method:

Place basil leaves, cheese, pine nuts and garlic into a food processor, pulse several times until finely chopped, scraping down the sides. While the food processor is running, slowly add the olive oil in a steady small stream. Adding the olive oil slowly while the processor is running will help it emulsify and help keep the olive oil from separating. Occasionally, stop to scrape down the sides of the food processor.



LET'S DIAL BACK



*“A system of behaviour that helps us
act in accepted or familiar ways.”*

Pellegrino Riccardi

Cross-cultural communications expert

SOME RULES



MORE RULES



MISPERCEPTION



MORE TELEPHONE ETIQUETTE



STEREOTYPES

Heaven is

*Where the Police are British
The Chefs French
The Mechanics German
The Lovers Italian &
All is organized by the Swiss*

Hell is

*Where the Chefs are British
The Mechanics French
The Lovers Swiss
The Police German &
All is organized by the Italians*

EVERYTHING IS MADE UP

Culture influences the way we:

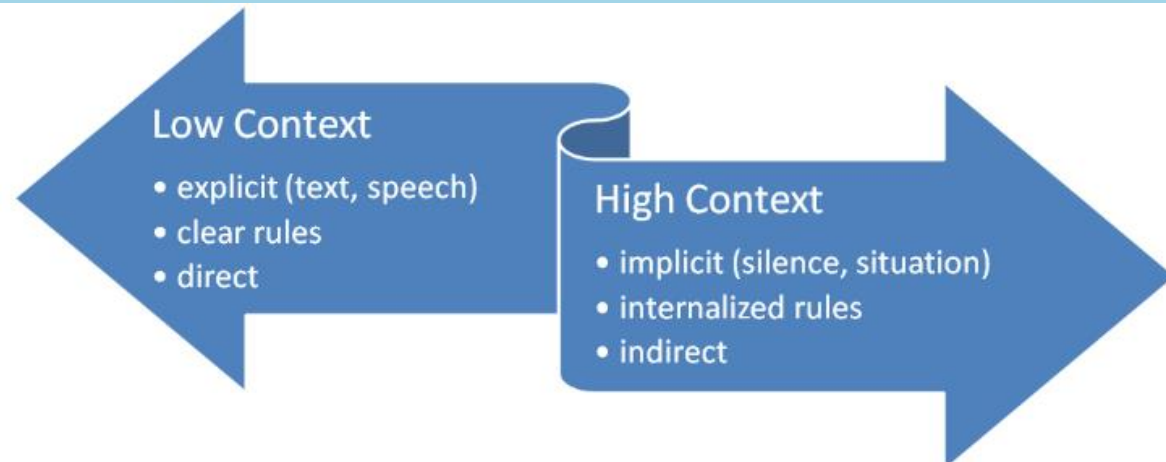
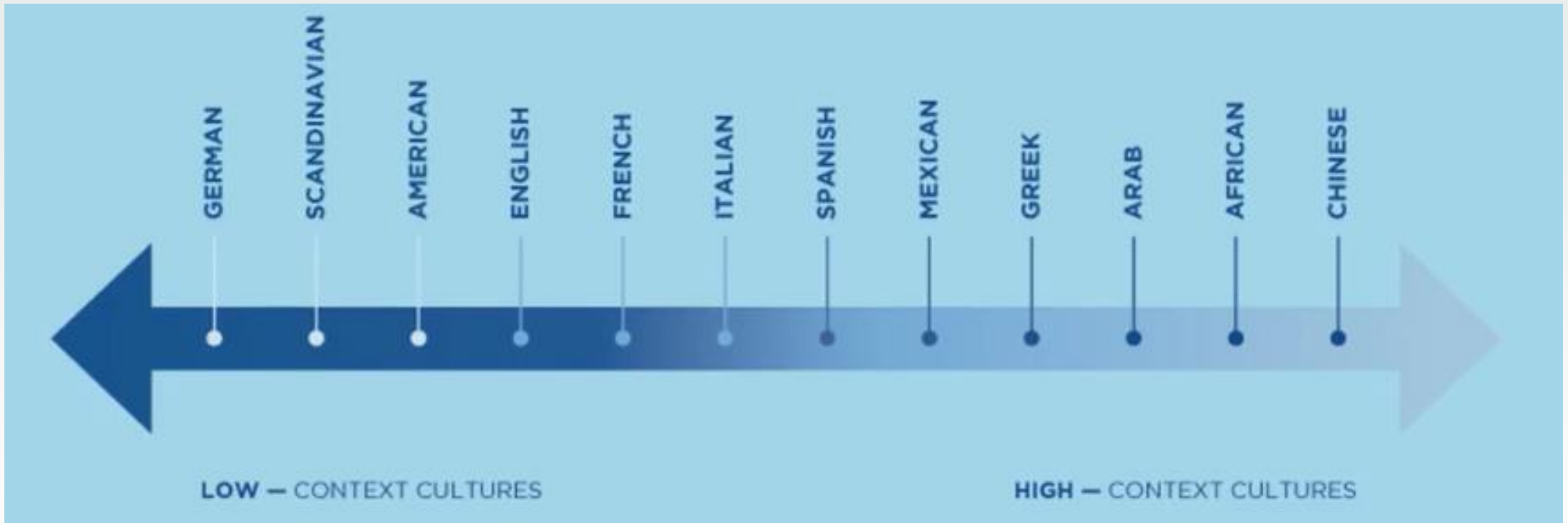
- think
- behave
- communicate
- interact

COMPLAINTS



Source - <https://www.newsweek.com/woman-piano-grandpa-alzheimers-reaction-beautiful-1644467>

LOW TO HIGH CONTEXT CULTURES



LOW CONTEXT CULTURES

- Low level of shared background knowledge
- Explicit communication, direct, clear, logical
- Message is spelled out, defined
- Assume greater clarity and understanding
- 'I' thinking
- Leadership, assertiveness and transparency valued
- Words are important – speak up, speak your mind

HIGH CONTEXT CULTURES

- High level of shared background knowledge
- Implicit communication, indirect
- Understanding happens without clarification
- Many things left unsaid
- ‘We’ and ‘community’ thinking
- Non-verbal cues, gesture, body language, expressions
- Actions have more impact than words

CULTURE IMPACTS COMMUNICATION



HOW CULTURE IMPACTS COMMUNICATION

Low-Context Culture

Concise, straight forward,
explicit, simple and clear

High-Context Culture

Indirect, implicit, subtle,
layered and nuanced

CROSS-CULTURAL COMPLAINTS

Why are you repeating the same thing?

Please explain!

So rude!

Why don't they follow my instructions?

Ugh, stating the obvious!

So vague!

Be more specific, give examples!

Get to the point!

No manners!

TEACHING WRITING



WRITING SAMPLE

The young people in nowadays have a lot of facilities in their lifes, we can see it as a good thing, but actually it can be a bad thing. Why?

Sometime people need different things to improve your self grow up, today because everything it be easy the young people don't have difficulties enough in their lifes.

When they became adults, and the life become hard, they don't have strong enough to stare this type of things, and they suffer with the results from their pre-easy-life.

The parents and teachers should teach the youngs to the hard life in the future.

COMMENTS FROM STUDENTS

“English seems too direct.” Armando

“I find English can be a bit rude sometimes.”

Yennifer

“The circle way is more polite.” Mai

ADVICE FROM STUDENTS

“I love writing in English because I really have to understand exactly what I’m writing about before I start. It forces me to get clear on my ideas.” Alina

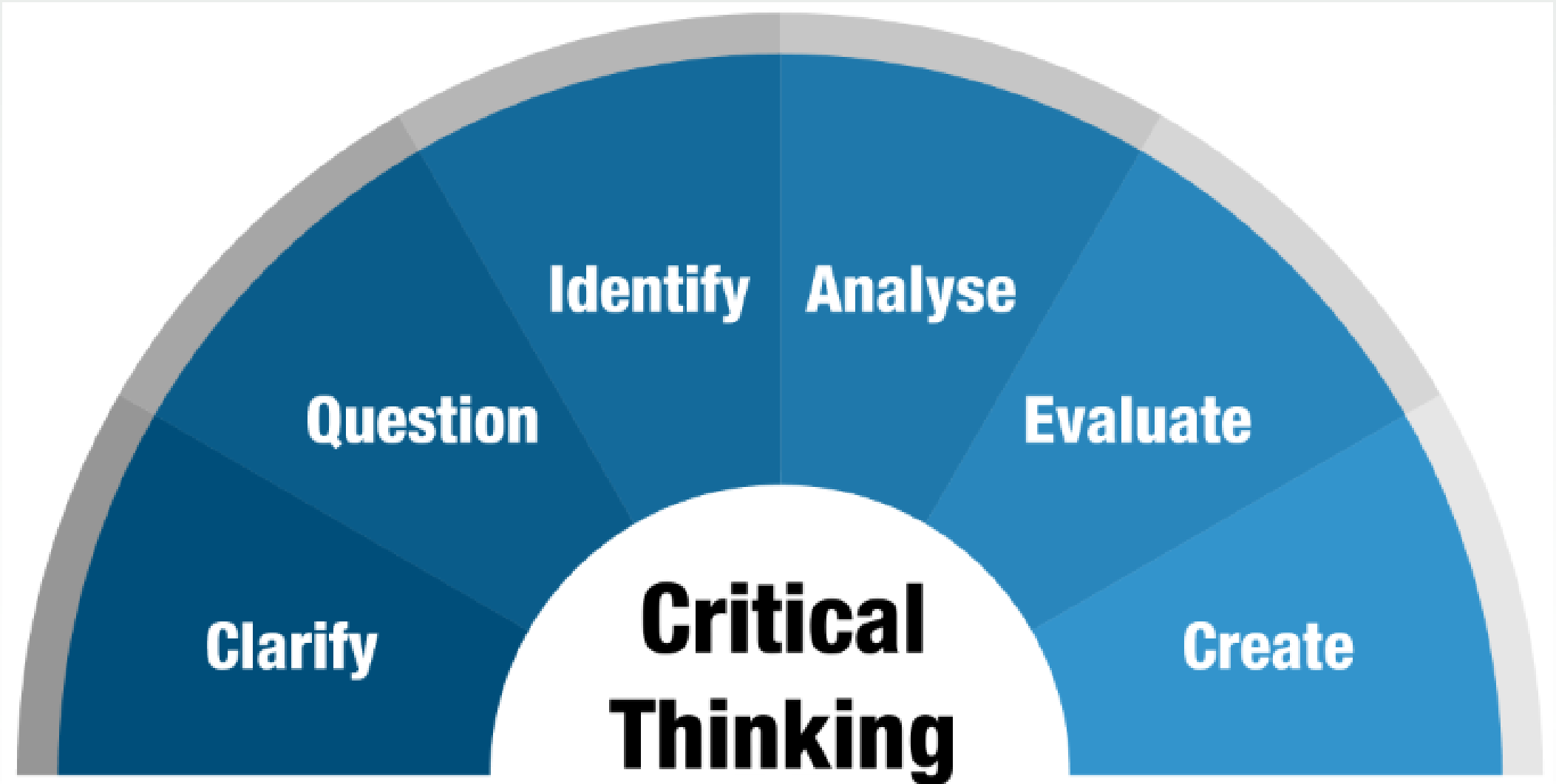
“Write like you’re explaining to a kid.” Carlos

“Listen to native speakers.” Jhon

THE WAY FORWARD



CRITICAL THINKING





EXPLAINED | NEWS

All the reasons why cybercriminals want to hack your phone

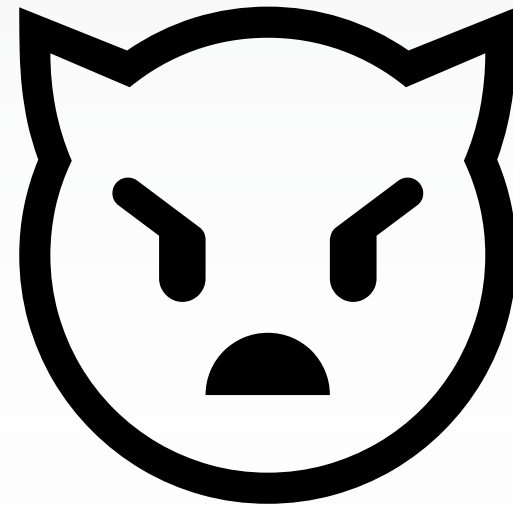
Posted: December 18, 2018 by Kayla Matthews

When people think of hacking, most imagine desktop computers, laptops, or perhaps even security cameras. However, in recent years, cybercriminals have expanded their repertoire to include smartphones, too. Here are 10 reasons why they may be looking to hack your phone.

How To Protect Your Phone From Hackers



Your cell phone holds some of your most sensitive personal information. Things like your passwords and account numbers, emails, text messages, photos, and videos. If your phone ends up in the wrong hands, someone could steal your identity, buy stuff with your money, or hack into your email or social media accounts. Here's how to protect your phone.



CRITICAL THINKING



- Why? Because...?
- Can you tell me more about that?
 - What else? Why is that (true/ good/ impossible?)
- Can you help me understand what you mean?
- What's an example of that?
- Say something blatantly wrong or biased:
 - 'Sushi is the best food in the world.'

CREATIVE THINKING



- Make predictions
- Mind maps, lists, brainstorming, for & against
- ‘Think-Pair-Share’, ‘Give me a minute’
- Encourage more explanation/ examples
- Debates - take opposite side to opinion, take both sides
- Encourage argument/ other points of view

EXPLORE THE PROBLEM

S: You must charge your mobile phone.

T: *Why is that important?*

S: Mobile will die.

T: *Why is that a problem?*

S: I can't speak to my friends.

T: *Why is that a problem? How does that affect you? Etc.*

Summarise:

“So, mobile phones keep us connected socially?”

Introduce relevant vocabulary:

- *isolation*
- *exclusion*

- Genre analysis (what makes an essay an essay)
- Genre comparison (what is/ is not an essay)
- Prescriptive approaches:
 - ✓ linkers
 - ✓ function of each paragraph
 - ✓ function of each sentence (topic, explain, example)

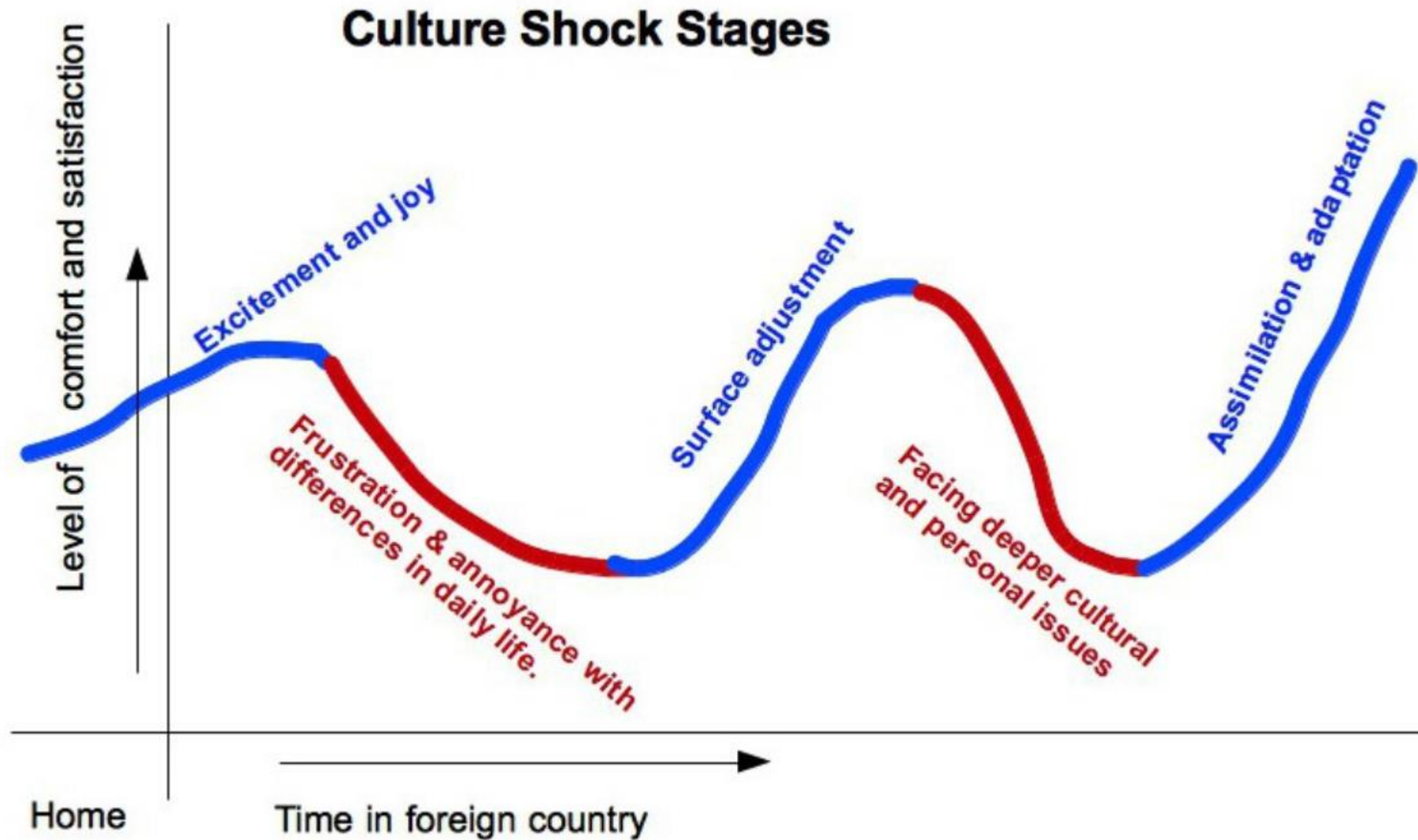
BONUS SESSION





Culture Shock

CULTURE SHOCK



CULTURE COMPARISON



CULTURE COMPARISON

AUSTRALIA

38

Australia scores low on this dimension (36). Within Australian organizations, hierarchy is established for convenience, superiors are always accessible and managers rely on individual employees and teams for their expertise. Both managers and employees expect to be consulted and information is shared frequently. At the same time, communication is informal, direct and participative.

[Overview >](#)

BRAZIL

69

With a score of 69, Brazil reflects a society that believes hierarchy should be respected and inequalities amongst people are acceptable. The different distribution of power justifies the fact that power holders have more benefits than the less powerful in society. In Brazil it is important to show respect to the elderly (and children take care for their elderly parents). In companies there is one boss who takes complete responsibility. Status symbols of power are very important in order to indicate social position and "communicate" the respect that could be shown.

CHINA

80

At 80 China sits in the higher rankings of PDI - i.e. a society that believes that inequalities amongst people are acceptable. The subordinate-superior relationship tends to be polarized and there is no defense against power abuse by superiors. Individuals are influenced by formal authority and sanctions and are in general optimistic about people's capacity for leadership and initiative. People should not have aspirations beyond their rank.

[Overview >](#)

RUSSIA

93

Russia, scoring 93, is a nation where power holders are very distant in society. This is underlined by the fact that the largest country in the world is extremely centralized: 2/3 of all foreign investments go into Moscow where also 80% of all financial potential is concentrated. The huge discrepancy between the less and the more powerful people leads to a great importance of status symbols. Behaviour has to reflect and represent the status roles in all areas of business interactions: be it visits, negotiations or cooperation; the approach should be top-down and provide clear mandates for any task.



COUNTRY COMPARISON TOOL

<https://www.hofstede-insights.com/country-comparison-tool>



geert hofstede country comparison



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INTERCULTURAL COMPETENCE

- Function across different cultures
- Acting and speaking appropriately
- Knowledge, training
- Merge all the cultures inside of you
- Take the best of them, global mindset
- Cultural stereotypes, reductionist, othering

INTERCULTURAL HUMILITY

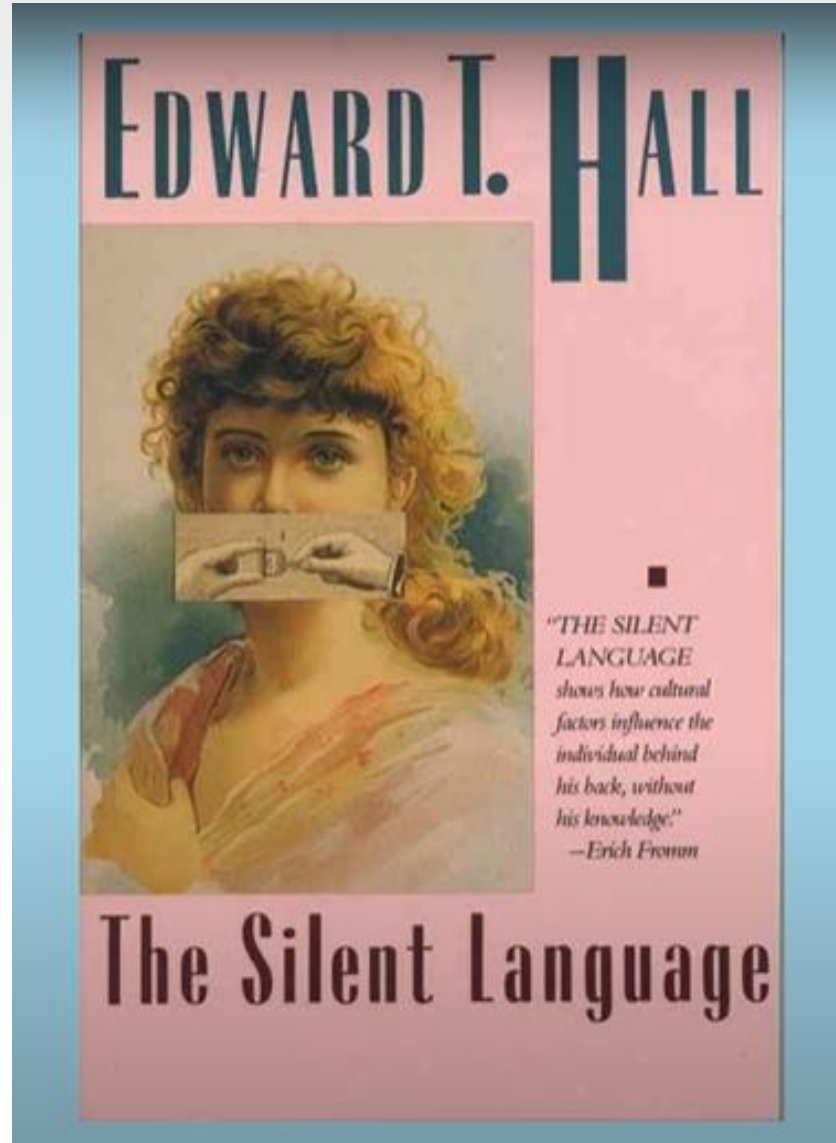
- Go beyond intercultural competence/ acceptance
- Intercultural humility is an *approach*
- Create a culture of inclusivity and belonging
- Willingness to learn from others
- Intention to honour the values of other cultures
- Self-reflection - biases, privilege

CRACKING CULTURE CODES

- Cannot learn all the codes
- Be curious
- Build relationships
- Cultivate belonging
- Humility



THE SILENT LANGUAGE



QUESTIONS



