

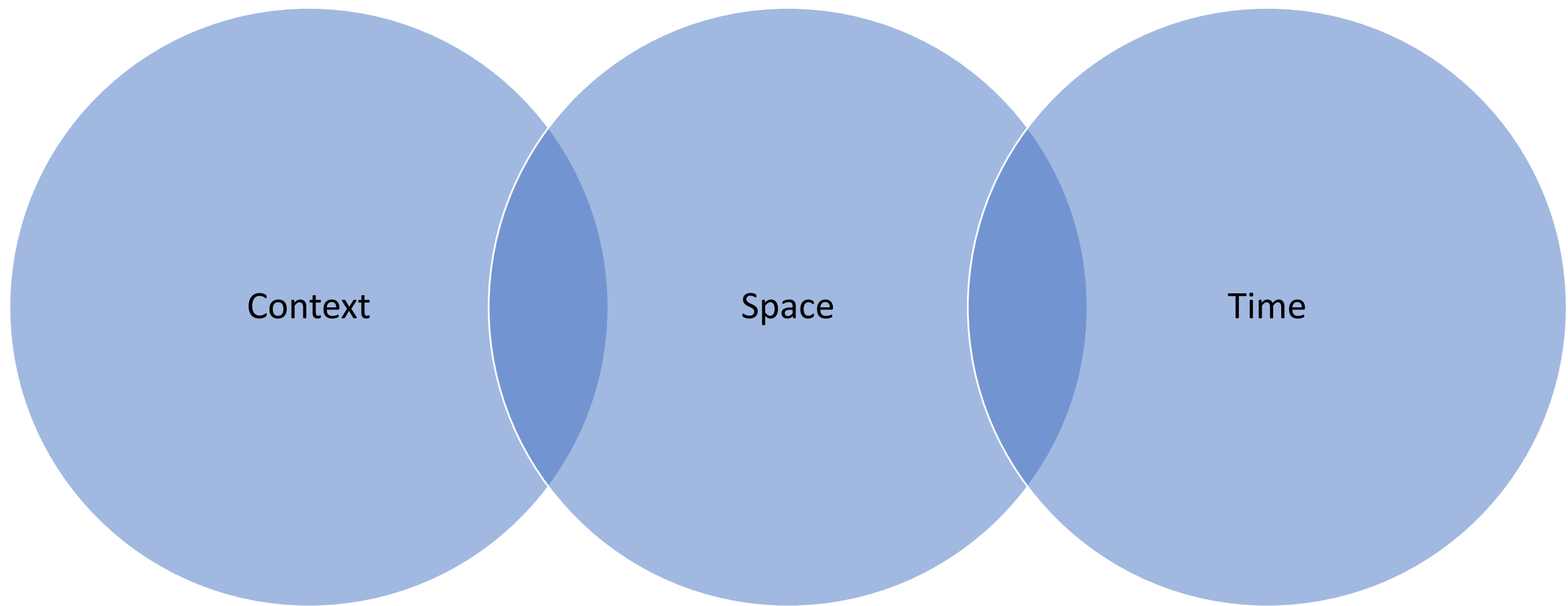


Edward T. Hall's Model of Culture

Introduction

- Edward T Hall was an anthropologist who made his early discoveries in identifying cultural factors.
- The purpose of his theory was to understand the difference the culture of different countries.
- Later the theory was also applied in the context of organisations.

Key factors of the theory



1. Context

- The attribute can be divided into
 - ❑ High Context
 - ❑ Low context.
- It explains the way how the message is communicated.
- This creates the cultural differences across different countries.

Lets understand the difference between two

Factor	High-context culture	Low-context culture
Overtness of messages	Many covert and implicit messages, with use of metaphor and reading between the lines.	Many overt and explicit messages that are simple and clear.
Locus of control and attribution for failure	Inner locus of control and personal acceptance for failure	Outer locus of control and blame of others for failure
Use of non-verbal communication	Much nonverbal communication	More focus on verbal communication than body language
Expression of reaction	Reserved, inward reactions	Visible, external, outward reaction

Lets understand the difference between two

Cohesion and separation of groups	Strong distinction between ingroup and outgroup. Strong sense of family.	Flexible and open grouping patterns, changing as needed
People bonds	Strong people bonds with affiliation to family and community	Fragile bonds between people with little sense of loyalty.
Level of commitment to relationships	High commitment to long-term relationships. Relationship more important than task.	Low commitment to relationship. Task more important than relationships.
Flexibility of time	Time is open and flexible. Process is more important than product	Time is highly organized. Product is more important than process

2. Time

- Monochronic time
- It means doing one thing at a time.
- Assumes careful planning and scheduling.
- A familiar Western approach that appears in disciplines such as 'time management'.
- Monochronic people tend also to be low context.

Polychronic time

- Human interaction is valued over time and material things
- Leads to a lesser concern for 'getting things done'
- They do get done, but more in their own time.
- Polychronic people tend also to be high context.

Differences

Factor	Monochronic Action	Polychronic Action
Actions	do one thing at a time	do many things at once
Focus	Concentrate on the job at hand	Are easily distracted
Attention to time	Think about when things must be achieved	Think about what will be achieved
Priority	Put the job first	Put relationship first
Respect for property	Seldom borrow or lend things	Borrow and lend things often and easily
Timeless	Emphasize promptness	Base promptness relationship factors

Space

- Hall was concerned about space and our relationships within it.
- As human beings we are always concerned about space like parking, office, or relationship space.
- Based on the need of space. It is divided into two categories-
 - ☐ Low territorial
 - ☐ High territorial

High territorial

- ❑ Some people are more territorial than others with greater concern for ownership. They seek to mark out the areas which are theirs
- ❑ Territoriality also extends to anything that is 'mine' and ownership concerns extend to material things.
- ❑ Security thus becomes a subject of great concern for people with a high need for ownership.
- ❑ People with high territoriality tend also to be low context

Low Territorial

- ☐ People with lower territoriality have less ownership of space and boundaries are less important to them.
- ☐ They will share territory and ownership with little thought.
- ☐ They also have less concern for material ownership and their sense of 'stealing' is less developed (this is more important for highly territorial people).
- ☐ People with low territoriality tend also to be high context.

