

# Parameters

High Context

- Hidden information
- Most information is exchanged outside workplace
- A lot of references

Implicit

- Difficult to know what somebody is talking about
- Difficult to read, jokes in movies not so obvious
- A lot of metaphors

Being-oriented society

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Pessimism

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Emotional & Sensation

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Court society & High Power Distant

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Empiricism

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Low Context

- Because of a lot of immigration, there's a little shared social knowledge
- People say everything
- There's somehow no private life (no shutters at windows)

Explicit

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Doing-oriented society

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Optimism

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Information-oriented

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Merchant society & Low Power Distant

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Cartesian

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