Based on my understanding, the concept of high context and low context refer to how people communicate in different culture. High context refers to groups where people have connections over a long period of time. Usually there are less verbally explicit communication and more internalized understandings of what is communicated. High context prefer oral communication(tends to be indirect) and more to attention to group process. Example of high context is communication in family.

Low context refers to people tend to have many connections but of shorter duration. In low context, communication tends to be linear, precise and open. Moreover, words are highly valued, they are used almost constantly. The verbal messages are explicit and direct. Example of low context is sports where rules are clearly laid out.