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## Collectivist

- @70% of world's cultures: Africa, Asia, Latin America
- the group's goals are more important
- group members help each other to survive
- membership rules are rigid; insiders and outsiders are distinctly recognized
- punishment for breaking group rules is ostracism
- members identify with few organizations/groups; attachments are strong and long-term
- status depends on group attachment and success
- members feel responsible for each other; leaders feel responsibility for all
- cooperation is encouraged; decisions are first caucused, then made as a group (consensus) for the benefit of the group

## Individualist

- @30% of world's cultures: US, Australia, Western Europe
- self-reliance and independence are highly valued
- basic unit of survival is the individual
- membership rules are flexible and arbitrary; association with group does not define identity
- individuals identify with many organizations/groups; attachments are short-term and serial
- status depends on individual achievements; "self-made man"
- individuals take responsibility for themselves
- competition is encouraged; decisions are made individually and majority wins

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The Deaf Community...is a central part of life in a way that a neighborhood, township, or professional group is not for mainstream Americans...Deaf adults...feel a strong connection and obligation to the Deaf Community...and allocate more time and energy to it [than mainstream Americans do...]

The ideal Deaf person contributes to and supports the community; they hold parties or sponsor events to bring people together, to entertain, enlighten, and to create solidarity...They put the welfare of the community higher than their own immediate needs.

—Smith, 1996

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High context and low context...are terms that deal with how much information must be made explicit in a given culture compared with how much is already understood implicitly because of shared experience.

In general, HC communication, in contrast to LC, is economical, fast, efficient, and satisfying; however *time must be devoted to programming. If this programming does not take place, the communication is incomplete.*

—Edward Hall, 1976

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High-context (HC) cultures are defined as being made up of individuals who share a strong common identity and experience and work to maintain the good of the whole. (examples: Japan, China, Korea)

Low-context (LC) cultures are defined as more industrialized and complex, where competition and individuality, self-actualization, and achievement are valued and encouraged. (examples: US, Germany, Australia, Switzerland)

—Witter-Merithew, 1995

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## High-context

- high dependence on context and shared experience
- conversational style is like twins/siblings who share common background
- most information is found in physical context or implicit in the person
- information sharing is free, paramount, rapid, easy, fluid
- grammar: topics are noted at the beginning of utterances and remain until changed
- personal introductions focus on social background and group relationship/membership
- legal system: accused, court, injured parties work together for solution to problem

## Low-context

- low dependence on context and shared experience
- conversational style is like lawyers providing context to every single point
- most information is needed to be contexted and transmitted; more must be explained
- information is compartmentalized: work, home, personal, day-to-day; restricted
- grammar: English/German requires verbs to show tense and subjects to be repeated (gender-specific pronouns)
- personal introductions focus on personal background, accomplishments
- legal system: view accused as adversaries; language is completely decontexted

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## Polychronic

- Latin America, France, Italy
- people and relationships take precedence over agendas, time, and schedules
- participants handle several conversations simultaneously
- meeting behavior focuses on personal interactions, less on time and agenda (less “things” accomplished)

## Monochronic

- US, Germany, Scandinavia
- time is precious, linear, compartmentalized into parts (datebooks, planners)
- participants focus on one thing/person at a time
- meeting behavior focuses on accomplishing agenda items; check off = success

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## Past Time Orientation

- Asia, Arabia

· place emphasis on ancestry, traditions, history, “golden age”

## Future Time Orientation

- US, Australia

· emphasize change, progress, “the latest thing,” (Moore’s Law of Technology)

# Deaf Culture

## Past Time Orientation

- cherish folklore, literature, name sign systems, heroes, language, educational experiences (“golden age”: 1858: 40% Deaf teachers)

## Future Time Orientation

- look to opportunities of accessibility, increased technology (not hearing aids, CIs, etc.), and access to information

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Cultural rhetoric [is] acquired habits, widely shared by speakers within a particular society, influencing both the speaker and his own cultural audience and extremely difficult to translate satisfactorily into another society...without some loss or awkwardness.

—Condon & Yousef, 1975