



HIGH/LOW CONTEXT COMMUNICATION STYLES & HOW THIS MAY IMPACT YOUR ASSIGNMENTS/GRADING

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BEFORE WE BEGIN...



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AGENDA

- ✓ Some Quick Facts about an HSI (Norco!)
- ✓ What's the difference between High/Low Context Communication
- ✓ Connect these two concepts to gain insights on your assignments/grading policies.

QUICK FACTS ABOUT AN HIS (HISPANIC SERVING INSTITUTION)

- HSI was coined in 1986 by the Hispanic Association of Colleges & Universities.
- HSIs are NOT automatically designated due to enrollment. Institutions must apply for status with the US Department of Education (HACU) and meet criteria.
- 571 HSIs in 30 states serving 62% of Latinx students
- Norco is designated as an HSI!
- Just because we are designated as an HSI does not mean we are being successful at serving our Latinx students. We can always improve! 😊

HIGH/LOW CONTEXT COMMUNICATION

Coined by Edward T. Hall, an anthropologist who studied the Hopi, Anglo and Hispanic cultures in the Southwest.

HIGH CONTEXT: High importance on nonverbals (body language, status, tone of voice. They respect emotion and try to solve conflicts privately to save face, use “fluffy language.”

LOW CONTEXT: High importance on language. Rules are written and explicitly spelled out, prefer directness, focus on facts and achieving an outcome.



HIGH VS. LOW (COUNTRIES)

Japanese
Native American
Chinese
Indian/South
Asian
Latin America
Greek
African
Arab

German
Northern Europe
North America
British

INTERACTIONS...

HIGH

- High use of nonverbal elements
- Verbal message is implicit
- Disagreements are personalized; conflict must be solved in order for progress to continue. Otherwise, it must be avoided because it is personally threatening.

LOW

- Messages are carried more by words
- Communication is a way of exchanging ideas/content.
- Disagreements are depersonalized; one moves on to focus on the task at hand.
- One can be explicit about a person's bothersome behavior

LEARNING...

HIGH

- Multiple sources of information are used.
- Learning occurs by observing, demonstrating and then practicing.
- Groups are preferred for problem solving
- How well something is learned is important.

LOW

- One source of information is used to develop knowledge.
- Learning occurs by following directions and explanation.
- Speed is valued.
- Individual work rather than group work is preferred.



WHY DOES THIS MATTER?!

If the majority of our student population is High Context communicators (per our HSI designation)...then do we have a disconnect in our students' learning?

What is your teaching style cater to?

WHAT CAN WE DO AS EDUCATORS?

