

# Understanding How Culture Effects Communication

## Crossing the Friendship Gap: (Culture)

### A Different View of Life

#### Eastern

Group or Family comes first.

Emphasis 'Hospitality'

Tendency to be indirect in Communication.

#### Western

Individual rights apart from the group.

Emphasis is friendliness

Direct in communication

### Use of Space

Touching/standing close to the Other person is good.

Touching is limited  
Never stand closer than the Length of one's arm.  
(Orientals follow this rule.)

### Use of Time

Being 'on time' depends on Personal factors

Open ended – both/and

Very 'time conscience'  
Being on time is very important.

Close ended – either/or.

# A different Approach to Friendship

## Friendship Patterns

### Eastern

FEW in number

Close Relationship

Strong commitment and  
Obligation

Friendship demands much time

People take priority over work &  
Business demands, etc.

Hospitality a sacred obligation

Enjoy just being together/conversation

Arguing/disagreement does not  
Result in conflict

### Western

May have many friends

Few close friends

No fixed demands or  
obligations

Time spent depends on  
Available time/convenience.

Business/work demands  
generally given priority

Hospitality offered depends  
On the circumstances

Emphasis on Activity

Argumentation generally  
associated w/conflict