

TABLE 6.13 The Influence of Cultural Patterns**CULTURAL PATTERNS****Individualism vs. Collectivism***Individualism* (e.g., USA, Australia, Canada)

- Focus is on the individual & self-promotion
- Independency
- Task dominates relationship
- Social obedience through sense of guilt

Collectivism (e.g., Korea, China, Mexico)

- Focus is on the group/affiliations & self-criticism
- Interdependency
- Relationship dominates task
- Social obedience through sense of shame

Egalitarian vs. Hierarchical (Power Distance)*Egalitarian* (e.g., Australia, Canada, USA)

- Horizontal relationships
- Subordinates consulted
- Equality expected

Hierarchical (e.g., Mexico, India, Korea)

- Vertical relationships
- Subordinates informed
- Inequality accepted

Low vs. High Uncertainty Avoidance*Low Uncertainty Avoidance* (e.g., India, USA)

- Change is normal and good
- Few behavioral protocols
- Greater cultural diversity

High Uncertainty Avoidance (e.g., Japan, Spain)

- Change is disruptive and disliked
- Many behavioral protocols
- Less cultural diversity

Monochronic vs. Polychronic (Use of Time)*Monochronic* (e.g., Germany, USA)

- Time is linear and segmented
- Focus on a single task
- Adherence to schedules

Polychronic (e.g., Arabs, Africans)

- Time is flexible
- Focus on multiple tasks
- Weak ties to schedules

Low vs. High Context Communication*Low Context (Direct)* (e.g., Germany, USA)

- Meaning reliant on verbal message
- Nonverbal communication low importance
- Silence is avoided

High Context (Indirect) (e.g., Korea, Japan)

- Meaning can be derived from context
- Nonverbal communication high importance
- Silence is normal

Low vs. High Face Concerns*Low Face Concerns* (e.g., Canada, USA)

- Conflict/disagreement is constructive
- Concern for self-face

High Face Concerns (e.g., Korea, China)

- Conflict/disagreement is threatening
- Concern for mutual/other-face

Source: E. McDaniel, "Crossing Cultural Borders: Intercultural Communication from the Interpretation and Translation Perspective," *Journal of Interpreting and Translation Studies*, 14:2 (2011), 359.