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Low Context Society

What is a Low-context society?

Low-context society is a term used by anthropologist Edward T. Hall in 1976 to describe a communication style that relies heavily on explicit and direct language.

Examples of Low-context societies:

Germany, Norway, Denmark, Sweden, Finland, Canada, and the United States.

Low Context Ads in America



Volkswagen Commercial: Emotion, Identification



Alexa Commercial: Sensation



Budweiser Commercial: Sensation, Emotion, Identification



Goodyear Tire Commercial: Emotion

Argentina



Argentina Do's & Dont's

Do's:

- Do expect a ONE kiss on the cheek for greeting
- Do dress nice and be presentable
- Do learn to dance the tango or at least watch others dance it.
- Do expect a late dinner in Argentina. People will usually have dinner at 9 pm or 10 pm, and even later on weekends.
- Do bring a gift for your dinner/party hosts, such as flowers, candy, pastries, chocolate, or a bottle of Argentine wine.
- Do try yerba mate, which is a national drink of Argentina and a cultural ritual as well.

Dont's:

- Do not be offended by their open, direct and loud communication style.
- Don't be intimidated by their way of looking directly in the eye.
- Do not eat on the street or on public transportation.
- Do not get offended by the Argentine sense of humor.
- Do not share your opinion on Argentine politics or religion, unless your knowledge of Argentine Social, cultural and economics are excellent.
- Do not put your feet on the furniture.

Argentinean Family Values

- Argentines tend to maintain strong ties with their family.
- Extended families regularly visit each other often.
- Provide their children with a good education, and in turn, children usually care for their parents as they age.



Argentinian Communication Style

- Argentines are expressive and emotive in their communication.
- They tend to ask many questions that may be considered personal
- It can be considered impolite if one does not ask such questions.
- Interruptions are often viewed as a demonstration of one's interest in the conversation.



Argentinian Etiquette

- It is rude to walk through people who are conversing.
- Hats are expected to be removed when entering buildings, houses, and in front of women.
- Arriving late to an event is acceptable.



Argentinian Ad Agencies

