**DEVELOPMENT INTERNATIONAL MARKETS**

**LEARNING OUTCOME 4: ACTIVITY 3**

**Pairs Activity**

## **High and low context communication styles**

Read the following article:

Gamsriegler, A., 2005. High-Context and Low Context Communication Styles. *Information & knowledge management*, pp.1-8. <http://scholar.googleusercontent.com/scholar?q=cache:u2i6pd3IcM4J:scholar.google.com/&hl=en&as_sdt=0,5>

Then working in pairs, evaluate the importance of communication in the international business environment.