

Business Translation
**UNDERSTANDING
LANGUAGE FEATURES**

Languages are split into 2 key types, High-Context Communication (HCC) and Low Context Communication (LCC), each has its own unique features to understand while translating



**LCC Characteristics
(Individualistic
Culture)**



Speaker-oriented style
i.e. sender of message
responsible for clear
communication



Verbal-based
understanding i.e.,
use of words



**HCC Characteristics
(Collectivistic
Culture)**



Listener-oriented style
i.e., receiver of message
responsible for
interpretation of meaning



Context-based
understanding