low-context messages predominate, for example, tend not to emphasize situational factors enough when explaining the behavior of members of cultures in which high-context messages predominate. Members of cultures in which high-context messages predominate, in comparison, tend not to emphasize factors internal to the individual enough when trying to explain the behavior of members of cultures in which low-context messages predominate.

Another area where misunderstandings may occur in communication between members of cultures in which low- and high-context cultures predominate is in the directness of speech used. As indicated in Chapter 2, members of cultures where low-context communication predominates tend to use a direct style of speech. Members of cultures in which high-context communication predominates, in contrast, tend to use an indirect style of speech. Greeks tend to employ an indirect style of speech and interpret others' behavior based on the assumption that they also are using the same style (Tannen, 1979). U.S. Americans, in contrast, use a direct style of speech and assume others are using the same style.

When Greeks and U.S. Americans communicate there often are misunderstandings due to these differences in style of speech. A conversation between a husband (nonnative speaker [NNS] of English who learned indirect rules) and a wife (native speaker [NS] using direct communication styles) illustrates these differences:

NS (wife):	Bob's having a party. Wanna go?
NNS (husband):	OK.
NS:	(later) Are you sure you wanna go?
NNS:	OK, let's not go. I'm tired anyway. (Tannen, 1975)

In this conversation the husband interpreted the wife's question "Are you sure you wanna go?" as an indirect indication that she did not want to go.

From Gudykunst, W.B. *Bridging Differences. Effective Intergroup Communication*. 4th edition, London: Sage Publications, 2004, p. 172.