

The Iceberg Concept of Culture

Like an iceberg, nine-tenths of culture is below the surface.

Surface Culture

Most easily seen

Emotional level – low

Food,
dress, music, visual
arts, drama, crafts, dance,
literature, language,
celebrations, games

Shallow Culture

Unspoken Rules

Emotional – high

Courtesy, contextual conversation
patterns, concept of time, personal
space, rules of conduct, facial expressions,
nonverbal communication, body language,
touching, eye contact, patterns of handling emotions,
notions of modesty, concept of beauty, courtship practices,
relationship to animals, notions of leadership, tempo of work,
concepts of food, ideals of child rearing, theory of disease, social
interaction rate, nature of friendships, tone of voice, attitudes towards
elders, concept of cleanliness, notions of adolescence, patterns of group
decision-making, definition of insanity, preferences for competition or
cooperation, tolerance of physical pain, concept of "self", concept of past and
future, definition of obscenity, attitudes toward dependents, problem solving
roles in relation to age, sex, class, occupation, kinship, and...

Deep Culture

Unconscious Rules

Emotional level – intense