HOW CULTURE IS LIKE AN ICEBERG

Communicating Across Cultures

Just as nine-tenths of an iceberg is below the surface of the water, so is nine-tenths of culture out of conscious awareness and thus has been termed "deep culture." Oral tradition feeds on deep culture.

Food  Dress
Music  Visual Art
Drama  Crafts  Dance  Literature
Language  Celebrations

Notions of modesty  Conception of beauty  Concepts of food
Ideals governing child rearing  Rules of decency  Cosmology
Relationship with animals  Definition of sin  Courtship practices
Conception of justice  Incentives to work  Tempo of work
Conceptions of cleanliness  Notions of leadership  Concepts of humor
Patterns of group decision-making  Approaches to problem-solving  Attitudes toward the dependent
Theory of disease  Attitudes toward elders  Conception of status  Mobility  Eye contact  Behavior
Definition of obscenity  Patterns of superior/subordinate relations  Conception of past and future
Roles in relation to status by age, sex, class, occupation, kinship and so forth
Conversational patterns in various social context  Nature of friendship
Ordering of time  Conception of "self"  Patterns of visual perception
Preference for competition or cooperation  Notions about logic and validity  Body language
Social interaction rate  Notions of adolescence  Arrangement of physical space
Patterns of handling emotions  Facial expressions
Definition of insanity  Tolerance of physical pain
AND MUCH, MUCH MORE

"This hidden area underlies our behavior, influences our perceptions, and is out of our immediate frame of reference—until we plunge beneath the surface—or perhaps like the Titanic, encounter it unexpectedly." —Sharon Rhuly