

# 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,  
languages, celebrations, games



**Shallow Culture**  
Unspoken Rules  
Emotional level - high

courtesy, contextual conversational 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,  
relationships 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 toward 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