

# 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

Primarily in awareness

notions of modesty conception of beauty concepts of food  
ideals governing childraising 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

Primarily out of awareness

"This hidden area underlies our behaviour, 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 Rhuyl