Iceberg Concept

• One tenth of an iceberg is what we see, we refer to this as surface culture. Nine-ths of an iceberg is out of sight (below the water line), out of conscious awareness. This is called "deep culture"

Fine arts, literature, drama, classical music, popular music, folk dancing, games, cooking dress



Notions of modesty, conception of beauty, ideals governing child raising, rules of descent, cosmology, relationship to animals patterns of superior/subordinate relations definition of sin, courtship practices, conception of justice, incentives to work, notions or leadership, tempo of work, pattern of group decision-making, conception of cleanliness, attitudes toward the dependent, theory of disease, approaches to problem-solving, conception of status mobility, eye behavior, roles in relation to status by age, sex, class, occupation, kinship and so forth, conversational patterns in various social contests, conception of past and future, definition of insanity, nature of friendship, ordering of time, conception of self, patterns of visual perception, preference for competition or cooperation, body language, social interaction rate, notions of adolescence, notion about logic and validity, patterns of handling emotions, facial expressions, arrangement of physical space, humor . . . AND MUCH MUCH MORE

