

Culture as an Iceberg

Visible Cultural Expressions

Food, clothing, music, dance, popular culture...

Surface External
Top 10%

Language & Communication Verbal and Non-verbal

Facial expressions, gestures, eye contact, personal space, touching, body language, conversational patterns in different social situations, handling and displaying of emotion, tone of voice.

Relationships & Roles

Gender roles, ideas about leadership, decision-making models, friendship, designation of status based on positions (e.g., age, gender, job), dating and courtship practices, marriage, notions of child-rearing (and how children behave in places of worship), courtesy & manners, elders, adolescents, dependents, age.

Attitudes & Norms

What we expect of ourselves & others. authority, power, cleanliness, modesty, beauty, rules, expectations.

Beliefs & Values

World view, concept of humans in relation to the world, religious beliefs & practices, ideas about modesty, concepts of time, understanding past & future, fairness & justice, cooperation vs. competition, relationships with animals, virtues, sin, death.

Deep Internal
90%