The Iceberg Concept

The Iceberg Concept is a way for us to imagine how culture functions in our lives. Just as most of an iceberg is out of sight – below the surface of the water – so is most of culture out of conscious awareness. The part of culture that is not obvious to an outsider is called “deep culture”.

**Primarily in Awareness**

- Music
- Clothing
- Celebrations
- Folk Dancing
- Crafts/Arts
- Food
- Language
- Drama

**Primarily Out of Awareness**

- Notion of privacy
- Eye contact
- Conflict resolution
- Personal space
- Courtship
- Expression of emotion
- Attitude toward work
- Concept of beauty
- Relationships between superiors and subordinates
- Concept of cleanliness
- Role of elderly
- Status
- Child rearing practices
- Perceptions of past and future
- Nature of friendship
- Facial expressions
- Gender roles
- Approach to problem-solving
- Notions of modesty
- Death and dying practices
- Attitude toward authority
- Attitude toward illness
- Preference for competition or cooperation