

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

