

The iceberg concept of culture

Surface Culture

Above sea level

Emotional level: relatively low

Deep Culture

Unspoken Rules

Partially below sea level

Emotional level: very high

Unconscious Rules

Completely below sea level

Emotional level: intense

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facial expressions	eating habits	conception of cleanliness
religious beliefs	notions of modesty	concept of justice
religious rituals	food	approaches to problem-solving
importance of time	general world view	drama
paintings	understanding of the natural world	body language
values	folk-dancing	notions of adolescence
literature	styles of dress	ordering of time
childraising beliefs	concept of personal space	architecture
concept of leadership	rules of social etiquette	popular music
gestures	concept of self	handling of emotions
holiday customs	work ethic	patterns of decision-making
concept of fairness	conception of beauty	nature of friendship