The Iceberg Concept of Culture
Like an iceberg, the majority of culture is below the surface.

**Surface Culture**
Above sea level
**Emotional load**: relatively low
- food
- dress
- music
- visual arts
- drama
- crafts
- dance
- literature
- language
- celebrations
- games

**Deep Culture**
- courtesy
- contextual conversational patterns
- concept of time
- personal space
- rules of conduct
- facial expressions
- nonverbal communication
- body language
- touching
- eye contact
- patterns of handling emotions
- notions of modesty
- concept of beauty
- courtship practices
- relationships to animals
- notions of leadership
- tempo of work
- concepts of food
- ideals of childrearing
- theory of disease
- social interaction rate
- nature of friendships
- tone of voice
- attitudes toward elders
- concept of cleanliness
- notions of adolescence
- patterns of group decision-making
- definition of insanity
- preference for competition or cooperation
- tolerance of physical pain
- concept of “self”
- concept of past and future
definition of obscenity
- attitudes toward dependents
- problem-solving
- roles in relation to age, sex, class, occupation, kinship, and so forth

Unspoken Rules
- Partially below sea level
- Emotional load: very high

Unconscious Rules
- Completely below sea level
- Emotional load: intense