

Figure 2.4. The Iceberg Metaphor

Used by permission

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

Unspoken Rules

Partially below sea level

Emotional load: very high

Unconscious Rules

Completely below sea level

Emotional load: intense

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



the Three P's Pyramid

a tool for understanding cultures

Products

food, festivals,
fairy tales

objects, artifacts, works of literature and
art, things you find in a typical home, ...

Practices

behaviors
etiquette

Perspectives

worldview
cultural values

the Three P's Pyramid

a tool for understanding cultures

Products

food, festivals,
fairy tales

objects, artifacts, works of literature and
art, things you find in a typical home, ...

Practices

behaviors
etiquette

expectations for social situations, body
language, common habits, ...

Perspectives

worldview
cultural values

the Three P's Pyramid

a tool for understanding cultures

Products

food, festivals,
fairy tales

objects, artifacts, works of literature and art, things you find in a typical home, ...

Practices

behaviors
etiquette

expectations for social situations, body language, common habits, ...

Perspectives

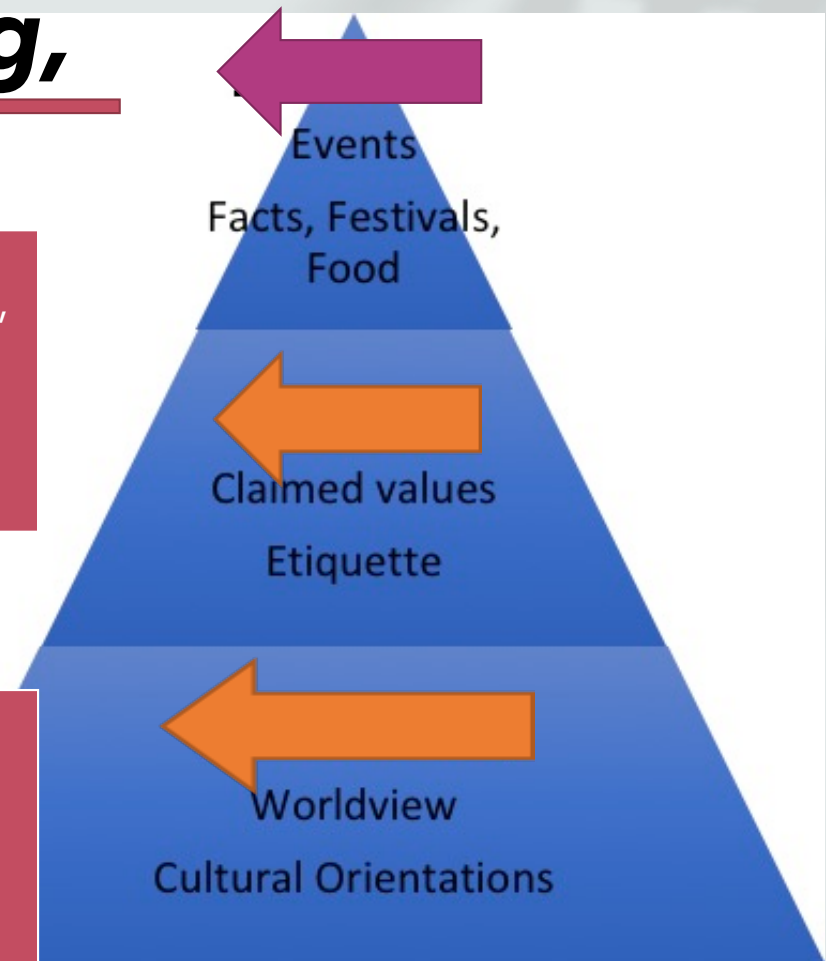
worldview
cultural values

cultural orientations, priorities, what is considered virtuous or "good", what we consider when making decisions ...

Describing, comparing, contrasting cultures

By looking more closely at the **products, practices,** and **perspectives** of a culture , and how these different pieces fit together, we can deepen our understanding of the culture we are exploring.

In fact, this type of exploration can also help us discover important things about our own cultures and cultural identities.



Describing, comparing, contrasting cultures

By looking more closely at _____ of a culture , and how these different pieces fit together, we can deepen our understanding of the culture we are exploring.

In fact, this type of exploration can also help us discover important things about our own cultures and cultural identities.

