

The Iceberg Model (E.T. Hall)



Surface culture (above the water line): language, food, art, music, fashion, literature, rituals, flags, festivals, etc.



Deep culture (below the water line): values, social norms, unspoken and unconscious rules, sense of time, personal space and concept of privacy, interpretation of "right" and "wrong", non-verbal communication, concept of death, gender roles, courtesy and manners, notions of beauty, etc.