

# HOW CULTURE IS LIKE AN ICEBERG

Just as 9/10ths of an iceberg is below the surface of the water,  
SO IS 9/10ths OF CULTURE OUT OF CONSCIOUS AWARENESS

and thus has been termed "DEEP CULTURE."

Oral tradition feeds on deep culture.

**COMMUNICATING  
ACROSS CULTURES**

**OUT OF AWARENESS**

**LANGUAGE**  
**FOOD**  
**MUSIC**  
**VISUAL ART**  
**DRESS**  
**CRAFTS**  
**DANCE**  
**CELEBRATIONS**  
**DRAMA**  
**LITERATURE**  
**IN AWARENESS**

Rules of decency  
**Concepts of food**

Ideals governing child-raising  
Approaches to problem-solving  
Patterns of group decision-making

**Notions of modesty**

Conception of past and future

**Conception of beauty**

Relationship with animals

Patterns of visual perception

Conceptions of cleanliness

Conception of justice

**Concepts of humor**

Courtship practices

Incentives to work

Definition of sin

Patterns of group decision-making  
**Preference for competition / cooperation**

Patterns of superior/subordinate relations  
Roles in relation to status by age, sex, class,  
occupation, gender, kinship and so forth

Attitudes toward the dependent

Notions about logic and validity

Arrangement of physical space

**Patterns of handling emotions**

Conception of status mobility

Attitudes toward elders

**Notions of adolescence**

Social interaction rate

**Notions of leadership**

Conversational patterns  
in various social contexts

Tolerance of physical pain

**Nature of friendship**

Cosmology

Tempo of work

Ordering of time

**Body language**

Theory of disease

Facial expressions

**Conception of "self"**

Eye contact behavior

**Definition of insanity**

Definition of obscenity

**...AND MUCH, MUCH MORE.**

THE  
**BROWN BOI**  
PROJECT

**"This hidden area underlies our behavior, influences our perceptions, and is out of our immediate frame of reference  
- until we plunge beneath the surface - or perhaps like the titanic, encounter it unexpectedly." - SHARON RHULY**