

## The Cultural 'Iceberg' – [Key](#)

What is above the waterline is the result of what is below. The obvious aspects of a culture are the result of the hidden ones.

You may be able to watch unknown religious rituals, for example, but you may not be aware of the beliefs that they express.

INSIGHT: What you see and hear is the result of ideas, values and social norms that are so well-known and accepted that in everyday life they are not discussed.

They would only be explained to children and defended only in a major crisis.

clothes

eye contact, facial expressions, gestures  
popular dishes, table manners, working hours  
popular role models, religious rituals

dress code, ideas of beauty, notions of fairness  
notions of modesty/decency/privacy  
the notion of hospitality, history  
religious beliefs, work ethic, taboos  
the concept of time  
collective traumas