

So How Do We Analyse Culture ?

- There are many theories and models.
 - One model identifies 4 aspects of culture.
1. Material constructions - what you can **see** in the culture that is different from your own.
 2. Socio-political constructions - what you can see but don't know how it works, what its rules are.
 3. Behavioural norms - what you can see happening but don't know its rules.
 4. Values and beliefs. This underpin (3) but you can't see or guess them.

This is called the 'Iceberg Theory of Culture' – because most of it is invisible.

The Iceberg Concept of Culture

Like an iceberg,
nine-tenths of culture is below the surface.

Surface Culture
Most easily seen
Emotional level - low

Food, dress,
music, visual arts,
drama, crafts,
dance, literature,
languages, celebrations, games



Shallow Culture
Unspoken Rules
Emotional level - high

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 child rearing, 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, preferences 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 ...

Deep Culture
Unconscious Rules
Emotional level - intense