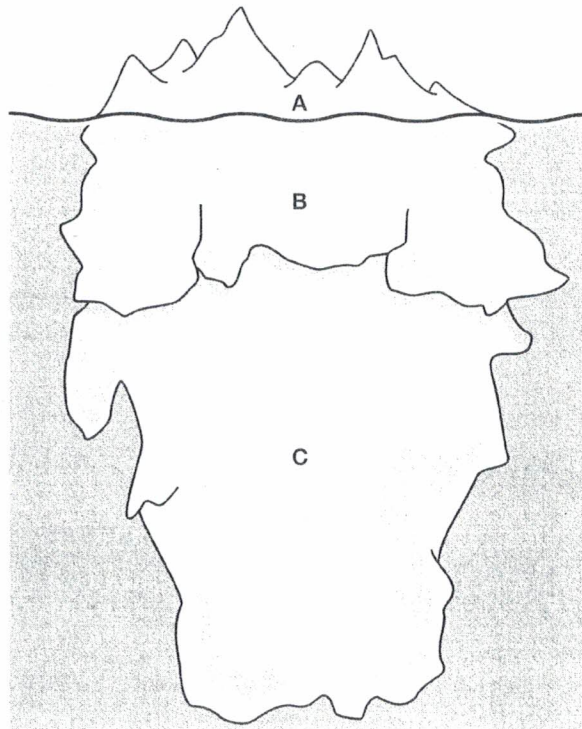


# 1.3

## The culture iceberg

When you observe people from a certain culture, some characteristics – such as dress and the way people greet each other – are easy to see. Others are not so easy.

Culture is sometimes compared to an iceberg, some of which is visible, but much of which is difficult to see, or invisible.



1 Look at the list of components of national culture, and place each one in one of the three categories:

A things which you can recognise quite easily

B things which take some time to recognise

C things which you recognise only when you are very familiar with a culture.

Artefacts: art and architecture	<input type="checkbox"/>	Humour	<input type="checkbox"/>
Balance between work and home	<input type="checkbox"/>	Organisation of companies	<input type="checkbox"/>
Corruption	<input type="checkbox"/>	Personal friendship	<input type="checkbox"/>
Democracy	<input type="checkbox"/>	Physical gestures	<input type="checkbox"/>
Directness of speech in business	<input type="checkbox"/>	Press and other media	<input type="checkbox"/>
Driving habits	<input type="checkbox"/>	Punctuality in business	<input type="checkbox"/>
Emotion shown in public	<input type="checkbox"/>	Social life: public and private	<input type="checkbox"/>
Family life	<input type="checkbox"/>	Social organisation and class	<input type="checkbox"/>
Gender – roles of males and females	<input type="checkbox"/>	Treatment of outsiders/foreigners	<input type="checkbox"/>
Greetings	<input type="checkbox"/>	Values and beliefs	<input type="checkbox"/>

2 Are any of these more important than others in understanding a particular national culture with which you are familiar?

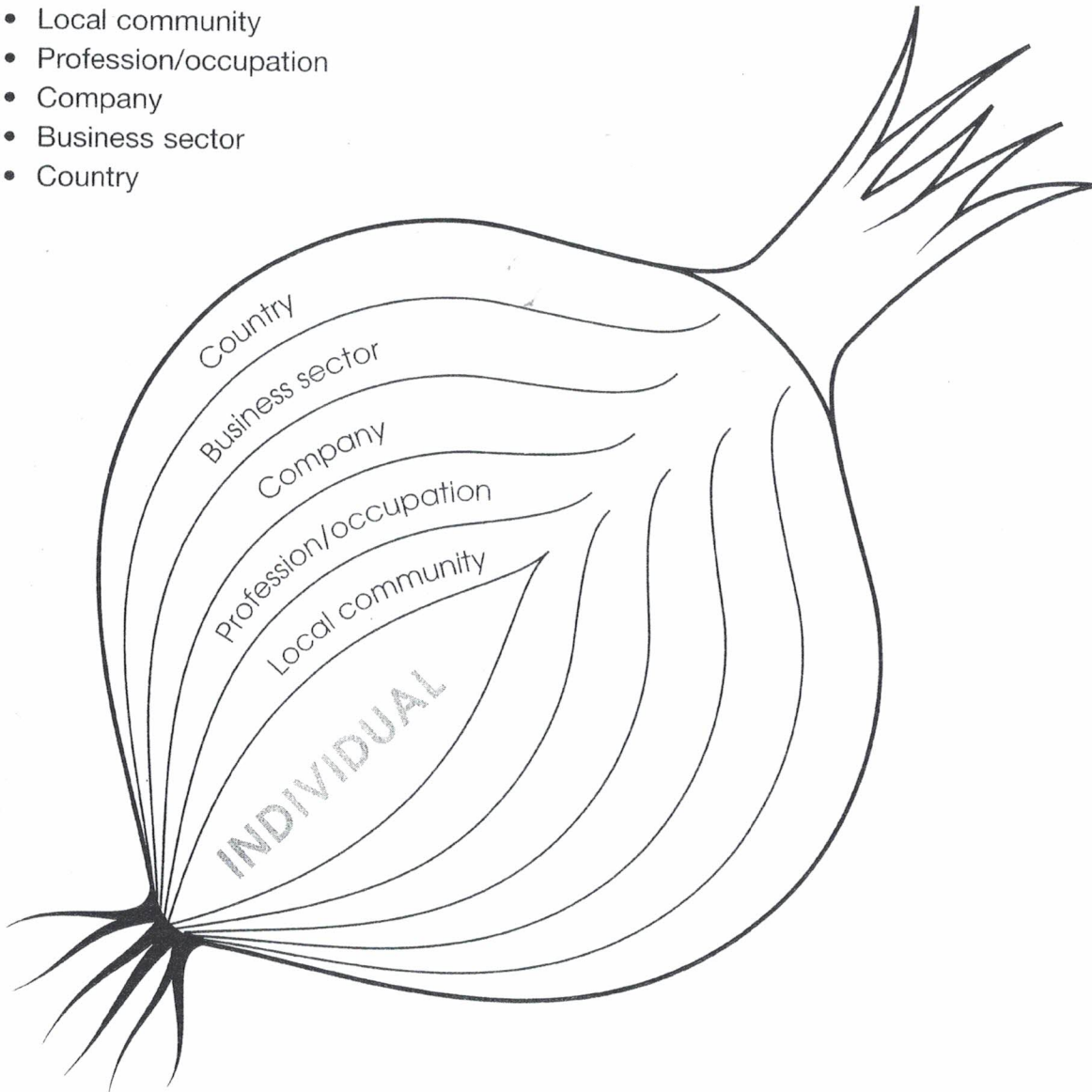
3 Add any other elements which you think are important in defining a national culture you know.

## 2.1

# The culture onion

The onion shows five different layers of culture which might affect an individual's identity:

- Local community
- Profession/occupation
- Company
- Business sector
- Country



- 1 Can you add other layers to the onion?
- 2 Which layers of culture do you think are the most influential on a person's behaviour?
- 3 Choose a person you know quite well and explain how he or she has been influenced by the different cultures he or she belongs to.