

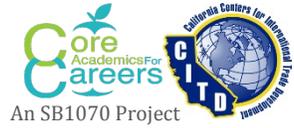
Name(s):

Period:

Date:

Iceberg Model of Culture

US History Module



An SB1070 Project

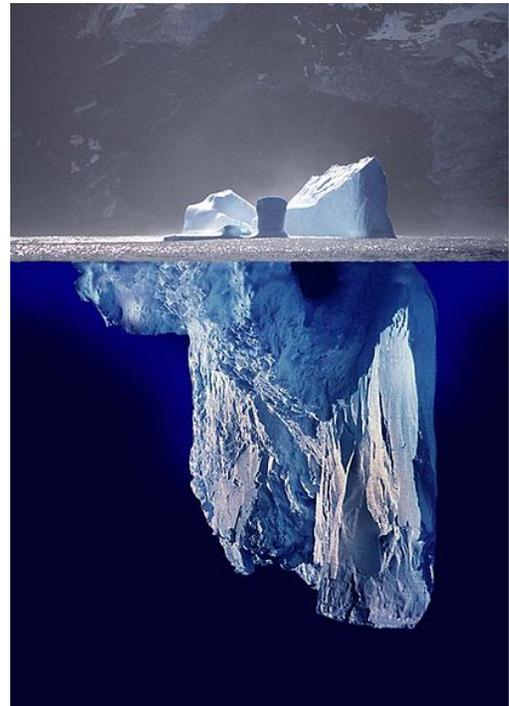
Background & Introduction

Throughout history, people have moved from one place and into another in search of resources. Too often, those movements caused conflict between neighbors. As you have seen in your US History class, those conflicts typically result with winners and losers. (Think of the European displacement of First Nations people, colonialism, WWI, etc.) In our 21st Century, global economy, we will need to interact with people from all parts of the world. We can now move great distances in a matter of hours and instantly connect to the most remote regions.

Consider how globalization has changed the way items make it into our possession. Product design may begin in Japan with manufacturing in Brazil. Ideas may flow from Germany to a designer in India. That design could then be produced in Malaysia. In order for our global economy to function, individuals must bridge differences in not only language but customs, behaviors, and expectations, as well.

When surveyed, business leaders state they need employees with specific “soft skills”. Those include (but are not limited to) work ethic, willingness to learn, and interpersonal skills. Recent brain research shows members of one culture process information differently from people in another. Successful negotiations and transactions, rely on sensitivity to, and awareness of, cultural differences. To begin, we must become self-aware, identifying our own cultural assumptions and motivations. Once we accomplish that goal, we can learn to recognize the reasons for patterns of behavior in other cultures. The objective being that we will improve communication. By improving relationships through better communication, business transactions are more likely to be successful for all involved.

Edward T. Hall developed the Iceberg Model of Culture in 1976. If you have seen “Titanic”, then you know that the majority of an iceberg is under the surface of the ocean, with just the tip visible. Hall’s ideas about culture were similar. He felt that the visible aspects of culture were only the “tip of the iceberg” but most of what drives our culture is below the surface, unseen and subconscious.



Iceberg: Wikimedia commons
<http://www.ecoscope.com/iceberg/>

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The Iceberg Model of Culture (handout) page 1

Directions: On your own answer the questions on the back of this page. Then, place your answers in the appropriate sections of the iceberg. Discuss the results with the class.

Iceberg Model -

This model compares culture to an iceberg. Only the "tip of the iceberg" of a culture is visible, while the rest is unseen.

Surface Culture

Language, Arts,
Literature, Religion,
Music, Dress, Dance,
Games, Sports, Food

visible

hidden

Deep Culture

Ideas about...
modesty, beauty, education,
courtship/dating, justice, leadership,
cleanliness, sanity, friendship, life, gender,
class, age, competition vs. cooperation,
kinship, logic/validity, physical space,
display of emotions, individualism, group
norms, concepts of time & space, etc.

The Iceberg Model of Culture (handout) page 2

1. What language do you speak at home?
2. Do you know a second language? What is it?
3. Do you belong to a religion or adhere to a belief system? (examples: Buddhist, Jewish, Christian, Animist, Muslim, etc.)
4. What foods do you typically eat?
5. What holidays and/or ceremonies are important? What are the customs you have to mark the occasion?
6. How important is extended family?
7. What genre of music do you prefer?
8. What genre of music do your other family members choose?
9. What books are you reading for school? Which ones do you read for pleasure?
10. Do you play any sports? List them:
11. Describe your clothing style:
12. How do you greet someone you know? How would you greet a stranger?
13. What amount of personal space is comfortable for you?
14. How important is time? Is it OK to be late? Early?
15. Define your work ethic:
16. List rules you associate with politeness:
17. If you had to name your culture, what would it be?

College & Career Connections

Career Spotlight

Interpreter

Translates concepts and ideas from source language to target language with an awareness of cultural norms while maintaining style and tone. Speak, read, and write fluently in at least two languages, including English

Median Annual Salary: \$44,000

EDUCATION:

Bachelor's Degree in a foreign language, linguistics, or communication. Academic proficiency in a second language.

College Connections

Bachelor of Arts in Linguistics – Global Concentration

The undergraduate program introduces majors and non-majors to the scientific study of language in the broader perspective of a liberal arts education.

Schools offering this program of study
[UCSD](http://ling.ucsd.edu/undergrad/majors/global-concentration.html)

Bachelor of Arts in Linguistics – minor in Chinese

The Department of Linguistics and Asian/Middle Eastern Languages offers coursework in all areas of linguistic analysis: the core areas of phonology, syntax, semantics, and historical linguistics; and interdisciplinary areas such as applied linguistics, sociolinguistics, psycholinguistics, bilingualism, computational linguistics, and the linguistics of certain languages and language families.

Schools offering this program of study
[SDSU](http://linguistics.sdsu.edu/undergraduate/index.html)

References

<http://www.bls.gov/ooh/Media-and-Communication/Interpreters-and-translators.htm>

<http://www.translatorsbase.com/articles/1198.aspx>

<http://ling.ucsd.edu/undergrad/majors/global-concentration.html>

<http://linguistics.sdsu.edu/undergraduate/index.html>