

ODDA PRESENTATION S E R B I A



Open **D**oors
for **D**anube Countries
for **A**LL

Serbian team



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ODDA meetings of Serbian group



The Cultural Iceberg

Easy to see

- > customs
- > mores
- > courtesies

10 %

90 %

Difficult to see

- > values
- > priorities
- > assumptions

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

What we have done?

- Group of 6 people and more than 10 associates, partner organisations, media representatives...
- Translation and **analyse** of documents for ODDA
- Creating of international European dictionary
- Exchange of innovative methods to develop communication, cooperation, future projects...





Example of innovative tools

- Story telling as a method
- Real stories about life of historical persons
- New approach of introducing the cultural events/programs in different institutions (libraries, museums, institutes, schools...)
- Example of good practice: Kulturnet

Story telling

Mina Vilhemina Karadžić



Story telling

Mina Vilhemina Karadžić



Thank you for attention!

