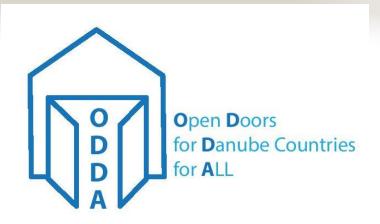
### ODDA PRESENTATION S E R B I A



#### Serbian team



Gabrijela Simić TRANSLATOR



Lidija Jevremović ANDRAGOGIST



Marina Lukić-Cvetić HISTORIAN OF ARTS



Ljiljana Ćumura SOCIOLOGIST



Svetlana Panin JOURNALIST



Vesna Kostić TOURISMOLOGIST

## **ODDA** meetings of Serbian group





# The Cultural Iceberg Easy to see > customs > mores > courtesies 10 % Difficult to see 90 % > 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, languagae, celebrations, games



Shallow Culture courtesy, contextual conversational patterns, concept of time, Unspoken Rules personal space, rules of conduct, facial expressions, Emotional level - high 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, Deep Culture preferences for competition or cooperation, **Unconscious Rules** tolerance of physical pain, concept of "self", Emotional level - intense concept of past and future, definition of obscenity, attitudes toward dependents, problem solving roles in relation to age, sex, class, occupation,

kinship, and ...

#### 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!

