THE SEMIOTIC ICEBERG
(Based on model by Dr. Greg Fraser)

Textual observations: “above the waterline”

Visible Text

Sub-text: waterline to dive below ↓

- Ideologies
- Persistent beliefs
- Underlying meanings
- Commonly held views
- Principles
- Dominant mindsets
- Outlooks and values
- Shared hopes, dreams, and desires
- Established power structures
- Assumptions
- Received wisdoms
- Historical factors
- Criticisms/critiques
- Figurative meanings
- Cultural anxieties
- Supposed eternal truths
- Unspoken tensions
- Connotations
- Considerations of what is ‘natural’ or ‘normal’
- Ideas and ideals
- Standard mentalities
- Historical underpinnings
- Longstanding biases
- Expectations
- Intellectual traditions
- “Master narratives”
- Morals and mores
- Widespread preoccupations
- Philosophical underpinnings
- Psychological states
- Socio-economic factors
- Subconscious motivations, fears, & desires
- Literary echoes and influences
- Common assumptions about gender, politics, religion, race