Assoc.prof.Patcharin Sirasoonthorn, Ph.D
Faculty of Social Sciences
Naresuan University

Culture and Health

Why culture matters?

- Paradigm shift
- Getting to know culture
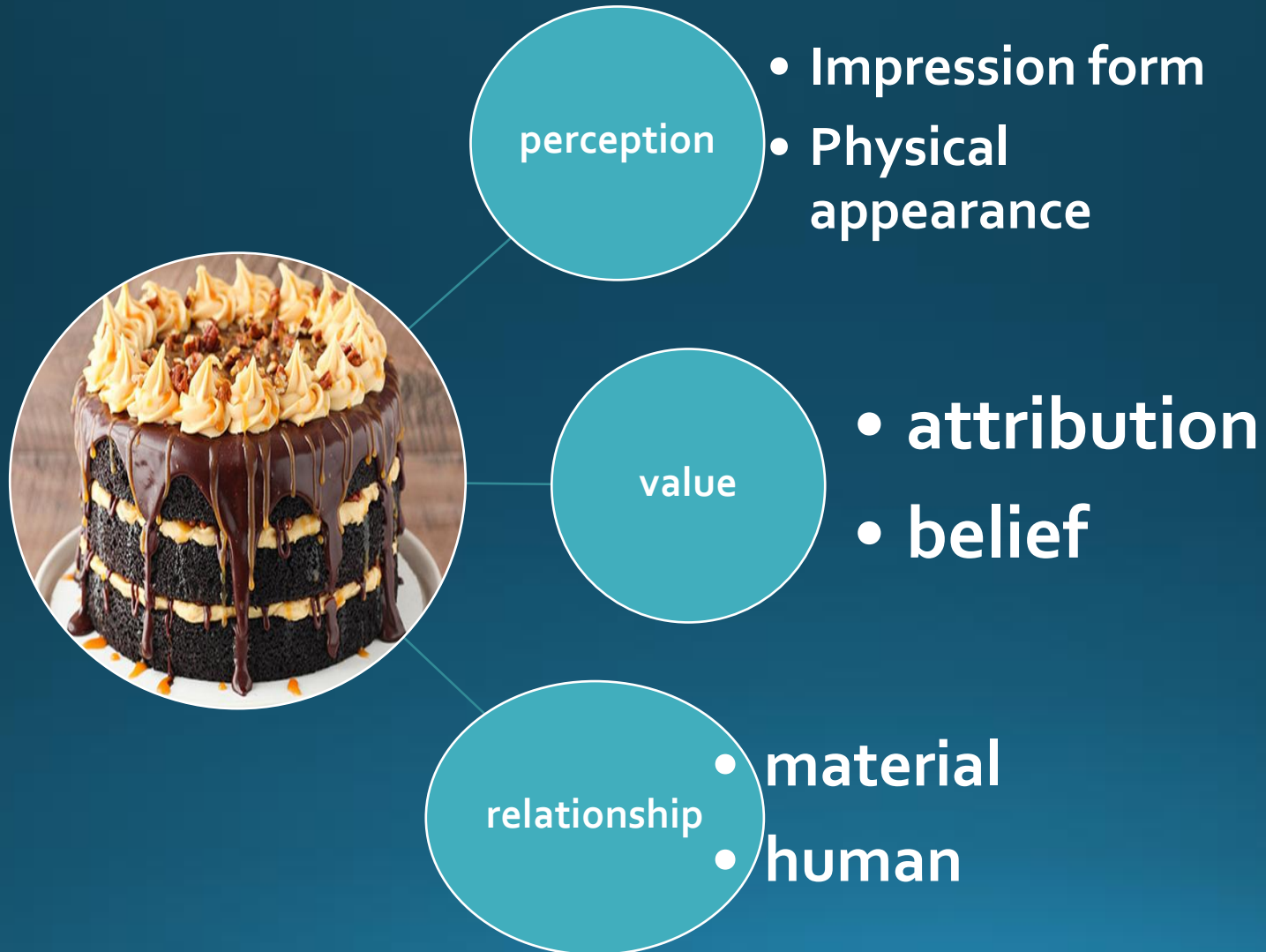- Culture and health
- Case studies.

Paradigm shift

Culture

Culture

material
- perception
- artifact VS social relation

symbolic
- communication

Material Culture

perception
- Impression form
- Physical appearance

value
- attribution
- belief

relationship
- material
- human

Attribution

Observation social environment

information

understanding

rationalization

Material Culture
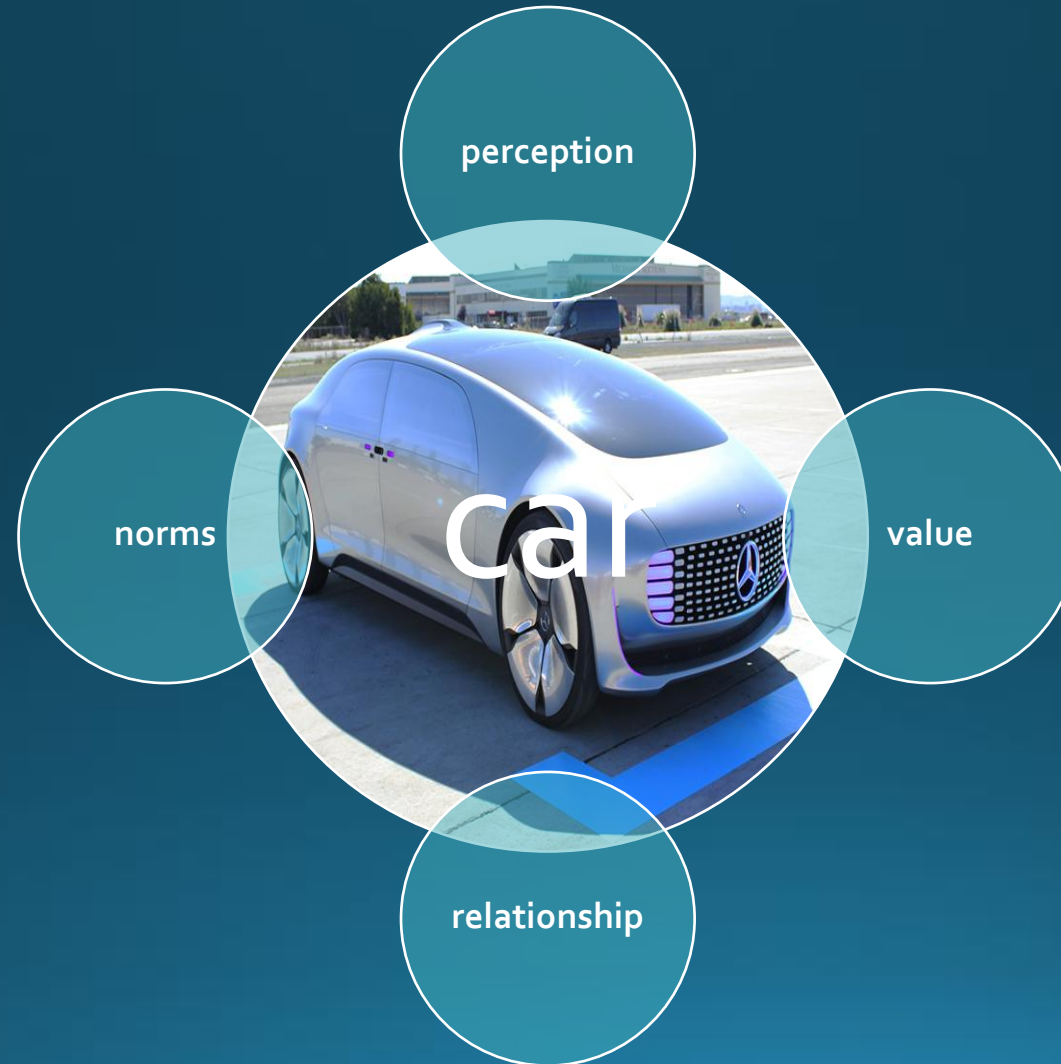
perception

norms

coffee

value

relationship

Material Culture

Types of culture and health

- Folk culture

- Organization culture

Folk culture

Folk culture

Folk culture

Types of culture and health

- Folk culture

- Organization culture

Folk culture

Folk culture

Folk culture

Organization culture

Organization culture

Organization culture

Symbolic culture

Communication

- **Verbal: Words**
- **Non-verbal: speech/ tone/ stop**
- **Symbolic: color/ class/ sign.**

What is he saying?

Level of verbal communication

- Vulgarism: Daily living language

- Informal Language

- Formal Language
    - Personal
    - Conversation
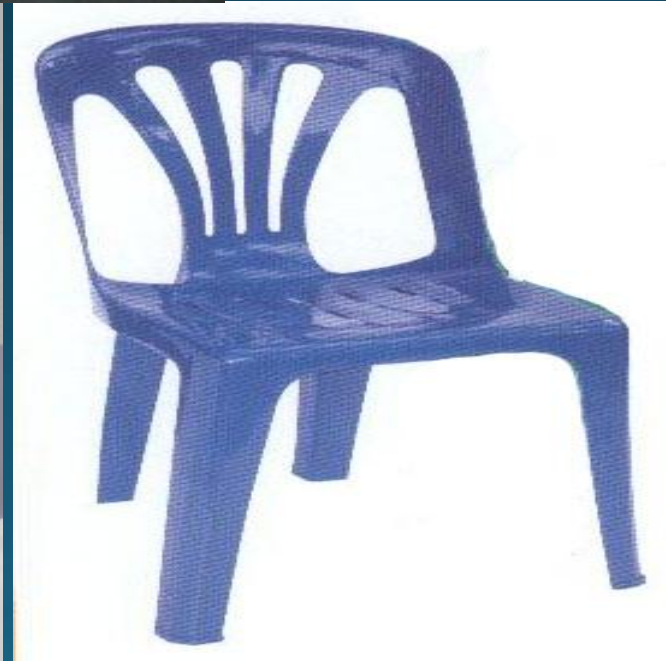   - Semi-formal
    - Formal
    - Very formal.

Non-verbal communication

Proxemics: control level of relation

- **Physical Context**
- **Object/ material**
- **Distance**
- **Social Position**
- **Patron-client relationship**.

Proxemics

How far?

- Intimate Distance: < 8" (ex. husband/ wife/ son)
- Personal Distance: 1-2 Feet (ex. party)
- Social Distance: 4-6 Feet (ex. stranger/ work colleague)
- Public Distance: 12-15 Feet (ex. Public statement).

Chronemics: Time

- Duration
- On time.

Smell tells story!

- Natural smell
- Artificial smell: Perfume
- Bad smell.

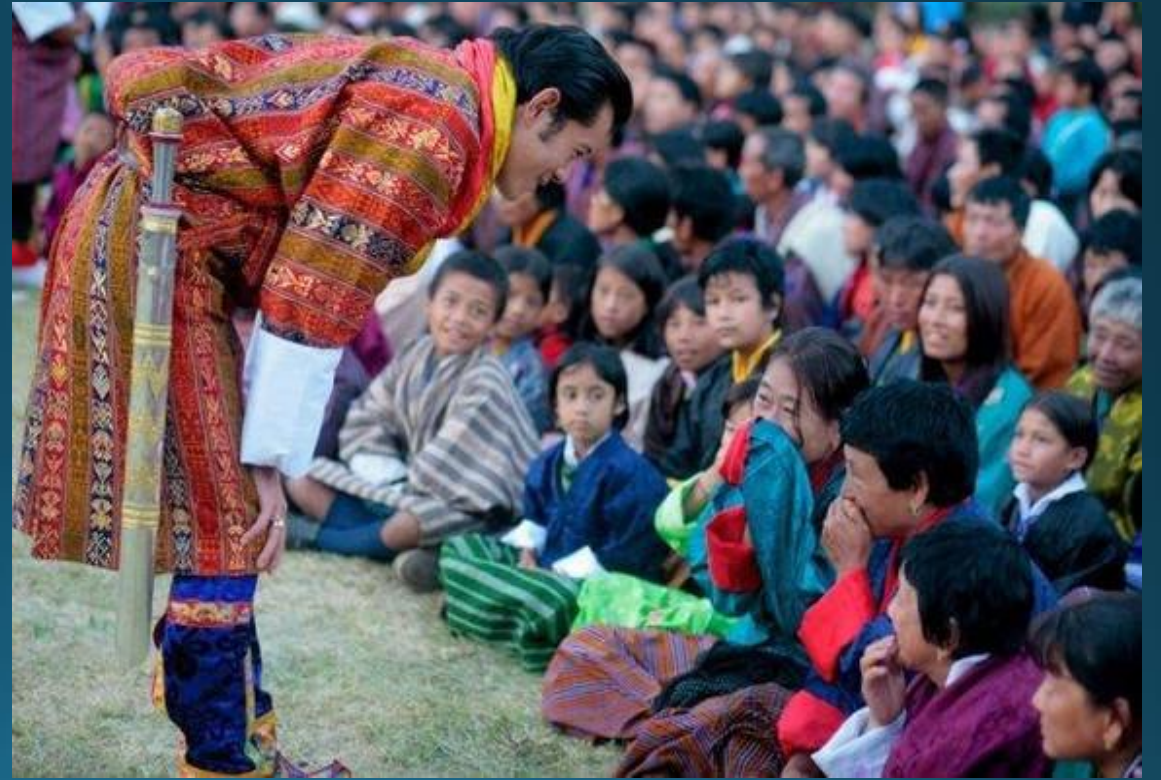# Oculesics: eye communication

- Eye contact
- Civil inattention
- Gazing
- Looking down gazing
- Direction VS Size of eyes.

Kinesics: communicate by manners

- Sitting position
- Standing position
- Hands/Arms/Foot
- Greeting: Licking/ bounding/ shaking hands
- Moving/ shaking/ ticking.

Kinesics: about manners

Haptics: touching

- Hand shaking
- Hugging
- Touching
- Patching
- Holding hands.

Objectics

Paralanguage/ Vocalics: Talking and Voice

- Element of talking and voice
  - Mean voice
  - Slow/ quick
  - High/ low tone
  - Loud/ whispering.

End of Lecture